

Community Cultural Events Kit

Fact Sheet Three: People and Events

Successful events are ultimately about people. One of the reasons we organize events is to foster community spirit. Events do this through inviting people to participate. As organizers you should always consider how you can involve local people in your event. Ways to do this include

- opening out your planning committee to a range of community representatives
- researching local providers of food, entertainment, and other event services and discussing possible involvement
- setting up a good volunteer program for your event

Volunteers

Most events can only happen through the work of volunteers. Often a lack of volunteer assistance is seen as the biggest problem for event organisers. It's worth thinking about building up a volunteer program. To build a volunteer program, organizers need to work through the following:

- list all the jobs you need done to develop and stage your event
- break the list up into specific jobs
- give those jobs titles and brief descriptions
- promote the volunteer jobs as widely as possible
- have some kind of application and selection process
- provide training and orientation for your successful volunteers
- after the event, recognize and award your volunteers (a certificate, a BBQ etc.)

Entertainers

Great entertainment makes for a great event. Right from the start though, be clear about what you are offering entertainers in return for their contribution. You may be paying professional artists as part of a commercial arrangement. You may be approaching amateur bands, or community groups and asking them to perform for free. Whatever the arrangement - its best to put it *in writing*. That way everyone can be sure about what has been agreed to.

For all entertainers, paid or volunteer, remember to talk through basic requirements, such as change rooms, security for instruments and valuables, loading and parking arrangements, and access to drinking water, toilets etc. You may wish to ask entertainers back to next year's event. They're more likely to say yes if the experience has been positive. Entertainers are an asset to your event. Look after them.

Stall Holders

Stalls attract visitors and can help raise money to fund your event. If your event is close to other permanent businesses, see if you can avoid stallholders directly competing with them. Consider too how stall holders can boost the theme of your event. The more distinctive the stall holders, the more memorable the event may be.

Managing stall holders is time consuming. One event organizer should take this on as their sole responsibility. That person will need to:

- Develop a stall holders plan for the site, with exact set up times for the day
- Decide the number of stalls needing electricity (you MUST get advice from your event electrician)
- Be clear on who is providing stall tents or marquees (you or the stall holders?)
- Set and collect stall fees and be available to answer stall holder queries

Emergency Volunteer Personnel

Volunteer emergency service personnel make an enormous contribution to community events. Medium to large scale events will almost certainly need some kind of first aid service as well as assistance with parking and public safety. Do keep in mind though, that most agencies, while voluntary, do expect a contribution for this service. Some of the voluntary organizations offering event assistance include:

The State Emergency Service (SES) ph. 6230 2700
 The Coastal Patrol ph. 62659666
 The St John Ambulance ph 6271 0333

Box One

Useful Contacts

Local Service Clubs support events through the provision of trestle tables, marquees, and BBQ stalls. (Lions PO Box 59, Glenorchy TAS 7010; Rotary PO Box 52, Claremont TAS 7011)

See the Yellow Pages under *Entertainers* for a range of commercial entertainers from kids clowns to stand up comedians.

Contact arts@work for a free list of professional musicians, performers, sculptors and other artists who can add variety and interest to your event. Phone 6233 5940 or visit www.artsatwork.com.au

Approach your local high school's performing arts department to discuss the involvement of student bands, dance groups or roaming performers.

Box 2

Working with Volunteers

For advice and information contact:

Volunteers Australia <http://www.volunteeringaustralia.org>
 Phone Volunteering Tasmania on 6231 5550
 Or Contact GCC's Glenorchy Volunteer Centre on 6214 4571