



GUIDE NO.1

before you begin

Coordinating even the smallest event can be time consuming and resource intensive. You can save yourself a great deal of time and money by answering some key questions BEFORE deciding to go ahead with an event. Consider the following questions:

WHY

Why are you holding an event? (E.g. To raise money for charity? To create a sense of community? To celebrate a special occasion?)

WHAT

What approvals will you need to run your event?

What plans will you need to prepare in order to gain approvals from regulatory authorities and effectively manage your event?

What resources will you need to run a well managed event (e.g. staffing, venue, sponsorship, equipment, insurance, publicity etc)?

What will the event cost to stage? What is your budget? Do you have an event finance plan?

Do you need an ABN or be registered for GST?

What are the risks that may affect your event?

Do you have a marketing plan?

WHERE

Where will your event be held? Will there be any costs associated with hiring the venue or using a public space? How will rain affect the event?

Does your event require a development application through Council?

WHO

Who do you want to come to your event? Your event might target a particular demographic such as young people, seniors, families or school children. It may be an event for a particular geographic area such as a suburb or a local government area. Perhaps you want your event to appeal to a particular interest group such as train enthusiasts, gardeners, lovers of jazz etc?

HOW

How will you reach those people and tell them about your event? Do you have the resources to publicise your event to the right target audience?

How will you gain access to the resources you need?

WHEN

When do you want to hold your event?

Are other events being staged at the time you propose to hold your event? Other events can affect the level of media interest in your event, the availability of transport, accommodation and other support services, and the ease of travel to your event. For information about future events, contact the Wagga Wagga Visitor Information Centre on 1300 100 122 or go to www.visitwaggawagga.com

There may be existing events with which you could partner.

NOW THAT YOU HAVE THOUGHT ABOUT THESE QUESTIONS, IS AN EVENT THE WAY YOU WANT TO GO OR ARE THERE OTHER OPTIONS TO ACHIEVE YOUR OBJECTIVES?



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wagga wagga city council

Below is a list of contacts from Wagga Wagga City Council who may be able to provide assistance or advice in relation to your event. For further information please phone Wagga Wagga City Council Customer Service on 1300 2 WAGGA (1300 2 92442).

Department	Contact Person	How can we help you?
Visitor Information Centre	Tourism Officer Ph: 1300 100 122	For Tourism Events and Conferences Event information and advice, event resources, What's On Guide, Event Promotions Grant, provision of equipment, first point of contact, checking other events on at the same time as yours.
Events Management	Events Coordinator	For Community and Council Events General information and advice.
Environmental Sustainability & Regulatory Services	Public Health Officer	Food permit applications. Guide 8 - "Food and Drink", page 41
Traffic	Traffic Officer	Enquiries and approvals for event road closures. Guide 5 - "Road Closures", page 23
Parks & Facilities	Bookings	Bookings of parks, facilities & 'city signage sites' and Waste Management. Guide 3 - "Parks and Facilities", page 9
Planning	Town Planner	Information and advice for Development Applications including checklists, and other relevant development information. Guide 7 - "Development Applications for Events", page 34
People & Culture	People & Culture Officer	Information and advice on volunteers and child protection. Guide 9 - "Volunteers", page 46
Corporate Services	Insurance Officer Governance and Risk Coordinator	Information and advice on how Council can assist with insurance and risk assessments. Guide 4 - "Risk Management", page 16