



Relay For Life Geelong

Strategic Actions Report

2005/06 – 2007/08

Facilitated by Rachel Donovan
Insight Communications

August 2005



Table of Contents

1. PURPOSE OF THE SESSION	5
2. ACHIEVEMENTS 2000-2005	7
3. VISION	10
4. PRINCIPLES & VALUES	11
5. SUMMARY OF GOALS	12
6 FUNDRAISING	13
6.1 Public Relations & Publicity	13
6.2 Sponsorship & Networks	15
6.3 Team Recruitment, Event & Other Fundraising	16
7 EVENT MANAGEMENT	19
7.1 Committee Structure & Operations	19
7.2 Volunteer Management	20
7.3 Physical Equipment, People, & Logistics	21
7.4 Event Evaluation	22
7.5 Administration	23
8 PARTICIPANTS' EXPERIENCE	24
8.1 Entertainment & Ceremonies	24
9. TOP 5 THINGS TO DO FIRST	25
10 ACTION PLAN	26
10.1 Fundraising	26
10.2 Event Management	31
10.3 Participants' Experience	34

I. Purpose of the Session

Relay For Life Geelong (RFL) has been very successfully staged for the last 6 years. It has experienced an incredible rate of expansion, from 388 participants in 2000, to 3008 participants in the 2005 event. Dollars raised have correspondingly risen from \$74,000 in 2000 to over \$326,000 in 2005, an average 68% increase per year. These results have been achieved by a Committee of volunteers, with support from Cancer Council Victoria.

As with all great events, it is important to keep the concept, participants and organisers fresh and engaged. Therefore, it is timely to review the operations, management and program for the 2006 event. With around 16 members on the Committee, it is also important to revisit the vision for the event, so that all units can work with maximum collaboration to bring about continued growth in fundraising. The volunteer nature of the Committee also highlights the importance of creating high levels of satisfaction amongst members to ensure their ongoing interest and participation.

In response to the above requirements, a Planning Day was held on Sunday 26 June 2005 with the Committee and Regional RFL Co-ordinators to achieve the following:

- Identify the future directions of the event, and address its core issues and opportunities to raise additional funds, continue the involvement of Committee members and previous participants, and to attract new people.
- Identify opportunities to enhance the professionalism and safety of the event.
- Develop a common Vision for up and coming events.
- Reinforce the team spirit of the Committee.

It is anticipated that the actions included in this report will take up to a three-year period to fully implement. The Committee will need to be realistic about what is achievable for a voluntary group, and seek to implement the actions at a comfortable pace.

The next RFL event is to be held on March 4-5th 2006 at Deakin University, Waurin Ponds, Geelong.

Outcome

The outcome of the Planning Day is to create an Action Plan that the Committee can build on and expand to map the best course for the event's operation.

In attendance at the workshop were:

RFL Geelong Team Members
Jim Anderson
Glenda Arenson

Sarah Birch
Laura Dillon
David Greenwood

Maree Greenwood
Dale Hausler
Robyn Hodge
Stephen Levy
Chris McAvaney
Jill Miller
Andrew Purdy (Chair)
Sam Santospirito

Regional Co-ordinators
Rod Ryan – Western
Fiona Beckwith – Northern
Kelly Fuery – Eastern
Fiona Horwood – Metro
Karol Koskisa – Metro
Will Fettes – Administration
Anthony Keogh – Relay Co-ordinator

Process for Completion of Report

Following the workshop, committee meetings were held on Wednesday 27th July & 10th August to further refine / add to issues / actions as noted in sections 6-8.

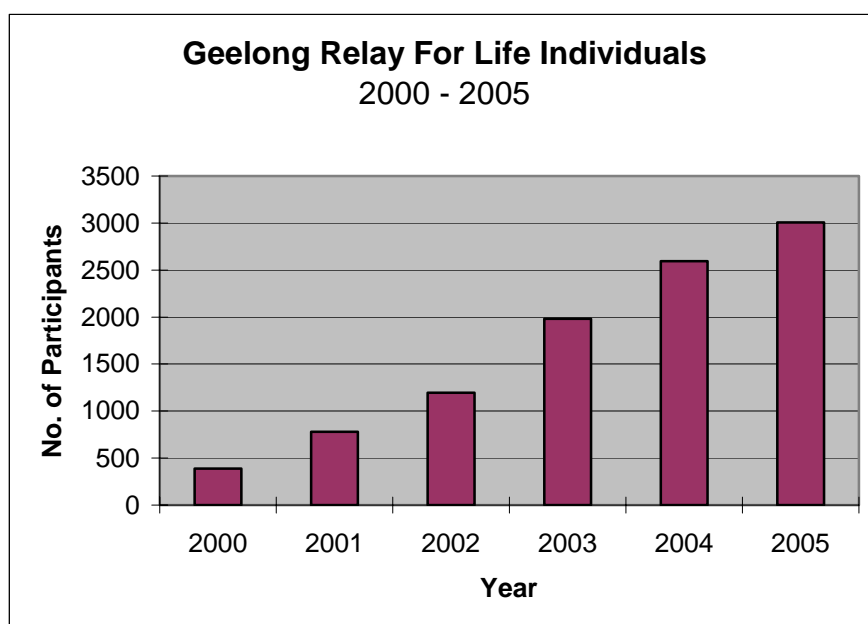
The Committee is then to complete the Action Plan tables in successive meetings.

