**TEMPLATE**

**Committee Structure, Responsibilities & Checklist**

**Event Committee Structure**

[This is an example of a typical event committee structure, with an Executive Committee and subcommittee coordinators for various elements of the event. Adjust the positions below to suit your event.]

**Executive Committee**

**FINANCE
COORDINATOR**

**SECRETARY**

**EVENT
COORDINATOR**

**MARKETING COORDINATOR**

**VOLUNTEER
COORDINATOR**

**OPERATIONS**

**COORDINATOR**

**Subcommittee Groups**

**KIDS ACTIVITES
COORDINATOR**

**MARKET STALL COORDINATOR**

**MERCHANDISE
COORDINATOR**

**SIGNAGE
COORDINATOR**

**EVENT
MC**

**POST EVENT REVIEW**

**COORDINATOR**

**MUSIC**

**COORDINATOR**

**Committee Positions - Roles and Responsibilities**

[It is important to have clearly defined roles and responsibilities for all committee members. This allows you to ensure you assign the most appropriate person to each position and allows committee members to be confident in role expectations and requirements. The following is an example for you to adjust as suits your event and committee structure.]

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| **EVENT COORDINATOR** | *Provide leadership and direction to the committee and oversee the master event timeline** Chair meetings
* Face of the event (media spokesperson, etc)
* Manage the planning timeline and ensure coordinators and staff are meeting deadlines
* Set and manage budget with the Treasurer/Finance Coordinator
* Contact for public enquires (phone, email, etc)
* Manage the overarching program, and develop run sheets, MC notes etc
* Represent event at relevant meetings and functions with bodies such as regional and state tourism organisations
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| **FINANCE COORDINATOR** | *Provide financial guidance and advice to the committee** Set budget with Event Coordinator
* Manage accounts receivable and payable
* Provide financial statements to monthly Executive Committee meeting
* Prepare quarterly financial reports
* Manage an accounts email address and ensure this is used for all finance communications

*During the event** Ensure each area has adequate cash floats (coordinators are responsible for providing information on their needs prior to event)
* Deliver floats to each area early in the morning
* Keep records of all floats and cash movements on the day
* Manage a spare float for extra change during the day
* Collect and count money once throughout the day, ensuring that each area's money is kept separate
* Collect all floats at the end of the day and keep them separate
* Arrange the counting of money and banking

*Post-event** Do a summary report of revenue for each area, in prep for debrief and event report
* Provide financial report for reporting purposes
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| **SECRETARY** | *Provide governance and administrative support to the committee** Set agenda items with Event Coordinator
* Compile agenda and record minutes for meetings
* Disseminate agenda and minutes to committee
* Write letters and similar documentation
* File committee documentation
* Manage mail

*Coordinate the post-event review process** Send thank you letters to all volunteers and stakeholders
* Coordinate the committee debrief meeting with the Event Coordinator
* Update the event manual and ensure coordinators update their checklists post event (in preparation for the following year)

*Ensure the statutory requirements of the event are met** Compile and submit any necessary Development Applications
* Complete risk assessments
* Confirm event insurance
* Manage Workplace Health and Safety requirements
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| **OPERATIONS COORDINATOR** | Traffic Management:*Coordinate an effective traffic management plan* * Compile and submit Event Management Plan (EMP)
* Liaise with Council, Police and Department of Main Roads
* Liaise with the SES on traffic management
* Manage car parking
* Liaise with Signage Coordinator regarding required traffic signage

Infrastructure Management:*Ensure necessary infrastructure for the site is ordered, tested and delivered** Order all necessary infrastructure for the event
* Coordinate the bump in of all infrastructure as per site plan
* Liaise with electrician and other tradesmen

