

# MAN/ALIVE!/2007

Enfield Community  
Health Centre  
PO Box 508  
PROSPECT EAST 5082  
Ph. 8342 8600



## EVENT PLANNING

Planning the event has involved a lot of people contributing along the way, and the information that follows outlines some of the main aspects that have formed the framework for developing Man Alive! Festivals. If you are planning any event – we hope the information will be beneficial; and remember to have fun!

### Forming the Committee

- Establish organizational support and commitment to the event (to the objectives, worker time and resource allocation).
- Coordinator role is essential.
- Invite/seek representatives who share interest in having an active role in helping develop the event.
- Diversity of agencies and skills on the committee helps with the sharing/undertaking of different planning roles and responsibilities.

Inviting people to participate could be done by hosting a forum for representatives from key agencies/community groups, phone conversations, email, and/or letter – outlining the opportunity to be involved in staging a festival/event that promotes the health and well being of men.

Once sufficient interest and commitment is received to undertaking a ‘pilot’ project/event – establish first Meeting Date (mutually convenient time) to commence planning tasks.

Meetings have Agenda/Minutes recorded, and a Monthly Progress Report is also produced.

### Designing and planning the event

- Establish Terms of Reference for the committee
- Identify Goal for the project and the Objectives
- Determine the theme for the event – if required.
- Decide on date and venue for the event and secure/book the venue.
- Create a budget for operational costs for the event.



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- **Insurance coverage (public liability coverage is required)**
- **Develop a meeting schedule.**
- **Identifying how the project funds will be administered.**

**Terms of reference help clarify what is expected from the committee and provide a framework for the meeting and planning schedule.**

**Agreement on the Goal and Objectives assists with the promotion of the event and developing community awareness and understanding of its purpose, and appropriate selection of activities and strategies to include.**

**A theme can be helpful for creating an image for the event (design for poster) and with promoting and publicizing the event, or to create a sense of fun on the day (eg. each attending agency stall can be invited to create a design/display for their stall on a particular fun theme). The Man Alive! 2007 theme was the celebration of men and the importance of their health.**

**Alternatively, the theme can be linked to the goal and objectives – by including positive health promotion messages.**

**Choosing a suitable venue and date for the event is important, especially if staging the event outside as the weather becomes an important issue for consideration. There are likely to be other administrative tasks associated with a venue, such as permit/application forms to be completed, hire costs of facility, council regulations, parking, public access and security (if equipment/marques etc are on the site overnight)**

**Project will need an operational budget, and this will be influenced by the activities, infrastructure and entertainment selected. This in turn will influence funding sources/grant applications and sponsorship process.**

**Organising a public event requires public liability insurance cover (amount needs to be checked but it can be at least 10 million dollars) – this can be covered by an agency on the planning committee if they have this for their organization.**

**Creating a meeting schedule that provides sufficient planning time is critical, with time needed after the event as well for evaluation/review/letters of appreciation and future recommendation purposes. Realistically, a project could work on a 12 month planning cycle after the initial pilot to allow for grant funding applications to be prepared prior to other committee tasks occurring. The Man Alive Committee generally had an 8 month planning cycle with fortnightly meetings (1.5 hours) leading up to the festival and some weekly meetings scheduled for the final month (but the post event work for the coordinator would continue in the other months)**

**Project fund administration process needs to be decided so that this can be monitored, accounted for and provide post event acquittal reports if needed.**

**Ideally, an agency that has an ABN will be needed to auspice this and the project coordinator or committee ‘treasurer’ to oversee.**

### **Budget/Project Costs**

**The following items are the main elements that need to be factored into a budget:**

- **Venue Hire**
- **Venue Bond**
- **Stall/Marquee Hire**
- **Trestle/Chair Hire**
- **Staging/Lighting/Sound Hire**
- **Bin facilities**
- **Toilet hire**
- **Publicity – posters/banners/fliers/advertisements**
- **Administration – letters/postage/phone calls**
- **Entertainment – musicians/performers**
- **Activities – rock wall/face painting etc**

**Depending on the type of event being planned and the impression/image you wish to create, the budget costs can vary. For example, if the event is intended as a low key local community activity – the hire/performance costs for artists may be less by involving school/community bands. If the music/entertainment needs to be at a professional standard then these artists are likely to require professional rates (applying for grants to cover artist expense can help offset these costs).**

