



City of Gosnells Festivals and Events Event Scope and Plan Sample

Event Scope – Sample Template
Event name
Happiness Festival
Event leader
Happy Day community group inc Sandy Dee event management
Ticketed/non-ticketed event and ticket price if applicable
Free non-ticketed event Site fees will be charged for: <ul style="list-style-type: none"> • Arts and crafts markets 3m x 3m market stall of \$100 • Food trucks \$150
Event aim
The Happy Day community group is an inclusive multicultural group that celebrates diversity. The Happiness Festival aims to promote community spirit, culture, and wellbeing in the community. The event is free to make it accessible to the entire community. The event will feature multicultural entertainment, live stage program, multicultural arts and crafts markets, rides and children’s entertainment.
Target demographic and number expected
This event aims to attract 5,000 families to the event
Event theme
The Happiness Festival is a multicultural event that promotes understanding of various cultures.
Event type eg music festival, arts and cultural festival, family event etc
This is a community multicultural festival.
Key stakeholders
<ul style="list-style-type: none"> • Happy Day community group inc • City of Gosnells • Lotterywest • Local businesses



Event Plan – Sample Template

Budget and funding

\$14,000 Grant – City of Gosnells
\$5,000 Grant – Lotterywest
\$5,000 – Volunteer hours
\$1,200 – Donations from community
\$4,000 – Club investment
\$1,800 – Food vendor fees
\$2,000 – Arts and crafts market stallholder fees

\$33,000 Total Budget

Event date

- Saturday 6 May 2023, 10am – 3pm
- Bump in Friday 5 May 2023
- Bump out Sunday 7 May 2023

Venue booking

- Langford Oval – booking confirmation number xxxx
- Booking from 9am Friday 5 May – 9pm Sunday 7 May inclusive

Licencing and statutory requirements

- Large Event Application – Events over 500 people
- Liquor Licence
- Certificate of Electrical Compliance
- Checklist of Structural Sufficiency
- Food Licence
- Trader Permit

Entertainment and activations

- Live stage entertainment – 10am – 3pm
- Roving children’s entertainment
- Bouncy Castle / rides
- Car Club display
- Art and craft markets

Infrastructure / equipment

- Stage
- AV equipment
- Generators, distribution boards, power leads
- Marquees and shade structures
- Trestle tables and chairs
- City approved site marker
- Rubbish bins
- Recycling stations
- Toilets



Event Plan – Sample Template

- Fencing
- Traffic control barriers
- Oil waste drum and mats
- Water tank

Food / catering

- 10 x food trucks
- 1 x ice cream truck
- 1 x coffee truck

Event layout / map

- Please attach an event map with your application. [\[Insert link here\]](#)

Marketing and promotions

- eNewsletter to food vendors and market stallholders
- Digital Marketing Plan with
 - Website with event information
 - 15 x scheduled Facebook posts
 - What's Happening Perth paid promotion
- Flyer drop to local community
- Posters in local shopping centres
- Media release to local paper with photo opportunities
- Variable Message Board / banners onsite promoting the event 2 weeks prior
- Invitations to dignitaries

Security, traffic management and parking plan

- Overnight security for day before event (bump in) and day after (bump out)
- Crowd controllers for the event
- Detailed parking plan – how many parking bays are at the site, secondary parking venue with shuttle bus, public transport etc
- Traffic Management Plan for the event is required if an event is expected to impact on the flow of traffic on public roads – traffic management company
- Notification to local residents of event and parking for event

Risk and contractor management

- Risk register (see template)
- Risk Management Plan and Emergency Management Plan (see template)
- Contractor Management
 - Signed contractor workplace health and safety guidelines
 - Copy of contractor Public Liability Insurance
 - Copy of Workers Compensation Insurance
 - Copy of applicable risk assessment eg Job Hazard Analysis (JHA) / Safe Work Method Statement (SWMS) that identify potential hazards
 - Work Health and Safety Policy
 - Safety data sheets for hazardous substances
 - Safety Management Plan
 - Structural Certification for Rides etc



Event Plan – Sample Template

- Employment of an event coordinator
- Volunteer recruitment

Staff management

- Allocation of jobs
- Volunteer roster

Event delivery

- Bump-in / bump-out schedule
- On-the-day run sheet
- Stage program/schedule
- MC and speech notes
- Onsite documentation
 - Master event manual
 - Emergency management plan
 - Contact lists
 - Photography consent forms
 - Parking permits
 - Vouchers
 - VIP packs
 - Lanyards with emergency contacts on it for volunteers

Post-event evaluation / reporting

- Post event debrief
- Post event evaluation report
- Post event grant acquittals

Suggested timeframe and milestones

- 6+ months prior:
 - Site visit
 - Meet with the City of Gosnells Event Team
 - Venue bookings – City of Gosnells Facilities
 - Budget developed
 - Grant applications completed
 - Event scope/plan completed
 - Initial event layout designed
 - Bookings open and promotion of sites for sale for arts and craft markets and food vendors
- 6 months prior
 - Infrastructure booked
 - Licence applications completed
 - Entertainment and theming confirmed
 - Artwork and website build completed
 - Food trucks booked
- 3 months prior –
 - Digital marketing commences
 - Risk and Contractor management documentation completed
 - Program confirmed
 - Map updated to include individual market stalls and food trucks
 - Interdepartmental meeting with City of Gosnells
- 60 days prior to event
 - Large Event Application



Event Plan – Sample Template

- 1 month prior
 - Site visits with infrastructure suppliers
 - Payment received from vendors
 - Deposits paid
- Week of event
 - Bump in
- Event
- 1 week post event
 - All equipment returned
 - Event debrief
- 6 weeks post event
 - Payment of invoices
 - Thank you letters
 - Post event evaluation report completed and meeting with City of Gosnells
- 90 days post event
 - Grant acquittals completed

EXAMPLE