

Contents

Introduction	- 3 -
Quick & Dirty: Running an event on one page	- 4 -
About the GGA	- 5 -
How the GGA can support your event	- 6 -
Funding your event	- 7 -
Acknowledging sponsors at events.....	- 9 -
Insurance	- 10 -
Service of alcohol	- 15 -
Planning is everything: What to do before the event	- 19 -
And after.....	- 23 -
Evaluation	- 24 -
Field events	- 27 -
Crop Updates	- 31 -
Workshops	- 35 -
Appendices	
1. Template: Event management risk assessment sheet.....	- 38 -
2. Management plan: service of alcohol	- 43 -
3. Template: Presenter briefing note.....	- 44 -
4. 13 ways to advertise your event for FREE	- 45 -
5. Communication strategy: Spreading the word.....	- 47 -
6. Writing a winning media release	- 49 -
7. Evaluation template	- 51 -
Final tips and useful links	- 57 -

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Front Cover:

Top: Stirlings to Coast Farmers Spring Field Day 2013

Bottom left: WANTFA Spring Field Day 2015

Bottom middle: AICD Workshop, Geraldton 2016

Bottom Right: Stirlings to Coast Farmers Spring Field Day 2013

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Introduction

The Grower Group Alliance (GGA) is a non-profit, farmer-driven organisation connecting grower groups, research organisations and agribusiness in a network across Western Australia. It is funded by the Department of Agriculture and Food WA, through Royalties for Regions.

Since its inception in 2002, the GGA has supported grower groups to work towards becoming more efficient and effective, by providing them with support through a state wide network, identifying collaborative opportunities, as well as coordinating activities to improve the overall communication and efficiency in extension of information.

Events are a key aspect of extension and grower group activities. Field days, Research Updates, trial reviews and workshops each provide their own unique challenges in ensuring a smooth, cost effective means of communicating information to members.

The first edition of this booklet was published in 2006, when the GGA and a number of grower groups brainstormed ideas, knowledge and experience on running successful field days. In 2012, the content has expanded to include GGA knowledge gathered in the first 10 years of the GGA to answer all event management questions and help create an unforgettable event.

This edition provides updates to include new technologies and laws applicable to grower groups in 2016, such as online registration information, evaluation tools, and changes to insurance, not-for-profit law and service of alcohol. Also included is updated information about the GGA project and the services and support opportunities offered to grower group members.

If your group would like to add any further points or have some constructive amendments, please forward suggestions to the GGA.

Quick & Dirty: Running an event on one page

- Plan, plan, plan
 - Draw up a timeline for the organisation of the day, delegate tasks.
 - Organise interesting, practical topics, relevant to members. Ensure there's enough, but not too much, material to present.
 - Select a date that does not clash with other events
 - Check you have adequate insurance and a risk management plan.
 - If requiring a bus, book early.
 - Keep in mind your sponsorship agreements
- Setting up
 - Ensure adequate toilet facilities and breaks
 - It's always better to over-cater than under-cater
 - Provide time for networking – morning tea, lunch and afternoon tea
 - Provide name badges – printed for those who register online
 - Ensure room to move around field plots, and they are clearly labelled
 - Do you have all necessary equipment? Portable microphones, direction signs or mud map, trial booklets/day's program, whiteboard/flipchart, urn, foam cups, coffee, tea, milk, screen and data projector, bottles of water, sunscreen.
 - Ensure online registration list is printed
- Group Committee Members
 - Make them easily identifiable in a uniform, with name badges.
 - Organise an MC for the day, and allocate others to look after guests.
- On the day
 - Start on time, and keep to time.
 - MC to outline the day and welcome guests, particularly sponsors, and go through housekeeping (turn phones off, next toilet break).
 - At each site, introduce presenter, keep time, repeat questions for all to hear and give a vote of thanks.
 - Have someone take photos for the local paper/newsletter.
- After the day
 - Hold a quick debrief session with committee.
 - Thank all those who assisted.
 - Write a media release and arrange for media to interview a key farmer for some positive publicity.

About the GGA

What is the Grower Group Alliance?

The Grower Group Alliance (GGA) is a farmer-driven organisation connecting grower groups, research organisations and agribusiness in a network across WA.

The GGA was developed in 2002 by grower groups who recognised the advantages of networks and the need for partnerships with other grower groups, researchers and private industry for better knowledge and information sharing. The project is funded by the Department of Agriculture and Food WA, through Royalties for Regions, run by two full-time staff, and managed by an advisory committee with representation from grower groups, research organisations and private agribusiness.

The core outcomes of the GGA are:

- Develop targeted capacity building to ensure grower groups across all primary production industries in WA are able to lead, and effectively engage in, agricultural RD&E programs and processes;
- Uphold a strong economic and supply chain focus that supports a substantial increase in the value of primary production, as a result of enhanced stakeholder participation in agricultural RD&E programs;
- Develop a new Grower Group Alliance business model that secures the capability of the organisation to lead agricultural RD&E in WA post February 2019.

GGA's Grower Groups

Around 45 WA grower groups are members of the GGA, with over 60 per cent of WA broadacre farmers involved in a group.

Groups are mainly broadacre farmers of the WA grain production zone located from Binnu in the north, Bodallin in the east, and Esperance in the south east. The smallest groups have between 10 to 20 members, while the larger, state-wide groups have from 100 up to 1000 members. The size and structure of each group is designed to meet the specific aims of that group, and there is no 'best way' to run a grower group – simply 'best fit' to local aims.

The majority of groups aim to increase the production and profitability of their farm businesses through the adoption of new production technologies while minimising

impact on the environment. They are independent, self-directed and mainly focus on production or environmental issues at the local or regional levels.

How the GGA can support your event

A key role of the GGA is to support grower groups in becoming more efficient and effective as a group. The GGA has travelled to many grower group events over the past 14 years and has gathered a wealth of knowledge on well-run events. If your group requires event help, funding, contacts, seeks ideas on speakers or event logistics, the GGA can help.

Speakers

The GGA collects a record of event speakers, and can let you know who may be in your area at the time, or provide links with well received speakers from past events.

Virtual event

The GGA has investigated multiple technologies for communication without the need for travel, and can provide information for your use. For instance, workshops via webinars are becoming a popular tool as an alternative to meetings.

Promoting your event

The GGA Calendar of Events is emailed fortnightly to grower groups and the wider agricultural community. It is recommended as your first port of call for event promotion, while the electronic monthly *NewsWire* bulletin provides information on the latest funding and workshop opportunities on offer throughout the industry. The GGA can also give you the opportunity to contribute to various leading Australian agricultural publications. The GGA can also provide support in forming communication strategies, editing articles, papers and posters, and more.

Funding your event

Grower groups are funded in three main ways – membership, sponsorship and through project grants. Both sponsorship and project grants can help towards funding events, with registration fees making up the rest.

Writing event management into your project grant

Grower groups can often forget their worth when it comes to writing up event management in a project application. The GGA recommends you budget \$50 - \$75 per hour for time spent setting up an event. When catering is included in the budget, the GGA recommends budgeting for \$25 per person for a main meal, and \$10 per person for morning or afternoon tea.

Setting a registration fee

Nearly all events have a registration fee. The amount is usually decided by the committee and can vary tremendously between groups. For example, spring field days and Crop Updates can range anywhere from \$0 to \$100.

Giving members a registration discount or free entry to an event is a popular way to keep members interested in attending. Field walks and trial reviews are generally free events as they are typically organised for members only.

Sponsorship

Whether a bank, fertiliser or herbicide company, marketer, acquirer, seed company, newspaper, machinery dealership or rural service, your sponsors are funding you because they see the value in the partnership, so ensure the agreement is at the right price. Events are a brilliant way for sponsors to get exposure and reach more than one client at a time. It is also an opportunity to present company information to an audience of growers who are at the forefront of using leading technology. Never underestimate the value of getting a group of proactive farmers together!

Event sponsorship is an option which allows companies to sponsor a one-off events rather than the group itself. Some grower groups have offered event sponsorship, drawing up agreements with companies to sponsor events, where there is plenty of opportunity to expose the company's brand in support of a relevant event.

Tips for securing a sponsor to fund future events

The challenge for grower groups is often not in demonstrating that their cause is a good one, but in expressing how the company can best enhance their brand, reputation, image, and profit line by being associated with a particular group. Therefore, the focus must be on the benefits for the sponsor, and not how it is of value to group. Remember to think of a sponsorship agreement as a two-way engagement. It is important that both the group and the sponsor feel that they are benefiting from the arrangement and understand the commitment required. This will make for a more positive and rewarding experience for all involved.