**Seeking quotes for elements that will involve costs needs to occur early in the planning so selection and booking for the event can be made well in advance.**

### **Funding/Sponsorship**

- **Grant applications**
- **Applications for major sponsorship**
- **Minor sponsorship/donations**
- **Revenue income from other sources**

**Grant applications need to be developed very early in the planning cycle. Awareness is needed of closing dates/deadlines for available community grants, as these vary. If event continues after a pilot, these dates can be built into the planning cycle to assist future preparation.**

**Similarly, writing sponsorship proposal letters needs to occur at an early stage (often companies need to be approached no later than April as they need time to consider before committing to the next financial year). In 2007 support from The Masonic Foundation contributed significantly to the operating budget, and whilst there may be many ‘rejections’ (along the way to seeking sponsorship/donations from business groups) it is rewarding to receive the support when offered and to develop this relationship.**

**General letters seeking support from local businesses, community service clubs and agencies assist with raising additional revenue or the donation of products that can be used as prizes or for raffles (to raise funds for the event). Sometimes these groups are willing to ‘sponsor an act’ or activity from the entertainment/activity program.**

**Revenue income can be received from stall holders attending – to offset costs associated with hiring of marquees/trestles and chairs. Committee will need to decide if the event is free (charging fee may preclude some people from attending – but is dependent to some extent on the purpose of the event). Again, some of the activities engaged (eg.rock wall) can have their costs offset by charging a fee (eg. gold coin donation) or by engaging that service on the basis that they pay a site fee for the day and can then charge the public their rate for participation.**

**Applications and letters can be time consuming, and often involve significant follow up. It is important to be able to let sponsors know how their support will be acknowledged.**

**Building relationships with sponsors is important and establishing ways to value their contribution. Once support is received, letters of appreciation and post event letters will also need developing (informing them of the event’s success and their contribution to this).**

**Some grant applications will require invitations be sent out to respective personnel associated with the grant/funding body. Early planning for this needs to occur to allow the representative’s time to schedule this into their calendars.**

**It is important to realize that many requests will not be granted, but if effort is maintained results will happen!**

#### **Stalls – Agencies and Food stalls**

- **Establishing a list/data base of key agencies and community groups is important.**
- **Event overview letter and application forms need developing and then sent to the contact list.**
- **Stall holder follow up process – to ensure sufficient agencies attend. This can be quite time consuming – so allow sufficient time for message leaving and updating the Master list of Stall attending.**
- **If doing PA announcements about stalls – it is best to have this organized before the day if possible.**
- **This can happen by requesting stalls to provide a brief ‘promo’ of a particular aspect/activity that they would like highlighted (but also worth letting them know that not every request may be possible – if program of acts is very busy)**
- **Site plan will need development and this can be provided to stall holders in the week prior to the event.**

- Letter to confirmed stall holders can be sent out in the last couple of weeks – outlining entry/exit process, time that this access is to occur, and any other relevant information.

## **Food Stalls.**

Separate consideration needs to be given to Food Stall holders.

Compliance with grant applications to Council and also general Risk Management protocols requires that food stall holders must observe safe food hygiene practice standards.

Information from the local Council was made available to these stalls and relevant processes were implemented. Consideration of food styles, site space for their stalls/vehicles, attendance volume and diversity (to avoid duplication) occurred together with trying to establish realistic trade expectations from the day.

## **Entertainment**

It is important for discussion to occur about the type of musical acts and entertainment activities that are to be included. The Man Alive! committee decided to develop a high quality music program – engaging artists with a strong profile in the community whilst also covering a diversity of cultures and performance styles. Apart from appealing to different sections of the community, the increased profile also helps to attract the attention of the public.

APRA need to be contacted prior to the event to ensure compliance with licensing arrangements and fee payment – reflecting any material that may attract royalties. Letters to artists need to be sent out confirming arrangements and payment process. Having an MC with a positive public profile helps provide the event with credibility. A script for the MC, and a Running Sheet/Program outline for people such as the Sound/Stage crew, will need to be developed.

Liaison with Sound and Stage personnel is necessary, with artists also being asked to contact the company to inform them of their sound, stage and power requirements. (Once stalls have completed their application forms and power requirements this also needs to be conveyed). Meeting on site prior to the event is advisable to identify issues that can be planned for.

