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FOREWORD

Kia ora and welcome to the *Get Set Go!* guide.

This guide is a great resource for anyone organising community recreation, arts programmes and events.

Get Set Go! will help you put your ideas into action. There are planning sheets that provide you with an easy step-by-step plan, and training to help you turn your great ideas into reality.

This edition was prepared by Wellington City Council, Sport Wellington Region Wellington and Christchurch City Council. Many thanks also to all the other community groups that assisted in putting *Get Set Go!* together.

If you need any further information or training on the guide, you can contact:

Wellington City Council's community recreation advisor on (04) 499 4444, cra@wcc.govt.nz

Sport Wellington, active living coordinator on (04) 920 4200 or info@sportwellington.org.nz

Christchurch City Council's community recreation advisors on (03) 941 8999

INTRODUCTION

Whether your programme or event involves art, music, culture sport, social or club events, this guide can help you with your planning. It includes:

THE PLANNING PROCESS

1. Developing your great idea
2. Planning the programme
3. Running the programme
4. Evaluations

CASE STUDIES

To see how others have turned their great ideas into reality, we talked with five community leaders running events or programmes. Their experiences and insights are included in the guide.

PLANNING SHEETS

There are planning sheets for you to fill in as you go – use these and you will have done most of the thinking and planning needed and be ready to run your programme or event.

FURTHER CONTACTS AND RESOURCES

We have included further contacts and resources to help you network.



Koroua Sam Jackson of Taranaki Whanui ki te upoko o te Ika at the Citizen ceremony June 2009 with Tauawhi Borilla of the Ngā karera Māori club

PLANNING A PROGRAMME OR EVENT: THE PROCESS



1. YOUR GREAT IDEA

- Who is the programme for?
- What do your potential participants want?
- Setting objectives



2. PLANNING THE PROGRAMME OR EVENT

- Programme content
- Resources
- Venue
- Equipment
- Timing
- Administration
- Accessibility – making it easy for people
- Managing staff and volunteers
- Being a green event
- Health and Safety
- Risk analysis management
- Promotion and publicity
- Budget/funding



3. RUNNING THE PROGRAMME OR EVENT

- Timelines and timetables
- Troubleshooting
- The big picture



4. EVALUATION

- How did it go?
- What could we do better next time?
- Using evaluation information

CASE STUDIES – TURNING GREAT IDEAS INTO REALITY

MAUREEN CRISP Wellington Children's Book Association

Maureen Crisp, convenor of the Wellington Children's Book Association, came up with an idea to hold a Wellington Children's writing competition. The original competition attracted 100 entries and about \$2000 worth of funding and sponsorship. "We were excited with the high quality of the stories that were entered in our competition. It was a fitting tribute to our patron Jack Lasenby."

The competition has continued to develop over the past eight years and has been a source of growth for the group. "Setting up this project initially has given us real street cred and lifted our profile. Because of it, more people are coming to us, so we're getting more funding, so we can do other projects ... and so on."

Get Set Go! was a catalyst in ensuring a quality event and the Wellington Children's Book Association has continued to use, develop and share the tools ever since.



MARK LATHAM Wellington Mountain Bike Club

Mark Latham and members of the Wellington Mountain Bike Club wanted to find a focus for their small, loosely-knit organisation. They decided to run four downhill racing events for around 200 participants at several locations in the region.

"We got a lot of new beginners to the sport. They seemed pretty stoked about it and had a good time. Since then, we've held lots of races, including three national ones. Sometimes we've even made money as well, which was a bonus."

"*Get Set Go!* was definitely useful at the time. We had a fair idea of what to do, but it just kind of cemented it for us and helped make sure we were on the right track. I'd definitely recommend it."



CHARLES NOANOA Community priest at St Matthews, Wellington

Charles Noanoa was the force behind organising a major church group fundraiser that included a hangi and quiz night. More than 100 people came, \$600 was raised for local missionaries, and everyone wanted to run it again. Charles went on to run it at other venues as well.

"*Get Set Go!* is an amazing tool. I've got one at the office and one at home. I use it all the time."



YOUR GREAT IDEA



So you have a great idea for a recreation programme or event?

- Maybe your craft group would like to stage an end of year exhibition of your work.
- Or your sports club wants to run a juniors tournament.
- Or your kura kaupapa (Māori immersion school) wants to organise a kapa haka event.
- Or your residents' association has noticed it's time for a community beach clean-up.

What should you do next? It would be useful for your organising group to clarify:

- Who is the programme or event for (ie your potential participants)?
- What will participants want?
- What are your objectives?

Ahakoia he iti, he iti māpihi pounamu

No matter how small, it is precious

“If you have a clear idea of what you're trying to do it's a lot easier to convince others to come on board. The head of my church was blown away by the simple document I produced for organising our hangi and quiz night using the planning sheets that are included in the *Get Set Go!* guide.”

CHARLES NOANO
St Mathews Church



Constable Liying Lai, of Christchurch Police, dancing impromptu with the stars at the Christchurch Global Football Festival



“We asked church members that were coming to the hangi what language they would like the karakia (prayer) in. They asked for it in five different languages representing all their cultures. Using other languages has become a practice for me. I’ve gone on to bringing other languages into my church services. I’ve even used Polish and Serbian during holy communion.”

CHARLES NOANOA
St Mathews Church



Somali women play badminton on Scorching Bay beach in Wellington

WHO IS THE PROGRAMME OR EVENT FOR?

Knowing the needs and values of your potential participants is an important step in planning a recreation programme or event. If you can answer most of the questions on **Who is it for? – planning sheet 1**, you will have a good picture of who your potential participants are and this will help you in your planning.

SEE PLANNING SHEET 1

CULTURAL AND EQUITY ISSUES

Are there any cultural and equity issues for your potential participants that you need to consider? These could relate to people of different ethnic backgrounds, gender, age and people with disabilities.

If you’re not sure, approach leaders of the groups you want to work with to ask for advice. Spend time with them. Try to find out what things might encourage the group to come along.

There may be ways of working with this group that you need to find out about. For example some people prefer face-to-face meetings. People with disabilities will need to know if their specific needs are going to be met eg accessibility of a venue.

SEE PLANNING SHEET 2

WHAT DOES YOUR TARGET GROUP OR AUDIENCE WANT?

You probably have lots of great ideas about what could be done on your programme. However, at this point, knowing something about what your potential participants want is just as important. Answering the questions on **What does your target group or audience want? – planning sheet 2** will help to ensure you really are meeting a need in the community, and are planning a programme that people will come to and support.

CHECK OUT YOUR GREAT IDEA

At this stage it is useful to check out that your great idea really is a good one – it can save you a lot of time and money, not to mention heartache later on.

Ways you could check your idea really is great

1. BRAINSTORMING

Purpose: to get as many ideas as possible in a short amount of time.

Example: the name of your programme.

What you need:

- a meeting room or place to work in
- more than one person
- large sheet of paper or a whiteboard and pen
- someone to lead the brainstorming and write down what is said
- a set period of time with a group – say 5–10 minutes.

