



# THINK WOMEN FOR LOCAL GOVERNMENT

building the numbers and diversity of women candidates for local government

## Victorian local government elections October 2012

### Regional forums and community events

#### 1.4. Event Planning – checklist *Be part of the State-wide campaign*

	Task (select tasks which suit your event)	Date by	Person responsible	Done
1	<b>Clarify the purpose of the event and who it's for</b>			
	What do you know about women and their participation across the municipality?			
	Check you have included various diversities – young, older, multi-cultural, Indigenous, business, women on community committees, etc.			
	Who do you want to reach out to? – relates to promotion (below)			
2	<b>Work out who you need on your team</b>			
	Find your team – it's good to work with someone from another department e.g. governance, community services, CEO's office, etc. Or work with a community group.			
3	<b>Planning the event</b>			
	Confirm the date, time and budget			
	Estimate participant numbers			
	Book the venue Book catering / caterers contact details			

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Think women for local government 2012 Project  
E: [info@thinkwomenlg.org.au](mailto:info@thinkwomenlg.org.au) W: [www.thinkwomenlg.org.au](http://www.thinkwomenlg.org.au) T: 9349 7904





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	Task	Date by	Person responsible	Done
	Draft a running sheet			
	Identify who to involve – make a checklist (e.g. Mayor, councillors, CEO, senior managers, council colleagues, community women from diverse backgrounds, community committees and networks, etc.).			
	Identify MC and speakers – welcome from Mayor? women councillors for panel? event opening by local MP?, etc.		Host – with Thinkwomenlg Project (VLGA)	
	Develop a feedback sheet ( <i>Thinkwomenlg</i> has a standard feedback form)			
	Set up RSVP system, including close-off date			
<b>4</b>	<b>Publicity and promotion</b>			
	Work out a promotion plan – date for sending diary-date flyer (if relevant); date for sending invitation; list networks and groups, media, etc; will you do a press release? If so, who is council spokesperson and person from <i>Think women for local government</i> Project?			
	Use word of mouth through meetings, other events, neighbourhood houses, community health centres, schools, kindergartens, child care. Ask colleagues to spread the word e.g. to local businesses.			
	Disseminate leaflets and posters			





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	Task	Date by	Person responsible	Done
	Book some space in Council newsletters or local paper bulletins			
	Use events listings in local papers			
	Organise items for local community radio or other			
	ABC regional radio (if applicable)			
	Regional TV (if applicable)			
	Organise photographer on the day – good for future PR and local news			
<b>5</b>	<b>Organising for the day</b>			
	Develop a running sheet (list of when, what, where, who, and what has to be done including thanks)			
	Keys to the venue			
	Brief MC for role: run agenda on the day, introduce guests, announce and keep to time			
	Indigenous acknowledgement			
	Acknowledgement of event organisers and partners			
	Acknowledgement of <i>Think women for local government 2012</i> project, funded by Victorian Government and brought to you by many partners			
	Handouts			
	Write any speech notes required: e.g. Mayors welcome, list of people to be acknowledged by MC, etc.			





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	Task	Date by	Person responsible	Done
6	<b>Extending the hand of invitation:</b>			
	Explore if transport is a barrier to women's participation in this event		Host – with Thinkwomenlg Project (VLGA)	
	If possible provide taxi vouchers or other, community bus pick-ups. Encourage car-pooling.			
	What is access to facilities like?			
	Do you need to provide translations or other assistance for people with disabilities or limited English			
	Talk with people who may be shy, not confident or come on their own			
7	<b>Catering and room set up</b>			
	Water, tea, coffee, food			
	Seating design			
	Check equipment – laptop, projector, camera, whiteboard, markers, flipcharts, blutack			
	Organise people to put up displays – e.g. banners, posters, etc.			
	Sound system			
	Decorations for venue – banners, flowers?, etc.			
	Other? Signage, gifts, list of attendees, name tags			

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<b>9</b>	<b>Other things to think about</b>			
	Things which could go wrong on the day, e.g., speaker not arriving, sound system going down, etc. – organise a ‘trouble-shooter’.			
	Make sure any volunteers are looked after			
	Insurance and first aid coverage?			
	Nametags – design / logos			
	Signage displaying who is organising the event and overall Project.			
<b>10</b>	<b>Post event Evaluation – de-brief</b>			
	What went well? What could we improve?			
	Planning for any follow-up or questions asked on the day that need a follow up response.			
	Ring or email <i>Thinkwomenlg</i> to pass on the de-brief information			
	Congratulate yourselves! Thank-you letters to presenters / helpers / host			



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