



Town of Cottesloe

ABN 19 824 630 520

109 BROOME STREET, COTTESLOE WA 6011

PHONE: 9285 5000 FAX: 9285 5001 EMAIL: [council@cottesloe.wa.gov.au](mailto:council@cottesloe.wa.gov.au)

Event Application Form

ORGANISERS DETAILS

Event Organisers INDIGENOUS COMMUNITIES EDUCATION & AWARENESS (ICEA) FOUNDATION

Contact person: OLIVER ANGLISS Position ICEA CLASSIC COORDINATOR

Postal Address: \_\_\_\_\_ Post Code: \_\_\_\_\_

Daytime Telephone Number: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

EVENT DETAILS:

Name of Event: 4th ICEA CLASSIC

Day and Date of Event: 31/08/2013 Time From: 07:30 To: 17:30

(Start and finish times must include setting up and packing away time)

Type of Event: JUNIOR SURFING COMPETITION + CULTURAL DAY

Approximate numbers expected (please circle below):

Small: less than 100

Medium: 100 - 300

Large: 300 +

Estimated age composition of audience:

0-12 years	% of total audience =	<u>10 %</u>
12 - 18 years	% of total audience =	<u>80 %</u>
18 - 25 years	% of total audience =	<u>10 %</u>
25 - 40 years	% of total audience =	
55 + years	% of total audience =	
Tickets being pre sold	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Tickets sold at gate	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Confirmation of number of "pre sold" tickets to be provided to Council 24 hours prior to the event.		

AREA FOR EVENT:

Please see attached map

CIVIC CENTRE GROUNDS

Main Lawn/Main Lawn Stage

Rotunda

Lower Lawn

Two Palms

Playground 2

Tank Stand

Sunken Lawn

Other \_\_\_\_\_

**BEACHFRONT:**

Main Cottesloe Beach

North Cottesloe Beach

Isolators Reef

Other Carpark south of Cottesloe Surf Life Saving Club.  
~~Carve Centre room North of Isolators~~

**BRIEF DESCRIPTION OF EVENT**

(Including entertainment and main attractions)

- Funnel surfing competition - Youth 14m event
- Cultural awareness activities throughout day - Aboriginal dance, art and awareness
- Sustainability awareness activities - environment + culture

Is this event for profit or not for profit (fundraising) – Please circle

**PROFIT**

**NOT FOR PROFIT**

Not for Profit/Fundraising:

Name of fundraising/not for profit organisation	<u>ICEA FOUNDATION</u>
% of profit/funds going to this organisation	<u>100%</u>
Contact name from organisation:	<u>NATHAN COOZE</u>
Contact number:	

**EVENT DETAILS:**

To ensure your event runs smoothly, please provide us with as many details as possible.

Catering:

The Town of Cottesloe has a preferred catering company - Comestibles. If you require catering, please contact Comestibles on 9421 1222.

Management of Alcohol

Will guests be consuming alcohol?  YES  NO

Organisers holding an event at the Civic Centre Grounds or Cottesloe Beachfront must make a booking and are required to obtain a permit if alcohol is going to be consumed.

Large, catered and/or corporate functions may require additional licenses from the Department of Racing, Gaming and Liquor (RGL). Applicants must check with their caterers or telephone RGL on +61 8 9425 1888 prior to submitting this application to ascertain if an Occasional Liquor License is required.

An Alcohol Permit is required from Department	YES	<b>NO</b>
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of Racing, Gaming and Liquor (RGL)	
If a Licence as been already issued – has this been attached to this application form	NO – Licence has not been issued yet YES – Licence is attached
Quantity of beer to be served	
Quantity of wine to be served	
Quantity of champagne to be served	
Do bar staff have their 'Responsible Service of Alcohol' ticket?	YES      NO
Estimation of time bar will be open and closed	Open: _____ Closed: _____

**Rubbish Collection:**

To maintain public health and safety, all rubbish must be removed or placed inside rubbish bins. Leaving the rubbish next to the rubbish bin is classed as littering. Littering, including the throwing of confetti, rice or rose petals is prohibited. Ice from eskies must be emptied onto mulched garden beds. Under no circumstances can ice be emptied on the lawn as it causes damage to the grass. You may incur a fine if rubbish or litter is left behind after the event.

The Town of Cottesloe requires all bin hire to be purchased through the Council.

The fees for bins (including drop off and pick up) is:

\$16.00 per bin for 240L general waste bin & \$16.00 per bin for 240L recycling bin.

Type of Bin	How many required
240L general waste bin	4
240L recycling bin	2
Date for pick up (not public holidays):	1/09/2013

*7 subject to discussion of amount.*

**Toilets:**

According to the Guidelines on the Application of the Health (Public Buildings) Regulations, the following table gives an indication of the amount of toilets required for events.