Free activities for children have included face painters, air brush tattooing, clowns, dove kite making and interacting with the Giant Puppets and Captain Man Alive! – a theatrical fun character who roams throughout the arena, participating with the public.

Classic Cars were on display in 2007 as another free attraction – that was also appealing to men.

## **Recreation**

A range of recreational activities have been implemented in the staging of the festivals. Where possible, effort is made to keep these close to/or in the main arena, so the energy and atmosphere is maintained. Consideration to the site plan is required for this to happen.

A Rock Wall, Life.Be In IT Life Games (a range of fun physical activities), World Taekwondo and other Come'n Try activities have been included.

The 'Fling A Thong' Challenge has been staged each year with a 6 month Wallis Theatre gold pass as the main prize, proving to be popular with the public.

Securing the activities; ensuring they have current licensing and insurance; and liaising with the operators to ensure they can be placed within the site should occur so that they can be publicized as part of the promotional materials. Due to the high demand of other events in March, booking these well in advance (June/July) is advisable.

A local community club – the Henley Beach Rotary Club has supported the running of the 'Fling A Thong' by providing members to officiate, measure and conduct proceedings. Liaison with personnel, and the provision of appropriate forms (registration forms, entrant form for recording of 'fling' details, finalist list etc) are developed prior and given to the representative.

## **Other Key Features/Elements**

- **Health Screening Check**

In 2007 a Free Men's Health Screening Check was conducted, incorporating the 'Pit Stop' concept – where men would go through a variety of different 'stations' to have various checks done such as "Oil Pressure" (blood pressure), "Chassis" (Hip/Waist) and "Exhaust" (smoking). The Regional Aboriginal Health Team representative took a main role in the planning of this activity. Support was also provided by the Adelaide Western General Practice Network, to ensure this initiative had the support and attendance of general practitioners. This was also advertised and promoted in the local press with a major prize secured as an incentive to attract interest and the uptake by men. Allocating sufficient space (five 3x3m marquees were allocated for this – but even more could be provided) needs planning for.

- **Man Alive! Award (see website link for more information)**

To develop increased messages about the value and contribution by men to our community, this component was continued since its inception in 2006. Considerable effort was given to seeking stories from the community about important men in their life to be submitted, the donation of prizes in support of the award and the publicizing of this element.

Plans to invite an MP to speak and hand out certificates, commenced in November – with finalization of arrangements and the provision of speech briefing notes only finalized in the last week before the event. Allow sufficient time for this to occur!

- ‘Art Gallery’

Students from local primary schools were invited to submit artwork about a male important in their lives. The purpose was to increase school student participation and attract their broader community to the event; and in keeping with the desire to develop increased positive imagery and messages about men – provide a medium for this to happen.

Liaison with schools commenced in the middle of the 2006 year, as Term 3 started to allow sufficient lead up and planning time.

Although not part of the Festival Program, another important element introduced in 2007 was a Community Art Exhibition – staged a few weeks prior to the event as a way of connecting with artists and people from diverse cultural backgrounds. The theme was the same – artwork celebrating males who are important in their lives. This website has a link to the exhibition application overview.

Work commenced on developing this aspect in October 2006, with the final flurry of invitations and event opening requirements needing planning time to be allocated to weekly tasks.

- ‘Larger Than Life Parade’

To further develop ways to involve local communities, students and young people were invited to develop creatures/characters that could join the Giant Man Alive! puppets as they wander through the arena. Linked to the ‘Be Active’ message promoting physical activity and that ‘positive minds attract’, students creative and imaginative efforts come to life in a Parade featured in the program. Sponsorship is also sought to provide some prizes for participating groups. Liaison with these groups also occurred in the middle of the 2006, and the communication with schools continued up to the festival to ensure their participation could happen.

### Publicity

Seeking mainstream media support as a sponsor/partner will create increased exposure for the event. Publicity can be very expensive and can quickly erode into your budget. The past two Man Alive! events in 2006 and 2007 have been fortunate to have had the support of mainstream radio. In 2007 891 ABC Adelaide were a key sponsor, providing announcements and interviews in the week leading up to the event as well as some additional focus on the Man Alive! Award and men’s health in general. On the day, a ‘live’ broadcast of the Ashley Walsh Weekend Program also drew attention to the festival and men’s health.

