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Event Proposal Template

A full event proposal is required for applications over \$5000 (total funding including cash and/or in kind) to Council's Local Events and Sponsorship or Major Events and Sponsorship Programmes. Please use *either* this template or submit your own Event Proposal. (An appropriate level of detail is expected to reflect the value of the Grant requested).

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



Stakeholders/ Target Audience - *Who*

Who is the target audience and what is their need for the event?

What community involvement is there in the event?

What Community or Business partners do you have for this event? What are they contributing to the event?

Objectives - *Why*

What outcomes do you hope to achieve with this event?

Marketing and Promotional Plan

How do you intend to promote your event?

Resources/Equipment

What resources (labour, plant and equipment, entertainment etc) will be required for the event?



Risk Assessment

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

Example risk chart and assessment sheet provided.

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

Measures of impact

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

B (critical): Major Injuries - require medical assistance (inc. Concussions)

C (marginal): Minor Injuries - cuts, treated internally (incl. Minor sprains)

D (negligible): No Injury

Measures of likelihood

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

B (probable): Will occur on most occasions, circumstances

C (occasional): Will occur from time to time

D (remote): May occur but not regularly or often

E (improbable): Unlikely to ever occur

Risk assessment sheet

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

Please insert more pages as required.



Site and Venue Assessment

Finance - Budget		
INCOME		
Items	Proposed total	Proposed total (Inc GST)
Applicant Contribution		
Other Income		
Council Grant		
EXPENSES		
Items	Proposed total	Proposed total (Inc GST)
TOTALS		

<p>Evaluation Criteria which will be used to assess the success of the event</p> <p><i>What were our aims/objectives?</i></p> <p><i>Did we achieve what we set out to do?</i></p> <p><i>Did it come in on budget?</i></p> <p><i>What were the intended/unintended outcomes?</i></p> <p><i>How do we measure effectiveness?</i></p> <p><i>What tools do we use to measure our success?</i></p>