The rules for brainstorming (state these clearly at the beginning):

- all ideas are welcome
- there is no need to explain ideas or justify them
- there is no discussion about ideas or whether they will work.

Remember, weird and wacky contributions might spark off someone else’s great idea!

When the brainstorm is finished, go through each of the ideas and talk about them. Are they realistic? Do they meet the needs you have identified?

2. GROUP DISCUSSION

Purpose: to get a range of ideas, and allow people to toss around proposals.

Example: what activities to include in the programme you are planning.

What you need:

- a relaxed meeting place that suits the group
- a group leader or facilitator
- an agreed purpose for the meeting
- someone to write down what is said
- an agreed amount of time for the discussion.

“When we put the flyer together we adapted another writing competition’s forms, and then brainstormed what extra information needed to be in our flyer.”

MAUREEN CRISP
Wellington Children’s Book Association



SETTING OBJECTIVES



Group brainstorming – How can we get people involved in our project?

How to set up a group discussion:

- make sure the group leader and recorder are clear about their goals
- introductions (if the group don't already know each other)
- let people know why you are having the group discussion
- set some ground rules to guide the discussion
- the leader should try to make sure everyone has a say – he or she may use smaller groups and give them ideas to talk about before reporting back
- use a timekeeper and stick to agreed time for discussion
- use the information and ideas from the meeting in your planning
- check back with the group – do they like what you came up with?
- let the group know how the information will be used.

3. QUESTIONNAIRES

Purpose: to get concrete information.

Example: to find out about your target group, what they want to do, and how much they can afford to pay.

In preparation, be sure you:

- are clear about what you want to find out and why
- have specific questions that will give you useful answers, eg what time of day would best suit participants to attend this programme or how much would they be able to pay to come along?
- have two or three questions that identify your target group, eg age group, gender and ethnic group.

How to develop the questionnaire

If you haven't designed a questionnaire before, it can be useful to get someone who has to help you – it will save time and energy if you get the questions right. Try it out on a few people and see what kind of replies you get.

Distribution – what's going to be easiest and within your budget?
A mail-out, delivery in person, handing out at a meeting of the groups you want to survey.

Putting the information together:

- make a chart to record all the information you collected
- record the results
- look over your chart and see what it tells you about what people want
- ensure you have information about cost, venue, timing, transport, childcare and other issues
- look at your programme idea and see how you can change it to fit what the group wants.

WHAT IS AN OBJECTIVE?

An objective simply states what it is you want to achieve.

WHY SET OBJECTIVES?

The clearer you are in the early stages about what you are trying to do, the easier it will be to ask others what they think, and plan how to do it.

WHEN SETTING OBJECTIVES TRY TO:

- make them simple, easy to understand and easy to achieve
- think about the time, funding and people that you have for your programme
- think about what you want to achieve, so that you will know when you succeed.

Setting objectives – planning sheet 3, is a simple template for writing up your objectives.

SEE PLANNING SHEET 3

“The idea with the event was to create some focus for our small organisation and get something else happening for mountain bikers in Wellington – especially beginners.”

MARK LATHAM
Wellington Mountain Bike Club



PLANNING THE PROGRAMME OR EVENT



So you have a great idea – you have checked it out with potential participants and firmed up a few details. Now is the time to start planning.

At this stage, you may find **Programme plan – planning sheet 4** useful. It gives you the opportunity to lay out the main elements of a programme or event in just a page. It may be used for early planning, getting committee or management approval, and later for funding applications.

The complete process for planning your programme is captured in the diagram on page four. Let's have a look at some of the planning processes in more detail.

SEE PLANNING SHEET 4

RESOURCES

What do you already have in terms of:

- time in which to organise the programme
- funding to cover any costs that won't be covered by entry fee or koha
- people such as volunteers and paid staff.

Other things you might need to include:

- specialist equipment
- office space and phone for planning
- stationery and access to photocopier
- space for childcare
- room for meetings.

It is useful to make a checklist of the resources you have, and what you will need to run the programme or event. Funding options on page 34 deals with making funding applications.

Just some of the resources included in Wellington City Council's free Push Play trailer. Phone (04) 499 4444 or email pushplay@wcc.govt.nz for more information.

*Ehara tāku toa i te toa takitahi,
ēngari he toa takitini*

*My strength is not the strength
of one but the strength of many*

“We quickly realised the large, national events we had envisaged were beyond the resources and goodwill of our members. So we started to concentrate on what we could do with what we had.”

MARK LATHAM
Wellington Mountain Bike Club



Push Play

Hot tip! Using music at your event? For copyright queries contact APRA Licencing Department at www.apra.co.nz, 0800 692 772 ext 2.



VENUE – WHERE TO RUN THE PROGRAMME?

DATES AND TIMING



For many participants, a venue that is close by, familiar and easy to get to is going to make it easier for them to come along and join in. However, if the venue doesn't meet the needs of your programme, it is better to find somewhere else.

What are your basic needs for the programme or event? What kind of venue will your potential participants feel comfortable in? To help you find the right venue, see **Getting the right venue and equipment – planning sheet 5**. For managing venue and equipment see **Arranging and managing venue and equipment – planning sheet 6**.

PERMISSION FOR ROAD AND FOOTPATH CLOSURES

If you are running a street event that:

- may affect vehicle or pedestrian traffic
- may increase traffic to a specific area (eg concerts, sports events)
- may require a road or footpath closure (eg parades, marches, runs, rallies)
- may require road signs,

then you will need to notify and get special permission from the Council.

(See Other sources of advice and information for contact details)

SEE PLANNING SHEETS 5 AND 6

To book a Wellington City Council park –
www.wellington.govt.nz/services/prksplygrnds/

To book a community hall –
www.wellington.govt.nz/services/commcentres/halls/commhalls.html

To find out about spaces available at community centres contact specific community centres –
www.wellington.govt.nz/services/commcentres/index.html

Contact your local community centre coordinator to find out about other venues available in your location.

Water fun at the annual Heathcote River promotion day in Christchurch

SETTING THE TIME

Find the time that suits your participants. Sometimes great ideas fail if people arrange the programme or event for the wrong time. Some examples are:

- parents of young children usually prefer programmes during school hours or after 7pm
- elderly people often prefer weekly contact with other people at a set time
- people with certain religious beliefs can't come to programmes on some days of the week.

THINGS TO CONSIDER WHEN DECIDING ON TIMING:

- time of day – morning, afternoon, evening
- how long – one hour, eight hours
- how often – once, every two weeks, daily
- time of the week – weekday, weekend.

SETTING THE DATE

Give yourself plenty of lead-in time when setting the date(s) for your programme or event. Make a timeline of everything that needs to be done and when it needs to be done by. See **People task list – planning sheet 7**. Two to four months is generally needed to plan a community event. For larger events you may need more than a year.

