**Community Event Management Plan Template**

**Event Overview**

* **Event Name:**
* **Date & Time:**
* **Location/Venue:**
* **Expected Attendance:**
* **Purpose/Goals of the Event:**
* **Target Audience:**

**Planning Team & Roles**

| **Role** | **Name/Contact** | **Responsibilities** |
| --- | --- | --- |
| Event Coordinator |  | Overall planning, main contact |
| Volunteer Manager |  | Recruitment, scheduling volunteers |
| Marketing Lead |  | Promotion via flyers, social media, etc. |
| Logistics Manager |  | Venue setup, equipment, accessibility |
| Finance Officer |  | Budgeting, handling payments/sponsorships |

**Budget & Funding**

* **Estimated Costs:** Venue, permits, equipment, security, marketing, refreshments, insurance
* **Sources of Funding:** Sponsorships, donations, ticket sales, council grants
* **Contingency Funds:** (usually 10–15% of total budget)

**Marketing & Promotion Plan**

* **Promotional Channels:**
  + Flyers/posters
  + Social media (Facebook groups, Instagram)
  + Local newspapers/radio
  + Community noticeboards
* **Key Messages & Branding:**
* **Timeline for Promotion:**

**Logistics & Operations**

* **Venue Setup:** Layout, signage, sound/stage setup
* **Equipment Needed:** Tables, chairs, AV gear, tents
* **Accessibility:** Wheelchair access, visual/audio aids, quiet spaces
* **Waste Management & Sustainability:** Drink bottle refill stations, Dish Pig, eco-friendly options

**Emergency Management**

* **Emergency Contacts:**
  + Local emergency services
  + Nearest hospital/medical centre
  + Council or venue liaison
* **Incident Response Plan:**
  + Clearly outlined procedures for various emergencies (e.g. medical, fire, weather-related, missing child)
  + Roles assigned to staff/volunteers for handling incidents
  + Location of first aid kit and fire extinguishers
* **Communication Protocols:**
  + How to alert attendees (PA system, signage, staff communication)
  + Chain of command during emergencies
  + On-site communication tools (walkie-talkies, designated phone numbers)
* **Evacuation Procedures:**
  + Clearly marked exit routes and muster points
  + Mobility support for attendees with accessibility needs
  + Staff trained in guiding crowd safely
* **First Aid & Medical Support:**
  + Trained first aiders on-site
  + Designated first aid area
  + Ambulance access points
* **Weather Contingency Plan:**
  + Shelter arrangements for rain or heat
  + Lightning/storm protocol
  + Option to reschedule/postpone with stakeholder communication

**Volunteers & Staffing**

* **Number of Volunteers Required:**
* **Recruitment Methods:** Local groups, schools, online platforms
* **Training/Briefing Plan:** Roles, safety, customer service
* **Volunteer Support:** Food, breaks, contact person

**Legal & Permits**

* **Permits Required:** Council, liquor licensing, VicRoads
* **Insurance:** Public liability
* **Safety Compliance:** Fire safety, crowd control

**Event Day Schedule**

| **Time** | **Activity** | **Responsible Person** |
| --- | --- | --- |
| 9:00 AM | Setup begins | Logistics Team |
| 10:00 AM | Volunteer briefing | Volunteer Manager |
| 11:00 AM | Gates open | All teams |
| ... |  |  |

**Post-Event Wrap-Up**

* **Pack-down Plan**
* **Thank-yous to Sponsors/Volunteers**
* **Debrief Meeting Date**
* **Feedback Collection (surveys, interviews)**
* **Final Budget Report & Lessons Learned**