1. Identify all the possible assets and goods available for sponsorship
 - A group 'partner' – potentially linked with all activities;
 - An event or activity name – or naming rights;
 - Key functions and/or items within the event (i.e. speakers, proceedings, morning tea, satchels);
 - Display space.
2. List all the benefits that you are offering a potential sponsor and why they are of value. What exactly will they get for their money? How will it be delivered?
3. Explain the potential for sponsors of taking up those opportunities – how big is their audience? How will you help to promote their business or product?
4. Explain why they should partner with you – what is it that makes both your group and the sponsorship opportunity unique? Why do you fit together?
5. Emphasise how your group has the professionalism to fulfil your end of the deal.

Acknowledgments: Simple Secrets of Successful Community Groups, ourcommunity.com.au.

Acknowledging sponsors at events

When drawing up a sponsorship agreement, you should include a number of ways for a sponsor to promote themselves at events, such as free attendance, opportunities for presentations, banners, items to give away, or display space.

It is important to remember your sponsors during the planning and implementation of your group's events, to ensure requirements and expectations are met, and that the sponsorship continues. Make sure you are familiar with your sponsorship agreement; familiarise yourself with the requirements, keep your sponsor in the loop, involve them in your events and remember to acknowledge them before, during and after!

Tips for saying thanks!

- Make your life easier by keeping a clear record of what each sponsor contributed. Remember to always acknowledge sponsors and their contributions as unclear acknowledgements can lead to confusion of roles in future projects.
- Ensure field day booklets and newsletters acknowledge researchers, organisations and funding bodies.
- Put acknowledgments at the start of presentations and publications. That way you won't forget or run out of time to mention them!
- Remember the power of a thank you letter.

Unique ways to acknowledge sponsors at events

- During concurrent sessions, name the meeting points for each session after a sponsor, or when splitting into groups, name each group after a sponsor.
- Have sponsorship logos up on a PowerPoint slide during question/discussion time, or welcome tea and coffee.
- Get to know the names of the staff of the sponsor organisation and acknowledge them personally when making the announcement.
- Have raffles where the sponsor can give a spiel before drawing out a name.
- If your event involves food, purchase napkins personalised with your sponsor's logo, or incorporate your sponsor's logo into table centrepieces at more formal events.
- Adding sponsor logos to the back of Christmas cards is an easy, non-fuss way to acknowledge them.

Insurance

All non-profit community groups need insurance to protect against risks associated with ongoing activities and one-off events that occur during the year.

Prior to seeking insurance, check to see if you are already covered by a blanket government or funding body scheme. If you are included by blanket coverage, check your own insurance cover and make sure you are not over-insured or double insured. There may be some components of your individual policy that you can scale back on. Seek advice. Researching your insurance options is essential.

No one can tell you what sort of insurance you need – you need to consider your own risk profile and appetite against what insurance policies can cover and will cost. When comparing policy quotes, make sure you take particular note of limits, excesses, exclusions and geographic coverage.

But first...event risk management

It is important that your group is aware of the need to manage and mitigate any risks associated with the event from the very beginning of the planning process. Insurance should not be seen as a waiver of your responsibilities regarding the safety and security of your participants and suppliers.

On-site safety at an event is critical as participants expect to be able to enjoy the event in safe and secure surrounds. In order to ensure this, your group will need to identify potential hazards during the early planning stages so that solutions can be applied in time, and with the least possible stress! You should:

1. Identify hazards

For example, holes in the ground or in walkways, marquee pegs in thoroughfares, electrical leads on ground and untagged electrical equipment, overcrowding in car parks, or mixing vehicle and pedestrian traffic.

2. Assess risk

Two questions that you should ask yourself are; 'how likely are these issues to occur?' and 'what would be the consequence/s involved (i.e. injury, legal issues, etc.)?'

3. Implement controls

Risks can be minimised through the early identification of hazards. It is your group's responsibility to ensure that you comply with local government procedures, and that you complete any relevant paperwork beforehand.

4. Monitor performance

During the event, ensure that someone is appointed to oversee risk management and implement action where required.

See Appendix 1 (page 34) for an event management risk assessment sheet template.

Examples of community event insurance cover

Public and Products Liability Insurance (Annual or Single Event cover)

A public liability insurance policy is necessary for you to protect yourself against claims of negligence made by third parties in relation to injury or property damage arising from your event.

You should also check to see what extent your volunteers are covered, it is important to keep a detailed record of all your volunteers, and to establish and communicate guidelines setting volunteers' roles and activities.

Directors and Officers Liability Insurance

While incorporation does provide some protection to the board and committee members, it does not protect individuals from being sued for acts of negligence. Where such cases can be proven, the personal assets of negligent board/committee members can be seized to meet any damages. This is where Directors and Officers Liability Insurance comes in. Is it worth noting that generally under such policies the organisation itself is not covered for the wrongful acts. This would generally be covered through public liability insurance.

Personal Accident – Volunteer Workers Insurance

Personal accident insurance (or, volunteer insurance) generally covers members, volunteers, officials or participants for any out-of-pocket expenses following accident, injury, disability or death while carrying out their work on behalf of the organisation. It normally covers loss of income too, if the injured person is unable to work as a result of

the incident. This is different from public liability insurance, which protects the organisation and volunteers against negligence involving third parties.

A word of warning...

Current legislation allows insurance brokers or registered foreign insurance agents to offer and provide consumers with access to insurance products sourced overseas that are not from authorised insurers under Australian law. In these instances legislation requires that the customer be provided with the appropriate notification and disclosure regarding the placement of the broker/agent.

A list of all companies authorised to conduct insurance business in Australia can be found at www.apra.gov.au. Phone the APRA call centre on 1300 558 849 for queries about the license status of individual companies. For further information on the aforementioned insurance types, please visit the Our Community website, www.ourcommunity.com.au.

Acknowledgements: www.ourcommunity.com.au.

Not-for-Profit Law

Safety

Organisations have a legal obligation to make sure its events are safe, the organisation owes this obligation to people involved in organising the event, volunteers, employees, independent contractors and anyone who comes to the event.

Permits

Permits are usually required for the following events and activities:

- Holding an event on council or other public land;
- Setting up a temporary structure or using a venue for a purpose it is not designed for;
- Serving food to the public;
- Serving alcohol to the public;
- Playing live or recorded music;
- Displaying signs and banners;
- Using gas cylinders to cook or for other purposes;
- Using an open flame;
- Using the footpath or closing a road.

One way to identify local, state and federal permits, licenses and registrations that are relevant to your event is to access the Australia Business License Information Service (ABLIS) on the Business License Finder website.

Marketing and Promotion

Before marketing an event you should ensure that you have the necessary permissions if you are using photographs, videos and text created or owned by other people. You will need permission from the copyright owner for materials that have been created by someone else. In addition, if you plan to take pictures or videos at your event and wish to use the images or film in a public forum, such as website or brochure, newsletter, pamphlet or poster, you may need to seek permission from the people who appear in the content and/or copyright owner.

Sponsorship

If you are intending to share the cost of staging an event via sponsorship, it is recommended that you and your sponsor partner enter into a sponsorship agreement. A sponsorship agreement will generally be a legally enforceable contract. You should be sure that you can comply with the terms of the contract, especially if there are any conditions around sponsorship money (any requirements you have to refund sponsorship money if you do not meet your obligations under the agreement or if event is cancelled).

Acknowledgements: Not-for-Profit Law Information Hub, <http://www.nfplaw.org.au/>.

Service of alcohol

Obtaining an occasional liquor license

An occasional license is granted for an event that cannot be covered under another type of license. An occasional license allows an individual, a group of people, a company or an incorporated association the ability to supply and sell liquor to people attending an event.

An application for an occasional liquor licence can be submitted online (via www.rgl.wa.gov.au) or for events being held in regional areas with fewer than 500 people or up to 7 days can be lodged on paper through the local court house.