2. Achievements 2000-2005

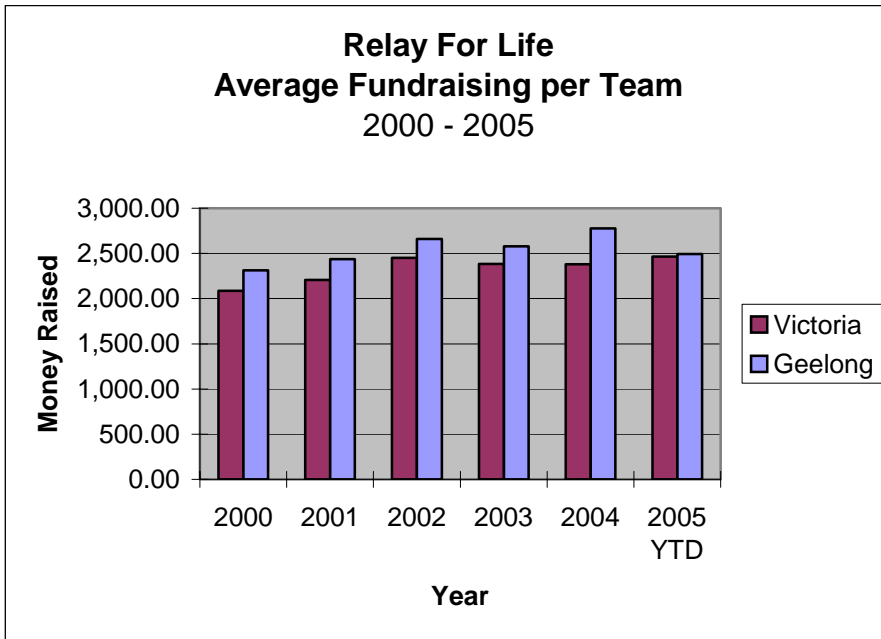
While there were many social and personal achievements of the RFL Geelong Committee between 2000-2005, the fundraising achievements in particular have been recorded as follows:



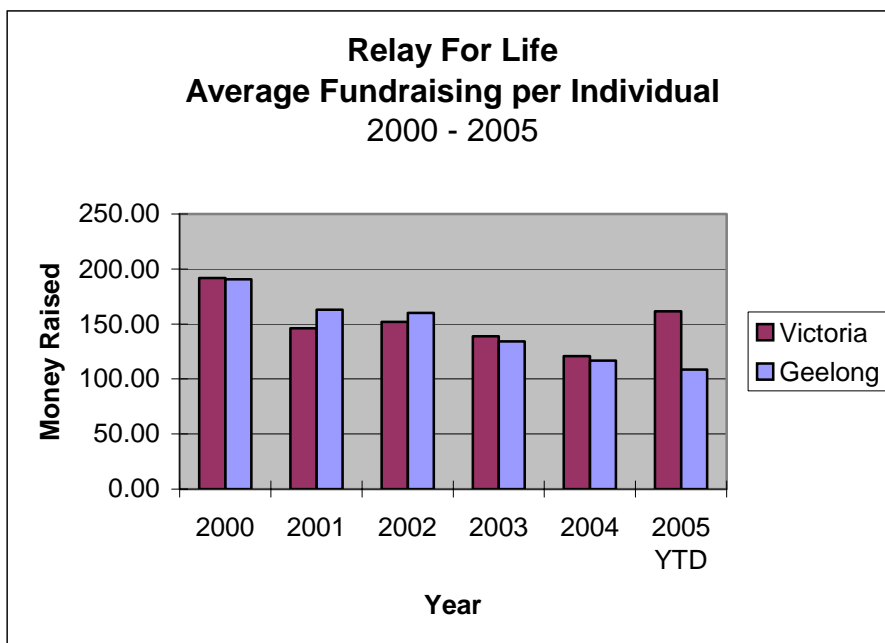
- Fundraising of \$326,635 for the 2005 event, compared to \$74,000 for the 2000 event – an increase of 341% over 5 years, an outstanding result.



- 388 participants in the 2000 event, compared to 3008 in the 2005 event.



- The average fundraising per team for RFL Geelong rose from \$2,312 in 2000, to \$2,493 in 2005 – an increase of 7.8% for the 5-year period.
- The average fundraising per team across Victoria was \$2,086 in 2000 (RFL Geelong was 10% higher). By 2005, the average had grown to \$2,466 (RFL Geelong was 1% higher).



- The average fundraising per Individual for RFL Geelong declined from \$190 in 2000, to \$108 in 2005 – a decrease of 76% for the 5-year period.
- The average fundraising per Individual across Victoria was \$191 in 2000 (RFL Geelong was 0.5% lower). By 2005, the average had declined by 16% to \$161 (RFL Geelong was 49% lower).

