

6 EVENT PLANNING

6.1 Financial Management / Budgets

This is obviously a critical part of event management. Listed below are important points or traps that are easy to fall into.

- If your organisation is GST registered, your budgets both income and expenditure should **exclude** all GST. It is not hard to get trapped here as there are a number of items in event management that **do not** have any GST involved and it is important to get those bits right. Be sure to check if you receive a grant whether it does include GST or not.
- It is most important that when you apply for funding that your budgets are as accurate and complete as possible. Most funding agencies require a financial report at the conclusion of an event, in particular when you are claiming a guarantee against loss. Major changes in spending and overall budget construction tend not to go down well at this time.
- If you need to alter a budget or change the structure of an event after applying for funding, inform your funders and sponsors of the changes as soon as possible.
- A healthy contingency sum (usually 5% of your budget) is always a good idea when forming budgets.
- Guarantees against loss (GALS) are becoming more frequently used by community funders. It is very important that you understand what the funder is providing the guarantee for. In most cases, the guarantee against loss is protecting against ticket sales not coming up to budgeted figures and that is all. They do not protect you against budgeted expenditure, over runs or failure to secure additional sponsorship.

6.2 Funding / Sponsorship

There are three avenues to funding an event; Community Funding, Sponsorship and Event Revenue (ticket sales or the likes of stallholder fees etc).

6.2.1 Community Funding

Eastern & Central Community Trust - www.ecct.org.nz

- The Eastern and Central Community Trust makes donations to charitable community organisations in the Poverty Bay, Hawke's Bay, Tararua, Wairarapa, Manawatu and Horowhenua regions of New Zealand.
- Community groups, which show real commitment and drive to help themselves to achieve their goals are likely to receive favourable consideration. Requests must be made on behalf of an organisation, not from an individual.
- The Board meets every 2nd month.

NZ Lotteries - www.cdgo.govt.nz

- Grants are available from the Community Organisation Grants Scheme (COGS) and Lottery Grants Board.



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- To be eligible you must be a not for profit organisation based in New Zealand.

Local Council Funding –

- Creative Communities are managed through local councils.
- The aim of the scheme is to increase participation in the arts at a local level, and increase the range and diversity of arts available to communities.
- There are two funding rounds, usually the last day of March and September each year.
- Visit: www.creativenz.govt.nz/funding/ or your local website (as dates can differ)
- Contracts for Service:
 - Applies where Council has an ongoing relationship with an organisation
 - The organisation provides a service, runs a community event or manages a facility on behalf of the Council
 - In the first instance, there is guaranteed funding for three years
 - Applications for Contracts for Services grants are called for annually, in September
 - After three years, the organisation must reapply for funding

Council Funding-

The various councils have differing views on events and therefore offer different funding streams, if any. The councils do play a fundamental role in events as outlined in *Section 8: Regulations & Permits*.

Napier City Council:

Eco Development – (06) 835 7579 Ext 8193

Hastings District Council Event Coordinator

Telephone: (06) 873 8965

Central Hawke's Bay Council

Telephone: (06) 857 8060

Wairoa District Council

Telephone: Ph 06 838 7309

Gaming Funding -

- Licensed premises with gaming machines all have funds available which can be applied for.
- Approach your local tavern for the appropriate application form. Applications are accepted at any time; however they all generally have differing criteria.
- Careful consideration of what aspect of your event will qualify for this type of funding will pay dividends. Listed below are some local gaming trusts you should consider:

- | | |
|--------------------------------------|--|
| ▪ The Lion Foundation | www.lionfoundation.org.nz |
| ▪ Infinity Foundation | www.infinity.org.nz |
| ▪ Endeavour | www.endeavourcommunitytrust.co.nz |
| ▪ Trust House (Flaxmere) | www.trusthouse.co.nz |
| ▪ New Zealand Community Trust | www.nzct.org.nz |
| ▪ Pub Charity | www.pubcharity.org.nz |
| ▪ Southern Trust | www.southerntrust.org.nz |

Funding Database -

The Fundview database is a free service that is available at your local public library. It contains information on every available funding source in New Zealand. It will allow you to enter your type of event and search for a list of trusts or organisations that you would qualify for funding from. You can visit their website for further information and a list of where your nearest access point to the database is.