THINGS TO CONSIDER WHEN DECIDING ON A DATE:

- Book your venue well in advance. For bookings at a Council Park, see Other sources of advice and information for contact details at the back of this guide
- Book a postponement date or venue in case of bad weather and consider clashes with other events. See internet-based event calendar sites on page 28
- Consider combining with complementary events, eg the community fair with a gardens fair.

SEE PLANNING SHEET 7

“We ran the hangi and quiz night on a Saturday in spring so we'd get reasonable weather, but well before the Christmas rush. We planned it so the food could be served around 6pm so that it suited the families and old folks.”

Charles Noanoa
ST MATHEWS CHURCH



Racing against time at the Cycle Mad City Challenge, Wellington



ADMINISTRATION



Walk and roll

Well-organised records of what you are doing are important, so that you or someone else can use them if you run the programme again. You may also need to show the records to funders.

PUT EVERYTHING IN WRITING!

Keep copies of quotes, agreements and records of your telephone calls. Keep all emails and make sure your committee has access to your filing system.

A basic administration system should include:

- an easy-to-use system for recording income and expenditure – you can use a cashbook if you don't have access to a computer
- a way of recording all inward and outward cheques or cash
- a system for checking your records against banking
- a booking system for participants enrolling on your programme
See **Booking sheet – planning sheet 8**
- a way of recording decisions you or the group had made (eg minutes).

For general records, use a filing system and have files on each section of your programme or event. Keep copies of all letters, press releases and funding applications. File your planning notes and evaluations for future reference.

Inland Revenue has penalties for failing to keep adequate records – you need to be sure that you are operating within the law. If you're unsure of your requirements, it is useful to contact them to find out what is relevant to your organisation or programme.

SEE PLANNING SHEET 8

ACCESSIBILITY – MAKING IT EASY FOR EVERYONE TO TAKE PART

You can make it easy for participants to take part in your programme by thinking beforehand about what might stop them from coming.

See **Accessibility – Making it easy for everyone to take part – planning sheet 9** for a checklist of questions on planning, welcome, cost, cultural appropriateness, promotions, transport, childcare and physical access.

SEE PLANNING SHEET 9



MANAGING PEOPLE

Running programmes and events takes effort, enthusiasm and usually more than one pair of hands. The question is, how many hands will you need, what will you want people to do and how will you manage them?

To answer this you will need to think about all aspects of your programme/event including:

- advance planning
- running it on the day
- clean-up and follow-up.

See **People: Task list – planning sheet 7** to help you identify the tasks you will need done.

Volunteers may be able to do some of this work, but some tasks will need people with special skills that you will need to pay for.

Remember: Don't expect more of people (or yourself) than is humanly possible.

FINDING THE RIGHT PEOPLE

Good event organisers and staff/volunteers will be key to turning your great idea into reality. Use the best you can find and budget to pay them as well as you can. To help you find the right people:

- Check for potential tutors or leaders within your group. Often people just need to be asked to have their skills acknowledged.
- Work your networks. Learn from those whose advice you trust. Who have they used?

THE EVENT ORGANISER

The event or programme organiser is responsible for managing the overall planning, coordination and evaluation of the event. They must liaise with the organising body, the community and officials. The person (or people) appointed to this position should be:

- positive and enthusiastic
- well organised
- a good leader
- a good communicator
- reliable.

Lots of people have these qualities and will make excellent event coordinators. Previous formal experience is not essential depending on the size and risk level of the event.

SEE PLANNING SHEET 7

“I now give people really specific jobs that I know they will enjoy. That way they're guaranteed to do something small really well.”

Charles Noanoa
ST MATHEWS CHURCH



“To run those events we identified four or five people and just delegated ourselves tasks as to who would focus on first aid, or safety, transport, finances. That seemed to work pretty well.”

MARK LATHAM
Wellington Mountain Bike Club

WHO IS ON THE COMMITTEE?

Depending on the size of the event, you may need to appoint people or small committees to be responsible for particular areas. These may include:

- finance/administration
- venue
- people
- activities/entertainment
- food/stalls
- health and safety
- promotion
- evaluations and reporting

Create a job description of what is required for each area of responsibility and when it must be completed. To help you with this see **Volunteer job description – planning sheet 10**. Identify, source and allocate the resources needed to carry out the job. Keep networking across area's of responsibility to ensure a co-ordinated approach.

EMPLOYING STAFF

If you employ staff, you need to be sure that you are operating within the law. To find out more about your legal responsibilities when employing staff we recommend “Keeping it legal – Legal responsibilities of voluntary organisations in New Zealand” available from the Ministry of Social Development, www.ocvs.govt.nz. If you want legal advice, contact the Community Law Centre in your area. Try the white pages or www.communitylaw.org.nz.

CHECKLIST – PERFORMER/TUTOR CONTRACTS NEED TO INCLUDE:

- names of contractees – ie this is a contract between X and Y
- hours, days and dates of work
- pay rates and how they will be paid – eg by invoice
- insurance – remember public liability insurance (ie insurance if you or anyone involved in the programme causes serious public harm)
- policies of the organisation and/or the venue that the tutor needs to operate within
- health and safety requirements of the programme/event
- what happens if programme/event is cancelled – eg not enough enrolments within three days of the start
- clear statement of what the contractor is expected to provide as well as their skills and expertise
- performance measures
- conditions under which the contract will be terminated.

VOLUNTEERS

Working with volunteers requires a serious commitment from your group/organisation as well as from the volunteers. To ensure that everyone is clear about expectations and are happy with their role, consider how your volunteers will be:

1. recruited
2. trained
3. retained
4. evaluated
5. recognised and celebrated

See **Volunteer job description – planning sheet 10**

See **Managing volunteers – planning sheet 11**

For more information about volunteering and volunteers, see **Other sources of advice and information** at the back of this guide.

INDUCTION AND TRAINING: MAKING YOUR STAFF PART OF THE PROGRAMME AND PART OF THE TEAM

Provide a good induction into your programme/venue. This means letting all staff, leaders and volunteers know what the programme is all about, how the venue works, what you expect from them in their role and what they can expect from you. They will need a thorough understanding about health and safety regulations and your health and safety plan.

To help you to work out what skills your people have (both volunteer and paid) and what they need, see **Induction and training – planning sheet 12**. Remember also to arrange training for volunteers.

Remember: enjoy your team! They are a key part of the success of your programme or event and are worth taking care of.

SEE PLANNING SHEETS 10, 11 AND 12

“We’re quite small, and so we’re really reliant on low-key volunteers. Getting parents involved a lot more has probably been one of our most successful things. Parents of teenagers just used to drop their kids off, but we’ve managed to get them more involved. We just kept talking to them, letting them know we do need help and we can’t do it without them.”

MARK LATHAM
Wellington Mountain Bike Club



Volunteer briefing at KiwiTri, Wellington



BEING A GREEN EVENT



Members of the Green Team promoting recycling at the Christchurch Teddy Bears picnic. (Drama students from Linwood college)

Events can be very wasteful. Sometimes people end up throwing things away that might have been reused. Setting up a recycling system and committing to other sustainable initiatives shows your commitment to creating a more sustainable community.

