Event Plan Template

A full event proposal is required for applications over \$5000 (total funding including cash and/or in kind) to Council's Local Events Program.

Please use either this template or submit your own Event Proposal. (An appropriate level of detail is expected to reflect the value of the Grant requested).

For resources to assist in planning your event please refer to Council's Events Toolkit on our website:

https://www.wdrc.qld.gov.au/visiting-western-downs/events/wdrc-events-toolkit/

Name of the Event							
Description of the event Cultural festival, sports day, art show, launch of new program							
- , -							
Time/s		Location/s					
Event Coordinator							
Contact Numbers	Business Hrs			Mobile			
Contact Person duri	ng the Event						
Contact Numbers	Business Hrs			Mobile			
Event Overview - What What is the event and why are you holding it? What is the history and possible future of the event? Is there a message, what are you trying to communicate with your audience and how are you going to do that?							
Event Program							

Stakeholders/Target Audience - Who
Who is the target audience and what is their need for the event?
What community involvement is there in the event?
What Community or Business partners do you have for this event? What are they contributing to the event?
What Community of Business partiers do you have for this event? What are they contributing to the event?
Objections 1995
Objectives - Why What outcomes do you hope to achieve with this event?
what outcomes do you hope to achieve whithins event:
Madestan and Descriptional Disc
Marketing and Promotional Plan How do you intend to promote your event?
now do you intend to prombte your event?
Resources/Equipment
What resources (labour, plant and equipment, entertainment etc) will be required for the event?

Risk Assessment What are identified as possible risks and what strategies will you have in place to minimise them?

Example risk chart and assessment sheet provided.

Impact	Likelihood						
	Rating	A (frequent)	B (probable)	C (occasional)	D (remote)	E (improbable)	
	A	(irequerit)	(рговавіс)	(occasional)	(ICITIOLE)		
	(catastrophic) B						
	(critical)						
	(marginal)						
	D (negligible)						

Measures of impact

A (catastrophic): Death - severe injury (eg loss or crushed limbs, brain damage)

B (critical): Major Injuries - require medical assistance (inc. Concussions) C (marginal): Minor Injuries - cuts, treated internally (incl. Minor sprains)

D (negligible): No Injury

Measures of likelihood

A (frequent): Will occur regularly - day to day

B (probable): Will occur on most occasions, circumstances C (occasional): Will occur from time to time D (remote): May occur but not regularly or often

E (improbable): Unlikely to ever occur

Risk assessment sheet

What potential Risks have you identified	Problems Detected?	Likelihood	Impact	Risk Rating	Who will fix the problem? Who will sign off on completion?

Please insert more pages as required.

Site and Venue Assessment					
Site and venue Assessment					
Finance - Budget					
INCOME					
Items	Proposed total	Proposed total (Inc GST)			
Applicant Contribution					
Other Income					
Council Grant					
EXPENSES					
Items	Proposed total	Proposed total (Inc GST)			
TOTALS					
Evaluation Criteria which will be used to assess the success of	the event				
What were our aims/objectives? Did we achieve what we set out to do?					
Did it come in on budget?					
What were the intended/unintended outcomes? How do we measure effectiveness?					
What tools do we use to measure our success?					