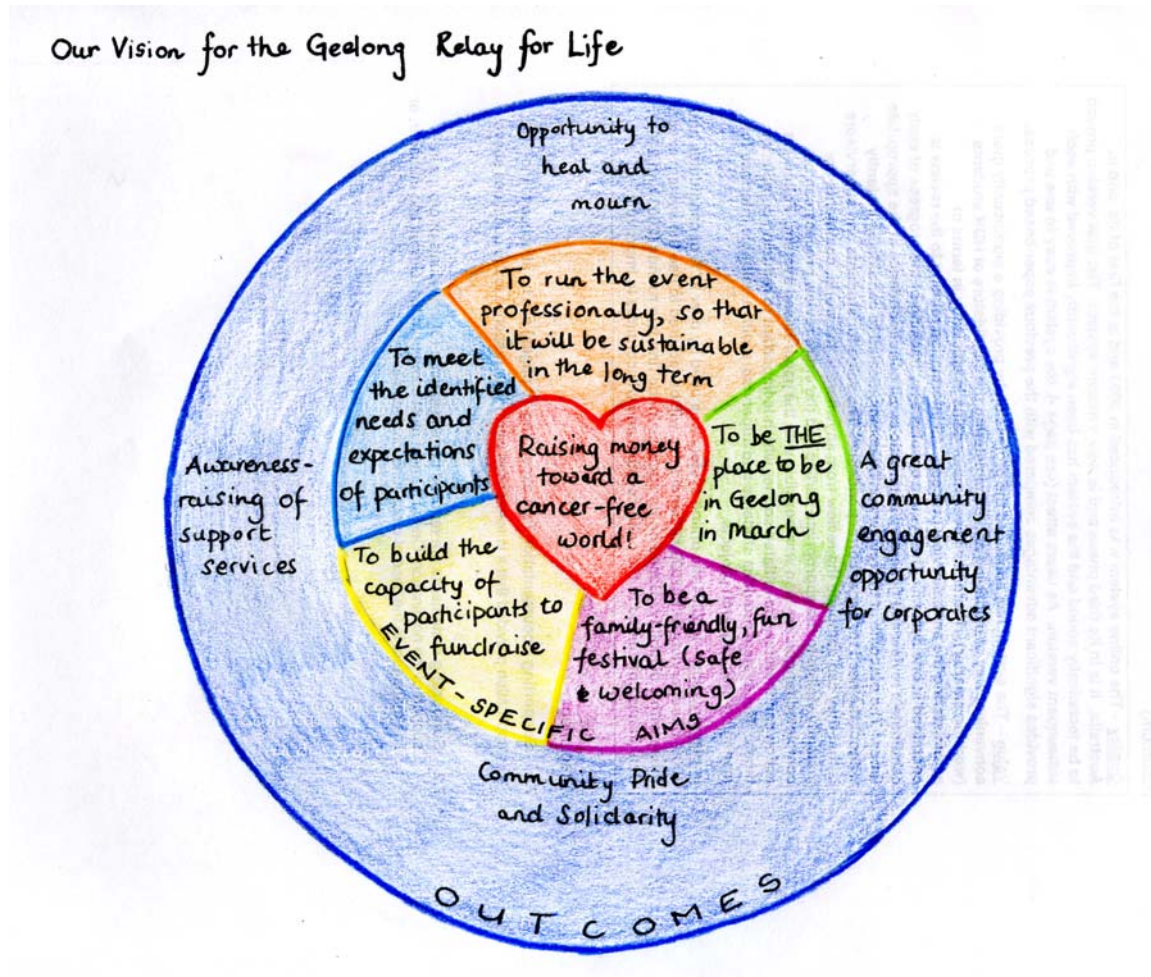
Considerations for Events 2006 & Beyond

- Efforts to boost the number of teams, participants and overall funds raised are working very well.
- While the funds raised by each team has increased slightly (not quite as much as the Victorian average), the dollars raised per person were lower in 2005 compared to 2000, which reflects a Victoria-wide trend. This is largely due to the fact that team sizes are becoming larger, and individuals are perhaps not as quite as focused on raising dollars. However, with the participation rate showing strong growth, and anecdotal evidence suggesting a strong rate of repeat involvement, there is an excellent opportunity to encourage team members to raise additional funds.
- It should also be remembered that even if there is not strong growth in individual fundraising, the event is helping to raise awareness of cancer prevention, CCV and its work.

Targets 2005

Targets for 2005 event	What achieved for each Target
1. To attain participation by 140 teams	126 teams participated
2. To raise \$450,000 in team fundraising	Raised \$314,842
3. To raise \$10,000 from the event	Raised \$8,314
4. To raise \$40,000 in Corporate sponsorship	Raised \$1,000 donation and approx \$8,000 (in kind) Corporate sponsorship

3. Vision



Why is there a need for a Relay For Life event in the world?

- Education and awareness-raising to encourage cancer prevention
- Fundraising to help treat those who have cancer, for prevention awareness, counselling, medical research, etc.
- Support and solidarity for those who have cancer / carers / loved ones of those who have cancer -public acknowledgement of their situations and hardships.
- A network for survivors and carers – social opportunities / sense of community
- Celebration of life, hope and the strength of the human spirit
- Sense of achievement for participants from doing something to help
- Healing through all of the above.

4. Principles & Values

These principles and values will underpin the way we conduct ourselves as a Committee and organise RFL Geelong:

Communication

- Be honest, open and transparent in communications between Committee members, and with all other participants and partners.
- Respect everyone's contributions and value their right to be heard.

Decision-making

- Be solution-focused in all discussions.
- Use a collaborative approach to decision-making as far as possible.