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Visit: www.fis.org.nz

For sporting events, SPARC also offer a funding avenues database in conjunction with the above database. Visit: www.sparc.co.nz/about-sparc/funding

6.2.2 Sponsorship

- Events have proven to be a useful commercial advertising and branding tool for business and corporate enterprise.
- The success in any sponsorship arrangement is going to be determined on how well the fit is between the event organiser's audience target market and the sponsors' commercial target market.
- Sponsors' become involved in the funding of events for various reasons. The critical point is that they become involved for a reason, and that reason is what you need to know. If you gain this knowledge and work with the sponsor to assist them in achieving their objectives, the relationship has long term potential.
- The commercial dollar is tightening all the time and sponsors becoming involved in events without expectation of return are now almost a myth. Once you have secured a sponsor, the real work begins and in today's environment it is very wise to have someone assigned to work with sponsors and looking after them.
- A business proposal about what your event can offer a potential sponsor is critical and offering ways that they can leverage off their sponsorship is critical. It should be more than just putting up a company banner for the primary sponsors. Regular courses are available through Sport Hawke's Bay to learn the 'How to' of putting one together.
- **Refer to the 'Sponsorship Management' document in the online 'Additional Resources' section.**

What to look out for and common traps.

- The cost of servicing a sponsorship needs to be worked out well in advance of entering the contract. You need to be very clear in who is paying for what and to what level.
- Sponsorship clashes. Having two sponsors with similar products.
- Under valuing or over valuing sponsorship properties
- Approach the correct person in a prospective sponsor's organisation.
- Not delivering on the promise. The quickest way to loose a sponsor.
- Make sure the sponsorship agreement is well documented. Ensure the sponsor knows where their rights start and **finish**. A contract should be signed by both parties.
- Make sure the left hand knows what the right hand is doing. Only allow one person to be responsible for addressing sponsors. Too many people making promises can become very demanding.
- **TIMING** – Once you have your business plan and budgets established, this should be the next step, do not leave securing sponsorship to the last minute. Research company's financial years and establish the best time to approach them before they have committed their budgets.



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6.3 Advertising / Promotion

Generally as a rule of thumb, 10-15% of your budget should cover all marketing and advertising expenses. Where you spend the money is going to require careful consideration, depending on the type of event and target audience. There are also avenues of free advertising that should be taken advantage of.

- **Newspapers.** The larger newspapers offer concession rates to place the same advertisement in their community papers. They are worth an approach for sponsorship and may provide some assistance with equipment. Eg. Branded caravans etc.
- **Radio.** Most radio stations are part of a larger network and can provide coverage over a number of stations. Generally they are forthcoming with good rates for events and additional promotional push. Radio Network can promote events on their Community Noticeboards if given a media release, however this does not always occur.
- **Posters.** Can be effective if you have them up for a reasonable time. Allows you to push into the smaller communities with posters in shops and businesses and local I-SITES and information centres. Good idea to work with sponsors here as they may have access to distribution resources.
- **Sponsors.** Sponsors are worthwhile working with here. They may have access to all sorts of promotional avenues and in some cases additional budgets that they can tap into. Working with sponsors in this area is definitely a win/win situation.
- **Street Banners.** A good way to get the project into the community for a good length of time. All banners require permits or permission to erect them with certain specifications. You will need to contact your local council or Transit NZ if you intend erecting signs adjacent to roadways.
 - Napier City Council - Works Assets Department (06) 835 7579 Ext 8719
 - Hastings District Council Banners – Ph (06) 876 3612
- **National television.** Not as expensive as you might think. TVNZ and TV3 can play your ads to specified areas of New Zealand, so you can tap the Hawke's Bay market effectively. Producing an ad is an additional cost.
- **Regional television.** Hawke's Bay does have its own TV station with Television Hawke's Bay, but it is worth remembering that the other regions do as well. Worth considering if you want to target a specific region or regions.
- **Brochures and flyers.** Depending on the size of the event, flyers and brochures can be effective. The biggest challenge is distribution. You can distribute through NZ Post and other distributors, however you will need to check the cost effectiveness. Newspapers also provide distribution services.
- **Billboards.** Can be effective long-term advertising
 - Napier City Council offers community notice boards – Managed by Community Development Dept – Ph (06) 835 7579
 - Hastings District Council – Ph (06) 873 8965
 - CHB District Event Signs – 2 district signs on SH2, Contact CHB Promotions Inc Ph (06) 858 6488Check with local signage companies as several offer mobile billboards options.
- **Distribution lists and databases.** Sponsors again may assist here. Some companies are supportive in allowing promotional material to be distributed through their client databases. A very cost effective distribution source and if you and your sponsor have your match right, very



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effective. Do ensure you try to collect a database of your event patrons post the event for future promotion in years to come.