EDUCATION

Education and awareness are the keys to running a successful green event. This means engaging and educating the event staff, stall holders, sponsors, partners and event visitors about being green. Build your commitment to a green event into your planning, your objectives and make it a part of everything you do.

An easy education tool to follow when planning an event is the 'reduce, reuse, recycle' strategy. It may take a while for people to catch on – so you will need to be both consistent and patient.

REDUCE

Think carefully about the things you need for your event, especially materials, food, transport and energy.

Materials: If you are buying new products for your event, ask yourself and anybody else you are working with:

- Is it necessary, practical and will it last?
- Does it make my event better?
- Is it reusable, biodegradable, recycled or recyclable, reliable, refillable?

Food: If food is being provided at your event, think about reducing your ecological footprint by providing as much local, fresh and unprocessed food as possible, with biodegradable packaging and utensils.

Transport: Cut down on transport-related pollution and parking stresses by encouraging people to walk, bike, share cars and use public transport. Include this in all your communications.

Wellington: This site helps Wellington people create their own public transport routes, see www.metlink.org.nz

Christchurch: Contact Metroinfo for free timetables, maps and guides, to apply for a metrocard, and advice on planning a trip or using the metro.

Ph: (03) 366 8855 or visit www.metroinfo.org.nz

Energy: For more insights on how to use less energy at events visit www.energywise.org.nz

REUSE

Before the event: Avoid purchasing disposable products whenever possible and purchase reusable products instead. See if you can borrow or rent items from other groups.

After the event: Check: do you have any unwanted materials or items that can be reused? Consider offering them to second-hand stores, recycling depots, schools, after-school care programmes.

RECYCLE

Over the past few years, Kiwis have got serious about recycling at home and at work. This is great! However, many people will still need encouragement to do this at your event because they are used to street rubbish bins. Make it easy and part of the culture of your programme or event for people to recycle. See the **Waste Minimisation plan – planning sheet 13** to help you with this.

There is a wide range of materials that can be recycled, including aluminium cans, glass bottles, plastic bottles, cardboard, paper and organic waste.

Recycling on a small scale: If your programme or event is small, you can easily set up a recycling system, similar to your own household collection. Then take it to the Council's recycling centre or put it out on your street for collection on rubbish day if this is practical.

Recycling on a grand scale: If your event is larger, you may like to use a commercial collector. Contact your Council Waste Minimisation Officer for more information.

Wellington City Council runs a *Kai to Compost* collection service, which gives you the opportunity to recycle your food waste. For more information about the service and costs, see Wellington.govt.nz/services/rubbrecyc/kaitocompost.html

Christchurch City Council has recycling equipment that groups can book for events. Contact the call centre (03) 941 8999.

Fact box: For every rubbish bag placed at the kerb, the equivalent of 71 rubbish bags worth of waste is created to convert raw materials into finished products and packaging.

RUBBISH AND WASTE STATIONS

Set up 'waste stations' at your event, which include all the different types of waste you are collecting, including bottle recycling, paper/cardboard recycling, organics AND rubbish.

Make sure that there are enough rubbish bins to handle materials that cannot be reused or recycled.

"From our experience, people often do not take the time to separate waste like they do at home for whatever reasons. Therefore, recycling bins at events are usually very contaminated. So we really have to make it easy for people by providing the right options and also make them want to do it."

ZACH RISSEL Waste Minimisation Officer Wellington City Council

SEE PLANNING SHEET 13



HEALTH AND SAFETY



When running a programme or event, you have a moral and legal responsibility, (Health and Safety in Employment 1992, Amendment 2002) for the safety of everybody involved. This includes staff, volunteers, participants, the general public, suppliers and everybody else who is involved or affected.

The kinds of things you need to think about are:

- participants
- staff holders/vendors
- staff/contractors/volunteers
- electrical/sound/lighting
- staging and structures
- waste management
- set up/pack down
- traffic management and parking
- vehicle management
- crowd control
- security
- emergency procedures
- environmental effects on people
- activities.

The best way to do this is to identify the risks associated with your programme or event and plan to overcome them.

WHAT IS RISK?

Risk is anything that could go wrong during your programme or event eg participants colliding in a race event or overcrowding at a school fair.

WHAT IS A HAZARD?

Hazards are the source of any harm eg weather, environment, people etc.

WHAT IS RISK CONTROL?

Risk control is what we do to prevent things going wrong.

THE GOOD NEWS!

The good news is that the hazard management process is not only useful in ensuring everyone's safety, it is also a useful programme development tool. Potentially it can save you money, time and improve the quality of your programme or event.

A PART OF EVERYTHING YOU DO

Hazard management should be part of everything you do. Whatever your planning systems, you and everyone involved in your programme or event should be encouraged to continuously ask: "What could go wrong and what am I doing about it?" Find out about the health and safety requirements of the venue you are using, the programme you are running and what your responsibilities are.

A GOOD HAZARD MANAGEMENT PROCESS WILL INCLUDE:

- developing a Hazard management plan with your team which will identify, analyse and give you plans to deal with risks
- briefing everyone involved of the plan, allocating responsibilities for getting things done and reporting on actions (doing it!)
- reviewing how effective the plan was at the end of the programme or event.

TOOLS

A hazard management plan is the tool most commonly used for managing risk. It gives you a structure to work out what the risks might be and how to manage or avoid these. **The Event Hazard Management Plan – planning sheet 14** can help you with this.

To find out more about your liability when running a sport or recreation event, see the SPARC website on www.sparc.org.nz and search 'liability'.

SEE PLANNING SHEET 14

Hot tip: "As a general rule of thumb, our advice to event organisers is that they provide at least one professionally trained first aider for every 1000 people at an event. A higher risk event, such as a fun run, might need more first aiders, or more highly qualified support."

David Rowland, Regional Events Manager, St John



Cultural football festival in Christchurch

FIRST AID

There are no hard and fast rules for deciding on your first aid needs. Lots of events happen every weekend with nothing more than a good general first aid kit and mobile phone on site (eg Saturday morning sport). You can consider first aid under section three of your hazard management plan.

Ask yourself:

- What does your organisation, your national body, venue, other partners require of you?
- If your event has been held before, is there a history of accidents?

FIRST AID PROVIDERS

If you need more specialised first aid help, contact a professional first aid provider. They will ask you things like: what sort of event is it, time of day, venue, specific risks, expected participants, national body compliance? From this they can recommend whether a first-aid kit and mobile phone is enough, or whether you need specialist resources like first aiders or a doctor.

Many providers sell first-aid kits. These can often be made up to suit your programme or event.

Remember: many providers rely on volunteers just as your organisation does – so they may not always be available. Book well in advance.

In case of emergency, phone 111. In case of accidents or incidents, remember to record what happened and what you did.