Responsibility

- Be loyal to decisions made by the Committee.
- Be responsible in the undertaking of agreed roles and tasks.
- Be responsible for expressing what you need or are not comfortable with.

Supportive Team

- Provide a supportive team environment that considers the health and well-being of Committee members, volunteers, and participants / spectators.
- Acknowledge the contributions of teams and individuals.
- Be inclusive of all people willing to contribute to the event.
- Utilise people's strengths and skills, as well as provide opportunities for people to try new things.
- Be understanding and flexible to accommodate Committee members' competing obligations.

Professionalism & Security

- Be professional and efficient in all undertakings.
- Plan and take action to ensure the safety of Committee members, volunteers, participants and spectators in all aspects of the events' operations.

5. Summary of Goals

Achievement of these goals will help us to fulfil our Vision for RFL Geelong. They are also consistent with our values and principles for the event, as expressed in Section 4.

Fundraising

1. Be the premier RFL event for Victoria, and achieve annual sustainable growth in terms of the number of participating teams and revenue raised.

Event Management

2. Maintain a united and supportive committee and base of volunteers that remain committed and enthusiastic about the event.
3. Effectively and efficiently manage the event to maximise its fundraising potential, and the safety and enjoyment of all involved.

Participants' Experience

4. Create an enjoyable and worthwhile experience for all participants and spectators of the event, and encourage repeat participation.

6 Fundraising

Goal

- Be the premier RFL event for Victoria, and achieve annual sustainable growth in terms of the number of participating teams and revenue raised.

Targets

- Set target for overall \$'s raised.
- Sub-Targets:
 - Participation Rate of Teams
 - Participation Rate of Individuals
 - Repeat Participation Rate of Teams
 - Team Fundraising Rate
 - Corporate Sponsorship
 - Event Fundraising

6.1 Public Relations & Publicity

Key points to consider:

- Good support from Geelong News and several other media sources.
- Significant level of goodwill within the community that has been there for the last 6 years – we want to maintain this.
- The media lost interest in the 2005 event – more media coverage is needed beforehand and on the day.

Objectives

- To raise the profile of RFL Geelong amongst the general public of the Geelong region, particularly within key markets (eg. sports groups.)

Target: 4 pre-& 4 post features in newspapers & radio.

Actions

1. Develop a fresh 'positioning' or theming of the event each year to generate opportunities for new stories, involve sports and media personalities, new sponsors, etc. This is also important for keeping the event fresh for both the Committee and participants, ie. have something different about the event each year. This theme is to be reflected in the media program, ceremonies and entertainment programs, as well as communications to participants and sponsors. (see section 8.1).

Theme for 2006 Event

Commonwealth Games linkages (15-26 March 2006) – sporting star opportunities, media interest in sports, etc. Link with Guest Speaker selected for Launch.

2. Healthy Living Event - reflect these principals in all aspects of the events' operations (Jill Miller to work with units to reflect this in activities).
3. Devise a Media Action Plan (media source, action, when, etc.) early in the event's organisation with input from all of the Committee. Confirm the members of the Sub-committee who will implement the media program.
4. Prepare a database of media contacts.
5. CCV to support the promotion of the event through communicating innovative methods of capturing media attention for RFL (international and national examples).
6. Appoint a Media / Publicity Officer as spokesperson for the media.
7. Investigate the potential for a major local radio station to sponsor the RFL Geelong event by featuring it for a whole day as part of its programming, during the event's recruitment drive phase. Include stories, interviews, competitions, etc. relating to the event.
8. Seek the entry of a team from the sponsoring radio station, and provide live-to-air coverage of the event.
9. Prepare a media kit of interesting stories that build on the annual theme, or other cancer-related topics (eg. survivors). Include CD of images of RFL event. Also convey sponsorship opportunities / how to donate / get involved. Produce 10 Media Kits (folders of information / CD).
10. CCV to conduct print and radio 'filler' advertisements during the recruitment phase of RFL Geelong (may be for 2007 event).
11. Investigate media opportunities with the new Patron / Ambassador, Dale Jennings, Editor-in Chief, Geelong Advertiser.
12. Seek the development of a major feature / liftout in the Geelong News.
13. Consider developing a one-page feature (advertisement) in a local paper as part of the recruitment drive that is funded through corporate sponsorship (logos included).
14. Seek the sponsorship support of a public relations / advertising company to generate event publicity.
15. Secure inclusion in City of Greater Geelong's events / What's On publications.
16. Promote the event through all community events listings – radio (Melbourne and regional), television (regional), newspapers, newsletters (towns, schools, community organisations, sporting clubs).
17. Improve the RFL Geelong website to enable better communication, keep up to date.

18. Real Estate Boards – could be used to promote the event in advance.
19. For events in future years, consider preparing a DVD that targets corporate sponsors. Include casestudies of businesses that have benefited from involvement with RFL..

(Also see section 6.4, *Team Recruitment, Resourcing & Fundraising*).