- **Websites.** Promote your event on the Hawke's Bay Events Calendar and Sports Hawke's Bay websites. www.hawkesbay.com, www.sporthb.net.nz (Sporting events only). Also look to upload them onto the relevant district websites, Napier City, Hastings District and Central Hawke's Bay. The local i-SITES and visitor centres and are very worthwhile going in to notify about an event, some have the resource to update websites with event listings and some develop weekly event guides which are distributed at the centres. There is a wide range of free national event websites such as Event Finder, NZ Live, and Sportzhub that you should also list them on.
- **PR Agencies:** Developing a good relationship with local media is vital in the promotion of any event. Most media have local bulletin boards or access to some form of promotion that will be available free of charge. Offering media tickets for promotional giveaways is an effective way of broadening your media campaign. If you do not have a strong relationship with local media, hiring some expertise from a local agency could strengthen the promotion of your event. Hawke's Bay have several companies who have expertise in event marketing.
- **Refer to 'the 'Hawke's Bay media contacts' document in the online 'Additional Resources' section.**

6.4 Research

- Not enough can be said of the importance of gathering market research on your event especially for future development and improvement to it.
- If your event is ticketed prior to the event, market intelligence of your audience could be collected when they purchase their ticket, or post the event you could send an email with a survey and possibly an incentive for them to provide feedback.
- There are several key areas that should be researched:
 - Audience demographics i.e. age, income, interests
 - Audience event satisfaction
 - Audience spending patterns / length of stay in area
 - Audience feedback on event
- A useful online research tool called 'Survey Monkey' is available for an annual fee or a basic version is available at no charge. www.surveymoney.com

6.5 Personnel / Volunteers

- Volunteers that are bought in for the day need to receive good information on what their role is. It should be in written form and as detailed as possible. Bringing volunteers in for orientation and briefings prior to the event is a must.
- A useful source of volunteers is other community groups including, but not exclusive to, Army Cadets, Lions, Rotary or service clubs and groups may be available to assist in return for a donation. Do not dismiss community schools as a source as they are always looking for fundraising opportunities.
- Volunteering Hawke's Bay – primarily refer volunteers to organisations who have registered with 'Volunteering Hawke's Bay. Events are not their primary focus but they are happy to contact the volunteers regarding a potential event, and the volunteers would approach the organisation directly. Visit: www.volunteeringhb.org.nz



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- SPARC have developed a **Volunteer Management Guide** that provides some key suggestions on securing, training and maintaining a good volunteer base, to help support your event.
- **Refer to the 'Volunteer Management Guide' on the online 'Additional Resources' section.**

6.6 Weather

- Incorporating wind and rain in your planning will reduce stress and worry.
- Heaters may be on standby along with additional shelters. In some cases, it may be prudent to have an alternative indoor venue available.
- A good website: Visit: www.metvuw.com

6.7 Scheduling

- Time lines and activity schedules are critical to the success of any event, and schedules can be drawn up for almost every aspect of an event.
- It is important to consider the environment your event is happening in, if in the CBD consider such things as trains running through the city centre.
- If your event involves a state highway, make sure you ring transit to cover off any bases.
- An event schedule should contain all the relevant information required for that particular aspect of the event, such as:
 - The date
 - Time
 - What is to happen
 - Who is responsible
- In developing time lines for an event, it is best to work backwards. You know what date and time your event is to commence, so start there and work back, making sure everything is completed, in place, in a logical sequence and on time.

6.8 Venue Selection

The right venue can have a big impact on the success of your event and the following points may be worth considering:

- Facilities: buildings, power, running water, toilets.
- Proximity to other services: e.g. police, accident and emergency services.
- Access for emergency vehicles.
- Entry and exit for patrons, particularly in poor weather.
- Crowd movement within the site.
- Provision for people with disabilities.
- Hazards in and around the area.
- Proximity to residential areas
- Parking and traffic flow.
- Potential impact on the local environment.
- Disposal of waste and refuse.
- Weather factors including shade at outdoor events and contingency plans for rain.



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For further advice:

Hawke's Bay Inc - (06) 834 1918

Napier City Council - (06) 835 7579

Hastings District Council - (06) 873 8965

Central Hawke's Bay District Council - (06) 857 8060

Wairoa District Council – (06) 838 7309

6.9 Power Requirements

- If you need to set up a temporary power supply for your event, or upgrade your power to meet requirements, you should discuss this with a qualified electrician that has been involved in this type of work before.
- They must be able to help you work out the power weight requirements. This is one area that you should not gloss over.
- Power supply is a very critical aspect of your event. Involve your sound and lighting contractors with this as they will be able to provide critical information for you.
- *There will be costs involved for both the power usage and the set up.*

6.10 Lighting

- Putting in a lighting rig for a concert or similar use can place unmanageable demands on your power supply. Lighting will use a lot of power so careful calculations should be made to ensure adequate supply. Alternative power supplies may include the provision of a generator.
- All exits, aisles, corridors and toilets need to be adequately lit.
- Lighting around the venue, particularly near parking and camping (if applicable), can also be useful for preventing theft and other problems.
- Having generators set up to return power quickly to a public address system and emergency lighting in the case of a power failure may be appropriate in some circumstances.