Total Attendance	Male		Female	Hand Basins M + F
1 – 50	WC 1	U 1	WC 1	1
50 – 100	WC 1	U 1	WC 2	1
100 – 200	WC 1	U 2	WC 3	2
200 – 300	WC 2	U 3	WC 4	2
300 – 400	WC 2	U 4	WC 5	3
400 – 500	WC 2	U 5	WC 6	3
500 – 600	WC 2	U 6	WC 7	3

600 – 700	WC 3	U 6	WC 8	3
700 – 800	WC 3	U 7	WC 9	4
800 – 900	WC 3	U 8	WC 10	4
900 - 1000	WC 3	U 8	WC 11	4

→ However we work with CSISC to share facilities

Please indicate by highlighting or circling which part of the table this event fits. The Town of Cottesloe will be in contact throughout the event process to ensure adequate toilet facilities are available. If Portable toilets are required – Responsibility and cost is required to be covered by the event organisers.

### Infrastructure

Do you propose to bring external furniture or free standing structures, decorations, banners or signage?  YES  NO

Tables – How many? 10  Chairs – How many? 50

Market umbrellas or sun shades: 5 (only permitted in certain areas)

Flower arrangements

Other – Please provide details: \_\_\_\_\_

Do you propose to erect a marquee?  YES  NO

Approximate size: FOR DISCUSSION - 30m x 6m

Please contact the events officer at the Town of Cottesloe on 08 9285 5000 when marquee arrangements have been organised.

An Independent Structural Engineering approval for marquee/stage required must be forwarded to the Town of Cottesloe prior to the event.

### Music instruments or electrical equipment

Do you propose to have any musical instruments or electrical equipment?

YES  NO

Power source is available in The War Memorial Town Hall & the Lesser Hall. Power source for the grounds and beachfront must be obtained from an external generator. This is the responsibility of the event organisers and a certificate of electrical compliance will be required (Form D).

Will you require a generator?  YES  NO

Will a PA system be used (e.g. microphone)?  YES  NO

Expected stage of the event (time frame)?

0730 - 1730

Will there be live music (e.g. band, classical trio?)

YES

NO

Expected stage of the event (time frame)?

12:00

Will there be a DJ?

YES

NO

Expected stage of the event (time frame)?

08:00 - 17:00

Please note that the Town of Cottesloe has strict regulations with noise at both the beachfront and Civic centre grounds. A \$2,000 bond is required if the event will have any a DJ or live music. After assessing your application the Town of Cottesloe reserves the right to have a sound monitoring company employed to monitor the sound throughout the event at the cost of the event organisers.

\*\* Two months notice must be given to the Town of Cottesloe to obtain a non-complying noise permit. A non-complying noise permit refers to any

#### Vehicles/Parking

Vehicles are not permitted inside the Civic Centre grounds unless the Town of Cottesloe has been informed prior to the event. Please note that if vehicles are parked in *no parking zones* they will liable for parking infringements. If parking permits are required for the beachfront, please liaise with the Events Officer to organise.

Please note that vehicles bigger than 3 tonne will not be allowed inside the Civic Centre grounds.

Will vehicles need to access inside the Civic Centre grounds? YES

NO

How many vehicles? \_\_\_\_\_

Are permits needed for the beachfront? \_\_\_\_\_

How many? \_\_\_\_\_

Please supply the company name and contact number of trucks that will be entering the Civic Centre grounds:

Company: \_\_\_\_\_ Number: \_\_\_\_\_

Company: \_\_\_\_\_ Number: \_\_\_\_\_

Company: \_\_\_\_\_ Number: \_\_\_\_\_



REVISION DETAILS		CLIENT:		
		PROJECT		
		SCALE	DATE:	REVISION:
		1:250		

# ICEA CLASSIC

## PROJECT MANAGEMENT PLAN

Pat Bissell • Matt Clark • Lockie Cooke  
Erica Deshpande • Tom Taylor •



### Scope Overview

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"Young people driving reconciliation using surfboards as their vehicles".

The "ICEA Classic" is a youth event run by the non-for-profit, ICEA foundation. The organization first established the event in August 2010 as part of the leadership team were surfers and felt it would be a good idea. The event has been run successfully every year since its inception, however the ICEA waves committee who are the sponsors of the event are seeking professional guidance to assist them with the planning, preparation and running of the event, as many of the committee are still at university and managing this event on a part-time/casual basis.

What they are seeking is a project management team to assist them with outlining the event so it is clear of all the key milestones to ensure the event is on the track to success and not a mad rush to organize everything the month out.

As the organization is a youth Reconciliation organization promoting mutual respect in the community, the key outcomes of the event are correlated with this through creating opportunities to:

- Raise participants awareness of indigenous cultures
- Create positive experiences for indigenous and non-indigenous relationships

The ICEA Classic will create a greater awareness in the community of the ICEA foundation and what it represents, therefore one of the key goals is insuring that public participation and awareness of the event itself is high. To draw an audience who would not have heard of ICEA previously will further raise ICEA awareness however more importantly the message of reconciliation.

