

BSA CLUBS AND SOCIETIES MARKETING AND EVENT GUIDE

MARKETING

Marketing is often the last thing you think about but it is critical when it comes to achieving your goals. You can't attract Members, supporters or sponsors unless people know you exist.

Stay in touch with 'old friends' – It is hard to start from scratch every year. Keep a record of your old Members, sponsors and supporters and contact them at the start of the year to let them know you are still around and how they can get involved. Previous Members who are now in the work force would make a great professional speaker.

Find 'new friends' – Attract new Members and supporters to your Club. Set up a stall in the SU where student traffic is heavy over lunch time, introduce your Club to fellow students at lectures, contact your faculty and ask if they can advertise your Club. . .

Build confidence – Make sure your Club is visible and show that you are active. Keep your Members and supporters informed about what you do and what you have achieved. Show people that it is worthwhile to become part of your Club.

Build relationships – Communication with your Members is essential. Communication with your potential supporters and sponsors is just as important. Invite faculty staff Members and Members of the local business community to your events or meetings and make an effort to get them involved.

Introduce yourself – People need to know who you are if they are to approach you about your Club. As the executive committee you should introduce yourself either in person or through social media. Perhaps include a photo so they'll recognize you.

WHAT CAN YOU DO?

MARKET DAYS

Held during O'Week and Bruce Week, this is your chance to attract new Members' right at the start of each semester. Show everyone why they should be a part of your Club!

NEWSLETTERS

Email to all Members, sponsors and supporters. Advertise upcoming events, achievements, review past events, or ask for help with future events. Make sure you obtain consent to email them the newsletter first.

SOCIAL MEDIA

Set up a Facebook or Twitter account to keep in touch with your Members

WORD OF MOUTH

Is one of the most successful and cheapest forms of communication.

BSA NOTICE BOARDS

Located on the SU floor they can be used to promote your Club activities. Remember to use the Clubs & Societies noticeboard which is reserved for Clubs only

POSTERS

Should be used to remind people of upcoming events and not as the only form of communication. Use Blu-tack to stick your posters up as sticky tape will damage the paint.

All marketing material must be approved by the BSA before going to print! Send a copy of your poster/brochure to clubs@bsabendigo.com.au don't forget to include our logo.

RUNNING AN EVENT

One of the biggest challenges of being involved in a Club is maintaining a solid Membership base. A good way to do this is to run memorable events that people want to be involved in. As an affiliated Club or Society of the BSA you represent the Bendigo Student Association through all your Club activities, events and functions. The BSA will give you as much support as you require to ensure your event is a success.

It is imperative that you let the BSA know about every activity you are running. There may be requirements or regulations to consider that you don't know about or there might be another event already scheduled for the same day and time. ***Check the Events Calendar and Contact the BSA Clubs and Events team before you undertake any major planning.*** The BSA will help you to assess any potential risk and think about ways to minimise or prevent potential disasters. We cannot express enough, the importance of keeping the BSA informed.

If your Club appoints a *Special Committee* to plan & run your event (End of year Ball, for example) you must ensure this committee is aware they need to keep the BSA informed of all plans & that the contact details for this committee are passed onto the BSA immediately.

Depending on the size and kind of your event, function or activity there are of course different things to consider and organise. To start with have a look at the event planner and determine what you need to organise for your event. It pays to plan ahead and start early.

A-Z EVENT GUIDE

ADVERTISING

The earlier you start advertising the more students are likely to hear and read about your event. The BSA logo must appear on all advertising material and have it approved before printing. One of the best and cheapest mediums is, however, *word of mouth*

ALCOHOL

If your activity involves the supply of alcohol and is held on campus you will need to apply for a *liquor licence* (8-week lead time is required). University policy states that a security guard must be present if an alcoholic function is held on campus. All bar staff must possess a valid RSA certificate and be familiar with current rules and regulations. RSA courses are offered regularly by the BSA.

BANDS AND ENTERTAINMENT

Get several quotes and make sure you ask for an overall quote that includes production, riders and GST. Obtain an invoice in advance and pass it on to the BSA as early as possible. Ensure you get a contract and remember that all contracts need to be signed by the BSA

BUDGET

Determine your budget for each event. You will need to budget for income, expenses and profit. As a golden rule add another 10% to your expenses as leeway as you may spend more than you first thought. This will help you determine the number of tickets you need to sell or the amount of sponsorship you need to acquire to cover costs and make a profit. If you are not certain about the costs of some elements, ask the BSA.

