

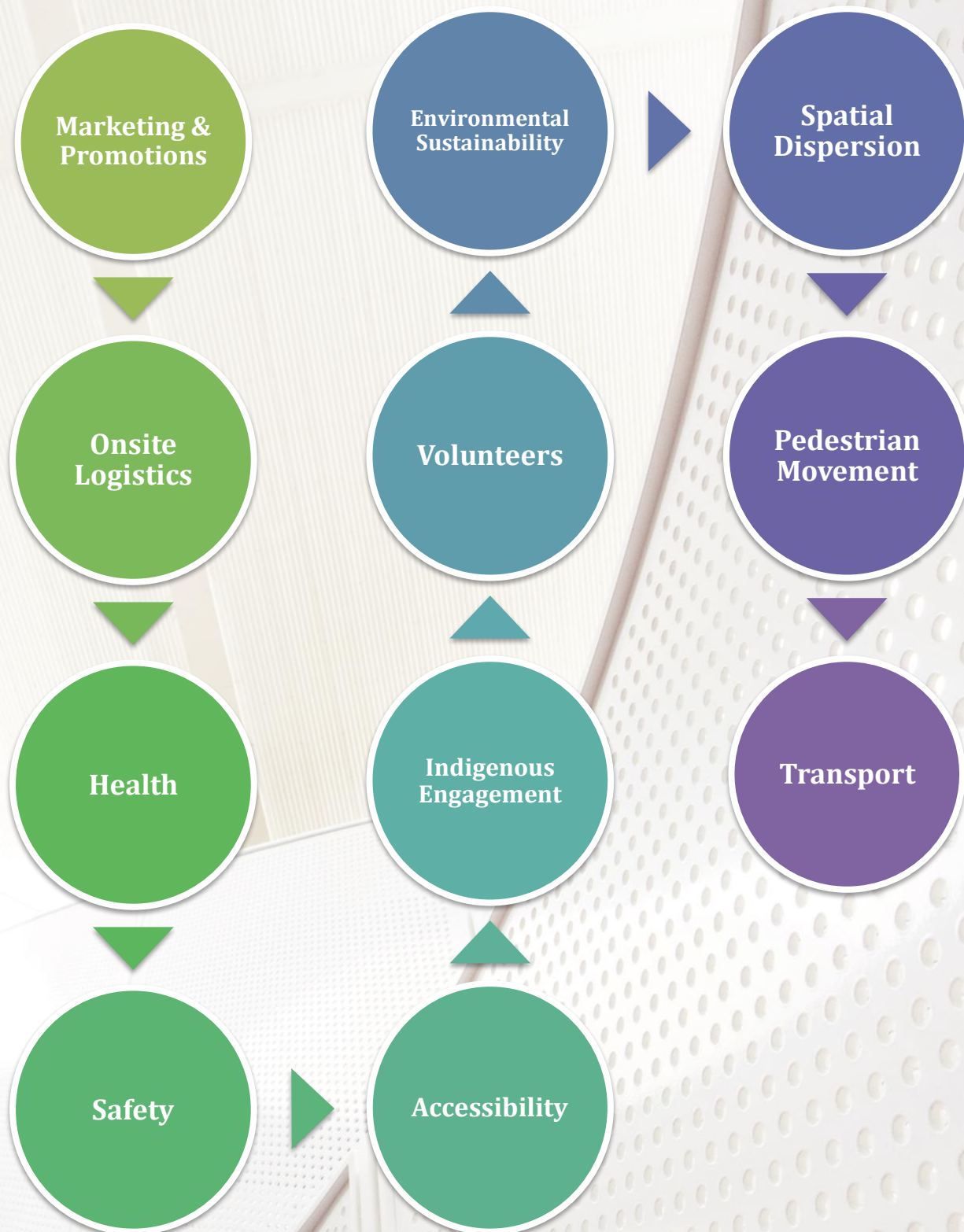
Optimising the Operations of Major Events to Enhance the Visitor Experience



Based on the interdisciplinary audit and observation of the two major events, the following items have been identified as potential items to include in the scorecard for **optimising the operations of major events to enhance the visitor experience**. For delimiting, the scorecard is not intended to cover items relating to event governance and event evaluation.

Checklist For Event Excellence

Event Checklist



Marketing and Promotions



Pre

Social media engagement relative to target markets	
Hashtags and handles visibly promoted for event and destination	
Inclusivity and diversity in promotions	
Promotion of related destination offers (attractions, restaurant offers) to target markets	
Provision of local business briefings	
Representative event demographics featured in promotions (gender, age, ethnicity)	
Provision of destination wide theming and place making of major event	
Provision of destination name in event logo and promotions	
Appropriate placement of promotional posters, banners, traffic signs, etc.	
Destination imagery integrated into communications reflective of destination brand	
Promotion of body positivity (Participation events)	

During

Consistent placement of promotional posters and theming across event sites/ venues (Multiple site/venue events)	
Appropriate merchandise offerings relative to target markets	
Cross-promotion by event talent and merchandise	
Provision of good, branded photo locations at event site/venue	
All socials filter back to website	
Provision of high-quality official video/photography	
Promotion of charity partners	