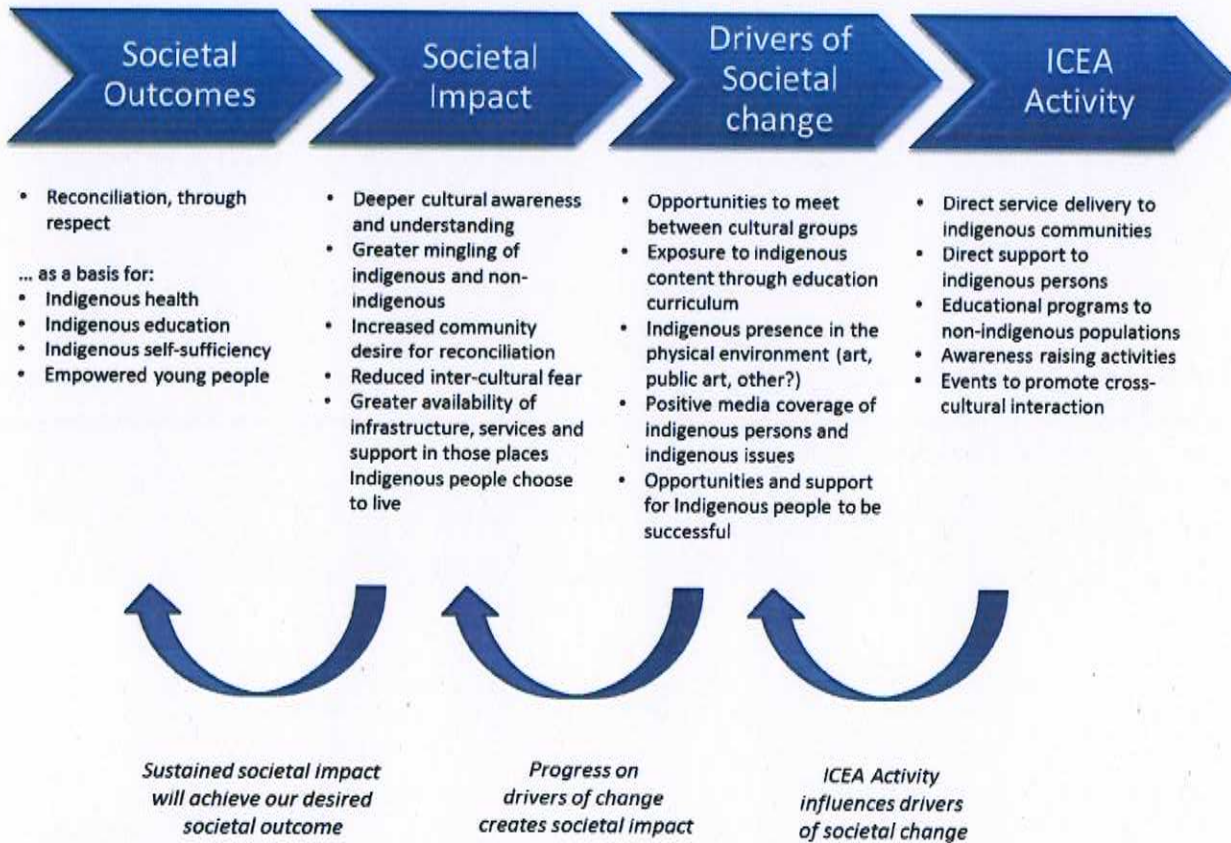
#### **Key goals of the event are to:**

- Grow community Indigenous awareness
- High public participation
- Competitive youth surfing
- Grow community awareness of environmental sustainability

## Background

### What is Reconciliation?

Reconciliation concerns the relationship between Aboriginal people and the greater Australian community with a focus on bettering this relationship for the sake of all Australians. The formal reconciliation process began in 1991, fueled by the 1991 Report of the Royal Commissions into Aboriginal Deaths in Custody. After that report, it was brought to light that ending the injustice to Indigenous Australians would require an effort from the entire community. In response, the Commonwealth Parliament unanimously decided to create the Council for Aboriginal Reconciliation to promote reconciliation.



### What is ICEA?

ICEA (Indigenous Communities Education and Awareness) Foundation was founded in 2007 and has since then inspired over 200 volunteers to join the movement towards reconciliation and respect for all Australians. It is a not-for-profit organization driven by the youths motivated to have their voices heard. Their belief is that through increased respect and understanding for diverse cultures, national reconciliation can be achieved. Their efforts reach out to remote Indigenous communities in North Western Australia and to high schools in the Perth metropolitan area.