6.2 Sponsorship & Networks

Key points to consider:

- The relationship with Deakin University is a great asset for our event – it is a strategic alliance for both the event and the university.
- Bigger corporations may supply teams, however they often don't raise as much revenue as some other teams
- Opportunity to attain additional corporate sponsorship to boost support for the event, either in-kind, cash donations, or team contributions.
- Seek support from Geelong City Council.
- The Corporate Letter Drop undertaken for the 2005 event did not prove effective.
- The Sponsorship Unit needs to be appropriately resourced with active members.
- Opportunity to become involved in business networks to develop contacts for sponsorship and recruitment.
- Contact with community groups with recruitment potential is proving effective.

Objectives

See *Target related to Sponsorship*.

Actions

1. Establish a specific Sponsorship Unit within the Committee structure that includes 2-3 people.
2. Devise a list of potential businesses (eg. 6) for the Committee to approach for sponsorship (preferably with a personal contact within the Committee), with the following in mind:
 - Identify which sponsored professional services are required (eg. publicity and public relations) – select relevant businesses.
 - Identify potential sponsors on the basis of possible cash contributions / team participation input.

3. Devise sponsorship offers that are specific to the needs of each potential sponsor. (If relevant, include options for exposure via centre stage. Liaise with Ceremonies / Entertainment Units when developing sponsorship packages.)
 - Telephone each contact, and request an appointment to visit to explain further the aims and approach of the RFL event. (Initial contact to be made by the Committee member who knows the potential sponsor). Use resources of CCV Co-ordinator to assist with negotiations with potential sponsors.
4. Prepare a Sponsorship Kit for teams to approach businesses for sponsorship –
 - Communicate to teams which sponsors the Committee is approaching, and encourage them to approach other businesses for sponsorship.
 - Include tips on how to approach and work with sponsors (with CCV support).
5. Prepare sponsorship information for the media (liaise with PR & Publicity Unit) - media release explaining sponsorship package/s, including corporate media opportunities.
6. Identify a process for managing sponsors to ensure that all inclusions of the sponsorship package are provided, expressions of appreciation are received (gifts / certificates, telephone calls, letters), etc.
7. Corporate Volunteers program – liaise with CCV to find out which organisations conduct this program.
8. Become a member of the Geelong Chamber of Commerce to network with potential sponsors.
9. Provide official invitations to the City of Greater Geelong's Mayor and Councillors to attend the event. Provide a follow-up telephone call to request their attendance. If successful, acknowledge their presence in the Welcome speech at the event.
10. In association with CCV, seek sponsorship / grant from VicHealth, and City of Greater Geelong's community grants program.
11. Monitor the value of all types of corporate sponsorship (including provision of free or cheap goods and services). This helps to monitor the effectiveness of efforts to secure sponsorship.

6.3 Team Recruitment, Event & Other Fundraising

Key points to consider:

- The level of revenue raised per individual in the event is declining, however participant numbers within teams, and the number of teams is increasing (resulting in overall increase in revenue generated).

- A significant level of income is raised on the day of the event from participants and spectators. This occurs via merchandise sales, donations from food vendors, candle bags, and other services. However, there's an opportunity to increase range of fundraising services (provided cheaply or for free by stall holders). These can add to the festivities of the day, and provide an additional service to participants / spectators.
- Registrations from repeat participants are increasing immediately following the event.
- Many teams are not taking on suggestions to increase fundraising, and need support and resourcing to maximise their fundraising efforts.
- Increase the participation of schools in the RFL initiative.
- Lack of teams from Geelong's northern suburbs and the Surf Coast.
- There is increasing competition for fundraising revenue.

Objectives

See *Targets related to Recruitment and Fundraising*.

Actions

1. Identify an appropriate number of volunteers to be involved in the Recruitment Unit.
2. Develop guidelines for fundraising at the event.
 - Identify opportunities for additional services to be recruited for the event, with the understanding of a donation of the day's profits.
 - As there is a 'captive' audience at the event, provide fun activities that people can access for a fee, eg. a fancy dress ball.
3. Encourage teams to conduct fundraising events at other times of year, eg. Trivia Night, Christmas or New Year's Eve Ball.
4. Through email bulletins / newsletters (release every 2 months, and every month for 3 months preceding the event; produce on a template):
 - Communicate requests for additional fundraising services for the RFL event,
 - Promote other 'events' at the event, eg. fancy dress ball,
 - Promote other fund-raising initiative/s that take place during the year.
 - Direct people to the RFL Geelong website to register.
 - Include photos and logos of sponsors.
 - Send newsletters to sponsors and partners, as well as team captains, etc.

5. Compile a how-to-fund-raise booklet for team members (support from CCV). Conduct information nights for teams which are attended by Ambassador fundraisers who can explain how they achieved what they did.
6. Increase the recognition of teams who raise significant levels of money, especially more than around \$40,000.
7. CCV to assist the Unit to learn about the most effective recruitment techniques (eg. via training).
8. Conduct recruitment promotions in the region as appropriate, including Surf Coast and northern Geelong. Consider:
 - Shopping centre promotions.
 - Promotions and presentations at sporting clubs
 - Promotions at community centres, gyms, etc.
 - Others
9. Approach the region's Principals Network to flag the idea of piloting a mini-RFL at a school. (See the Smart Geelong Local Learning & Employment Network for contact details.)

If approved, support the event with promotional information, ideas for fund-raising, guidance with ceremonies, etc. Ensure there is supervision from an RFL Committee member for the organising and staging of the mini-RFL. Follow up with appropriate methods of appreciation.