Onsite Logistics



Pre

Existing infrastructure utilised, where possible	
Public facilities utilised, where possible	
Visible venue/stage names provided (Events with multiple venues/stages)	
Use of existing seating (where possible)	
Entry points and edges clearly defined to define arrival/exit	
Appropriate fencing – ticketed v non-ticketed event	
Appropriate fencing – alcohol areas	
Adequate parking availability, especially where public transport alternatives are not available	
Provision of toilets (number and location) as per Council regulations	
Event site/venue close to/adjacent to other higher order mix-use land uses (i.e., food and drink/convenience shops)	
Consistent quality of venues and theming (across multiple site/venue events)	

During

Toilets regularly serviced	
Provision of water stations (number and location) as per Council regulations	
Provision of child friendly activities (when appropriate)	
Availability of food services	
Availability of beverage services	
Availability of shaded areas	
Cleanliness of venue/event site maintained	
Site activations available to draw people into the event site/venue	
Signage to indicate location of toilets, water stations, food and beverages locations, etc.	



Health & Safety



Pre

The location of first aid station is mentioned on the festival map	
Provision of Sharps containers in bathrooms	
Vector control program in place (to control ticks, mosquitos)	
Condom availability (when appropriate)	
Availability of sanitising stations at venue(s) and stage(s)	
Event specific security strategy in place	
Highly visible signage for emergency contact numbers	

During

Provision of first aid services on site	
Provision of sport medicine services on site (Participation events)	
Provision of signage to the location of first aid station(s) on site	
Signage encouraging patrons to remain hydrated	
Signage encouraging patrons to use sunscreen	
Signage encouraging good respiratory hygiene (covering coughs/sneezes)	
Signage to encourage good hand hygiene	
Safe food handling practices (gloves, hand hygiene etc) practiced	
Check areas in the event periphery for vulnerability spots	
Presence of visible surveillance cameras around the venues	
Provision of obvious egress pathways through crowded spaces for emergency access	
Responsible service of alcohol and dedicated alcohol zones	
Crush load managed by limited pinch points and small crowd numbers	
Sexual assault information visibly displayed	
Good street level surveillance	

Accessibility



Pre

Provision of physical large-size maps at strategic locations showing the breadth of the area being covered by the event

Good wheelchair access (across all event sites/venues)

Ample seating allowing for rest opportunities

Signage at eye-level of attendees

Equity measures for lower income groups (BYO food and chairs)

Provision of disability carparking close to event venue/site

Multicultural experts engaged relative to target markets

During

Signage/wayfinding for people with a disability

Facilities for hearing/vision impaired

Provision of multilingual signage

Companions accommodated

Service animals accommodated

Availability of contrasts in the environment to support vision impaired people

Event activations for inclusion and participation for all people, for all abilities

Provision of accessible viewing areas close to the stage

Provision of a breast feeding/parents' room

Dietary requirements accommodated (e.g., Halal options)

Promotion of body positivity (Participation events)



Environmental Sustainability



Pre

Resource Recovery Hierarchy (Avoid, Reduce, Reuse, Recycle, Recover, Dispose) is adopted

Use of electronic invitations, tickets and event materials

Use of sustainable materials in the built environment and built structures

Mandatory for vendors to use packaging that is either biodegradable or compostable

Alternative greener transport options promoted

Open spaces and greenery at event site(s)/venue(s)

Adequate natural and artificial lighting

Event adequately leveraging the existing urban design features



During

Limit or ban single use plastic bottles and coffee cups

Use of reusable coffee cups and water bottles encouraged

Sustainable food and beverage practices are encouraged

Sustainability messaging present at event site/venues

Bins – ample availability and good placement

Bins – regularly emptied

Bins – signage for various types (general waste, comingled recycling, and organic waste)

Giveaways and event materials are limited, ensuring they have keepsake value. Items that are disposable, plastic, or items with excessive packaging are avoided.

Indigenous Engagement



Pre

Indigenous talent incorporated into the event program	
Employment and volunteering opportunities for Indigenous peoples	
First Nations custodians and lands acknowledged in promotions	

During

Welcome to Country provided	
Acknowledgement of First Nation custodians provided	
Aboriginal flag prominently displayed	

Volunteer Engagement



Pre

Provision of volunteer training - event specific, venue specific, role specific, diversity and inclusion	
Provision of clearly defined event volunteer roles	
Volunteers reimbursed for travel expenses	
Volunteers provided with a uniform	

During

Volunteers visible in and around the event site

Volunteers given adequate meal and rest breaks relative to shift length

Post

Debrief with volunteers post-event

The contributions of volunteers recognised post-event

Spatial Dispersion/ Transport & Pedestrian Movement

Pre

Physical map highlights all venues to assist with wayfinding

Provision of taxi/riding sharing management for drop off/pick up

Visible signage for wayfinding to assist with navigation between sites/events/precincts (multiple site/venue events)

Visible signage to/from closest public transport sites to event sites/venues

Street closures to create a sense of safety and enhanced activation



**Spatial
Dispersion,
Transport &
Pedestrian
Movement**

During

Clear channels for pedestrian movement

Availability of public bike racks

Availability of micro-mobility parking (e.g., e-scooters)

Directional signage for wayfinding to assist with navigation around the event site/venue

Minimal queuing – entry, exit and around the event site/venue

Inter-venue shuttles for visitors and participants (Multiple site/venue events)