CONTACTS:

St John Events	Red Cross	Wellington Free Ambulance Service Inc
Ph: 0800 785 646	Ph: 0800 733 276	Ph: 0800 426 285
www.stjohn.org.nz	www.redcross.org.nz	www.wellingtonfreeambulance.org.nz
		www.wellingtonfreeambulance.org.nz

KEEPING IT LEGAL

Are you operating within the law? For a comprehensive and practical review of keeping your organisation within the law see: Keeping it legal – legal responsibilities of voluntary organisations in New Zealand, available from the Ministry of Social Development www.ocvs.govt.nz

For a full list of all legislative guidelines, policies and standards relating to sport and recreation see www.recreationstandards.org.nz

INSURANCE

What is your group's liability as event organisers? See an excellent (and short) summary about the different types of insurance options that are available in: "Keeping it Legal" available from the Ministry of Social Development www.ocvs.govt.nz

KEEPING YOUR EVENT SUNSMART

The Cancer Society has a series of SunSmart information sheets to help you protect your staff and participants, including one on planning outdoor events on www.cancernz.org.nz

PROVIDING SAFE AND HEALTHY FOOD

If food is being provided at your event, you will need to know about the guidelines set out in the Food Hygiene Regulations 1974. For more information and help with following these guidelines and your obligations, contact your Council environmental health officer (see Other sources of advice and information for your local Council contact).

Selling food – www.wellington.govt.nz/services/foodsafety/index.html

Liquor licensing – www.wellington.govt.nz/services/liquor/index.html

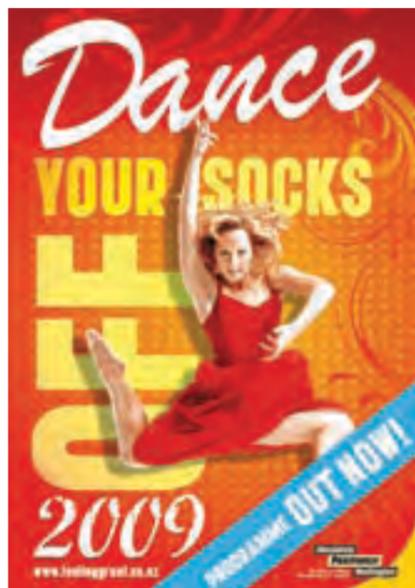
Noise control – www.wellington.govt.nz/services/noisecontrol/index.html



Having fun in the sun – without getting sunburn



PROMOTION AND PUBLICITY



YOUR PROMOTIONAL PLAN

The best way to publicise your programme or event is to start with making a plan. Sound difficult? It's not, and it can save you time and money.

WHAT IS A PROMOTIONAL PLAN?

A promotional plan is putting on paper the steps you will take to promote your programme or event so that everyone involved in the planning knows what to do.

WHY DO A PROMOTIONAL PLAN?

- to be clear about what you're trying to achieve
- to get in touch with the people you want to reach
- to make sure you're putting your money, resources and time into the most useful places
- so that things get done.

CHECKLIST: A PROMOTIONAL PLAN INCLUDES:

- a bit of background information
- your promotional goals
- who your target audiences are
- what your key messages are
- your promotional strategy
- your promotional action plan
- budget
- evaluation.

Creating your own promotional plan is easier than it sounds. To create your own plan, see our step-by-step guide **Promotional plan – planning sheet 15**.

SEE PLANNING SHEET 15

FREE PUBLICITY

There are many effective ways to promote your programme or event for free.

Word of mouth can be a powerful way to let people know about your programme. Talk to as many local groups as possible about what's happening and use your 'networks' and other contacts to spread the word. Your contacts might be as diverse as local churches, sport clubs, schools or organisations you work with directly or their audiences.

Piggy-backing. Other local groups may agree to include your information in their newsletters and flyers for free or for a small charge, eg resident groups, school newsletters.

Community noticeboards in libraries, cafés, local schools, recreation centres, churches, radio, pools, community centres and shopping centres are available to advertise your programme.

Feeling Great, Wellington City Council's monthly events guide, offers free listings to community groups. Call (04) 499 4444 and ask to speak to the Marketing Assistant in Communications and Marketing.

Letterbox drop. You may consider organising your own. Think about which people are most likely to want to come to your event and target their area. Commercial companies charge for this service so see if you can get some volunteers to help out.

Using cyberspace

People are using the internet more and more to find things to do.

Wellington-based event websites that offer free listings:

- www.sportevent.co.nz
- www.feelinggreat.co.nz
- www.nzlive.com
- www.wellingtonnz.com/events
- www.wotzon.com

Christchurch-based event websites that offer free listings:

- www.bethere.co.nz
- www.thepulse.org.nz
- www.soundentertainment.co.nz

The best way to get your information online is to log onto the sites above or email them. If you don't have internet access, Council libraries offer free access to some sites and you can visit other sites for a small fee. Remember to send your media release where possible.

"We didn't have any paid advertising, we just distributed our flyers to children's bookstores, the libraries and writing classes. They went like hotcakes. Eight years on, they are still running the children's writing competition."

MAUREEN CRISP
Wellington Children's Book Association



MEDIA



Electronic social networking

An increasing trend – especially among young people – is electronic social networking and journalling. Popular websites include:

- www.myspace.com and www.facebook.com – great for profiling yourself and others
- www.youtube.com – a public site where people post videos, photographs and stories of things they want to share and publicise
- www.bebo.com – generally used by people under 25 years for personal blogs
- www.twitter.com – promote your programme and events by using this combination of an instant messenger service, the web and mobile texting.

Creating your own website

If you don't already have a website, it's easier to set up than you think. Try googling How to design a website for a range of resources.

Wellington Community Network www.wcn.net.nz provides access, content, support and training to community groups and people in the Wellington region.

For developing professional-looking flyers, posters and certificates on-line try **Active Canterbury** at www.activecanterbury.org.nz and click on Info for physical activity professionals.

Other good ideas

- Create a link from other websites.
- Use your email signature to promote your programme or event.
- Use group texting.

Newspapers are most likely to cover your event. You may be able to spark interest by setting up a photo opportunity that will allow them to take an interesting photograph. Also target what's on columns and reporters who specialise in your programme's area (for example, arts or community reporters).

Local community newspapers (free) are generally keen to run local stories, especially if you provide a photo to accompany it.

Radio stations reserve time to broadcast free community listings. While there is no guarantee your information will be included, the stations are generally supportive of community groups. Use the contact details in the media contacts section. Most stations will not accept details over the phone. Think about which stations your target audience listens to and approach those stations.

Television is the hardest media in which to get coverage. It is worth sending a news release to One News, Breakfast and TV3 News. Weather bulletins also feature community events.

If your event is targeting a particular interest group, contact programmes that deal specifically with that group. For example, *Tagata Pasifika* for Pacific Islanders, *Marae* and *Mai Time* for Māori, *KiwiFruit* for the gay community and *What Now?* and *Sticky TV* for children.





TOOLS

NEWS RELEASES

A news release is the best way for the media to find out about your programme or event. Remember that reporters see hundreds of news releases each week, which means that yours will need to be well written if it is to be published or used for a story.