7 Event Management

Goals

- Maintain a united and supportive committee and base of volunteers that remain committed and enthusiastic about the event.
- Effectively and efficiently manage the event to maximise its fundraising potential, and the safety and enjoyment of all involved.

7.1 Committee Structure & Operations

Key points to consider:

- Strategies to improve the integration between units are required. In particular, more co-ordination is needed between the Recruitment, Fundraising and Public Relations & Publicity units.
- While members of the Committee are personally supportive of each other, the current structure (or lack of active members within Units) creates pressures on a few individuals that are being overburdened. This results in people not wanting to continue in particular roles / or roles being hard to fill.
- Not enough integration between units to know what others are doing and to complement their activities.
- Different members of the Committee may hold different ideas about where the event should be going, what should be achieved.
- People are involved in the Committee for different reasons – all of these motivations must be fulfilled in some way or members are likely to leave. They include - helping to eradicate cancer due to personal experience of the illness or knowing someone who contracted it; professional development / work experience; job responsibility, etc.

Objectives

- To make sure that participation in the Committee is Fun!
- To ensure that each Unit within the Committee is adequately resourced with people to fulfil its required functions.
- To increase the level of integration between the activities undertaken by each Unit.
- To put in place appropriate succession planning activities.

Actions

1. Build in fun opportunities for the Committee members during the staging of the event (eg. time-off to relax and enjoy the event). Organise for other volunteers to do most of the leg work on the day, so Committee members can focus on managing and enjoying.
2. Conduct a celebratory occasion where Committee members can de-brief about the event, and enjoy their achievements.
3. At the beginning of the event's organisation, conduct 3 planning sessions on the main topic areas as identified in this Report (Fundraising, Event Management, Participants' Experience), with all Committee members present (to create cross-unit input). From each session, each Unit to be aware of their roles in contributing to the activities of the main Units related to the topics.
4. At the commencement of the event's organisation, organise for each Unit to have 2-3+ active members. (This is to help reduce the pressure on each committee member.) It may be useful if it is the responsibility of all Committee members to ensure that each unit has adequate 'people' resources.
5. Seek to expand the range of benefits for Committee members for their involvement in the event (discuss with CCV).
6. With CCV support, document information on 'how to do' major activities for each Unit to assist with succession planning (an example is the suggestion to produce 'how-to-fundraise' information, etc.)
7. Establish a Sponsorship Unit (see section 6.2).

7.2 Volunteer Management

Key points to consider:

- There is an opportunity to recruit members of the Committee and Units from the volunteer base.
- More training of volunteers is required, especially in relation to....
- Enlist the assistance of more volunteers for the operational tasks required during the 24 hours preceding the event, and on the day.

Objectives

- To recruit the appropriate number of volunteers needed to assist with the event.
- To ensure that all volunteers are well-trained to undertake their specific tasks.

Actions

1. After each event, compile a list of all volunteers who contributed to the event at any stage of its organisation.
 - As well as sending them a certificate of appreciation, send a newsletter that outlines the success of the event, and invites their participation on the Committee / Units.
 - Co-ordinators of each unit to telephone the volunteers and request their involvement on the Committee / Units.
2. Each Unit to identify the training needs of volunteers as relates to the roles of the Unit. Pool these training needs amongst all Units, and identify an appropriate training process to address.

7.3 Physical Equipment, People, & Logistics

Key points to consider:

- Many of the logistical aspects of the event are working well, eg. equipment, utilities services, first aid services.
- However, a number of aspects require improvement:
 - The sound needs to carry further to the end of the site.
 - Traffic signage needs better management (prevent from theft)
 - CCV signage – opportunity to use better.
 - Parking – committee to clarify its approach.
 - Security – the number and skills of security staff need to be increased to handle potential incidents such as underaged drinking and aggressive behaviour. At other RFLs where there has been a presence by the Victoria Police, eg. performances by the Police Band, security has been much less of an issue.
 - Involvement and management of volunteers on site for the 24 hours of the event. (see section 7.2)
 - Flags / Screens (?) - consider purchasing.

Objectives

- To ensure that all aspects of the staging of the event are well-organised and meet the expectations of participants.
- To ensure that the event is operated in such a way as to promote high levels of safety for all involved.

Actions

1. Secure an improved sound system with additional speakers (consider spending more?). Place additional speakers on the track.
2. Parking and traffic management – develop guidelines and an implementation plan.
3. CCV to provide minimum standards for security and safety that the Committee can work to.

7.4 Event Evaluation

Objectives

- To undertake an adequate level of evaluation of the event to inform the improvement of the event from year-to-year.

Actions

1. Set targets relating to:
 - Overall \$'s raised.
 - Sub-Targets:
 - Participation Rate of Teams
 - Participation Rate of Individuals
 - Repeat Participation Rate of Teams (identify monitoring process with CCV)
 - Team Fundraising Rate
 - Corporate Sponsorship
 - Event Fundraising
2. Continue to conduct surveys of participants' / teams' satisfaction.
3. Communicate results of evaluations to participants, sponsors, etc. via newsletters / bulletins.
4. Assess achievement of objectives on an annual basis, where they are measurable.