CLEANING

If a function/event is held on university grounds you need to hire a contractor to clean the premises. This is University policy! *Contact the BSA first – we can help ☺*

DAMAGES

Any damages to the venue will be charged to the Club. Unfortunately, this is something that will be hard to monitor but ensuring proper security and responsible service of alcohol will help to minimise potential problems

EVALUATION

Learn from your successes and mistakes. Your event evaluation will help the Club to organise better events the next time. Compare your actual spending to your estimated costs and you will be able to identify areas for improvement. Keep evaluations in your Google Drive for others to reference in later years.

FIRST AID

The health and safety of all those who attend your function must be your priority. A complete First Aid Kit must always be easily accessible and at least one person with Level 2 First Aid qualifications must be present. For groups of more than 200 people, St John First Aid personnel must be booked for support. Four weeks' notice is required. The BSA can lodge the application for you

FLOAT

Work out your float requirements for the night and give the breakdown to the BSA. It will take at least a day to organise so please ensure you give plenty of notice

FOOD HANDLING

If your activity involves the preparation of food, you are required to follow the Victoria Food Safety Program. Please do not take this lightly. Food poisoning is a serious condition but can be avoided through proper food handling. See the BSA for more information.

FOOD/CATERING

If you are holding a meeting, function or event on campus, the BSA's Sweeney's Café may be able to help you with the catering. See Raelene or Julie, the managers of Sweeney's for a quote & they will be more than happy to help you out.

HEALTH AND SAFETY

The health and safety of those working at and attending your event must be your priority. Check the 'Potential Hazards' list and follow the instruction to prevent major hazards. Before the event, familiarise yourself with emergency exits and the location of fire alarms and fire extinguishers. Ensure that emergency exits are properly marked. If you notice any safety hazards on campus inform the BSA immediately so it can be dealt with. This will prevent people from getting hurt. La Trobe University also employs an Occupational Health & Safety Adviser who can be contacted under 5444 7901. Ring 000 in the event of an emergency. The BSA must be notified immediately and will assist you in filling out incident reports

LIQUOR LICENCE

A limited liquor licence must be obtained for any event where alcohol is sold or supplied.

At the time of printing, the cost for a Limited Liquor Licence is \$56.80 and must be applied for 8 weeks prior to your event. One licence can have several different functions on it. It therefore pays to plan ahead and to put future events on the same licence or to ask other Clubs whether they require a licence and want to share costs. Application forms are available from <http://www.vcglr.vic.gov.au/>

NOTIFY THE LIBRARY

As a common courtesy, please notify the library if you are holding a function/event in the SU. The library is open until 12 pm and most Club events start earlier. Noise from events can be very disturbing for students trying to study. Keep your noise level down.

PLANNING

Co-ordination is the key. Spread the workload among Club Members and allocate specific tasks and responsibilities. Don't do it all yourself. The more people are involved, the more support you will get. Set a schedule for all organisers to stick to

POSTERS

You are allowed to put posters up on campus as long as they are approved by the BSA and show the BSA logo. Keep it simple - if there is too much information on the posters people won't bother to read it. Blu-Tack only is to be used in the SU – no sticky tape!

RISK MANAGEMENT

When you run an activity or an event the last thing you want to happen is for someone to get hurt or for the event to fail. Risk Management is the process of looking at situations that may cause injury or hazards and systematically eliminating or minimising the problem. The BSA will cover Risk Management during your Club training and will assist you to plan every function and activity

SECURITY

If you are having a pub crawl or your activity involves alcohol and takes place on University grounds you need to have security present. Groups up to 40 people require 1 guard, up to 100 people you will need 2 guards. The numbers increase for groups over 100. Areas that generally need to be covered by the security are entries / exits (including the BSA Office door if the function is in the SU), the bar and the cash registers

TICKETS

Tickets are a great way of promoting extra services offered at your event or regulations that apply such as:

- ID will be required to purchase alcohol
- Over 18 event only. Please have your ID with you
- Free transport will be available
- Water will be available throughout the event
- Food & snacks will be available

Speak to the BSA Clubs department about printing tickets

TRANSPORT

Ensure that everyone gets to the venue and back safely. The BSA Clubs and Events team will be able to book buses for your function if required

VENUE

Choose and book your venue early (this includes the Student Union). If you are planning a function for over 200 people it is a good idea to get a few quotes. You will be able to choose between different venues and compare their offers. See the BSA to set up a contract once you have decided on a venue

EVENT PLANNER

8 WEEKS PRIOR

- Inform the BSA of your event
- Apply for a temporary liquor licence – if required
- Determine your budget
- Conduct Risk Assessment
- Book Venue
- Have all arrangements in writing
- Organise speeches, awards, entertainment, music, PA
- Organise after party
- Book photographer
- Arrange advertising
- Decide on colour scheme

