



## Event Guide

This guide is designed to support you in planning Heart Foundation Walking events.

### **Event plan**

Although an event plan is not always necessary, we recommended it for medium to large events to ensure important tasks and resources are planned for. Things to include in your event plan are:

- Task list (to do list) – a list of all your necessary tasks with a timeline
- Resource list – list of all equipment needed for the event
- Event budget – a basic outline of any income and expenditure
- Staff/volunteer list – list of roles needed and who is performing them
- Run sheet for the day – what must be done, by whom and when

### **Participants - Who will attend the event and how will you invite them?**

- Members of a Heart Foundation Walking group
- Members of all local Heart Foundation Walking groups
- The general public and potential new participants
- Local VIPs (e.g. members of parliament, councillors)
- Guest speakers

### **Venue - Where will the event be held?**

- The venue should be in a convenient location, with ample parking and/or public transport
- Choose a venue that accommodates more people than you anticipate
- Check for safety hazards, such as busy roads
- Ensure there are toilet facilities, rest stops if your event involves long walks, seating and plenty of shade
- Ensure that no special permission is needed to use the designated area

### **Time and date - When will the event be held?**

- If you are holding your event to celebrate a specific occasion, such as Heart Week, a group anniversary, or another significant date throughout the year, be sure to confirm the date in advance.
- If your proposed date will coincide with another event in a nearby location, for example, a sporting arena, ensure there will be adequate parking available.
- Ensure you plan your event for an appropriate time of day, keeping in mind the needs of your guests - for example, it may not be suitable to have an outdoor event at midday in Summer, or an event at school pick-up time if parents are invited.

### **Resource requirements - What additional resources do you require for the event?**

The Heart Foundation can provide a range of resources for your event including 'sign on' sheets, Heart Foundation certificates of thanks, name tags, and flyers.

- You might need to bring additional resources from work or home such as a camera, mobile phone and pens.
- You may choose to hire equipment (e.g. chairs, tables, water coolers) and/or book catering for your event.
- Decide on healthy food options. Talk to the Heart Foundation if you would like suggestions.
- Remember your human resources – events are only successful if you have sufficient numbers of volunteers to help support and run your event.
- Ensure you have First Aid equipment on hand. Ideally, have person present who is certified in CPR and/or First Aid.

### **Fundraising potential – Would you like to raise funds through your event?**

- Contact the Heart Foundation for a Proposal to Fundraise form and other fundraising information and ideas.
- Decide on your fundraising method, for example, entry fees, collecting donations, raffles, sale of merchandise, sponsorship.
- Stay in touch with the Heart Foundation while organising the event for help with your fundraising.

### **Publicity and promotion - How can you promote your event?**

There are many ways that you can advertise your event including:

- Inviting your friends and family.
- Distributing posters and flyers, such as doing a letterbox drop.
- Contacting us for help with publicity in local media such as newspaper, radio and television. We can assist with media releases and promotional advice. We can also provide personal invitations for special guests such as local community leaders, members of parliament and local councillors.

Remember to share photos of your event. If using social media, please use the hashtag #heartfoundationwalking.

### **Health and safety tips - We want everyone to have a good time at the event and above all, stay safe.**

Here are some things to consider if your event includes a walk:

- Pre-walk the route to note any hazards and to maximise safety, e.g. crossing roads, and avoiding any areas of footpath in disrepair
- Encourage people to walk at their own pace. It is an enjoyable, social walk, not a race.
- Keep the group together when you walk or have somebody stay back with the slower walkers.
- If an incident does occur during a walk (e.g. a walker falls), attend to the injured walker and call the Heart Foundation Helpline on 13 11 12 to report the incident within 24 hours.
- Take a mobile phone on your walks or keep a note of public telephones or houses that you can go to for help.
- In an emergency, call Triple Zero (000).
- Make sure that at all times the Heart Foundation's Walking with Dogs Policy is being followed and that any issues regarding unacceptable animal behaviour are addressed immediately.

### **Other tips**

- Delegate! Ask members of your local walking groups for help with the event. They could help with organising, inviting people to come along, setting up, meeting and greeting new walkers/dignitaries or leading the warmup and cool down. Spread the tasks around and you will enjoy the event more and give others the opportunity to feel involved too.
- Try to welcome people individually and, when appropriate, have name tags available for everyone.
- Promote the event as a fun, social occasion. Encourage people to stay and chat by offering a drink or healthy snack afterwards.
- Please note, the Heart Foundation is not able to sponsor or provide funding for locally organised events.