"We aim to inspire reconciliation and promote mutual respect and cultural awareness in local schools and in the wider community" – ICEA classic co-ordinator Oliver Angliss

### What is the ICEA Waves Program?

The ICEA Waves Program helps integrate the Indigenous youths with the surfing culture, resulting in raised diversity awareness, raised awareness for ICEA, mutual respect, and a lot of fun. The program begins with the Summer Series, wherein youth are involved monthly with surf lifesaving and Indigenous cultural activities at the beach. After a familiarity and comfort with the ocean is established, those interested in furthering their surfing abilities participate in the Winter Series. The Winter Series provides one on one surf classes with mentors, all



equipment and transportation is provided by ICEA. The result is skilled and confident surfers who may chose to enroll in the ICEA Classic surf competition.

### What is the ICEA Classic?

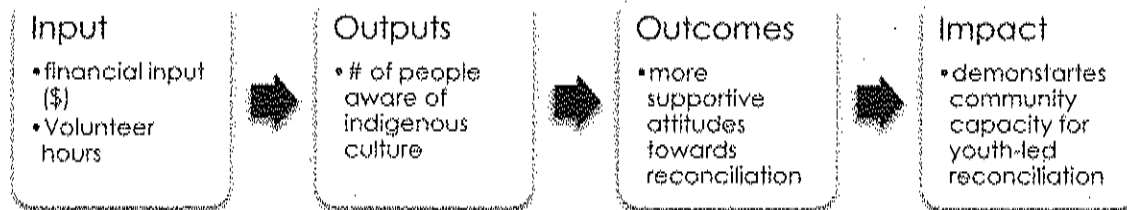
The ICEA Classic is the annual surf competition held on the first of September. The 2012 ICEA Classic will be the third after an incredibly successful ICEA Classic in 2011 with over 700 people gathered for the day's events. Through the ICEA Classic, the surfing community gains respect for the connection between the Aboriginal people and the ocean. The wider community also has the benefit of gaining appreciation for Indigenous perspectives of the environmental connectedness. It also raises awareness for the ICEA Foundation and their message. Because ICEA is so youth driven, youth centric events are crucial for achieving their goals and encouraging young Australians to take on a more active role.

### Project Success:

The project will be seen as a success if we are to achieve our goals however gaining quantitative and qualitative results on the day to clearly quantify the events success will be paramount to ensure the program can secure funding for future years.

## Program Measurement

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**Outcomes:** More supportive attitudes towards reconciliation, greater likelihood of implementing reconciliation actions / activities i.e.: cultural activities, language workshops in school and community groups.

**Impact:** advances the state of reconciliation of community

**Measurement of the programs success can be done through:**

- Number of attendance at the event
- Number of competitors
- Number of people participating in the cultural activities
- Number of indigenous youth attending the event

**Quantitative measurement:**

Explain the table

Targets for 2013:

	2010	2011	2012	2013
Number of people attending				
Indigenous youth and families				
Food profit				
Engagement in cultural activities				
financial sponsorship				

