**[Organisation Name]**

 **Project Plan for [Event Name]**

**Background**

*Provide brief background information on the organisation and the community services you provide, relevant to this event.*

**Concept**

**Key Driver**

*What is the community challenge/opportunity/issue your organisation is trying to address with this event? (Note: Performances for entertainment, amusement, or in pursuit of a leisure activity or hobby without educational merit are not considered charitable).*

*Describe the target audience of the event.*

*What is the main reason to address it at this point in time?*

**Project Purpose**

*Summarise the key purpose and expected community outcomes of the event.*

**Needs**

**Market Analysis / Community Consultation**

*For ESTABLISHED Events: Provide history of the event, where the idea came from, and an indication of average attendance.*

*For NEW Events: Outline the expected attendance numbers at the events and how you substantiate that number?*

*How did your organisation consult with your target audience to identify their needs in order to develop the event schedule/programme?*

*What were the results of those conversations?*

**Design**

**Event Plan**

*Outline the event schedule/programme and how it will be delivered by your organisations staff or volunteers.*

*Provide a summary of the following:*

| Education programmes / workshop scheduling |  |
| --- | --- |
| Location and Facilities |  |
| Number of days, and time of day |  |
| Equipment required |  |
| Audience numbers and ticket price to ensure financial viability |  |
| Volunteer support |  |
| Community Accessibility (plans for improved access to groups ie disabled, elderly, children if relevant) |  |

**Event Budget**

**Budget and Fundraising Plan**

*Outline your Budgeted Event Expenses and Fundraising Income Plan.*

*If your application is successful, do you plan to use the funds for any particular budget line?*

| **Project Expenses** | **Estimate** |  | **Income SourcesOrganisations to be approached (i.e. Trusts, Corporate Sponsors), Self-Fundraising Sponsorships and Donations)** | **Estimate** |
| --- | --- | --- | --- | --- |
|  | $  |  | Central Lakes Trust | $  |
|  | $  |  |  | $  |
|  | $  |  |  | $  |
|  | $  |  |  | $  |
|  | $  |  |  | $  |
|  | $  |  |  | $  |
| **Total Expenses:** | **$**  |  | **Total Income (Estimated):** | **$**  |

There is no GST attributable to Central Lakes Trust grants. If your organisation is registered for GST, your budget must be prepared on a GST exclusive basis as we will not fund the GST component on goods or services that our grant assists you to purchase. Please note that you are still able to claim the GST component on goods and services expenditure related to the purpose of your approved grant provided the requirements to claim a GST credit are met.

If your organisation is not registered for GST your budget figures will be inclusive of GST, if any.

Charities Services advises that if a performance provides private benefits to the performers which are more than ancillary (i.e. disproportionate to the size of the entity or performance given) it will not be considered charitable.

**Estimated volunteer labour contribution (hours)**

*Indicate the volunteer time that will be contributed to the event.*

**Implementation**

**Regulations, Compliance and Crowd Management**

*If relevant provide a brief summary of how you will manage:*

| Health and Safety |  |
| --- | --- |
| Traffic Control |  |
| Amenities (Toilet Facilities) |  |
| Rubbish and Clean up |  |
| Environmental Impact |  |
| Insurance |  |
| Security and Medical Support |  |

**Promotion and Ticket Sales**

*How will you market the event to your target audience?*

**Risk Management**

*What are the risk factors for delivering the event and how do you intend to mitigate them?*

| **Risk** | **Plan to mitigate risk** |
| --- | --- |
| Programme |  |
| Finances |  |
| Legal |  |
| Audience Safety |  |
| Weather |  |

**Conclusion**

*Is there anything else you would like to tell us in conclusion?*