TIPS:

- use an interesting headline
- state who, what, where, when, why and how?
- use clear, straightforward language that is easy to read and understand
- get straight to the point
- include an interesting quote from a key person in your group/organisation
- include your contact details at the end
- make sure there are no spelling or grammatical errors before it is sent out
- get someone with good writing skills to proof-read it
- follow up with a phone call to make sure your news release has been received and to ask if they have all the information they need.

SAMPLE NEWS RELEASE

News release
February 2009
REQUIEM – DANCING THE JOURNEY OF GRIEF
Crows Feet Dance Collective , Wellington's unique all-women contemporary dance group for mature performers, has created a work that reaches out to audience members who have experienced profound loss in their lives.
Director and choreographer of the group, Jan Bolwell , created <i>Requiem</i> in memory of her younger sister who died of cancer last year at the age of 52. Bolwell is herself a cancer survivor. It was the experience of breast cancer and a double mastectomy that got her back on the stage once more at the age of 50 in 1999.
<i>Requiem</i> however, is not a gloomy work. Some parts are intensely touching, others confrontational. But as a whole audiences find it inspiring, dynamic and healing.

"The dancers are the most wonderful bunch of women, and I love creating dances on them. Some are experienced dancers, but many have no training at all. It doesn't matter. They bring so many personal qualities to the work, and the challenge for me as the choreographer is to meld them into a cohesive ensemble." Jan Bolwell
Please join us on opening night or at our final dress rehearsal on February 28, 4-8pm for a behind-the-scenes photo opportunities and stories.
Proceeds from the opening night of <i>Requiem</i> at the New Zealand Fringe Festival will be donated to the Wellington Cancer Society.
Requiem February 29 (8pm), March 1 (2pm, 6pm), March 2 (4pm) Wellington Performing Arts Centre 36 Vivian Street, Wellington \$18 / Conc. \$15 / Fringe Addict \$12 Bookings: DANZ danz@danz.co.nz or 04 384 9885 For further information go to www.crowsfeet.org.nz Publicity contact: Jan Bolwell Ph. 027 2265 755 info@crowsfeet.org.nz


- What it is
- Date
- Title
- Key information
- Background information
- Photo
- Quote
- Media invitation
- Public information
- Contact details



FLYERS

Flyers and posters can be a cheap and effective way to promote your programme.

TIPS:

- keep it simple, only include important details (see key information)
- use a professional designer if you can afford it
- include contact details
- less is more, a picture or symbol may be better than words
- make sure there are no spelling or grammatical errors before it is sent out
- get someone with good writing skills to proof-read it
- remember, if you have hosts or sponsors, include them on your flyer.



"We set up a free blog. This works like an on-line event promotion of our event and gets us some really good feedback and ideas. We also distribute our flyers to all the bookclubs for kids and we send out to schools."

MAUREEN CRISP
Wellington Children's Book Association

- What it is
- What will happen
- When will it happen (date, time, cancellation details)
- Where will it happen



BUDGET – MANAGING THE MONEY



“The *Get Set Go!* budget sheet was just great. When we filled it out we realised exactly how much money we had, and how much we still needed to find. I have continued to use this budget, most recently for a successful conference. I’m always pulling it out and giving it to other people”

MAUREEN CRISP Wellington
Children’s Book Association

The budget is an important part of a recreation programme or event and needs to fit into your planning.

It is also a way of being clear with everybody involved about what they can spend. Fundraisers and sponsors are also very interested in seeing a realistic and accurate budget.

THINGS TO CONSIDER WHEN PREPARING YOUR BUDGET:

- Prepare your budget well in advance
- Involve others from your organising group (they are more likely to take responsibility for sticking to budget)
- Think about what you need and what you want
- Include all the income and expenditure that you can think of
- Be realistic about the number of participants who will attend
- Make it as accurate as possible – both expenses and income
- Include a contingency fund for emergencies
- If you are registered for GST, always use GST exclusive figures. To calculate the GST figure (net) of an item, divide the total by 1.125 (1.15 from 1 October 2010, when GST increases to 15 percent)

For a guide to a simple budget, see **Budget template – planning sheet 16**.

For more information about tax matters including income tax, PAYE and GST see the Inland Revenue booklet Charitable Organisations IR 255, contact:

Inland Revenue Department, ph: Business Tax Info Service: 0800 377 774
www.ird.govt.nz

For more information about managing money, see the Community Resource Kit, www.community.net.nz/how-toguides/crk/financial

SEE PLANNING SHEET 16

Hot tip! To stay within budget

- remember to account for staff and volunteer time in both planning and evaluation.

Hot tip! To help you to plan, you may want to set two budgets:

- **Morris Minor – minimum budget you need to go ahead**
- **Rolls Royce – maximum budget where you could run a dream programme.**

Hot tip! To set your entry fees you need to know:

- how much your participants can afford – so ask them!
- what your minimum (and maximum) numbers are so you can budget accordingly.

SAMPLE BUDGET

NAME OF PROGRAMME: COMMUNITY SOCCER FESTIVAL **DATE OF PROGRAMME:** SATURDAY 26 NOVEMBER
VENUE: CITY PARK

INCOME		SUBTOTALS
Grants	Lend a Hand Industries (received)	\$200.00
Sponsorship in kind	Wages	\$525.00
	Pitchmarkings	\$100.00
	Venue hire	\$100.00
	Anysports (received)	\$200.00
	Petrol vouchers for 8 referees	\$160.00
Total projected income		\$1,285.00
EXPENDITURE		
Staff		
Recreation coordinators’ time	10 hours preparation time, 8 hours at event, 3 hours post-event x \$25 per hour	\$525.00
Volunteer costs	Food on the day, 20 people x \$5 each	\$100.00
	Petrol vouchers for 8 referees	\$160.00
Total staff		\$785.00
Entertainment		
Sound system	Day hire	\$100.00
Entertainment	Folk Drummers	\$150.00 koha
Total entertainment		\$250.00
Event expenses		
Venue hire	Park fee	\$100
First aid	Replenishing kits	\$30.00
Pitch markings and maintenance	Parks and Gardens	\$100.00
Total event expenses		\$130.00
Marketing and promotion		
Flyers	Design, \$80 x 2 hours	\$160.00
	Printing, 500 copies x 20c	\$100.00
	Distribution, 200 stamps and envelopes	\$50.00
Total marketing and promotion		\$310.00
Administration		
Thank you letters	Sponsors, partners and volunteers	\$10.00
Photocopying		\$10.00
Postage		\$10.00
Total administration		\$30.00
Total expenditure		\$1,505.00
Less total projected income		\$1,285.00
Total shortfall – funds to be sourced		\$220.00



FUNDING OPTIONS



It is often impossible to run a programme or event that pays for itself. That's ok! There are a lot of ways to raise the funds you need.

The most important thing is to plan well ahead. Finding money, getting grants and sponsorship takes time. First up, check:

ARE WE READY FOR FUNDING?