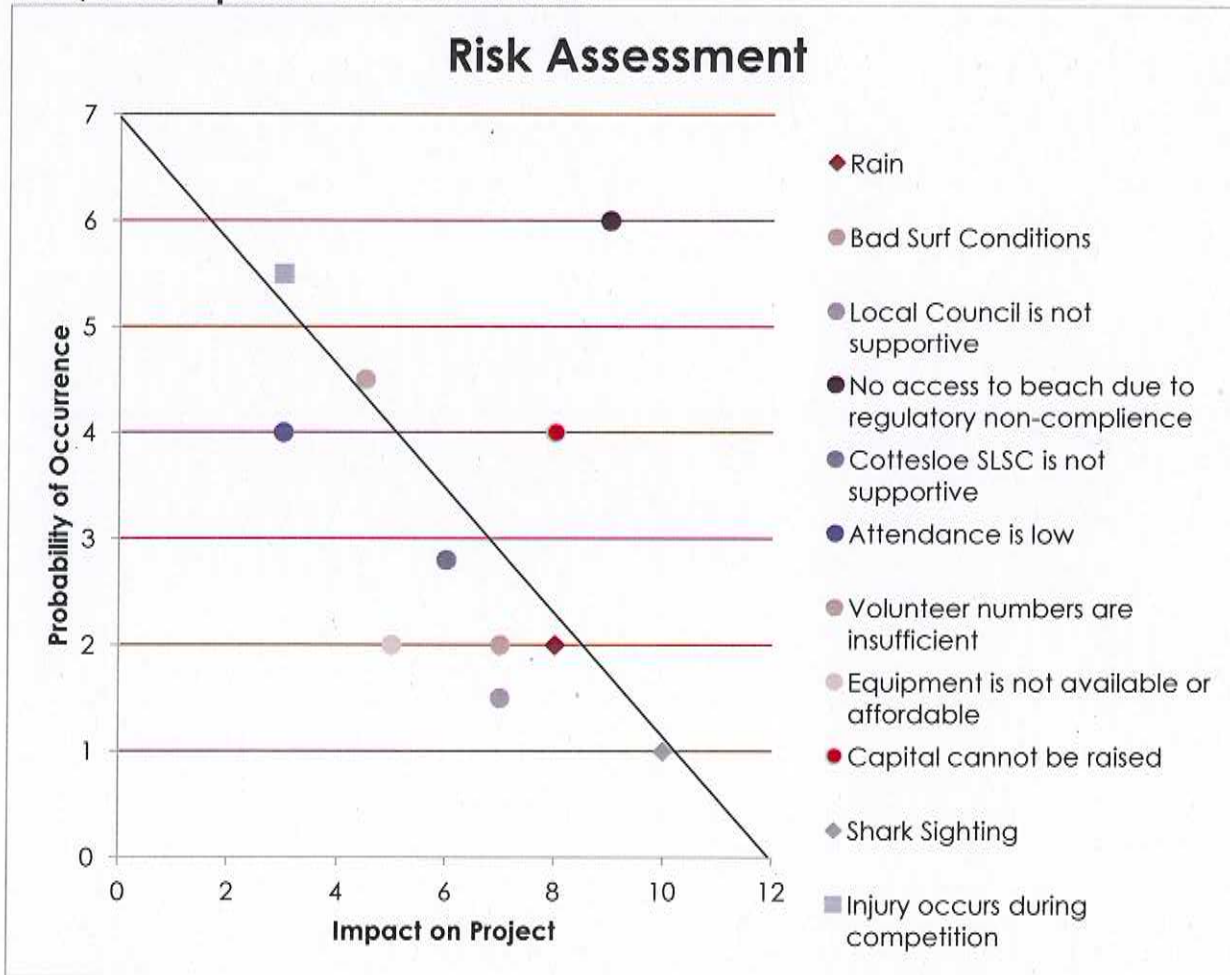
## Milestones

Milestone Schedule with Acceptance Criteria				
Name	Milestone	Completion Date	Stakeholder	Acceptance Criteria
	<b>Current state: unplanned ICEA Classic</b>			
	Gather planning team → "Solid Fellas" Crew	24/04/2013	ICEA Foundation	Team operating principles established signatures
	Research required stakeholders	28/04/2013	Sponsors, ICEA Foundation	Options and information gathered reg sponsors and stakeholders
	Communicate with stakeholders about project and ask for support	08/05/2013	Sponsors, ICEA Foundation	Stakeholders understand and are willin
	Determine budget estimates	08/05/2013	Sponsors, ICEA Foundation	Realistic budgets proposed and appr
	Meet with participating pilot schools – Winter Series and Classic	15/05/2013	ICEA Foundation, youths	Ample number of students are interest
	Meet with aboriginal leaders to engage in program – WASAC → Have a plan organised for WASAC requirements	20/05/2013	ICEA Foundation (Lockie), aboriginal community	Aboriginal leaders support program ar aboriginal youths are interested in par
	Organize wider group of volunteers	17/06/2013	ICEA Foundation, Volunteers	Volunteers are informed, prepared, ar upcoming event
	Final documentation – NCSLSC and Cottlesloe Council	01/07/2013	ICEA Foundation, NCSLSC Liason	Cottlesloe town council and surf club c event and all regulations are met
	Contact previous ICEA Classic organizers	31/07/2012	ICEA Foundation,	Previous lessons learned are understoc into current plan
	Order food and food related equipment	31/07/2013	ICEA Foundation, Vendors, Logistics Manager	Sign contracts for the necessary food equipment within the budget
	Order set up equipment such as tents and tables	31/07/2013	ICEA Foundation, Vendors	Sign contracts for the necessary set up the budget

	Compile reports with lessons learned, strengths, and weaknesses	After completion of the ICEA Classic Event	Future ICEA Classic planners	Clear places for improvement in future those aspects that should not be char
	<b>Ultimate goal:</b> <b>successful ICEA Classic</b>			
	<b>Other Dates for my role</b>			

**Risks**

**Risk, Assumptions and Constraints**



**Constraints**

**Financial**

Financially constrained by the sum of money attainable through government grants and corporate sponsorships. Constrained by meeting project costs.

**Time**

Event must take place in a low rainfall time of year when surf conditions are most likely to be sufficient for competition. Event marks the end of ICEA cycle so must take place before the next cycle begins.  
Maximum date: 1<sup>st</sup> of December 2012

**Human Resources**

ICEA has a limited number of volunteers as does the Cottesloe SLSC. It is possible to increase this number but it is mostly fixed.

**Local Government Regulations**

Cottesloe Town Council have regulations in place regarding beach events. These include having public liability insurance, safety plans, clean-up plans, notifying local emergency authorities if the event is a certain size.

