

**Chapter 1 MAJOR EVENT ORGANISATION**

While QHMC generally does not directly organise any events it will support **QHMC** events of affiliated clubs upon receiving an “Event Financial Support Application” Form.

**EVENT Suggested Requirements:****OPTION 1**

Friday..... After lunch – Early Registration Driving Tour of the Area  
 Friday evening..... Casual Dinner – possibly “at entrants own cost”, though ensuring there is an appropriate venue available and large enough to serve dinner  
 Saturday morning.....Registration & morning tea  
 Depart after morning tea for a driving tour with lunch en-route  
 Saturday evening..... event Dinner  
 Sunday..... Driving tour with morning tea  
 Return for Presentation lunch and farewells

**OPTION 2**

The event will normally start Friday afternoon with registration and finalise with an optional breakfast Monday morning. A possible scenario may be as follows:

Friday .....Afternoon – Registration at event headquarters  
 Evening – Casual Meet and Greet / dinner at headquarters  
 Saturday .....Morning – Gymkhana  
                                   After lunch – Drive of the area  
                                   Evening – Casual Dinner at event headquarters  
 Sunday..... Morning – Static Display  
 After lunch     Drive of the area  
 Evening           Presentation dinner Monday Morning – Optional farewell breakfast

**Sponsorship**

- QHMC will provide support to the Organising Club to assist with costs associated with the event.
- Support or advertising displayed by Event entrants are not to be in major opposition with the naming rights Sponsor.
- Ensure major sponsors are on board early so that they get value for money for their sponsorship.
- It is normal for the host club to enter a formal contract with the naming rights sponsor which will generally specify how the event should be named and what other advertising requirements will be required by the sponsor.
- The normal naming rights convention for Naming Rights Sponsor is to have them called “Year (20XX) Sponsors Name Initials (RACQ) event. E.g. “20XX RACQ Event”

**Activities:**

- Some driving /Event type runs should be conducted on each of the days over the Event.
- Accurate printed instructions outlining the expected routes are to be produced.
- Navigational questions or checkpoints should be included to help ensure that the entrants are following the correct route.
- Routes should be devised to suit the vehicles expected to take part this may require different routes for faster and slower vehicles.
- Routes chosen should also take into account the normal traffic on the roads and where possible should **not** cause undue disruption to the normal traffic.
- Ample time should be allowed for vehicles to complete the runs.
- Morning/afternoon teas and lunch should be included to facilitate socialising.
- It is recommended at least one themed event Dinner be included in the Event program.

**Entry**

- Entry should be open to all registered vehicles.
- Entry forms should be produced and made available to all clubs as early as reasonably possible but at least 5 months prior to the event start date.
- Clubs may consider getting an expression of interest form

**Trophies**

The organising club may present as many trophies/prizes as it chooses.

## Chapter 2

### Helpful Tips on Organising a Major EVENT

- Develop a High level overview of the Event
- Form an Event Committee of proactive people and give them the authority to plan and arrange for the Event
- Appoint an Event Director / Coordinator if required.
- Consider if you need an Event Secretary and or an Event Treasurer and if a separate bank account is required
- The Event committee should develop an Event budget and adjust whenever necessary.
- Decide on a general Location for the Event (Consider – Roads that can be used for runs; Facilities for Morning tea, lunch & afternoon tea; (potential sponsors)
- Accommodation – Check the location and accommodation availability of all the Motels, Hotels, Caravan parks over the proposed duration of the Event.
- Very early in the Event planning estimate the overall cost for people to take part in the Event. Aim for an affordable cost package – or charging for activities & meals separately.
- Consider an Event theme/overall program.
  - What type of entrants do you want to encourage?
  - How many entrants are you aiming for?

### Meals

- How many
- Type
- Cost / quality

### Venue / requirements (size facilities)

- Registration
- Sat Lunch
- Sat Dinner
- Sun Lunch / Dinner
- Morning/afternoon teas
- Other venues

### Runs

- How many?
- How long?
- Where to start / stop places to visit, Consider amenities at stops?
- Who will map them out?
- Who will check them?
- Consider traffic flow Think about all Turns – Are they safe?
- Give entrants plenty of warning of turns off the road they are on.
- Will the runs suit the vehicles you expect? Will you need different runs for different vehicles?
- Will you try and arrange a Break Down Service ie; RACQ or Tail end Charlie?
- Other activities?
- Tours / visits
- Quizzes and competitions?
- Dinners
- Informal welcome?

### Entertainment?

- At Dinners
- At other times and locations

### Sponsorship

- Who will be approached
- How much sponsorship do you need – and from whom?
- Organiser

### • Entry Forms.

- What should they say?
- Who will check them?
- When will they be ready?
- Who will record entries?
- Will you advise entrants of “entry received”?

### Budget

- Keep checking planned and actual expenditure and income. Adjust as required.

### Workers during the Event

- Numbers?
- Identify who is good at what.
- Identify the must do and the nice to do things

**Advertising consider**

- To whom & how?
- What?
- When?

