

# GCC Community Cultural Events Kit

## Fact Sheet One: Basic Ingredients for a Successful Event

Local cultural events are a great way to bring people together, to celebrate local activities, seasons, and our community achievements.

But what are the ingredients for developing a successful event? Lots of hard work! It's true, even organizing small events can be a daunting task. So these fact sheets have been developed to assist you in the planning and organization of your own community cultural events.



### Establishing or developing your event

If you have established an event or want to create a new event, take some time going to go through the basic questions.

Why do I/we want to do this event? What will make this event unique? Is this a one off event or will it happen regularly? Who is the event for? Who would have a natural interest in participating (local businesses, schools, particular clubs)? Who are you trying to attract on the day? What will attract them?

These questions may lead you to do some research. Research can be as simple as running your event idea by a number of people. Try and talk to a variety of people, including people you don't know. Was there an earlier event similar to yours? What worked and what didn't?

### Research and Resources

*Contact your local schools  
Contact a local precinct committee via Glenorchy City Council  
on p. 6216 6369  
Have a chat with the Co-ordinator of your Neighborhood House  
Contact local service clubs such as Rotary and Lions  
Local progress associations or chambers of commerce can be  
contacted for links to local business  
Talk to GCC's Community Cultural Development Unit ph  
62166791*

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Once you are satisfied you have a strong idea for an event – test it out

Themes – Have we got a strong theme for the event? Is the theme unique? Local identity, history, seasons or environmental features are often great places to find your event theme. A distinct theme will often suggest a great name or image to accompany your event

Participation – How will we develop the event so we get lots of people, groups and organizations involved? Lots of participation can mean extra resources, and spread knowledge of the event within the community. Keep a strong theme and focus to the event – but find ways to open the event out to all those who could, should or want to be involved.

### Timing your event

One key planning job, is to think carefully about the timing of your event. You will need to consider weather, seasons, times of the year (i.e. school holidays) and of course other events. To find out if your preferred date might clash with a similar event - look at an event calendar, or community diary.

#### **Event Calendars**

*For current information on local Glenorchy events  
Freecall the GCC Infoline on 1800 635 488*

*For Info on local regional or statewide events call Events Tasmania  
on  
62 335946 or look at their event calendar online at  
<http://www.discovertasmania.com.au/events/>*