Event organisers/licensees are advised to consider the following conditions when submitting a liquor licence application for all temporary event liquor licenses:

1. Low-alcohol drinks must be available.
2. Chilled water must be available (for sale) at the same location as alcohol sales. Free water should also be available.
3. Limit drink purchases. Restrict access to alcohol to one hour pre event and end 30 minutes before event close.
4. Consider only selling low alcohol drinks.
5. Pricing should reflect alcohol content.
6. Consider selling in plastic cups. Glass should not be used.
7. Bottled wine may be permitted in special circumstances and subject to strict conditions on bottle collection.
8. Vending at authorised outlets only. Points of supply should be predetermined and approved as part of the site design approval.
9. Alcohol areas or associated queuing must not obstruct general pedestrian movement around the site.
10. Alcohol areas must have a general level of illumination no less than 10 lux.
11. Entry and serving points must be illuminated to 100 lux to assist patron identification.
12. Crowd control plan required to identify duties and locations of crowd controllers.
13. Alcohol servers should be trained in the Responsible Service of Alcohol.

14. Appropriate signage at entry and exits:

- 18+ and photo identification which include:
 - A current Australian driver's licence with a photograph,
 - A current passport with a photograph, or
 - Western Australian Proof of Age Card.
- Leaving licensed area – no alcohol past this point.

Responsible service of alcohol

The responsible service of alcohol simply means that liquor will be sold and consumed in a responsible manner. Within licensed premises, responsible service of alcohol can prevent the supply of liquor to juveniles and the service to intoxicated patrons.

Including circumstances where the event organiser is not the licensee of the event, the event organiser has a duty of care to ensure the sale and supply of alcohol does not cause harm. In this regard, the event organiser should ensure that the prevention of alcohol-related problems is a priority, and should be incorporated into the event planning process.

Bar staff should receive a briefing on responsible service expectations prior to the event or immediately prior to their shift commencing. At a minimum, the briefing should include:

- Under the *Liquor Control Act*, all employees of the licensee are considered to be 'authorised persons'. The *Liquor Control Act* gives 'authorised persons' certain powers that support responsible service. Being an 'authorised person' also means they can be held accountable for their actions if they do not serve alcohol responsibly.
- Bar staff are legally not permitted to serve alcohol to anyone who they think is drunk, or to anyone who is under 18 years of age. All bar staff should be aware of the definition of drunk under section 3A (1).
- Recommended approach for refusing service.
- Acceptable forms of proof-of-age identification as per the *Liquor Control Act*.

The consumption of non-alcoholic and low alcohol beverages should be promoted. Supplying only low alcohol beverages is encouraged as this will significantly reduce the likelihood of injuries and assault at the event. Also, the pricing of alcoholic drinks should not encourage the irresponsible consumption of liquor and should reflect the alcohol content (i.e. higher price for higher alcohol content).

The event organiser should also have a readily accessible and clearly understood management plan in place for addressing problems such as disorderly and intoxicated patrons. Please see Appendix 2 (page 39) for guidelines for creating a service of alcohol management plan.

Approved Manager

All liquor licensed events must ensure that an Approved Manager will be present on the premises for the duration of the event. An Approved Manager is an authorised person who carries an Approved Manager ID Card and has been pre-approved by the Department to manage licensed venues in Western Australia. The Approved Manager is not required to be a person from your organisation or company; any person who carries the Approved Manager ID Card can be hired or volunteered to manage the responsible service of liquor at your event.

Exhibitors

Exhibitors are the people who will be using your event as a means to offer tastings and take orders to further promote their business. There is also the option to allow for packaged liquor sales in certain circumstances where patrons can purchase and take liquor home for consumption away from the occasional licensed premises.

This type of occasional event is only considered if there is a clear link between the nature of the event and exhibitors wishing to participate. A submission is required to outline how the exhibitors fit in with the nature of your event as well as a full list of all the licensed premises that wish to be included. If packaged liquor sales are requested you will need to provide details on why and how you intend to prevent purchases from drinking the packaged liquor at your event.

Juveniles

Children can enter and remain on licensed premises only in the company of a parent or guardian. It is the occasional license holder's responsibility to enforce this within the licensed area. For events where children will not be accompanied by a parent it is advisable to fence off a section of the venue solely for the purpose of selling and supplying liquor.

Acknowledgements: www.rgl.wa.gov.au; Occasional liquor license guide, www.rgl.wa.gov.au; Guidelines for concerts, events and organised gatherings, The Department of Health.

Online Registrations

Online registrations allow for you as the event organiser to save time, as you don't have to spend time opening, entering and sorting through all RSVP's. Online registration can also be free for your organisation, if you pass on the small processing fee to the cost for participants to attend your event. All RSVP's through online registration go into one centralised data management system showing who has paid, who hasn't as well as who has special requirements on the day. Another main benefit to the organiser of an event from online registrations it that the link can be emailed out to your greater network, therefore increasing the chances of more people purchasing tickets to your event.

Online registrations for events are not only beneficial to you as the event organiser, but also for the person registering for the event. For participants, online registration is far more convenient for them, as they only have to go on the computer, rather than call/email to register for an event. They also have the ability to securely pay online rather than over the phone or writing a cheque. Once this payment has been processed, participants will then receive a receipt confirming they are signed up for their designed event and their payment has been securely processed and accepted. A tax invoice is automatically sent to participants.

In addition to these benefits, there is also the option to have discount codes available to members. This entices more members to sign up for the event and allows for the lower price tickets to still be available to members through online registrations.

Online registration systems include;

- RegisterNow: www.registernow.com.au
- EventBrite: www.eventbrite.com.au
- TryBooking: www.trybooking.com
- TicketBo: www.ticketebo.com.au

Acknowledgements: Active Network, www.activenetwork.com.au

Planning is everything: What to do before the event

Planning is everything. This is especially true for major events which require a lot of thought and preparation to ensure that they are successful and as stress free as possible for all involved. The timeline below is a general example and can be altered to suit your needs. Remember that in terms of planning, the earlier the better (within reason). Make sure that you leave enough time to fit everything in and allow 30 per cent more time than what you think is necessary to prevent unwanted dramas and stress. Also make sure you check out Appendix 3 (from page 40) for 13 ways to advertise your event for free!

12 months prior

Set your goals and objectives early on. As these will form the backbone of your event, they need to be clear in your mind right from the beginning. Next, you will need to identify key event organisers from your committee to ensure that the planning process, and the event itself, will run as smoothly as possible. At this stage, it may also be applicable for you to develop a cancellation plan if minimum numbers are not reached.

Set the date and time for your event. Check to see that your event doesn't clash with other state events (if possible) and get your event listed on the GGA calendar as soon as possible. It may be an idea to check if your event can piggy back with another local event. Always make sure that the date you set gives you enough time for proper planning and that the timing of your event is relevant to the topic.

The next step is to produce a detailed event budget. Contact your sponsors and partners and see what resources they can provide. Make sure that you get input from your sponsors and other key individuals (such as committee members) when developing your budget. Categories to consider include:

- Venue & service
- Labour
- Publishing/advertising costs
- Special equipment
- Key-note speaker
- Set up equipment

Finally, determine the event's location and/or facility and secure it. It is also important to conduct an initial facility/location walk-through with all key event organisers.

6 - 9 months prior

Determine the theme of your event, if you want one. Organise a convincing topic(s) of practical value to present to members. Inform staff and group members of the event, and consult with them for appropriate topics and to determine their involvement. Also, make sure that there is enough material to present, but be equally careful that there is not too much.

Begin identifying and contacting potential speakers for your event. Consider inviting a key note speaker or key local farmers to present on the day, and a high profile, motivational speaker for lunchtime (e.g. a Nuffield scholar to present a controversial topic). You could also consider sharing a national or international speaker with other groups. Also, ensure that you provide speakers with presentation guidelines including the expected format, target audience, and timing, etc. See Appendix 3 (page 40) for a presenter briefing note template.

Secure a caterer, or perhaps enlist the help of volunteers within the group and/or local community. Make sure that you check if you have the appropriate insurance, and obtain any other permits/licenses that you might require.

3 – 6 months prior

Complete the final plan for staff/group member involvement and assignment list. Draw up a timeline for the organisation of the day, include a list of tasks to be completed, and allocate them between the event organisers/committee members. Ensure that all members of the organising committee have a copy (and that they've read it!).

Confirm sponsor involvement in the event, finalise the menu with caterers, speakers, and entertainment. If required, recruit volunteer assistance at this time.

Begin preparing your communication strategy (see Appendix 4, page 42). It is important to get as much exposure as possible. Send out a media release (see Appendix 5, page 41 for tips for writing a winning media release), and email contacts in your database. You can also email the GGA to include your event in the Calendar, Newswire, and on the website.

Develop visitor take-home pieces (such as trial booklets, handouts, etc.), event printing needs, banners, posters etc., and begin preparing your email/hardcopy event invitation for the wider community. Have a meeting with caterers on-site, and if requiring a bus (for field days/walks) make sure you book early.