<b>Risk Event</b> (In order of importance)	<b>Contingency Plan/ Mitigation Strategy</b>	<b>Owner of Contingency Plan</b>
<b>No access to beach due to regulatory non-compliance</b>	Eliminate by communicating with local Cottesloe Town Council early and regularly. Transfer some regulatory responsibility to Cottesloe SLSC such as safety protocols. Erica will identify and complete all relevant legal requirements and get final approval.	
<b>Capital cannot be raised</b>	Lockie will campaign with local corporations (especially Shell) early on. An email, phone, presentation strategy will be used to gain support. Allocate human resources to assess all possible government grants that may be used.	
<b>Volunteer numbers are low</b>	Contact and ensure Cottesloe SLSC is committed to helping run the event.  Promote event early within ICEA and contact past years volunteers.  Ensure volunteers are 'signed up' to the project.	
<b>Injury Occurs during Competition</b>	Contact local emergency services 2 months, and 1 week before event to notify them. Set up a first aid tent with trained personal on the day of the event. Ensure all major tents have first aid kits and volunteers know where to find them.	
<b>Shark Sighting</b>	Life guards are responsible for ensuring correct safety protocol is followed in this situation.  Ensure all volunteers are familiar with safety and evacuation strategies.	Surfcom
<b>Rain</b>	Mitigate by staging event in low rainfall season, put to research and select event time. Otherwise ignore as changing dates is too costly.	
<b>Local council is unsupportive</b>	Eliminate early by contacting council in advance to gauge support.	

	Get agreement very at very start of the project. Assess alternative beach options if probability of risk appears higher after contacting them.	
<b>Cottesloe Surf Life Saving Club (SLSC) are not supportive</b>	Ensure Cottesloe SLSC is committed to helping run the event early on in planning stage.  Assess ICEA volunteer capabilities to run event without Cottesloe SLSC. Assess if alternative SLSC exist that may help	
<b>Bad Surf Conditions</b>	Mitigate by staging event at season with good surfing conditions.	
<b>Attendance is low</b>	Has low impact on actual event, so we can mostly ignore it. Assess support from ICEA members and the Indigenous communities. Pat and Matt to devote resources to above-the-line advertising, including newspaper, and posters. Lockie to speak on local radio stations.	
<b>Participation is low</b>	Put social media strategy in place as well as networking strategy.	
<b>Equipment is not available or affordable</b>	Most equipment is relatively cheap. Cottesloe SLSC will supply some unique equipment. Ignore risk of not having smaller non-essential items.	

Risks are an inherent part of any project. However by identifying possible risks early on in the planning phase, we are able to reduce the likelihood of their occurrence or their impact if they are realised later on in the project.

In order to reduce the likeliness and/or impact of the approve risks; we have developed comprehensive contingency plans, as well as strategies that allow us to mitigate, transfer or eliminate them.

All risk management strategies will be monitored throughout the project. Weekly meeting will allocate time to reviewing the progress of mitigation strategies and assessing if any new risks have been identified and if the likelihood of occurrence or impact of existing risks have changed. The stakeholder analysis documents will be used to determine which stakeholders, if any, need to be informed, or consulted about changes to the risk management strategy.

All risks management strategies have an owner who is responsible for ensuring that the strategies are carried out if or when they are needed. These strategies have been reconciled with the project schedule to ensure that adequate time and human resources have be allocated to their completion.

Project inherent risks include the failure to complete the project within the scope, time, quality or cost agreed upon by the project team and the sponsor. These are failures of proper management rather than external circumstances. As such, they can be mitigated through the use of strong communication channels and information sharing between all project team members and between

the project team itself and all project stakeholders. The strategies to do this have been outlined in other sections of the planning document including, but not limited to, the communication plan. Therefore they will not be reiterated here.



## Budget

<b>Income</b>					Totals
Corporate					\$5000
Grants	Healthways		\$10000		
	lotterywest		\$10000	\$20000	\$20000
philanthropy	Private donors				\$5000
Total income					\$30000
<b>Expenses</b>					
<b>Cultural</b>					
Welcome to Country (Noel Nannup)			\$600		
Presentations			\$200		
Canvas/Art			\$1,000		
food Tastings			\$400		
Ambassador: Maurice cole, Otis Corey			\$400		<u>\$2,600</u>
<b>Environmental Sustainability</b>					
Workshops			\$500		
PPE			\$500		<u>\$1,000</u>
<b>Equipment</b>					
Marquee hire + installation			\$2,500		
Music equipment sound + Mic			\$600		
Stationary/printing			\$800		
Banners			\$1,000		
Marketing			\$2,000		
Generator Hire			\$250		
Competitor rashies 24 x \$40			\$960		
Tables & Chairs			\$100		
Barriers			\$50	\$8,260	<u>\$8,260</u>
<b>Merchandise</b>					
T-Shirts	Shirt Costs	200 @ \$9.50	\$1,900		
	Printing costs	200 @ \$2.50	\$500		
	Design		\$500	\$2,900	-
Hats	Hat costs	200 @ 10.00	\$2,000		
	Printing costs	200 @ 3.50	\$700		
	Design		\$100	\$2,800	-
Singlets	Shirt Costs	100 @ 8.00	\$800		
	Printing costs	100 @ 2.50	\$250		
	Design		\$100	\$1,150	<u>\$6,850</u>
<b>Food catering</b>					
Meat			\$300		-
Poultry & nuts			\$100		-
Drinks: water/soft drinks			\$300	\$700	<u>\$700</u>
<b>Fees</b>					
Head Judge			\$200		
Photography			\$750		
Event coordinator			\$5,000		
Video production			\$1,000	\$6,950	<u>\$6,950</u>
Total Costs					<u>\$25,660</u>
Net income					<u>\$4,340</u>