7.5 Administration

Key points to consider:

- Many of the administrative aspects of the event are being conducted efficiently and effectively - meeting minutes, printing, team captain meetings, team email lists.
- Several areas require improvements including:
 - Kit distribution and participant registration – the caravan set-up last year was too hectic
 - “Thank you” correspondence – the gathering of details from the Committee was quite slow.
 - Response times for requests for assistance from CCV need to be improved.
 - Creation of a 51-hour running sheet would be useful.

Objectives

- To maximise the enjoyment of the event for participants through implementing efficient administrative processes.

Actions

1. Identify an improved process for kit distribution and participant registration – this could include additional volunteer staffing of the caravan and additional training of volunteers.
2. During the year, as the organising of the event is occurring, Committee members to email the contact details of volunteers to the Administration Unit.
3. CCV State-wide Co-ordinator to address issues of response times to the Committee’s requests for assistance.
4. Part of the planning process of the event is to include the preparation of a 51-hour running sheet (lunchtime Friday – 3pm Sunday). This is to help structure the way things work and to know where everyone is at any particular time. It could be developed on the basis of ‘zones’, ie. a running sheet for each zone.
5. A Sign-In & Sign-Out process for Committee members would be useful to help monitor if people are on-site or not.
6. To assist with the smooth organisation of the event on the day, each team is to be allocated a Committee member / volunteer as a “Buddy” to respond to all inquiries, etc.
7. Training on use of the walkie-talkies would also be useful for relevant Committee members.

8 Participants' Experience

Goal

- Create an enjoyable and worthwhile experience for all participants and spectators of the event, and encourage repeat participation.

8.1 Entertainment & Ceremonies

Key points to consider:

- It is important that the event keeps evolving and develops some points of difference each year to keep it fresh for return participants, and event organisers (see Section 6.1). This includes both the entertainment and ceremonies programs, and is to be reflected in the public relations and publicity program.
- Previous events have had a wide variety of free entertainment, the ceremonies have been well received and appreciated by participants.
- The AV and stage support have also been good.
- See also section 7.3, Logistics.
- Visibility of Performers on Union Green?

Objectives

- To provide a fresh and engaging entertainment program each year.

Actions

1. Each year, there is to be at least 75% new program content in the entertainment program.
2. Include new features in all ceremonies for each event (eg. reflect annual event theme, see below).
3. Bring entertainment to the event's centre stage.
4. Secure a second Ford truck as part of the kids' entertainment program.
5. Investigate the appropriate process for an Aboriginal opening ceremony. Contact the Wathaurong Community.
6. Ceremonies Unit to be involved in the planning of a theme, new ceremonies features and new entertainment with the Public Relations and Publicity Unit.
7. Ceremonies Unit to have input on the fundraising activities conducted during the event (eg. a Ball) to ensure they are co-ordinated / complement ceremonies.
8. Team Captains and team members to be invited to the After Party.

9. Top 5 Things to Do First

1. Review 2005 targets, and set new targets for 2006 RFL event (see Sections 6 & 7.4).
2. Complete the Action Plan table in section 10 so everyone agrees to what they are doing and when.
3. As feasible, identify / recruit appropriate numbers of committee members / volunteers to undertake the work for each Unit.
4. Set dates for early planning meetings (that build on integration between units, see section 7.1). At the meetings, keep in mind the selected theme for the event, and how it could be brought into the activities of each Unit. Also reflect the “Healthy Living” message in relevant activities (Jill Miller to encourage appropriate activities).
5. Make a list of potential sponsors, and finalise the process for approaching them / identify what need from them.

10 Action Plan

It is intended that the Committee complete this Action Plan at successive meetings. In identifying the implementation dates for actions, it is important to be very conservative to avoid putting committee members under pressure. More than 3 years may be required to complete all actions.

10.1 Fundraising

Public Relations & Publicity

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
1. Develop a fresh 'positioning' or theming of the event each year to generate opportunities for new publicity angles, etc.				11
2. Healthy Living Event - reflect these principals in all aspects of the events' operations (Jill Miller to work with sub-committees)				12
3. Devise a Media Action Plan.				12
4. Prepare a database of media contacts.				12
5. CCV to provide innovative methods of capturing media attention for RFL.				12
6. Appoint a Media / Publicity Officer as spokesperson for the media.				12

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
7. Investigate the potential for a major local radio station to sponsor the event.				11
8. Seek the entry of a team from the sponsoring radio station, and provide live-to-air coverage of the event.				12
9. Prepare a media kit of interesting stories (include CD of images, sponsorship opportunities, etc.)				12
10. CCV to conduct print and radio 'filler' advertisements during the recruitment phase of RFL Geelong.				12
11. Investigate media opportunities with the new Patron / Ambassador, Dale Jennings, Editor-in Chief, Geelong Advertiser.				12
12. Seek the development of a major feature / liftout in the Geelong News.				12
13. Develop a one-page feature (advertisement) in a local paper as part of the recruitment drive that is funded through corporate sponsorship.				12
14. Seek the sponsorship support of a public relations / advertising company to generate event publicity.				12
15. Secure inclusion in City of Greater Geelong's events / What's On publications.				12

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
16. Promote the event through all community events listings.				11
17. Improve the RFL Geelong website to enable better communication, keep up to date.				12
18. Real Estate Boards – potential promotion.				13
19. Prepare a DVD that targets corporate sponsors.				13