Site Preparation:*Ensure the event site is prepared and ready for the event** Work with Executive Committee to develop the site design and plan for the event
* Liaise with Council regarding site mowing and anything else they can do to support preparation
* Arrange car parking areas
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| **VOLUNTEER COORDINATOR** | Source and coordinate event volunteers for the event* Liaise with coordinators to determine how many volunteers they need, when and if they have any requests for certain volunteers
* Regularly recruit new volunteers
* Develop volunteer recruitment form using SurveyMonkey or Google Forms
* Use mailing list database and other means (e.g. school newsletters, community groups) to call out for volunteers and recruit new volunteers to assist the event
* Ensure all volunteer rosters finalised with enough volunteers scheduled for set up and post-event clean up
* Maintain the volunteer roster
* Complete final rosters and send to each volunteer with induction pack (exact area they are working, sign on/off, food handling guidelines, etc). Provide their coordinator’s contacts and encourage them to make contact with any questions. Thank all volunteers for their support and attach an invitation to the volunteer thank you party.
* Send coordinators their final roster and contacts for their team, encouraging them to touch base (if they haven’t done so already) to ensure all team members are ready for the event.
* Reallocate volunteers to areas if necessary and ensure everyone has adequate support
* Coordinate floaters and roamers and be a support person on event day
* Coordinate volunteer thank you event with Executive Committee and Operations Coordinator to ensure location and equipment will be provided
* Ensure all volunteers receive a formal letter of thanks to recognize them for their effort, and include a link to the volunteers’ feedback survey
* Provide feedback and a report on which areas may need more volunteers for next year and what changes need to be made
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| **MARKETING COORDINATOR** | *Promote the event to target markets to attract people to the event** Develop and implement a marketing plan for the event
* Undertake media activities: public relations, media releases, media liaison
* Coordinate all advertising as approved by the committee
* Coordinate website updates, newsletter and social media
* Coordinate the collateral, signage and programs
* Develop packages and partnerships with accommodation providers and restaurants

Sponsorship/Grants*Identify, pursue and secure sponsorship both financial and in-kind, and apply for grant funding** Set target sponsorship budget with Treasurer
* Create a sponsorship proposal
* Identify and approach sponsors
* Secure in-kind and cash sponsorship
* Develop sponsorship partnership contracts and have them signed
* Manage sponsorship partnerships and communicate with sponsors
* Liaise with sponsors on the day of the event
* Write and submit grant applications

Post-Event Review:* Oversee the development and delivery of event surveys
* Compile the event review report based on survey results and debrief feedback
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| **MERCHANDISE COORDINATOR** | *Source and sell merchandise that promotes the event to raise revenue** Source relevant products aligned with the event’s brand and values (e.g. sustainable products for an event that aims to be sustainable, or local products for an event that is about supporting the community) that can be branded and sold at the event as a source of revenue
* Agree with committee on quantity of which products to order
* Order branded products
* Coordinate merchandise sales during event
* Provide feedback to the committee on sales post-event
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| **MARKET STALL COORDINATOR** | *Coordinate the event’s markets, ensuring they add value to the event and align with the event’s values and vision** Maintain a stallholder database
* Develop and manage the market stall application process
* Liaison and contact point for market stall enquires (phone and email)
* Coordinate the site plan for market stalls
* Manage bump in and on site enquires for all market stalls
* Source post-event feedback from market stall holders
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| **CHILDREN’S ACTIVITIES COORDINATOR** | *Develop and manage children’s activities for the event** Consult with the committee to determine what kids’ activities will be required
* Plan kids’ activities and/or competitions and talk with local schools about involvement
* Order supplies and equipment, and liaise with the Executive Committee to source necessary material donations
* Manage kids’ competition: send reminders to schools and have the Marketing Coordinator promote it
* Set up and run the kid’s activities on the day
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| **MUSIC COORDINATOR** | *Select musicians and manage music stage and performances for the event** Send out an Expression of Interest (EOI) to musicians
* Have quotes assessed by the committee, ensuring that those performers selected offer music that fits with the event
* Book and liaise with the sound provider (in conjunction with the Operations Coordinator)
* Develop the music stage program and ensure it is supplied to Marketing Coordinator for the website, along with musicians’ bios and photos
* Liaise with the musicians regarding promotional content, requirements, bump in, etc
* Compile the run sheet for the musicians and provide to the Executive Committee
* Set up music stage and sound
* MC the music tent, ensuring a good flow of music throughout the day
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| **EVENT MC** | *MC PA announcements** Liaise with the Executive Committee to finalise the announcer run sheets and notes including sponsor announcements
* Set up sound gear
* Achieve balance between getting announcements out and not burdening attendees with noise
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| **SIGNAGE COORDINATOR** | *Coordinate ordering of signage, set up signage for the event, and store signage afterwards** Develop a signage plan for directional and site signage and discuss with the Executive Committee
* Determine what signage requires production based on a stocktake of existing signs and signage needs as per the site plan.
* Provide the Marketing Coordinator with a list of signage needs so they can make arrangements with the designer and printer
* Buy necessary supplies and equipment for site signage erection
* Erect all signage as per the signage plan with the help of volunteers
* Monitor signage to ensure it has not been removed or damaged
* Take down all signage, clean and store for next year
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| **POST EVENT REVIEW COORDINATOR** | *Coordinate the post event review process* * Develop surveys and data collection tools
* Coordinate the team to conduct the surveys (work with the Volunteer Coordinator)
* Plan and facilitate the committee debrief meeting
* Collate feedback and compile
* Work with the Executive Committee to compile a post event report and share with stakeholders
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**EVENT COORDINATORS – CONTACTS**