## Budget (Continued)

In Kind Donations						
Safety Equipment						
	IRB X1			\$500		
	Rescue Boards x2			\$200		
	Rescue Belts x4			\$50		
	First Aid			\$200		
	Spinal Board			\$50	\$1,000	
Safety wages						
		8 hours				
	\$30/hour	IRB - X2		\$480		
	\$25/hour	First Aid x2		\$400		
	\$20/hour	Water safetyx6		\$960	\$1840	
<b>Insurance</b>						
SLSWA		\$8,000			\$8000	
Volunteers						
	Mentors X15	\$20/h x50hrs		\$15000		
	Assistants X20	\$20/h x8hrs		\$3200	\$18200	\$29,040
<b>Total Costs</b>						<b>\$54,700</b>

## Team Operating Principles – Solid Fellas Crew

- We will agree to meet once every two/three weeks in the lead up months and move to meet weekly in the month leading up to the event
  - It is up to the Classic Coordinator to arrange these meetings – time, location, activities, requirements
- The Classic Coordinator is the "go to" for issues regarding your role and responsibility

## Stakeholders Analysis and Communication

### Classic Coordinate

- Launch Classic planning and development
- Identify and develop key stakeholders
- Construct, delegate and monitor roles and responsibilities of planning committee
- Liase with ICEA CEO

### Sponsors – Sponsorship Coordinator

- Need to know what we need and how much money we need – work on and revise previous budgets
  - Roles of key **financial** sponsors needs to be established – Are they going to be major, minor, supporting etc.
  - The aim is to have one key financial sponsor to **at least** cover the overhead costs of the event
- We need to know what they require in order to sponsor us and how much they are willing to sponsor
- Meeting up with a sponsor or at least talking on the phone will be the best form of communication
  - This needs to occur as early as possible
- Determine supporting sponsorship – in-kind donations, prizes, hire equipment, food, services

- A model sponsorship letter needs to be constructed – use letter from previous years as a model
- It is important that once sponsorship has been established we maintain contact with the sponsors to ensure good rapport – they need to know how the event will run, post-event functions etc.
- The coordinator will also be responsible at gathering prizes and creating a prize inventory such as we can view who has donated what and where it will be distributed
- It is a good idea to try and attract key personnel to the event on the day such that they can see where these resources are distributed
  - This may also include trying to organise guest appearances or an "invitational" heat
- Mentor a junior partner
- Construct follow-up mechanisms – documentations, gifts, thankyou's etc.
- Gather sponsorship contact details (excel) – name, address, website, logos, number

#### Participants – Competitors Coordinator

- The Participants need to know when and where the event will be – this should be a feature of posters, advertisement, and contest entry form
  - Create contact list and remain in contact with competitors/parents
- We need to know how they would like the event to run and any features they would like
- A good way to communicate would be to have a meeting with previous participants and discuss what they liked from previous events, what they didn't like and anything new they would like to see in the next event, (consultation at 2012 ICEA Classic)
- This needs to take place prior to or during the time in which the event is being organized
- The total number of competitors that can be accommodated for needs consideration
- Entry forms need to be constructed and be ready for distribution 8 weeks before event, entry forms will close a week before the event date
- Heat draw and competitive event plan (schedule of heats etc.) needs to be completed at least 4-5 days prior to the event – this needs stringent review and needs to be coordinated with the social plan and event formalities
- This role also includes the "*kick-up the ass role*" – a role one may need to step in to if prospective participation numbers are low
- Closer to the date (one month out) – key competition roles need to be considered, i.e. who will be head judge, competition marshal etc.

#### ICEA Members – Classic Coordinator

- Need to know how we plan to run the event, for example whether we wish to duplicate previous events or alter it slightly
- Need to know how and when we wish to organise the event
- We need to learn from them what went well in previous years and what didn't go well
- We also need to know how they would like to run the event as they are major stakeholders
- Communication can be done through a meeting with members
- This needs to take place before the event occurs

#### Local Government (Cottesloe) – Classic Coordinator, Sponsorship Coordinator

- Need to know when and where we wish to plan the event
- We need to know any regulations and restrictions put in place which will affect the event and whether or not we will be allowed to plan the event where we wish
  - Can we use marquees?
- Communication can take place on the phone or by email as there most likely won't be too many restrictions and hopefully the government will fully support the event
- This facet also includes applying for community event grants
- This needs to happen before planning of the event begins

### Surf Club – NCSLSC Liason

- Cottesloe Surf Club need to know when we wish to plan the event and which part of the beach we wish to use
- They also need to know approximately how many people will be there
- We need to know whether we can use the beach and if so what part
- We could ask them whether any volunteer surf life savers would like to help with water safety
- Communication will have to be done at the surf club or possibly across the phone
- This also needs to be done as early as possible
- The second part of this role will be actually carrying out the duties of water safety on the day – this means coordinating lifesavers, ensuring we satisfy SLSWA rules/regulations, general first aid.