2 – 3 months prior

Send out a 'save the date' to group members and industry representatives. Make sure that all required printed materials are available, and order banners, remembering to contact your sponsors to see if they would like to submit one for your event. Also, complete the event program/agenda, and develop a map of the event. Send to all committee members and make sure that it is updated regularly as details come in and/or change.

Begin online registrations for the event, so people can get their tickets early, allowing for you to better organise catering. You could also consider Early Bird discounts.

Complete an Event Management Risk Assessment Sheet (see Appendix 1, page 34 for a template), make any changes that are necessary, and continue to monitor your plans from now until the completion of the event. Make sure that someone is held responsible for each particular task.

Submit the necessary paperwork to the Health Department, notifying them of the event. Order portable toilets, dumpster, trash boxes and liners, and hand washing stations (if needed).

Order alcohol and soft drinks and set up an arrival time. If needed, organise an ice truck or cooler, and arrange delivery.

4 weeks prior

Designate RSVP duties, and ensure to put that person's contact details on the invite. Send out the email/hardcopy invitations, publish on your website, start promoting on twitter, and send details to the GGA.

Complete press kits/press invitations (if required) and perhaps organise a photographer (or use a volunteer). Remind sponsors to have their banners, or other

contributions ready (2 – 3 weeks before the event). Confirm exactly what sponsors will be displaying at the event, as well as their logistical needs.

Finalise location/facility setup, including seating and a registration/welcome desk. Arrange for rubbish pickup and recycling bins (if needed), as well as any required rentals, such as marquees, tables, chairs, etc. If serving alcohol, remember to submit a liquor licence to the Managing Registrar of the local courts at least 14 days prior to the event (for up to 250 people).

2 – 3 weeks prior

Send out another media release, and remind staff and group members about the event. Revisit your Event Management Risk Assessment Sheet and make sure it's updated and that any problems are being resolved. Go over the physical layout of your event and follow up with other event organisers, group members and the caterer.

Start a checklist of things still left to do, updating it as you go. Develop detailed committee member/volunteer instructions for all required areas, and send out to all involved. Follow up on all permits and confirm receipt. Collect all sponsor contributions for the event, such as banners, signage, etc.

1 week prior

Complete an event walk-through with all appropriate personnel, and check all materials. Send a reminder to everyone who is involved and hold a meeting before the event.

Follow up on any press/media releases that were sent out and confirm if any reporters will be attending. Confirm the RSVP list and give attendance numbers to the caterer.

Make sure that you continue to review your to do checklist, as well as your Risk Assessment Sheet. Develop a final set-up plan for organisers/volunteers to reference. If a lot of set-up is required, or your event starts early in the morning, consider starting a few days before and leave the set-up of perishables, ice, banners, registration/catering table's desk etc. for the actual day.

And after...

After all the careful planning, the checklists, the numerous phone calls and emails, and the successful completion of the event; your task is not quite over. Perhaps the most important, yet simple factor for running a successful event is what occurs afterwards, as this will determine the success of future events.

The week after

It is important to remember to thank all of those involved in the planning, organisation, running and funding of your event. Don't forget the power of a simple thank-you note; it will make people feel appreciated and more willing to help the next time around! If you are able, consider throwing an 'appreciation party' for all those involved.

Now is also the time to prepare a final media release (see Appendix 5, page 41) for the press and radio. Circulate photos and use them to showcase how successful your event was, and what the key messages were.

Also remember to evaluate (see page 21). Hold a quick debriefing session straight after the event with the organising committee:

- Ask what they liked the best
- Discuss which topics worked really well and which not so well
- Ask what they would change for next time

Analyse the successes and problems of the day and plan for next year while it is still fresh in your mind!

Acknowledgments: www.prhelper.com; Event Planning Template, www.decd.sa.gov.au; Event Planning Timeline Outline and Tips, EventZone; www.arts.state.tx.us.

Evaluation

It is important to organise an evaluation of the day to analyse the effectiveness of your message, communication strategy, timeline, choice of topic/s, guest speaker/s, etc.

Questionnaires and ORID evaluations are commonly used for event assessments.

During the evaluation process, you will need to consider:

- Why you are evaluating
- Who will use the results (i.e. from a field day) or information presented
- What exactly needs to be evaluated
- How to retrieve maximum information for minimum fuss

Questionnaires

Questionnaires are quick and easy, have a high participation rate and are a familiar form of evaluation to everyone attending your event. Ask attendees what they like about your event and what they think could be improved. Questionnaires are a good chance to collect information about the types of people attending your event. For a template, see Appendix 6 (page 46).

Tips for a worthwhile audience response rate

- Make the questionnaire easy to fill in;
- Allow enough time;
- Encourage response by organising prizes or beer tickets as reward for completing the evaluation. The prize could be sourced from one of your sponsors;
- Avoid barriers to completion i.e. provide pens, a surface to write on, make sure the questionnaire is easily readable, etc.;
- Make the form easy to return i.e. provide collection boxes or have people standing there to collect the forms, provide a reply-paid envelope, fax number and/or email for those who want to take their forms home and fill in them in later;
- Investigate alternatives to a paper form;
- Consider 'guiding' the attendees through the evaluation.

Audience Response Systems

Personal Response Systems (PRS), are used for engagement, interactivity and formative assessment. The technology gives you the opportunity to pitch questions to

small or large groups of attendees, with the answers pulled together automatically and displayed in real time. Polling or feedback can occur both within presentations and at the end of a presentation/event, and the results can be displayed for discussion or analysis. Response devices include dedicated handheld units (clickers) and internet connected mobile devices (smartphones etc.).

Many groups are now using clickers or other personal response systems to receive feedback at the end of their events. There are many different technologies and providers available, some of which included:

- KP1: www.kp1.com.au
- Clikapad: www.clikapad.com
- Polleverywhere: www.polleverywhere.com
- Keepad Interactive: www.keepad.com
- OMBEA: www.ombea.com

The ORID process

The Observation, Reflection, Insights and Decision (ORID) process is a structured discussion method that provides valuable qualitative information on the strengths and weaknesses of a project, based on the viewpoint of the participants (and/or your committee members). The benefit of using this method is that it is a valuable learning process which allows you to improve further events.

The strength of the ORID process is in its structure. The structured conversation allows observations to be teased out into what their meaning and implications are for the project, in this instance, your event. This allows participants to collectively make decisions on what works, what does not, and how things can be changed.

However, the structured way of thinking does not come easily, and can be awkward for all involved. Having the facilitator explain the process up front, and reminding participants about the structure throughout the exercise may assist in keeping people on track.

Some example questions to use for the ORID process include:

Observations	Reflections	Insights	Decisions
<p>What is your most significant observation about the event?</p> <p>What do you remember?</p> <p>What did you hear or see?</p>	<p>Was this exciting or surprising?</p> <p>Did this engage your interest or empower you to become more sustainable?</p> <p>Did you like this or not?</p> <p>Did this frustrate you?</p>	<p>Why did this aspect work or not work?</p> <p>What does this mean for the event?</p> <p>What are the implications?</p> <p>What are the options?</p>	<p>What changes are needed?</p> <p>What would you say about the event to someone who was not there?</p> <p>Having experienced and reflected on this event, what are your next steps?</p>

Acknowledgements: Was Your Event a Success, www.audienceialogue.net; Using the ORID focus, <http://evaluationtoolbox.net.au>.

Field events

Field days and field walks are premier events for your group to showcase trials, activities and achievements. Content and management of a field event are key factors turning a good event into a *great* event.

Considering the following ideas during the organisational stage will assist you in organising yourself, staff, presenters and sponsors, and help you plan a memorable day for all involved. The following suggestions are specifically tailored for field events alone.

Event logistics

Looking after your attendees

- Make sure that speakers and audience will be in the shade, and facing away from the sun.
- Ensure adequate toilet facilities, especially when touring on a bus. A lunch time stop is sufficient, but borderline. A morning tea stop is recommended.
- Book appropriate equipment, considering marquee size, lunch setup, etc.
- Provide three breaks (morning tea, lunch, afternoon tea). Ensure ample time for eating (around an hour for lunch) and networking.
- Provide name badges showing all attendees full names in extra large print, and have enough field day booklets for all attendees. Sticky tags and a marker are an easy way to put names to faces.
- Have an alternative plan in case of weather conditions.

