

22. Managing Club Events

Good planning and organisation will allow your Club event to not only run smoothly on the day but will also allow you to better access funding that Arc offers for such events, including the Clubs Grant and/or the Student Community and Development Grant (SCDG), as well as allowing you to nominate for the Arc Club Event of the Year, and Photo of the Year awards.

Planning Early

The first step in planning an event is to establish the idea of the event. It is important to do this as early as possible! You should have a clear scope of:

- The purpose of the event. For example, is the purpose to recruit members? Is it purely for members to socialise? Are you putting on a ticketed event to raise funds?
- When and where do you want it to be held?
- How many people are you expecting to attend?
- What sort of budget, if any, do you have to work with?

Booking a Venue and Drawing Up a Schedule

Once you have planned out these initial aspects, you need to book your venue. Venues should be booked well in advance to secure your event's date, time and location. For on-campus events, refer to Clubs Handbook Section 23 (Location and Equipment Bookings) for information on booking a room or an outdoor space. For off-campus events, you should also approach the venue or relevant booking authority well in advance. This may also include public spaces such as parks, which may have special booking procedures for large groups. Make sure to be aware of any Terms and Conditions of hire and any other important information given during the booking process (including information included in the confirmation email) to avoid any problems!

Once you have confirmed your event's time and place, it is advisable to draw up a schedule for the day of the event, starting from before the event at the time you have to set up (or even earlier – from when you will begin promoting your event). This will often highlight the little things that are often forgotten, e.g. iPod and playlist, decorations, signage, etc. It will also allow you to keep an eye on your budget and delegate tasks, especially for large tasks like organising catering and drinks.

Catering is something that will need some research and time in planning. Keep in mind catering for vegetarians/vegans/allergies/other dietary requirements. For all events at the Greenhouse, there are a variety of packages available for Clubs at reasonable prices (see Clubs Handbook Section 23 for more details).

Promotion

After this initial planning, you can then begin to implement your plan. If you are planning to promote your event (especially if you promoting to a wider audience than your members), develop a plan and start early. Remember, good promotions often make all the difference in how many people turn out. If it's a big ticketed event, Facebook and Arc Website/Newsletters promotions will not be enough. Consider handing out flyers or giving away free stuff with your information attached. Increase your event promotions closer to the date, both online and offline. See Clubs Handbook Section 27 (Promoting your Club) for more ideas about promoting events.

WHS, Risk Management and Insurance

Make sure that you are aware you of your Club's Work Health & Safety responsibilities and perform a risk assessment to minimise the risks and the consequences of incidents. Some financial risks are covered by existing UNSW insurance, however you and your Club may want to purchase additional insurance to cover other risks.

Have a Back-Up Plan

It is important to remember that it is highly unlikely that everything will go according to your schedule or plan. If something does go wrong, do you:

- Have a contingency plan?
- Have a wet weather plan?
- Know where to get first aid help?

If you have to book additional venues to accommodate for these situations, make sure you do it with your initial venue booking.

On the day of your event remember to bring:

- Any booking confirmations received (having it accessible in your email is usually fine)
- All the necessary items to help you apply for an Arc Clubs Grant. These include:
 - An attendance form from the Arc Clubs Space
 - Your Club Banner OR a generic Arc Banner
 - A camera to take a photo at your event with the banner. The photos we need are the ones that show the event in motion, not posed group shots with the banner - these tell us nothing about the event!

Remember to take the logistics behind packing up your event into consideration! The best way to ensure an event that runs smoothly is to plan well in advance, and to always have a back-up plan!

Where can I find out more information?

Australian Sports Commission – Clubs/Association Management Program: Event Management
www.clearinghouseforsport.gov.au/_data/assets/pdf_file/0016/185110/Club_EventMgt.pdf

Related Documents

Clubs Handbook (www.arc.unsw.edu.au/clubs/clubshandbook)

Section 14 – Work Health and Safety (WHS)

Section 15 – Managing Risk

Section 17 – Insurance

Section 23 – Location and Equipment Bookings

Section 25 – Funding & Grants

Section 27 – Promoting your Club

Help!

Visit Us

Drop in and talk to us. The Clubs Space is located on Level 2, Basser College, just off the Basser steps past the Quadrangle.

Call Us

Call us at 9385 9840

Email Us

clubs@arc.unsw.edu.au

Office Hours

During Term: 8:30am-6pm Mon-Fri

Outside Term: 9am-5pm Mon-Fri (access to the Clubs Space by appointment only)