6.11 Sound

- The provision of an adequate sound system for your event is critical. In music orientated events, sound is your show, so the failure to provide a suitable system will have a major effect on the success of your event.
- With outdoor events the wind will have an effect on any system and adequate planning will be required to deal with this. Thoroughly talk through your needs with your sound contractor and provide full specifications of sound requirements for entertainers

6.12 Information & Communication

- Information services on site for patrons need to be visible and easy to find. Knowledgeable staff can efficiently solve problems and reduce confusion or tensions.
- For events running over a period of more than a day, it may be useful to provide an information/message board where patrons can communicate with each other.



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- It is crucial to have an effective communication system for those staffing the event. The managers, security, health and safety and emergency services need to be able to communicate with each other and with their own staff. Providing a contact list of key personnel and services to key staff will aid this.
- Test your communication system prior to the event and ensure that you have back up equipment to keep it operational if there are problems.

6.13 Refuse / Waste / Sustainability

- Measures to improve sustainability are increasingly important to venue operators, the audience and sponsors, therefore you should attempt to incorporate processes in your management plan to minimise waste and increase recycling.
- The Event Manager is responsible for organising and providing refuse bins/skips. These may require emptying during the event. It is your responsibility to remove the bins, skips and refuse after the event and to cover any costs involved. This includes removing cigarette butts, litter, spills and stains.
- No refuse or liquids are to be dumped into storm water sumps. You should consider recycling cardboard, paper, bottles and aluminium.
- Ensure you check with the local council on their waste management policies. For instance, HDC has a Waste Management template they like people to complete.
- Below are some useful websites to further understand how events can achieve Carbon Zero accreditation.
www.carbonzero.co.nz/members/events.asp
www.packaging.org.nz
- **Example:** Musician Jack Johnson is very focused on minimizing the impact of his concerts on the environment, which is a good example of the lengths that can be achieved to create improved sustainability within an event.
- **Refer to the 'Environmental Event Example' on the online 'Additional Resources' section that covers off Jack Johnson's concert series and requirements at venues.**

6.14 Security

- Security will help to limit the problems that can arise during an event, both for staff and patrons. Professional, friendly but firm security staff can prevent confrontations and add to a good, safe atmosphere.
- When deciding the appropriate type and numbers of security staff, consider the type of event, the expected numbers and crowd, potential security concerns, the site itself and the hours of operation.
- Consider the role of the security team in providing crowd management, searches, public safety, asset protection and cash security.
- Security teams should be included in communication systems allowing them to communicate efficiently with the Event Manager, health and safety crew, police and emergency services.



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- Patrons need to know in advance if there are items that are prohibited at an event. Rules and regulations need to be clearly outlined on promotional materials and clearly displayed at entry points. Searches of patrons and their vehicles and confiscation of items are often necessary, but can cause hostility. Options may be offered, including returning the property to their vehicle, or tagging items and returning them later.
- Security staff must be clear about refusal of entry and eviction procedures. These should be supported by the Event Manager, police and other relevant stakeholders. Also Police and Fire Stations must be informed about the event.

6.15 Internal Event Signage

Good signage will help direct patrons to parking, camping, entrances and exits, toilets, food and water, smoke free areas, and first aid and safety services. Signs with rules relating to entry conditions and alcohol should be located so that patrons see them before entering the event and at any licensed area.

6.16 Transport

There are several advantages in providing transport

- Patrons to get to and from the event.
- Promote responsible drinking behaviour.
- To reduce the amount of vehicles coming to and from the event.

Contact local transport providers to discuss options. Avoid problems by having a contingency plan for poor weather or an early or delayed finish.

6.17 Parking

- Allow space and a system for patrons to park their vehicles. Charging for parking may discourage patrons from bringing vehicles.
- Plan clear drop-off and pick-up points for taxis, buses and private vehicles. Parking meter covers and no parking cones will be available from your local council at a small cost.

6.18 Toilets & Hygiene

- Provide sufficient toilets for the number of patrons you expect (There will never be enough).
- Numbers required of sanitary facilities are based on the numbers of people attending the event and specified in the NZ Building Code.