Everyone loves food

- Approach local community groups to provide catering for the day, as a means for them to fundraise. Remember to consider alternatives to sandwiches. Hot options? Soup? Home baked treats? Burgers?
- Perhaps offer free food. Increase gate price or organise sponsors to provide food or produce tastings for lunch.
- Provide more than one tea/coffee station and appoint a minder.
- Ensure supplies are plentiful and provide rubbish bins.

In the marquee

- Provide an opportunity for sponsors and supporters to organise a poster display before the event and ask presenters to provide handouts to compliment the poster display.
- Provide a power generator for urn, lighting, etc. and ensure it's not too close to speakers. Use a second power generator for the computer as a back-up.
- Hire a UPS to protect computer and data projector from power surges.
- Provide a whiteboard for presenters to use and for brainstorming
- Consider organising a community health station e.g. a 'pit stop' for blood pressure tests.

Group committee members

- Ensure they're easily identifiable with a uniform jumper or shirt, and have clear name tags.
- Allocate committee members to look after special guests or particular concurrent sessions.
- Organise a Master of Ceremonies (MC) for the day.

Field Plots

- Ensure field plots are wide enough by mowing a pathway around each trial plot for people to stand in.
- Have a portable microphone for presenters.
- Dig a soil pit or organise a soil core sample with pH measurements to show soil type under field site.
- Omit trials that don't show visual results and realise you might not have time to visit every trial. Link trials to your event goals.
- Locate machinery demonstrations away from presentations to reduce noise.
- Consider organising a memorable demonstration, such as aerial spraying or a GPS treasure hunt.

On-site

- Consider how you'll tour the site. Concurrent sessions? Self guide? Guided tour? Remember to test the timing before the day.
- Ensure the registration point is within sight of the car park.
- Organise:

- Field day direction signs (on-site and major roads nearby);
 - Any extra handouts;
 - Transport for audience e.g. walking, bus, etc.;
 - Air horn (or similar) to notify participants of timing during the day;
 - Clips or weights to ensure posters and handouts don't blow away.
- Arrange an area for parking and parking attendants (if necessary) and remember to consider where people will enter and exit the field day site.
 - Ensure payment for field day entry runs smoothly. Credit card options? Member and non-member fee? Also ensure you have a list of sponsors and other non-paying guests at the door.
 - Remember to complete a biosecurity risk plan for the day.

A trial booklet that will stand out

- Use a standard page layout, format and font throughout the book and use page numbers.
- Include a table of contents with all trial sites and corresponding page numbers.
- Link table of contents to site map.
- Include programme, site or tour map, local rainfall and soil statistics.
- Provide space or a page or two for notes.
- Provide a who's who section with photos of grower group staff and executive committee.
- Include presenter's name next to topic in programme (people sometimes choose topic based on presenter).
- Only include trials on view during the day. If necessary, put additional trial results or information at the back.
- Consider including a page for each sponsor to advertise.
- Colour pages in the book can act as dividers and have a cardboard cover.
- Consider spiral binding the booklet for ease of use and try to reduce number of loose inserts in the book.
- Consider paying for professional design and production.

Prevent on the day stress

- Use a registration desk to issue name badges, trial booklets and evaluation form.
- Start on time but provide a map for latecomers to catch up with the tour.
- Consider charging a flat fee for larger or interstate groups to attend.
- Limit choice of topics, e.g. six out of nine topics to look at during the day
- Use an MC to outline the proceedings, welcome corporate guests, sponsors, other grower groups, etc. and to introduce organising committee and/or group executive committee.
- Appoint someone to be in charge of overall timekeeping for the whole day and make sure presenters are kept to time.
- At each field site presentation, use a committee or group member to:
 - introduce the presenter and refer to relevant page in trial booklet;
 - ask mobile phones to be switched to silent and any conversations to be completed well away from the presentation;
 - keep time during presentation;
 - repeat questions for all audience to hear;
 - give a vote of thanks.
- Allocate someone to be the computer and microphone 'trouble shooter' for the day.
- Show the MC, presenters and field site chairpersons how to operate the microphone before their session.
- Ensure to check the microphone volume is at a sufficient level to discourage conversation – but not too loud.
 - Have a person at the back of the audience to check the sound quality
 - Place loudspeakers in front of microphone to avoid feedback
- Provide poster display over lunch or locate next to machinery display.
- Provide a panel of experts on selected trial sites to encourage questions and discussion next to the trial (include DAFWA, local consultants, etc.)
- Consider facilitating an evaluation session to ensure it happens.

Crop Updates

Crop Updates or Research Updates are an exciting time for the entire agricultural industry. They are the time to get some quality networking happening between grower group members and industry partners, after all, this is a primary reason for sponsoring the event. Interesting and inspiring speakers act as a draw card to bring in members, and added with something tangible they can take home, makes a recipe for success.

Logistics

Registration table

- If providing food for free, consider charging a registration fee to cover the cost. This will have to be decided by your committee, but in the past it has been seen to range from \$20 to \$50 at grower group update events.
- Be prepared to provide tax invoices.
- Provide name badges showing all attendees full names in extra large print. If you don't know who will turn up, have a marker and stickers ready. Keep track of who attends and offer non-members membership as they walk through the door, with an incentive.
- Have enough program booklets for all attendees. Make up a show bag with all the freebies offered from your sponsors.

Comfortable atmosphere

- Ensure enough chairs, but not too many – people tend to fill from the back, leaving the front row seats unoccupied. A comfortable chair will hold listeners interests for longer.
- Provide adequate toilet facilities.
- Ensure data projector and screen are well positioned – enabling decent sized slides to be viewed clearly at any point of view. Position away from the toilets and from windows. A plain wall will be most effective at maintaining everyone's attention.
- Book appropriate equipment: data projector and screen, whiteboard, flip chart, microphone (lapel or handheld) and audio equipment, lectern, table set up for lunch, urn, mugs, etc.
- Provide ample break time (30 minutes for morning tea or afternoon tea, an hour for lunch) for networking.

- What's on the walls? Give your sponsors the option of putting up a poster or banner, accompanied by hand outs. Consider approaching your local agriculture department for any interesting research they have recently composed onto a poster. Poster displays are a good method for keeping a comfortable atmosphere for those who may not know anyone at the event.
- Ensure air conditioning facilities are functioning.

Food is memorable

- Everybody remembers the food. Consider alternatives to sandwiches. Hot options? Home baked treats? Fresh meat from the farm? Past examples include cooking a rabbit stew from the previous night's hunt, fresh bacon and egg breakfasts, hot sausage rolls for morning tea and a burger for lunch. And everyone loves a sausage!
- Provide more than one tea/coffee station, appoint a minder and provide rubbish bins.
- Bear in mind it is always better to over-cater than under-cater.

Group committee members

- Ensure they're easily identifiable with a uniform jumper or shirt. A name tag is strongly recommended.
- Allocate committee members to look after special guests. Prep them for the event, telling them exactly what they have to do at what time. Remind them they are there to network with industry members and maintain important partnerships.
- Organise a Master of Ceremonies (MC) for the day. Rotate this duty around the committee.

Speakers and topics

Speakers and topics are the draw card for Crop Updates. Many groups will have a committee to help decide which topic and who will deliver it to make the most value to the wider membership base. When choosing the speaker, ask yourself some questions to initiate brainstorming:

- What will this speaker provide members that they don't already have?
- What are the main issues growers are dealing with today?

- Have you covered a wide range of farm topics? E.g. grain, livestock, weed management, marketing, men's health, etc.

Topics from previous Crop Updates include: dry seeding, frost, banking and annual reviews, plant densities, price and supply trends, project updates, the world grain scene, mental health, precision agriculture, how to run an on-farm trial, livestock fit in no-till farming, management of RLEM resistance, farming without glyphosate, biosecurity issues, barley powdery mildew resistance, NVT and other local trial results, water use efficiency work, how RR canola went locally, recovering after drought, improved weather forecasting, resilient communities, opportunities with overseas workers, succession planning, spading and ploughing, fertiliser decisions, discussions with the minister, economics of sheep vs. cropping, biochar, budgeting, short and long term fallowing, and the list goes on. The GGA can help provide ideas and contacts.

