

Policy Document

Events and Field Days

Background

Field days and events require significant and thorough planning and implementation in order to be effective and to properly meet organiser's and participants needs.

Southern New England Landcare has been involved in organizing small and large events and field days or partnering with other organizations to do so for many years. As a result, Southern New England Landcare has developed some key strategies and systems for ensuring such success.

This policy outlines some of those key strategies and systems and helps ensure our continued good reputation for organizing and or hosting very successful events.

Policy/Procedures

Events required as part of a work plan or contract

If an event originates as a result of an internal work plan or as part of a contract held by Southern New England Landcare, staff may wish to form a steering committee, produce a memorandum of understanding with any partners, negotiate timings and utilize the Event Checklist. Staff will find the following documents useful in assisting to organize the event:

- Policy – Steering Committees
- Procedure – Organising an Event (spreadsheet/checklist)

Requests to assist with an event

If an event originates as a result of a request from a partner organization, a group/group member of Southern New England Landcare, or an individual, the way that Southern New England Landcare deals with each of these is outlined below.

1. In the case of a request for assistance from a **partner organization** or outside organization e.g. NSW Agriculture, for a 'ready-to-run' event that fits with our vision and mission, Southern New England Landcare will promote the event freely where possible and appropriate. If some level of coordination by our staff is involved, Southern New England Landcare requests a fee for service (in cash or in kind).
2. A request for assistance from a **group /group member** to organize a local event implies (though is not always the case) that there has been some level of discussion about the proposed event at the group level, and that there has been input to the content etc so that the event meets a group's need. If this is the case, Southern New England Landcare assists as required to help make the event happen. Staff may wish to form a steering committee, produce a memorandum of understanding with the group, negotiate timings and utilize the Event Checklist.
3. In the case where an **individual** approaches Southern New England Landcare with an idea for an event to which they wish to attract a large number of the general public (rather than just their own/neighbouring group members), the following procedures are recommended:
 - i. The individual is invited to the next SNELCC meeting to provide a short (5-10 minute) outline of their idea, generate discussion and receive feedback.
 - ii. The SNELCC Committee will either move a motion to approve the development of the event as a SNELCC-hosted event, OR the SNELCC Committee may deem the event not appropriate for it to be involved in.
 - iii. If approved, the individual becomes a member of the event's 'steering committee', along with other interested volunteers who will guide the process and ensure the event meets members' needs. A Southern New England Landcare staff member is appointed to assist coordinate and facilitate the steering committee.

- iv. A memorandum of understanding is put in place, outlining key aspects of the event, including support, funding, timing (often 4-12 months lead time), etc.

Timeframes

Field days and events require significant planning to ensure they are successful. Southern New England Landcare requires an appropriate amount of lead time in order to organize an event. This will vary depending on the size and scope of the event, the number of expected participants and the number and caliber of guest speakers etc.

Staff and steering committees organizing the event should consider the following:

1. Refer to the Event Checklist.
2. Consider and set an appropriate amount of time required to organize the required aspects of the event, given current staff workloads, the size of the event and scheduling of other events.
3. Set an appropriate date for the event in consultation with the individual, group or partner organization requesting the event.
4. Prepare a Memorandum of Understanding with the individual, group or partner organization, if necessary.

Procedures

Please refer to Policy – Steering Committees.

Please refer to the attached checklist for organizing field days.