You have a better chance of funding your programme or event if you answer yes to the following vital questions:

✓	Are we a legally constituted organisation or do we have someone who will act as our 'umbrella' organisation when applying for funds?	For more on this see the Community Resource Kit on www.community.net.nz/how-toguides/crk
✓	Do we have a clear plan for our programme?	See Programme plan – planning sheet 4 as a starting point
✓	Have we set a realistic budget?	See Budget template – planning sheet 16
✓	Have we considered the best methods to raise the funds we need?	See list below as a starting point
✓	Have we developed a funding plan?	See Funding calendar – planning sheet 17 and Grant application calendar – planning sheet 18

If your programme can't pay for itself, try not to put all your eggs in one basket by relying on one source of funds. It is wise to aim for income from a range of sources such as:

- seeking discounts for things you buy
- fees paid by participants or members
- fundraising
- grants
- in-kind support, eg prizes, food for volunteers
- selling goods – badges, food, t-shirts, etc
- sponsorship.

SEE PLANNING SHEETS 4, 16, 17 AND 18

FUNDRAISING ACTIVITIES

The trick to fresh fundraising ideas is to find an idea that works and then add your own special twist. Individual activities can be combined to create one big fundraising event. Consider what will appeal to your members and whether your organisation can access the resources needed.

Some tried and true ideas: art exhibitions, bulk-booked activities, eg local cinema, birthday parties, buy a brick, challenge for charity, Christmas campaigns, coin trails, competitions, dress-up days, event clean-up, event marshalling, food festivals, food stalls, fruit picking, funniest home video night, garage sales, party in the park, photo sittings, product sales, quiz nights, raffles, scavenger hunts, thing-a-thons, top team tabloid sports, workshops and seminars.

More details of these and many other great ideas are in *The Seriously Good Guide to Fundraising in New Zealand* on www.exult.co.nz

FINDING THE FUNDS

Databases about grants funding schemes include:

FundView at www.fis.org.nz holds information about funding schemes aimed at community groups. If you don't have access to the internet, visit the Central Library for free access to FundView.

BreakOut at www.breakout.org.nz holds information about awards, scholarships and grants for individual development. If you don't have access to the internet, visit your local library to access their copy of BreakOut.

Gaming societies/pub charities at www.gaming.dia.govt.nz has a list of pub charities and gaming societies who distribute grants. Search for Funding for Community Groups and look for the Wellington list.

MAKING THE APPLICATION

Getting grants from funding agencies takes some time and effort. Check the rules for funding before applying to make sure that they fund your type of programme.

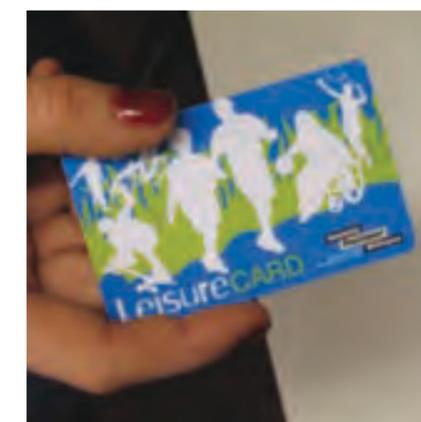
Apply for funding well before the programme or event. Put in an accurate budget, not one that is higher than you think – the funders can usually tell if you are exaggerating.

To find out more information about Wellington City Council's recreation discount scheme for people on low incomes, phone (04) 499 4444 or visit www.feelinggreat.co.nz

“When we first came up with this idea, we had absolutely no idea where to go for funding. *Get Set Go!* gave us all kinds of leads. In the end, the total cost of the project was about \$1500, half of which was paid for by Creative New Zealand.”

MAUREEN CRISP
Wellington Children's Book Association

Hot tip! Call the contact person in the funding agency and ask for help. It's their job to help you and it will save time and energy if you fill the forms out correctly.



Wellington City Council's Leisure card offers some great discounts



Hot tip: Keep a copy of funding applications for your files – they always come in handy next time!

MYTHS AND TIPS ABOUT FUNDERS

MYTHS	TIPS
Funders are always fair	Funders are human
The more you write, the better	Use plain language – be concise
Ask for more, you'll get more	Avoid inflated budgets – funders compare
Funders don't talk to each other	Some have awesome networks
Funders read everything you send	If they do, it's only a quick skim
If you don't fit the criteria, apply anyway	Don't risk annoying the funder or wasting their time if you are likely to be turned down
Funders are good at mind-reading	Tell them everything they need to know
Funders will follow up on missing information	Some do – most don't
Funders don't mind hard-to-read applications	Could you read this – sentence below?

Project Details: Give a brief description of your project – to be explained more fully in your application:

We are reading poetry to the at school which we will be on after school ice cream

Start Date: 1.9.16 Finish Date: 1.11.16

Where will your project take place? (venue / suburb): Seaburn

Reprinted with permission from The Grant Seeker's Guide to successful funding applications, www.trustwaikato.co.nz. This is an excellent guide and well worth reading.

CHECKLIST – FUNDING APPLICATIONS NEED TO INCLUDE

- a clear description of what you are trying to do
- evidence of need, eg local research
- the steps you have taken to consult with your group and other organisations
- information about your group and how you work
- contact details
- information about the programme – objectives, target audience, programme description, budget
- the skills, experience and training of the people running the programme
- attached letters of support from community groups or agencies that support your programme
- anything else the funder has requested (eg annual accounts, bank account details etc).

CHECKLIST – REPORTING BACK TO YOUR FUNDERS

Remember to report back to your funders after your event or programme. Reports need to include:

- budget
- receipts
- brief description of how it went and highlights
- photos (if you have them)
- media coverage, eg press clippings
- your plan for the future.

See **Evaluation and reporting – planning sheet 19** as a starting point for a full report, parts of which you might want to use for funders.

SPONSORSHIP

You might be able to attract some sponsorship (money, products or services) for your programme or event. Whatever the size of the sponsorship, remember you are not seeking a donation – you are offering a promotional opportunity for the sponsors.

FIVE STEPS TO A SUCCESSFUL SPONSOR PARTNERSHIP:

1. Matching: Seek out companies whose image and customers have a 'synergy' with your programme and participants.
2. Benefits: Consider what benefits you can offer sponsors', eg naming rights, sponsors' name on printed material, promotion on the public address system, displaying sponsor banners and information.
3. Be professional and personal: Put it in writing. Find out who the manager is and make an appointment to meet them.
4. Look after your sponsors: Keep sponsors well informed. Make sure they feel part of the event, eg send a personal invitation to the sponsors and their families.
5. Follow up: remember to send the sponsor an event report including copies of newspaper clippings, brochures and your thanks.

There are many helpful resources on sponsorship. As a starting point try www.fis.org.nz/index.php?resource=Sponsorship

The Beginner's Guide to Sponsorship, is available from Foresee Communications Ltd, www.foresee.co.nz, phone (04) 528 0742.