Program booklet

As with a field day booklet, it is important that a crop updates booklet has a standard page layout, format and font throughout, and includes page numbers. Also, consider spiral binding the booklet for ease of use, and include the agenda to keep it all in one piece. The following is a general Crop Updates booklet format:

- Cover page
- Day's program
- Table of contents
- Acknowledgement of the support from major partners
- A disclaimer
- Contact details of the grower group, listed names of committee members and staff
- Brief background/biography of the speakers

- Notes/results from speakers presentations
 - Title, author/s, role, organisation
 - Information-based presentations should include a background/introduction section, and the key messages
 - Results-based presentations should include key messages, aims, methods, results, and a discussion/conclusion section
 - Table captions go above the table
 - Limit the use of lines
 - Figure captions go below the figure
 - When using greyscale make sure that the different trials/treatments can be easily distinguished
 - Include a key, whether to the side of the graph or in the caption itself
 - Organise your results so that somebody who didn't go to the presentation could understand what the results are saying
 - Make tables and graphs as big as they can possibly be within the space constraints

And finally...

- Make sure there is room left for people to take notes. It is probably best to leave room at the end of each presentation, even if only half a page.
- If including photocopies make sure that they are readable and not blurry.
- Consider including advertisements for your sponsors.
- You could also include a president's report of the past year.

Workshops

Running a workshop is all about creating a comfortable environment so that you can encourage attendees to participate.

Planning

- Clarify the proposed workshop outcomes: be clear on why the workshop is being held. What are the key objectives and outcomes?
- Write out your plan: a workshop plan should include a focus question, acting as an anchor and bringing people back on track. The plan should also include materials required and timing of each session.
- Marketing: be clear on what attendees will get from the event.

Logistics

- Ensure you have all the right gear: butchers paper, markers, Bluetack, flipchart/whiteboard, butterfly clips, a watch, scrap paper/post-it notes, spare pens and name tags should all be part of your workshop 'kit'.
- Ensure seating is positioned so all can see the whiteboard and face away from the window, have tea and coffee available, and check where the toilets, air conditioner and exits are. Set tables and chairs up to encourage group work. Groups of six to eight are common workshop sizes.
- Keep the temperature controlled. If the room is too cold or too hot, participants will have a hard time concentrating
- Find a room with adjustable lighting as everybody's eyes react differently to light. Too much light can give some people a headache, while others may need to sit next to a bright reading light.
- Provide adequate toilet facilities.
- Provide ample break time (30 minutes for morning tea or afternoon tea, an hour for lunch). Research has shown that it only takes 30 seconds to rest and recharge the brain.
- Include a lot of moving around time in the workshop. The human body is built to move and it does not particularly like to sit still for long periods of time. Include activities that require different sized groups, or that can be done outdoors, or need a different seating arrangement to get people

moving. Have participants stand, stretch, and take short breaks as needed during the workshop.

- Play music before the workshop starts, this could help create a comfortable environment, and add some fun into the workshop.

Running the workshop

- Starting the workshop:
 1. Introduce yourself and your role, including who you represent.
 2. Thank participants for investing their time, effort and passion in the workshop.
 3. Provide a brief outline of why the workshop is being held.
 4. Provide a brief outline of what the workshop plans to achieve (outcomes).
 5. Indicate how long the workshop will take.
 6. If relevant, talk briefly about how you intend to run it (i.e. brainstorming, goal setting etc.).
 7. Emphasise that your role is to lead the process and ask questions.
 8. Emphasise that you'll be drawing on the skills and experience of those in the room to develop agreed solutions.
 9. Check if everyone is clear on why they are here and what can be achieved, and if there are any questions.
- Introductions: People like to know who they are working with. For a short workshop, keep introductions short as people will be keen to get into the main body of the meeting. For a long meeting, relationships between people are often more important and so a longer introduction may be preferred. Introductions may include their role, location, a highlight from the past two weeks, or something they're really good at. There are many ideas of icebreakers on the internet if you need inspiration. Individual introductions are recommended for small groups of up to eight people, introductions in pairs/at their tables are recommended for big groups of more than eight people.
- Ground Rules: If you envisage some challenges in managing your group then it may be worth setting some ground rules. One handy tool is called 'showing the ropes' where participants should agree to **Respect** other

opinions, be **O**pen-minded to other ideas, **P**articipate, and **E**xperience – be sure to share what they have, **S**hare the air.

- **Expectations:** Asking participants what are their expectations from the meeting helps to reiterate the meeting aims. Write the responses on a flipchart and refer to later in the meeting.
- **Getting focused:** Reiterate the meeting aims so that people are clear on the issues that you are tackling. For each session, read out/write up the focus question and clearly explain what you are requiring from participants.
- **Gathering Ideas:** Get people to write down 2 – 3 responses to the focus question. Give people time to respond.
 1. Go around the group and get each person's 'number 1' choice. Then get any other remaining responses by asking the group as a whole. Ask "anyone else" whilst looking in the direction of those not contributing.
 2. Use eye contact, smile, nod, and thank people for their ideas.
 3. Use people's names as much as possible.
- **Recording ideas:** when recording ideas, try to use the same words as the participant, always aim to get single ideas from participants, and if they use more than two sentences to express their idea, ask them to clarify or paraphrase the idea.
- **Moving between different sections of the meeting:** Briefly summarise each section before moving on. When starting a new section, briefly explain what you are about to cover and why.
- **Closing the workshop:** Do a brief summary on the process covered and some of the results from each section. Identify the key outcomes and describe how the information generated will be used in the future. Thank all the participants for their commitment and participation.

Acknowledgements: Huffer, A., 2008, *Crash Course in Facilitation*, ARID Group

Template: Event management risk assessment sheet

Honest risk assessment is an important part of planning for your event. The risk chart in Table 1 below can be used to determine the impact and likelihood of the circumstances in Table 2 occurring. Definitions for measuring impact and likelihood are also given. This event management risk assessment sheet is intended only as a guide; for best results, devise one of your own for each of your event/s or event categories. Visit www.ourcommunity.com.au for further details on managing risk, other assessment sheets and disclaimers.

Table 1. Risk chart.

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

Measures of impact

A (catastrophic): Death – severe injury (e.g. loss or crushed limbs, brain damage)

B (critical): Major Injuries – require medical assistance (inc. concussions)

C (marginal): Minor Injuries, cuts, treated internally (inc. 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

Table 2. Example of an event management risk assessment sheet.

What potential risks have you identified?	Problems detected?	Likelihood	Impact	Risk rating	Who will fix the problem? Sign off on completion
Do you have any required permits?					
Will there be road closures for the event? Have you applied for a permit from the appropriate authorities and notified emergency services?					
Do you have a contact list for committee members responsible for each area of the event, and for other involved parties/sponsors?					
Do you have a checklist to ensure you have all appropriate documentation, such as the event plan, contracts, sponsorship letters, licences/permits, event program, accounts and emergency plan?					
Do you have public liability insurance?					
Is property and equipment insured?					
Have you prepared a site map of the event or festival? Is there an information or registration centre/booth?					
Are your staff and volunteers adequately qualified or trained?					
Do you have signs on-site indicating where to find phones, toilets, water, first aid posts, parking, lost and found, etc.?					

Do you have appropriate signs on-site indicating rules regarding smoking, alcohol, security measures, etc.?					
Do you have adequate car parking for cars, buses, taxis and emergency vehicles?					
Have you developed a traffic management plan for the event?					
Do you have contingency plans for transport if the event finishes late, is cancelled or affected by wet weather?					
Do you have an evacuation plan?					
Do you have effective communication onsite?					
Have you consulted with fire services to ensure you have all necessary fire fighting equipment required by law?					
Has the declaration of a total fire ban or fire danger period on the day of the event been considered?					
Is the venue accessible for emergency service vehicles (Look at roads, ground surfaces, gates and parking)? Are hydrants or suitable water supply available to fire services?					
Do you have/need a security plan for the event?					
Have you made arrangements for lost and stolen property or lost children?					
Do you have a first-aid post on-site that is set up with lighting, power, running water and appropriate equipment? Do you have trained staff or volunteers to man the first-aid post?					

Are you prepared for a medical emergency?					
Have you arranged waste management?					
Will alcohol be available at the event? If so, have you arranged for the appropriate licences/permits? Have you ensured alcohol will not be available to underage patrons?					
Do you have plans for infection control, including contact details for environmental health officers?					
Have you taken steps to stop the spread of infection, such as ensuring safe waste disposal and disposal of sharps?					
If food is being served at the event, do you have appropriate food handling procedures, including any necessary licenses/permits?					
Do you have enough toilets for the expected number of patrons?					
Are the toilets clean (provided with soap and hand-washing equipment, away from food areas, cleaned and re-stocked regularly, etc.) and safe (well-lit, appropriate for wet weather, etc.)? Are the toilets accessible for people with limited mobility?					
Does the event have adequate lighting? Do you have emergency power and lighting?					
If you are erecting any temporary structures, such as stages or marquees, do have appropriate permits and are the structures secure?					