### Public – Communications Coordinator (Stakeholder Communication Management)

- It is up to us to let them know when and where the event is and who the major sponsors are
- We need to know approximately how many people will be there in order to organise shade, water safety, food and drink outlets
- Communication can be done through social media like Facebook, Newspaper, Radio, Television etc...
- Press releases need to be constructed and distributed **at the latest one month prior to event**
- There should be a heavy focus on this a few weeks before the event so people know fairly early but not too early as advertisements are fairly costly
- Stay in contact with ICEA Head Office – Newsletter, Website

### Event Logistics Manager

- The event site needs to be well considered and a plan is needed for submission to the Council as at 01/07/2013
- Organisation of hired equipment, goods and services to be served at the event
  - This includes goods such as marquee, hired tables (catering), electrical equipment, (couches)
  - Pick-up/drop-off considerations; transport of equipment to the event
  - Refer to Procedurements header below
- Arrange a team to tackle merchandise – sales, collection, pricing, money handling etc.
  - This will involve liason with Classic Coordinator
- Arrange a catering team – what equipment is needed, how much personel is required, what regulations (council) do we have to satisfy, money handling, the use of external caterers
- Arrange a team to help set-up and pack down

## Communication Methods

	Internet Social media <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• Twitter</li> <li>• Youtube</li> <li>• Vimeo</li> </ul> Website E-newsletters Emails	Hard print Posters Banners Flyers	Verbal One on one meetings Social groups <ul style="list-style-type: none"> <li>• Word of mouth</li> </ul> Presentations <ul style="list-style-type: none"> <li>• Schools</li> <li>• Community groups (SLSA, surfing clubs etc.)</li> </ul>	Packages Sponsorship packages <ul style="list-style-type: none"> <li>• Attendance of previous events</li> <li>• Footage of previous events</li> </ul>
Sponsors	Yes	Yes	Yes	Yes
Participants	Yes	Yes	Yes	
Government	Yes		Yes	Yes

Surf Clubs	අ	අ	අ	අ
Public	අ	අ	අ	අ

Usage:                      අ              Low      අ              Medium              අ              High

## Procurement

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The ICEA classic requires many different resources to be successful. Procurement was focused around the supply of first aid equipment, tents, surfing equipment, and food items. Each of these sections can be divided into three stages; sourcing, contracting and agreements, and logistical supply. Each of these stages requires multiple tasks to be completed, for example to source the tents, multiple calls will have to be made to different groups such as the council, the surf lifesaving club and private hires, then tents have to be inspected for safety, quality and size and finally quotes have to be obtained from all parties before we can begin the contracting and agreements phase. Dividing the WBS into sections based on equipment type and then into the three stages means that once the work packages are transferred to the schedule we can easily monitor our progress in relation to each piece of equipment we need. By paying careful attention to the procurement section of the WBS we can be sure that all requires equipment will be available for the event.

## Funding

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## Communications

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## Legal

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Local government laws that are specific to the event area must be researched and adhered to. Specific considerations are the police, the Department of Environment and Conservation, and emergency service organizations. The Western Australia Public Health guidebook has the necessary forms and checklists to be completed and photocopied for records. Similarly, Local Council must give approval. For example, public building approval must be submitted under the Health Act of 1911.

Insurance must be obtained. An Australian Prudential Regulation Authority approved insurer is necessary. Contracts must be signed once terms are agreed upon.

The Surf Life Saving Club of Cottesloe where the event will take place will need information about numbers, food, and event date to give approval. This approval must be filed. Food, more specifically, requires an application for a food and drinks outlet. This application must include the types of food present, the description of the intended food stall, the existence of storage displays, the business owner's name, and address and contact information, and location of hand washing facilities. Once approval is gained, it must be filed.

There are also legal concerns that volunteers must take into consideration. All volunteers, managers, and employees must undergo safety awareness training. The training providers are registered with the National Training Information Service online. The Worker's Compensation cover must also be taken into account in case of a personal accident. Records must be kept of this cover as well.

Participants and the potential risk of personal injury to them is also a major concern. A waiver addressing concerns such as picture taking, personal injury, and food allergies must be drafted and approved by the insurance company. After, the waivers need to be completed and signed by all participants.

## Signatures and Commitment

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By signing I affirm that I have read and understood the above explanations of me including the commitment and communication issues and will complete expected tasks by the deadline stated

**Name**

**Role**

**Signature**