Sponsorship & Networks

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
20. Establish a Sponsorship Unit - 2-3 people.				13
21. Devise a list of potential sponsors (eg. 6) to approach.				13
22. Devise sponsorship offers and requests that are specific to each potential sponsor.				14
23. Prepare a Sponsorship Kit for teams to approach businesses for sponsorship.				14
24. Prepare sponsorship information for the media.				14

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
25. Identify a process for managing sponsors.				14
26. Liaise with CCV to find out which organisations conduct the Corporate Volunteers program.				14
27. Become a member of the Geelong Chamber of Commerce.				14
28. Provide official invitations to the City of Greater Geelong's Mayor and Councillors to attend RFL Geelong.				14
29. Seek sponsorship / grant from VicHealth, and City of Greater Geelong's community grants program.				14
30. Monitor the value of all types of corporate sponsorship.				14

Team Recruitment, Event & Other Fundraising

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
31. Identify an appropriate number of volunteers to be involved in the Recruitment Unit.				15
32. Develop guidelines for fundraising at the event.				15
33. Encourage teams to conduct fundraising events during the year.				15

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
34. Produce email bulletins / newsletters (release every 2 months, and every month for 3 months preceding the event).				15
35. Compile a how-to-fund-raise booklet for team members (support from CCV).				16
36. Increase the recognition of teams who raise significant levels of money.				16
37. CCV to assist the Unit to learn about the most effective recruitment techniques (eg. via training).				16
38. Conduct recruitment promotions in the region as appropriate, including Surf Coast and northern Geelong.				16
39. Pilot a mini-RFL at a school.				16

10.2 Event Management

Committee Structure & Operations

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
40. Build in fun opportunities for the Committee members during the staging of the event.				18
41. Conduct a celebratory occasion where Committee members can de-brief about the event, and enjoy their achievements.				18
42. At the beginning of the event's organisation, conduct 3 planning sessions on the main topic areas as identified in this Report. (Fundraising, Event Management, Participants' Experience),				18
43. At the commencement of the event's organisation, organise for each Unit to have 2-3+ active members.				18
44. Seek to expand the range of benefits for Committee members for their involvement in the event (discuss with CCV).				18
45. With CCV support, document information on 'how to do' major activities for each Unit to assist with succession planning.				18

Volunteer Management

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
46. Compile a list of all volunteers who contributed to the event at any stage of its organisation. Send a certificate of appreciation, newsletter. Also invite to become a Committee member.				19
47. Each Unit to identify the training needs of volunteers. Identify an appropriate training process to address.				19

Physical Equipment, People, & Logistics

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
48. Secure an improved sound system with additional speakers.				20
49. Develop guidelines and an implementation plan for parking and traffic management.				20
50. CCV to provide minimum standards for security and safety.				20

Event Evaluation

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
51. Set targets as specified.				20
52. Continue to conduct surveys of participants' / teams' satisfaction.				20
53. Communicate results of evaluations to participants, sponsors, etc. via newsletters / bulletins.				20
54. Assess achievement of objectives on an annual basis, where they are measurable.				20

Administration

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
55. Identify an improved process for kit distribution and participant registration.				21
56. During the year, Committee members to email the contact details of volunteers to the Administration Unit.				21
57. CCV State-wide Co-ordinator to address issues of response times to the Committee's requests for assistance.				21

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
58. Prepare a 51-hour running sheet (lunchtime Friday–3pm Sunday).				21
59. Develop a Sign-In & Sign-Out process for Committee members at the event.				21
60. Each team to be allocated a Committee member / volunteer as a “Buddy” to respond to all inquiries, etc.				21
61. Provide training on the use of walkie-talkies to relevant Committee members.				21

10.3 Participants’ Experience

Entertainment & Ceremonies

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
62. Aim for at least 75% new program content in the entertainment program each year.				22
63. Include new features in all ceremonies for each event.				22
64. Bring entertainment to the event’s centre stage.				22

ACTIONS	WHEN	RESPONSIBILITY	COSTS (Ex-GST)	More detail on page...
65. Include a second Ford truck as part of the kids' entertainment program.				22
66. Investigate the appropriate process for an Aboriginal opening ceremony. Contact the Wathaurong Community.				22
67. Ceremonies Unit to be involved in the planning of a theme, new ceremonies features and new entertainment with the Public Relations and Publicity Unit.				22
68. Ceremonies Unit to have input on the fundraising activities conducted during the event to ensure co-ordination.				22
69. Team Captains and team members to be invited to the After Party.				22

II Budget 2006

These budget figures exclude GST.

ITEM	2005 Actual \$	2006 Anticipated \$
INCOME		
Team fundraising	314,842	
Corporate Sponsorship	9,000	
RFL event collections	8,314	
Other event collections	81	
Sub-total	\$332,237	
EXPENDITURE		
Banners	924	
Survivors Walk	278	
PA Equipment hire	220	
Slide Creation	71	
Cool Room Hire	88	
Catering <ul style="list-style-type: none"> • Beer for Volunteers • Debrief Catering 	69 214	
Wrist bands	687	
Sub-total	\$2,251	
TOTAL \$ RAISED	\$329,686	

Actual Raised \$314,842 – there may be a few more expenditure items to add here.