Water Closets	Urinals	Basins
<p>Males: 1 up to 200 pax 2 up to 300 pax Plus 1 for every additional 200 pax or part thereof</p> <p>Females: 1 up to 50 pax 2 up to 80 pax Plus 1 for every additional 150 pax or part thereof</p>	<p>Males: 1 up to 50 pax 2 up to 100 pax Plus 1 for every additional 200 pax or part thereof</p>	<p>Males & Females: 1 up to 100 pax 2 up to 160 pax Plus 1 for every additional 300 pax or part thereof</p>



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Advice is available from Environmental Health Officers at your local council.

Napier City Council:

Telephone: (06) 835 7579 Ext: 5811

Hastings District Council

Telephone: (06) 873 8965

Central Hawke's Bay Council

Telephone: (06) 857 8060

Wairoa District Council – Environmental

Health Officer Telephone: (06) 838 7309

6.19 Ticketing

- Well organised ticketing and door control is crucial to the smooth running of an event. Ticketing, particularly pre-sales, allow Event Managers to predict numbers, control entry points and stagger arrival times if appropriate.
- Tickets are also a valuable means for disseminating information and can be accompanied by specific information such as maps, transport details and safety messages.
- If selling tickets beforehand, it is important to ensure that they cannot be copied.
- If selling at the gate/door, consider security of money and mobile eftpos.
- Local Ticketing agents to consider using:
 - Ticket Direct: Ph: 0800 4 TICKET (842538)
 - Ticket Master: Ph: (09) 970 9700.
 - Ticketek: Ph: (06) 835 2702
 - Visitor Information Centres:
 - Napier: (06) 834 1911
 - Hastings: (06) 873 0080
 - Havelock North: (06) 877 9600
 - Central Hawke's Bay: (06) 858 6488
 - Wairoa: 0800 WAIROA (924762)
- These outlets will usually ask for a commission for doing this role.

6.20 Gate / Door Control

Think ahead to keep the door/gate management simple and effective. Aim to prevent congestion and reduce patron frustration. Items for consideration:

- Times when large crowds may arrive, e.g. at the start or before a main act. Staggering entry can reduce congestion.
- Allowing time for patrons to get into the event before it starts
- Allowing smooth exit for times when large crowds leave
- Staff numbers
- Roles, responsibilities and policies must be understood by door / gate staff and security personnel.
- Wet weather provision
- Clear signage showing entry and exit points
- Clear signage showing entry policy, including searches
- Time allowance for any searches of vehicles or individuals
- Space and security allowance for confiscated goods
- Separate access for staff and entertainers
- Access for wheelchairs
- Systems for gate sales and monitoring numbers entering and exiting the venue
- Systems for pass-outs
- Clear drop-off and pick-up points



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6.21 Public Liability Insurance

This is an insurance policy held by the organiser to provide protection against personal liability when there is a risk of damage, or a third party brings an action against them. For further information contact your local insurance broker. Some venues do allow for this as a percentage of the venue hire charge, so please check with them when booking.

6.22 Emergency Procedures/Police Liaison

- Developing effective risk management plans that include hazard identification and evacuation procedures is essential.
- A written plan should be provided to all those working on the event, the police and other emergency personnel, including emergency departments of hospitals if a large event. In case of an emergency the roles of the police and emergency personnel need to be clearly defined prior to the event.

Your local Police and Fire Service may help you with these plans. Event Managers should involve the police from the start. Contact them at least eight weeks before the event.

Provide them with the following information to help them give you advice and support as required:

- The venue and timeframe for the event
- Expected numbers and target audience
- Proposed entertainment
- Security provision (name and contact for the security firm)
- Planning around alcohol
- Planning around food and water provision
- Emergency service provisions
- Emergency and evacuation procedures
- A direct contact number for the Event Manager

Contact your local Police Station:

- Wairoa - (06) 838 8345
- Napier - (06) 831 0700
- Ahuriri - (06) 834 0336
- Taradale - (06) 845 9460
- Bayview - (06) 8366 009
- Clive - (06) 8700 250
- Hastings - (06) 873 0500
- Havelock North - (06) 877 4299
- Waipawa - (06) 857 8160
- Waipukurau - (06) 858 9140

Hawke's Bay Fire Services (*Eastern Fire Region Headquarters*) - (06) 835 2114

6.23 Community Liaison

Informing residents, businesses and others should be carried out when they may be affected by the event. The local councils may also request this happen. Make them feel involved and give them the opportunity to deal with any concerns. This will help prevent complaints or problems arising during or after the event.



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