4-6 WEEKS PRIOR

- Send out invitations/sell tickets
- Book security
- Organise purchase orders

3 WEEKS PRIOR

- Book buses through BSA
- Check with venue re final numbers
- Organise cleaning
- Recruit volunteers

2 WEEKS PRIOR

- Confirm all bookings
- Purchase decorations
- Arrange seating

1 WEEK PRIOR

- Organise float and cash tin if required
- Create a running sheet for the evening

DAY OF EVENT

- Remember event checklists/running sheets
- Brief staff and volunteers

DAY AFTER EVENT

- Bank money
- Return keys
- Thank volunteers, Club Members, contractors, venues etc.
- Complete an Event Evaluation

RISK MANAGEMENT

A risk management plan aims to systematically eliminate or minimise situations that may cause injury or worse to any person attending your activity or event. It is a tool to assist you to meet your duty of care and thus minimise your exposure to liability.

The process:

- Identify potential risks or hazards
- Assess the likelihood of the problem occurring, the loss or impact if the risk occurred (severity) and the urgency required to address the issue
- Develop an action plan and follow it
- Communicate your assessment and action plan to your team
- Make sure the plan is followed

While you are not required to provide a completely risk-free environment, you are expected to adopt reasonable precautions against risks that might result in injuries or damages that are reasonably foreseeable. Factors to consider: Age of participants, type of activity, venue, history of previous incidents etc.

It is helpful to split your assessment up in risk categories such as:

- Pre-departure / Planning / Set up
- Event / activity operation
- Food safety
- RSA
- Financial aspects
- Staff / helpers / volunteers

Once the hazards have been identified, assessed and prioritized you need to carefully consider the best way to control / prevent the risks. Discuss the treatments/control measures and indicate who will be responsible for managing the risk and when.

- What is needed to control / prevent the risk?
- Who is responsible for the treatment?
- What is the timeframe for the risk treatment?

Brainstorm potential risks then complete the template on your Google Drive. This form must be submitted to the BSA before any events take place. Remember that you are responsible for managing the risk.

All non-student volunteers and external contractors coming onto University ground **must have completed an online induction** before conducting any services on Campus. Speak to the BSA for details of this induction if contractors you are using have not yet completed this induction.

If using electrical equipment, this must be tagged and tested before being used on University grounds.

All external contractors **MUST** provide a current Public Liability Insurance Certificate.

HEALTH AND SAFETY ISSUES

There are many health and safety issues Clubs Members must be aware of when running activities. While it is not essential to complete a risk assessment each time you run a BBQ or set up a stall, it is still important for you to consider the risks involved and ensure the area is as safe as possible.

POTENTIAL HAZARDS

- Electrical equipment
- Rope, cords (tripping)
- Gas bottles
- Crowds
- Naked flames
- Alcohol
- Hot objects/foods/liquids (burns, spills)
- Food (contamination, spoiling)
- Liquids/oils (spills, slipping)

BBQ/FOOD AND DRINK STALLS

- Ensure that your stall is set up in a clear area without blocking access to buildings or fire exits.
- Ensure any equipment is on a stable surface and close to power points if needed.
- Put a barrier between cooking equipment and the crowd i.e. a table in front and serve food from table.
- Clean up any spills immediately i.e. oil from BBQ, drinks on the floor, as they can be a slip hazard.
- Ensure people don't burn themselves on hot plates or food, serve with tongs onto disposable plates.
- Follow food safety guidelines on your Google Drive
- Ensure the fire extinguisher is easily accessible
- Food poisoning can easily occur if food becomes contaminated. All Clubs serving food are required to comply with Victorian Food Safety Legislation.

ALCOHOL

- Alcohol must be served responsibly and legally. You are required to follow the BSA alcohol policy.
- A Liquor Licence is required if alcohol is supplied at an event. This requires at least eight weeks' notice
- All events with alcohol must have security present

ELECTRICAL EQUIPMENT

- Set up all equipment close to power points.
- Ensure electrical cords are tucked out of the way or taped down securely to avoid being tripped over.
- Use electrical tape to stick down cords in areas where people may be walking or create a barrier to prevent access to areas where Use power boards with overload switches.

EMERGENCIES/FIRST AID

- If illness, injury or accident occurs during an on-campus event, contact the campus Doctor during business hours on 5444 7770. If the Campus Doctor is not available dial **000**.
- For events with more than 200 people expected, St Johns Ambulance must be present to assist.
- If there is aggressive behaviour causing a threat to personal safety, contact security immediately.
- For events held off campus without staff present (ie. Camps, trips), it is recommended that there be at least one person present with First Aid training

CROWDS

- Large numbers of people in one place can be a potential hazard.
- Ensure appropriate barriers are used to keep crowds away from potential hazards