Are entry and exit routes to the event clear and well sign-posted? Are exits clear of obstructions?					
Have you investigated the history of the site (to ensure that it has not been used as a toxic waste dump, etc.)?					
Have you arranged for a post-event debriefing to assess what worked and what didn't?					
Have you completed a full risk assessment of the site where the event will be held?					

Management plan: Service of alcohol

If applicable, your management plan should provide details such as:

- Any mandatory industry training required under the liquor licence;
- How responsible server practices will be adopted;
- The way in which licensed crowd controllers undertake their duties;
- The practices adopted to control juveniles on the licensed premises;
- Actions to respond to complaints and protect the amenity of the area.

COMMON ISSUES: Injuries, intoxicated patrons, violence, property damage.	
Preventative actions that can be taken	Rationale
<p><i>Trading hours</i></p> <ul style="list-style-type: none"> • Limit late night hours. • Close bar/s at least 30 minutes before advertised end of event. 	<ul style="list-style-type: none"> • Long trading hours lead to greater risk of excessive consumption. • Closing the bar early supports more orderly behaviour at closing.
<p><i>Type of alcohol</i></p> <ul style="list-style-type: none"> • Only sell low or mid-strength products, or promote the sale of these products. • Sell water and non-alcoholic drinks at a cheaper price than alcohol. 	<ul style="list-style-type: none"> • Full-strength alcoholic drinks have been linked with disorderly and violent behaviour at events.
<p><i>Drinks containers</i></p> <ul style="list-style-type: none"> • Supply all drinks in cans/plastic vessels. 	<ul style="list-style-type: none"> • Broken glass can be used as a weapon, causing serious injury.
<p><i>Staff and training</i></p> <ul style="list-style-type: none"> • Responsible service and management of alcohol training. • Brief all staff to watch out for and address potential risky situations. 	<ul style="list-style-type: none"> • RSA training educates staff serving alcohol of their responsibilities and roles.
<p><i>Design of venue layout</i></p> <ul style="list-style-type: none"> • Consider factors that affect crowd dynamics i.e. venue plans, entrance and exits, number of toilets, lighting etc. 	<ul style="list-style-type: none"> • Because alcohol can affect a person's judgement, the likelihood of violence increases in frustrating or uncomfortable circumstances.

The House Management Policy and the Code of Conduct need to be displayed in a prominent position on the licensed premises. A copy of the Director's Harm-Minimisation Policy, as well as further details on alcohol-related issues can be found at www.rgl.wa.gov.au.

Template: Presenter briefing note

(Grower Group Logo)

Presenter Briefing Note – (insert name of presenter)

(Insert presentation topic)

The XXX Group Crop Updates/Spring Field Day is the premier event for farmers, researchers and agribusiness to see the latest technology in agriculture, relevant to the XXX region.

The purpose is to ...

This year's theme is ...

Presentation Information

The topic we would like you to present on is.... This topic is of key interest to our members because...

Suggestions of what the presentations could cover include:

- What the topic involves, and why it is important
- What can growers do differently
- Key tips
- Examples

We have allocated (XXX minutes) for your presentation, including question time.

Audience

Approximately XXX people, including a mixture of:

- Farmers (average age, main industry)
- Industry members from research organisations, universities, agribusiness and NRM organisations.

Date:

Time:

Location: (Venue Room, Venue, Suburb)

13 ways to advertise your event for FREE

Even if you do have an advertising budget – no matter what size – you should still be looking for any way to get free promotion.

Remember that consistency is the key; a one-off email or story in a local newspaper will not be enough. Below are some tips, proving that the number 13 doesn't have to be unlucky. Think of them as a base and see how many other ideas you can add to it.

Pass it on!

1. **Word of Mouth.** Start with members/supporters, and then get them to pass it on. Ask them to each bring one new person.
2. **Sell tickets.** Keep a record of tickets sold and remaining, and make sure that payment comes in.
3. **Email bulletin.** Make sure you have a good contact base (the GGA can help), and send a mass email. Let your email market your event by adding a paragraph to your email signature. Also make sure you ask your contacts to forward the message on to people they think would be interested. It's amazing the networks people have access to!
4. **Twitter and Facebook.** Add pictures to your post or tweet for best affect, as well as links, twitter handles or hashtags where relevant (e.g. twitter handles of keynote speakers and sponsors). Ask the GGA and others to share and retweet for greater coverage.

In sight, in mind

5. **Posters.** For locally-based events, use the old tried and true poster. Include your event details, add colour, and stick up copies where regulation allows. Also remember that it's etiquette to take down your flyers afterwards.
6. **Shop windows.** Most local shops will be prepared to display your information in their window if you ask.
7. **Signs.** Catch the passing trade with a large sign in a high traffic zone. Add balloons and flags. Check with your local council where your signs can go.

Nothing wrong with a little bit of freeloading

8. **Other people's mail.** Approach local businesses that do regular mail outs and ask if they would mind dropping in an extra sheet advertising your

event. It also provides another option for businesses unable to sponsor you financially.

9. Other people's reading. Chase up editors of other newsletters and ask them to include a mention of your event.
10. Local politicians/council newsletters. Most put out regular newsletters on what is happening in the electorate. Get organised and have your event listed in a publication delivered to every household in the area.

Feed the News

11. Local newspapers. Send a press release as far in advance as possible, with professionally prepared photos and letterhead. Write concisely, be newsworthy, and be informational rather than blatantly promotional.
12. Major papers. Questions you must ask yourself are, 'what's the hook?', 'what's the story?', and 'where's the picture?' Get all three right, and you'll increase your chance of a run.
13. Radio. Send your media release to local radio stations as well. Most community radio stations are very keen to support local organisations and tend to be under-utilised when people think of local media. Ask if you can come on for an interview, and if they can help you record a free announcement that they can air during the week.
14. Websites. Use your own website, and don't forget www.gga.org.au!

Acknowledgements: Adapted from '25 ways to advertise your event for free', www.ourcommunity.com.au.

Communication strategy: Spreading the word

Getting the message out about your event is a critical component of its success. Having a winning communication strategy will help you raise interest in your event, get the most people out there on the day, and ensure it is talked about long after completion!

How to develop a killer communication strategy for every event

1. Know what you are communicating. The first step ensures that you plan your event carefully, and that you have a genuine reason for holding it. This could be as simple as “a trial had an unexpected result that you might find interesting”, or “we’d like to share what we’ve accomplished this year”. Whatever the reason, it has to be clear in your mind before you can even think about communicating it to your audience.
2. Work out your target audience. This step should be pretty straightforward; however, perhaps consider if there is a particular angle you could take that might interest people who don’t usually come to your events?
3. Know the message you want to communicate. The message is the key idea or central theme of your event. A good starting point is to sit down with pen and paper, and write a short statement about what you want to achieve. A snappy ‘sound bite’ (i.e. a quotable phrase) is often the best way to go; make it something that your audience will remember.
4. Work out the best method to communicate to your target audience/s. Now that you have your message and audience, how do you go about getting it to them? There are a vast number of options available; a flyer, email, through your website, through the GGA (Calendar, Newswire, website, contacts, etc.), or a public announcement. It’s important that you choose the option that best suits your particular event, your target audience, and of course, your budget.
5. Keep track of your strategy. Are you effectively raising awareness? Are you reaching the right number of people? Do you need to alter your strategy? How is your budget looking? A helpful tip: use a checklist to keep your group’s communication strategy on track and ensure that you complete all the necessary steps.

6. Review your strategy. Evaluating your strategy is incredibly important as it allows you to determine the success of your campaign. Did you reach the right people and the right numbers? What could/should you have done differently? What worked? What didn't? Was your plan cost effective? This last step will help you to tweak your communication strategy and improve it for use at your next event!

Some further tips...

- Allocate someone from the group to be the key contact person for the media.
- Always get your copy to the media in good time. Ring up and check for submission dates, but aim to get it in a month in advance (two weeks is the absolute minimum). Make sure you include:
 - What, where, when it is, and who will be there;
 - Why it is important to farmers and the community;
 - Quotes from the chairperson;
 - Meal arrangements and alternate wet weather arrangements.
- Arrange for a media interview of the host/key from the group.
- Be prepared. However unlikely it may seem that you will be swamped with calls/emails, you need a plan to cover this possibility. Before you begin contacting broadcasters, or sending out emails, make sure that you can meet any potential demand for the event that the publicity may generate. Have an attractive circular printed up and ready to send out to those who request more information about you.
- Use the process of promoting your event to build up your media contact list. Record every media contact and its outcomes. To start with, the GGA can provide a list of media contacts who work for grain-related publications.
- Organise for someone to take photos during the day for later publicity. Close up photos featuring people are best.