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| **Position**  | **Name** | **Phone** | **Email** | **Assistants** |
| Event Coordinator |  |  |  |  |
| Finance Coordinator |  |  |  |  |
| Secretary |  |  |  |   |
| Operations Coordinator |  |  |  |  |
| Volunteer Coordinator |  |  |  |  |
| Marketing Coordinator |  |  |  |  |
| Merchandise Coordinator |  |  |   |  |
| Market Stall Coordinator |  |  |  |  |
| Kids Activities Coordinator |  |  |  |  |
| Music Coordinator |  |  |  |  |
| Event MC |  |  |  |  |
| Signage Coordinator |  |  |   |  |
| Post Event Review Coordinator |  |  |  |  |

**[EVENT NAME & YEAR] ROLES AND RESPONSIBILITIES CHECKLIST**

[Once you have finalised the committee structure and positions above, you can then complete the following checklist for each coordinator and save each one as a separate document so that they can be shared with the volunteers who will undertake the roles.]

**Role: [**Insert the name of the position e.g. Music Coordinator]

**Budget: [**$XXX - this will come from the event’s overall budget]

**File Storage:** [Insert the link to their online folder in the event’s shared online filing system (e.g. Google Drive) for accessing and filing documentation]

**Email address:** [If this position has a specific email address associated with it e.g. coordinator@yourevent.com.au, insert it here.]

**Objective:** [Insert a brief outline of the objective of this position and how it links to the overall event e.g. Coordinate and manage the event’s live music to ensure visitors are provided with quality live music to enjoy throughout the day.]

[Using the duties outlined above, complete a timeline for this committee member. Develop it so that they could complete all the duties without attending meetings, and ensure that it links in with the overall event planning timeline. We have included an example for you.]

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| **Key Tasks & Milestones** | **Timeline** | **✔** |
| Develop a proposed schedule and list of suggested presenters and send to the Executive Committee for feedback | 6 months before event |   |
| Finalise music program with Executive Committee, then book all musicians. | 5 months before event |   |
| Provide Volunteer Coordinator with information on volunteers required. | 4 months before event |   |
| Send all details of the musicians and music program to the Marketing Coordinator so the website can be updated and content used for promoting the event | 2 months before event |   |
| Contact your allocated volunteers to ensure they are aware of requirements, timing and are prepared for their shift (get contacts from the Volunteer Coordinator). Ensure they are invited to the volunteer thank you function at the end of the event. | 1 month before event |   |
| Talk to all performers and discuss requirements and program for the day of the event.  | 1 month before event |   |
| Liaise one more time with all volunteers and performers to ensure everyone is good to go. | Event - 1 week before |   |
| Ensure AV is working properly the day before the event. | Day before event |   |
| Ensure water is provided for performers. | Event Day |   |
| Collate a report of what worked best, what didn't and provide recommendations for the next event. | Post Event - first week after |   |
| Ensure performers and MC are thanked and provided with a formal thank you letter. | Post Event - first week after |   |

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| **Event Contacts** |
| **Section** | **Who** | **Name** | **What for** | **Phone** | **Email** |
| (e.g. Music) |  |  |  |  |  |
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*If you have anything else to add to the above roles and responsibilities, or would like to make recommendations on how this position (or the event) can operate more efficiently moving forward please make notes below. This will allow us to update the document for future events.*

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| **Coordinator Notes And Feedback** |
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