**Considerable effort has been placed into developing a consistent image for publicity material – posters, banners, coasters, A-Frames, t-shirts, caps, coffee mugs, letterheads and car magnets!**

**The current image has been used for the past 2 events and it is believed important to keep event logo/image consistent to promote community association and understanding about the event.**

**Sponsorship support has been important to allowing the development of some of these products. Items such as the caps and coffee mugs may not be essential but they help to promote the event; and the support of sponsors to contribute the costs of their production is appreciated.**

**Marketing/Publicity can also include registering the event on websites; community ‘what’s on’ sites; local messenger community notice boards; various network distributions; identifying community outlets such as libraries and community centres; exploring advertisement costs for different publications and the costs of letter drops and leaflet inserts; developing press releases for radio/television and print media and allowing time to follow these up; inviting special guests/guest speakers such as the local MP and developing a website for the festival. During the final 2 weeks paid advertisements for the local community paper were paid for, along with advertisements in the Advertiser. It may also be expected that you write briefing speech notes for Guest Speakers.**

**Developing a marketing plan and schedule for these tasks is needed. Posters were distributed to shops/businesses seeking to be displayed in their windows and ‘high traffic’ people spots in the 3 weeks leading up to the festival, and banners were also sited during this time. Seeking permission prior to the putting up of banners in high visibility spots is advisable and time should be allowed for this. Coasters were also distributed during this period to hotels and cafes willing to have these in their venues. The final 2-3 weeks becomes quite busy with this element, but with many competing events and community activities it is important to try and keep the image and information ‘fresh’. It is also important to plan time to take down the banners from sites as soon as possible after the event according to arrangements agreed upon.**

### **Risk Management**

**Developing a document outlining potential risks identified and an action plan of strategies to be implemented will need to be developed for the event, to try and ensure optimal safety. Seek advice from your local Council authority about this prior to staging a public event and allow sufficient lead up time so this can be done thoroughly and allow for the paperwork to be submitted on time. Support can be obtained from your local Council, OHS&W staff representative or manager. This document also helped identify planning tasks that need to be completed – such as contacting relevant emergency services, and also St John’s Ambulance to ensure the event has Volunteers on site that are able to administer appropriate First Aid.**

The planning committee will need to be involved in this process, a Safety Officer appointed prior to the event and a briefing for the committee and relevant volunteers of emergency procedures.

### Volunteers

Volunteers are an essential part to the event success. Identifying roles and responsibilities for the festival, and a roster should occur with information and liaison to occur prior to the festival. Man Alive! volunteers were also provided with the t-shirt and cap to help ensure continuity with the event image and the public's access to people that could offer assistance on the day; together with a food/drink voucher for use at the event. Letters of appreciation are also developed and sent post event.

### Event Procedure

Prior to the festival, the committee is briefed on key roles and responsibilities for the day. Setting up is a critical time with marquees to be set up, bins sited, trestles/chairs allocated, marquee numbers and banners placed.

Once marquees are sited, a time is allocated for vehicle access by agencies to enter the arena to drop off displays and activities for the festival, before ensuring vehicles have left arena or ceased movement 30 minutes prior to festival commencing. Representatives are given key areas of responsibility for the day such as Set up; entry and exit (another critical time at the event's conclusion – getting vehicles back on to pack up and having people leave safely); Marshall's; Volunteer management; Safety Officer; Sound and Stage; Recreation activities and Evaluation. Before final departure, try to have the venue in the same state as arrival.

### Evaluation

- A variety of evaluation methods have been used. Survey forms have been developed and these are completed by agencies attending the festival and collected at the events conclusion, whilst the general public are surveyed at different times during the festival (requiring personnel to be allocated to this task/roster).
- Feedback is collected from other sources – through personnel invited to the event as part of sponsorship agreements (Council representatives), emailed responses post event and comments from the day. Numbers of people are estimated via several people providing an overall 'ballpark' figure – as the event is open.
- The committee meets immediately after the event, the week after and after 4 weeks to reflect, identify areas for improvement and provide analysis from their involvement and interactions with people at the festival.
- Photographic images are captured throughout the festival, along with video footage that is developed into a DVD Festival Highlights package.
- A Book for artwork with comments/captions has also been used as way of capturing perspectives from people at the event.

- **Numbers of people estimated by agencies that they had meaningful interactions with.**
- **Publicity material distributed.**
- **Advertisements.**
- **Interviews**
- **Final report produced, as well as other specific financial acquittals and reports for grant funding bodies.**