**Timetable.**

- For planning the Event
- For running the Event.
- **What do you want in the Event**
- Packs (if you are having Event packs)?
- How will you let people know what happens over the Event?
- Do you need a PA?
- Who will be MC?

**Prizes**

- Who will obtain prizes?
- What are prizes needed for?

**Potential Timetable for Organising a Major Event**

- *Add potential timetable here as it is developed.*

**Between 2 years and 18 months before the Event**

- Form an Event Committee of 4-6 People and give them the authority to plan and run the Event
- Decide on a general location for the Event. Consider – Roads that can be used for runs; amenities for morning tea, lunch & afternoon tea; consider potential sponsors;
- Identify potential venues for Event dinners etc.
- Identify / appoint / elect an Event Director
- Consider if you need an Event Secretary and or an Event Treasurer.
- The Event Committee should develop very high level plans and an Event budget and get it approved by the Club (Management Committee or Members)
- Very early in the Event planning try to work out the overall cost for people to take part in the Event. Aim for an affordable cost consider package or charging for activities & meals separately.
- Accommodation issues. Check the location and accommodation availability of all the Motels, Hotels, Caravan parks over the proposed time of the Event
- Consider using club members houses as Billets
- Consider block bookings of accommodation
- Talk to local Tourist Info office.
- Try to get Councils on board. Explain potential benefits (financial) to Council.
- Try to get Chamber of Commerce on board
- Conduct meetings every few months

**Between 18months and 1 year before the Event**

- Firm up Event budget
- Set entry fees
- Actively Chase Sponsors
- Develop Event Plans and Event theme
- Start Promoting the Event
- Work out general runs and M/T lunch locations
- Start to Firm up plans for Catering
- Book Venues
- Consider Entertainment options

**By 1 year before the Event**

- Regular Monthly Meetings
- Consider early entry discount
- Develop and print early Entry forms
- Develop and print Flyers
- Sign up smaller sponsors.
- Establish team leaders
- Start recruiting club members as Event workers.
- Assign specific Jobs to team leaders.

**By 1 Month before the Event**

- Print Program
- Finalise Rally runs, Quizzes, Entertainment.

## Chapter 3 EVENT DIRECTOR'S RESPONSIBILITIES

### INTRODUCTION

The description of this position is only included to guide clubs on the Roles and Responsibilities expected of a Event Director

Generally planning for the major Event should be undertaken at least 1 year in advance. The Event Director is usually appointed by the Club Committee to undertake, with the assistance of an Event sub-committee, all aspects of the running of the Event according to the broad directives of the club's Management Committee.

The Event Director is required to ensure that the quality and integrity of the event is not compromised and that the Event is run to the benefit of members and all entrants. It is usual for a club to call for expressions of interest from members to identify the field from which to form a subcommittee to assist in the running of the Event.

The Event Director may or may not be a member of the Management Committee, though they are appointed by the Management Committee.

There is no limit to the duration of the appointment of this position but would normally be reviewed annually.

### DUTIES

1. Work with the management committee to select members on the Event Sub-Committee.
2. Convene and chair Event sub-committee.
3. Develop and present for approval of club's management committee an Event Budget
4. Ensure the budget of projected income and expenditure is kept up to date. Any significant (+/-10%) budget changes must be presented for approval, to the management committee.
5. Delegate tasks to other Event sub-committee members to ensure the smooth running of the Event.
6. Appoint an Event minutes secretary who must maintain minutes of meetings held, including a record of tasks delegated, decisions made, bookings placed, progress on all aspects of the Event, venue, list of Event entrants, date and time of next meeting, etc.
7. Maintain an overall perspective of the Event so as to ensure that the best possible aspects of the movement are presented to the public and that the Event undergoes continual improvement.
8. Ensure that the economic viability of the Event is maintained; that the sponsorship packages offered are within reason and that the expectations of the sponsors are achievable and acceptable to all concerned.
9. Report to the General Club meeting on aspects of the Events planning progress.
10. Ensure that other clubs are informed regularly through direct Mail Out to other clubs and other bulletins as necessary on the progress of development of the Event and of any changes which may occur.
11. Ensure that rosters have been prepared and agreed upon by all those rostered for the roles of Marshalls, Caterers, Master of Ceremonies, Gate Keepers and Club Representatives during the Event.
12. Be available at all times on the day of the Event in order to arbitrate on any matter that may arise with respect to the running of the Event.
13. Announce the placings and winners of each category in the Event and present the trophies, with the assistance of any sponsors.

14. Report to the Management Committee on the conduct of the Event, the financial aspects and placings and winners of each category.
15. Ensure venue hire conditions are met, e.g. condition of the site after the event.
16. Ensure adequate public safety standards are observed including current Government regulations.
17. Ensure **ALL** Workplace, Health and Safety requirements are met.
18. After the event send appreciation certificates to Event sponsors and anyone else that is important during the event