FUNDING SCHEDULE

One way to plan is to create funding calendars of the applications/opportunities that you intend to make in the coming year. See **Funding Calendar – planning sheet 17** and **Grant application calendar – planning sheet 18**.

Remember: It may take months for funders to make their decision, so allow for this in your planning.

SEE PLANNING SHEETS 17, 18 AND 23

"Jack Lasenby's marvellous publishers gave us a selection of Jack's books for the Junior winner of the writing competition."

MAUREEN CRISP
Wellington Children's Book Association

Hot tip: Some funders have a report-back form they want you to fill out. It pays to use it.



Remember to highlight sponsors at your events



PLANNING THE DAY – TIMELINES AND TIMETABLES

“We’ve put together our own checklist based on the ones we saw in *Get Set Go!* It includes everything to do before, during and after the event: like arranging land access, sorting out timing systems, arranging parking and signage on the day, and deciding where to post results.”

MARK LATHAM
Wellington Mountain Biking Club



The Dukes of Leisure rehearsing for the big day in Toi Pōneke Music Studio

Draw yourself a timeline for the actual day of the programme that shows what needs to happen. Then work out how many staff you will need at certain times and when people can take a break. People: task lists – planning sheet 7 is a template that may be useful to you.

If you’re running an event, see **Sample production schedule – planning sheet 19** as a guideline for mapping out the day and **Event checklist – planning sheet 20**.

Remember that if you leave one person in charge of a group of children you will have a problem if one child is sick or has an accident and needs to be taken somewhere. Recommended ratios are 10 to 15 children to one adult (depending on activity, staff qualifications and age of children).

SEE PLANNING SHEETS 19 AND 20

RUNNING THE PROGRAMME OR EVENT



This is the moment you have been planning for – focus on making the most of the situation and getting on with making your great idea happen.

THE BIG PICTURE

Running your programme or event can be the highlight of your experience, or you might be aware of things not going to plan. If you have done your planning well, it will be the chance to see your great idea in action. Make the most of the day.

BE PREPARED TO BE FLEXIBLE – GO WITH THE FLOW.

If things aren’t going so well, take the time to work out where things went wrong so that you avoid mistakes in the future. Remember that you are not the only one involved in the planning and running of the programme. Talk about the programme with your team members and find out what they think.

FUN

Remember to take time out to enjoy the day and appreciate what you have achieved.

*Mā pango, mā whero;
ka oti ai te mahi*

*When we all pull together,
the work will get done*



Fun at the park

Hot tip! *Don’t sweat the small stuff – people will not notice little mistakes if the programme is going well.*



TROUBLESHOOTING



PEOPLE

While the programme or event is running, think about the organising group/ leaders/volunteers. Plan for them to have breaks and time out from the programme.

COMMUNICATION

Keep communication going, even if you are busy! Make sure people know what they have to do and when. Keep staff, volunteers and participants informed. Remember to thank people for their contribution on the day, especially if it's in their own time.

TAKING AN OVERVIEW

The key organiser needs to be free to look at the 'big picture' and not get bogged down with lots of tasks (ie they should not have any other job on the day).

Is everything running smoothly? Do you need to change staff over or give people more materials?

If something goes wrong (and it will) decide on its importance and urgency. If it is a major problem, talk to your team members about it and get their ideas. Remember to think about it from a participant's point of view. How will they be affected? Will it ruin the programme for them, or not?

LOOKING AFTER YOURSELF

Look after yourself as a coordinator. Pace yourself so that you are not exhausted by lunchtime and make breaks for yourself as well as everyone else. You want to end the day feeling good, not as if you need a month's holiday! It's ok if things don't go as you expected.

EVALUATION – HOW WELL DID WE DO?



WHY EVALUATE?

- To find out what participants liked and didn't like.
- Did you achieve your objectives?
- To find out how many people took part.
- To get information for planning programmes in future – is there enough interest?
- So that you can make any changes needed and do even better next time.
- To hear some good things about the programme and its success.
- To get information for funders and sponsors.

SOME IDEAS FOR EVALUATING YOUR EVENT

- Observe participants (remember to write notes on your observations so you have a written record).
- Record informal comments and complaints.
- Have a feedback sheet on the wall for people to complete.
- Have casual interviews with participants throughout the programme.
- Hand out a questionnaire, survey or evaluation form at the event.
- Hold a debrief meeting with your staff and volunteers.
- Seek feedback by text/emails, after the event.
- Take photographs.
- Keep a video diary.

To help you work out the best way to evaluate your programme or event, see **Evaluations planning – planning sheet 21**.

Participant survey – planning sheet 22 is a sample participant survey that you may want to use as a starting point for developing your own evaluation form or as a basis for group discussions. This is a very generic survey form, so make sure the specific things that you need to know get included (eg if you are running a fun run you might want to know if the distance people had to run suited them).

Think about whether you need 'quantity' (lots of numbers) or 'quality' eg, comments suggestions or case studies. Knowing this will help you choose your evaluation method.

SEE PLANNING SHEETS 21 AND 22

"We do a thorough evaluation every year. One thing we measure is how many flyers go out and how many entries come back – about 20 percent, which is a pretty good hit rate."

MAUREEN CRISP
Wellington Children's Book Association

*Waiho mā te tangata, he mihi
Let someone else acknowledge
your virtues*



HOW TO USE YOUR EVALUATION INFORMATION

REPORTS



“The writer’s competition attracted 100 entries, which was less than we’d expected given the huge interest in the flyers. Next time, I’d like to fax the flyer out to all the intermediate schools.”

MAUREEN CRISP
Wellington Children’s Book Association

The easiest way to analyse your evaluation forms is to count up the total number of responses for each item. You can then divide by the total number of responses to get a percentage.

An example: Twenty people filled in the questionnaire. How did people find out about the programme?

	Number	Formula	%
Brochure	12	$12 \times 100 \div 20$	60
Word of mouth	8	$8 \times 100 \div 20$	40
Total	20		

Sixty percent of people answering the questionnaire found out about the programme through the brochure.

You might divide the answers into sections like:

- what people liked best – keep this or have more of it
- cost/access/childcare – what did people think/what needs to change?
- quality of teaching/leadership – do we need more or better training for staff?
- organisation – do we need to improve on this?

If your evaluations and observations tell you that participants generally liked your programme, you may still decide to make changes. Try not to lose the ‘flavour’ of the first one you ran—because that is what participants enjoyed.

Evaluation and reporting – planning sheet 19 is a starting point for evaluating your programme or event and any feedback that you have received. This information will be of interest to you and anyone running a similar programme in the future as well as your sponsors and funders.

FINALLY

Remember to hold a debrief meeting with your staff and volunteers – this is a great time to say thank you and congratulate everyone on their contribution.

Planning and running a programme or event can take a lot of work, but if it’s well done there are great rewards. The people who come will enjoy it, and you will get satisfaction from doing something that works. It’s worth making the effort to do it well.

SEE PLANNING SHEETS 19



Performers from Te Kura Kaupapa Māori o Ngā Mokopuna, in Newtown Wellington