Writing a winning media release

A media release is one of the best ways to notify the media of an important issue. Media groups receive loads of media releases each day, so it is important that the one you write is topical and catches the editors and audiences' interests. If the media release doesn't grab the editor's attention in the first couple of sentences, there is little chance of it getting a run. Alternatively, when in the right style, it can be used by the media word-for-word and you will achieve what you set out to do; communicate key messages to your target audiences. Below are some handy tips for a winning media release:

1. **Concise:** Get to the point. Use short sentences and paragraphs. Concise writing mainly consists of identifying unnecessary words, phrases and even sentences, and cutting them from your story. Use a short word rather than a long one; use a word rather than a lengthy phrase.
2. **Simple:** Your message has to be understood by the average person. Use plain English and avoid jargon, clichés and acronyms. Don't use technical terms without explaining what they mean.
3. **What, Where, Why, How, When, Who?** Your story must tell, simply: **WHAT** happened; **WHERE** it took place; **WHY** it occurred; **HOW**; **WHEN**; and **TO WHOM**.
4. **Angle:** Every story has more than one approach or more than one 'angle'. Look for angles that will interest the greatest audience of people or your target audience in particular. For instance, field days are reasonably frequent, but the angle may be a particular guest speaker or new trial.
5. **Timing:** Know deadlines for the media and time your material appropriately. Be sensitive to editorial deadlines, and ensure your event is covered in the appropriate timeframe.
6. **Headings:** The heading should summarise the story. It should be catchy and grab people's attention so that they want to read the story.
7. **Identify the spokesperson:** Media releases have to be attributed to someone, such as a group president or well-known researcher, to add authority and credibility to the story and by making clear the opinions are those of the source.

Handy writing tips

- Ideally, there should be one sentence per paragraph;
- Lead with your most interesting point;
- Use active voice, not passive;
- Expect that only the first two or three paragraphs will be read;
- Quote someone important by the third paragraph;
- Keep the media release short, less than one A4 page length;
- Attach a background paper or fact-sheet containing further information;
- If appropriate, organise a photo opportunity to accompany the media release;
- Proof-read your work, checking dates, times, venues, spelling of names and phone numbers;
- Have your contact details at the bottom of the media release.

Photos that stand out

- As well as providing photo opportunities, send the media a couple of photographs that illustrate the media release's subject;
- Photos should be taken in real environments and with people;
- They should focus clearly on the issue, product, image, or person that your community group wants to emphasise, without irrelevant, visually distracting clutter in the foreground or background;
- Photos should be eye catching, using angles creatively;
- Photos must express a viewpoint;
- Photos must make a visual impact;
- Provide a caption for the photo which summarises the news.

And finally, remember to ask the GGA to help out!

Evaluation template

Below is a template that you can use for evaluating the success of your event (feel free to add your own questions). The *event planning* questions can be asked either pre- or post event, as these can form the basis of your preparations for an upcoming event, or for the next time you hold an event. Ensure that you also gather information about the people attending your event:

- Gender
- Age bracket
- Occupation
- Farm size and crop types
- Number of people who came with them
- Accommodation used, etc.

Questions to ask	Suggested question type	Additional suggestions
<i>Event planning (pre or post event)</i>		
Rank what is most important to you in attending an event.	Rank items numerically	Depending on your event planning needs, you might include answer choices such as: <ul style="list-style-type: none"> • Convenience of event location • Cost • Availability of parking • My interest in the scheduled speakers • Topics covered are useful to me • Timing of event fit into my schedule • Availability of networking time
What day/time do you prefer to attend an event?	Single-select multiple choice <i>OR</i> Multi-select multiple choice	If you want respondents to choose their top choice for a day/time, make the question a single-select question. If you want to know all of the days/times that they would be able to attend the event, make the question a multi-select question.
How far are you willing to travel?	Single-select multiple choice	
Do you prefer networking before, during or after an event?	Single-select multiple choice <i>OR</i> Multi-select multiple choice	
Rate your preference of an event on the following topics.		
Do you have any suggestions for topics? If so, what?	Single-select multiple choice	Use “Yes” and “No” for the answer choices, then include a Comments area to capture the suggested topics.

Do you have any suggestions for speakers? If so, what?	Single-select multiple choice	Use “Yes” and “No” for the answer choices, then include a Comments area to capture the suggested speakers.
<i>Event satisfaction (post event)</i>		
How satisfied are you with the event?	Rate one item on a scale	<p>Include a Comments area to find out why respondents rated the event as they did. Your rating scale might be:</p> <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied

<p>Please rate your satisfaction with the following parts of the event.</p>	<p>Rate items on a scale</p>	<p>You might want to include rating scale answer choices such as:</p> <ul style="list-style-type: none"> • Very satisfied • Somewhat satisfied • Neutral • Somewhat dissatisfied • Very dissatisfied <p>You might list sessions and/or speakers from your agenda or you might ask readers to rate the following more general attributes of your events:</p> <ul style="list-style-type: none"> • Cost • Location • Exhibits/sessions • Ease of transportation or parking • Length of event • Topic/theme • Profile of other attendees • Food and beverages provided at breaks
<p>How likely are you to recommend this event to a friend or colleague?</p>	<p>Single-select multiple choice</p>	<p>Include a Comments area in the question to find out why respondents rated the event as they did.</p>

Why did you attend our event? Select all that apply.	Multi-select multiple choice	<p>Be sure to include an “Other” choice. Answer choices might include:</p> <ul style="list-style-type: none"> • For networking • Interest in event topic • To support the organization • You know the organisers or participants
How did you learn of our event? Select all that apply.	Multi-select multiple choice with open-ended text	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • In the media (newspaper, magazine, trade journal, billboards, etc) • Business network • Membership announcement • Through a friend • On the internet • While passing the event location <p>Be sure to include an “Other” choice so you can capture data from people who learned of the event from a source you did not anticipate.</p>
What were your greatest take-aways from the event?	Open-ended text	

Was the duration of the event:	Single-select multiple choice	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Much too long • A little long • Just right • A little short • Much too short
Was the price of the event:	Single-select multiple choice	<p>Answer choices might include:</p> <ul style="list-style-type: none"> • Very expensive • Somewhat expensive • Priced right • Somewhat inexpensive • Very inexpensive
Which of our other events are you aware of?	Multi-select multiple choice	
Please provide suggestions for improving our future events.	Open-ended text	Give respondents as much room as possible for answering open-ended text questions.

Acknowledgements: Guide No. 12 How to Evaluate Your Event, www.wagga.nsw.gov.au/eventsguide; Sample Survey Questions, Answers and Tips, www.constantcontact.com.

Final tips and useful links

Getting your event out there:

- GGA Calendar of Events: email admin@gga.org.au
- List your event on the GRDC website: www.grdc.com.au
- Contact your local DAFWA, and list your event on their website, www.agric.wa.gov.au
- www.aroundyou.com.au lists a range of events taking place around Australia, allowing people to search online for events near them. You can post an event on the AroundYou website by creating a free account.
- Twitter – tag @GGA_WA and we will retweet!
- Rural Newspapers – Farm Weekly, Countryman

WA grower group websites:

Corrigin Farm Improvement Group: www.cfig.asn.au

Evergreen Farming: www.evergreen.asn.au

Facey Group: www.faceygroup.org.au

Fitzgerald Biosphere Group: www.fbg.org.au

Gillamii Centre: www.gillamii.org.au

Liebe Group: www.liebegroup.org.au

Mingenew Irwin Group: www.mig.org.au

Moora Miling Pasture Improvement Group: www.mmpig.org.au

North East Farming Futures: www.neffgroup.com.au

North Stirlings Pallinup Natural Resources: www.nspnr.com.au

RAIN: www.rain.org.au

SEPWA: www.sepwa.org.au

Stirlings to Coast Farmers Inc: www.scfarmers.org.au

Southern DIRT: www.southerndirt.com.au

WANTFA: www.wantfa.com.au

Women in Farming Enterprises (WIFE): www.wife.org.au

West Midlands Group: www.wmgroup.org.au

Other useful contacts:

Our Community: www.ourcommunity.com.au

WACOSS: www.wacoss.org.au