The Wider Effect

BY LUMINAIR SYSTEMS

FOR EVENT ORGANISERS FREE TOOL

Event health check

How healthy is your event today?

Built on a two-year state pilot across events with 200,000+ attendees, and more than a decade of council event strategy.

A 20-minute self-assessment of how healthy your event is today, and where to focus next. It works best when your committee completes it together.

01 Why we created this

Events rarely fail suddenly. They wear down: a key volunteer leaves, a sponsor doesn't renew, the same people carry more each year. This check helps you spot those signs early, while there is still time to act.

02 What it's built on

10+ years

Organiser capability programs, from community shows to international events.

4 / 10

How organisers in a two-year state pilot rated their own practices, showing how much room most events have to grow.

8 areas

The factors that most often decide whether an event lasts.

16 signs

Practical statements any committee can score in one meeting.

03 Score your event

Score each statement from 0 to 4: 0 = not at all, 1 = a little, 2 = partly, 3 = mostly, 4 = fully. Add the two scores in each area for an area total out of 8.

AREA	STATEMENT	SCORE	TOTAL
Purpose and audience	We have a clear purpose that our community and funders understand.		

© 2026 Luminair Systems Pty Ltd. All rights reserved. You may share this guide unaltered and in full, with attribution. It may not be adapted, sold or used to provide services to others. The Event health check and all concepts and methods referred to, including the Holdfast Method™, are the intellectual property of Luminair Systems Pty Ltd. General guidance only.

AREA	STATEMENT	SCORE	TOTAL
	We know who our audience is and whether it is growing.		
Money	Our income comes from more than one or two sources.		
	We finish each year with a surplus or a planned reserve.		
People and volunteers	We have enough volunteers, and they come back each year.		
	Workload is shared, not carried by one or two people.		
Governance and succession	Our committee roles and records are clear and up to date.		
	We have a plan for who will lead the event in three years.		
Partners and sponsors	Our sponsors renew, and we report back to them.		
	Council and other partners know what our event delivers.		
Sustainability	We take practical steps to avoid and reduce waste.		
	We measure our waste and environmental impact.		
Measurement and reporting	We collect attendance and visitor data each year.		
	We can show our event's economic, social and cultural benefits.		
Future and growth	We review the event each year and act on what we learn.		
	We have a clear idea of how the event should grow or change.		
Overall	Total out of 64		

04 What your scores mean

7 to 8	A strength. Keep it up, and share what works with other organisers.
4 to 6	Steady, with room to improve. A good place for a quick win.
0 to 3	A risk to your event's future. Make this an early priority.

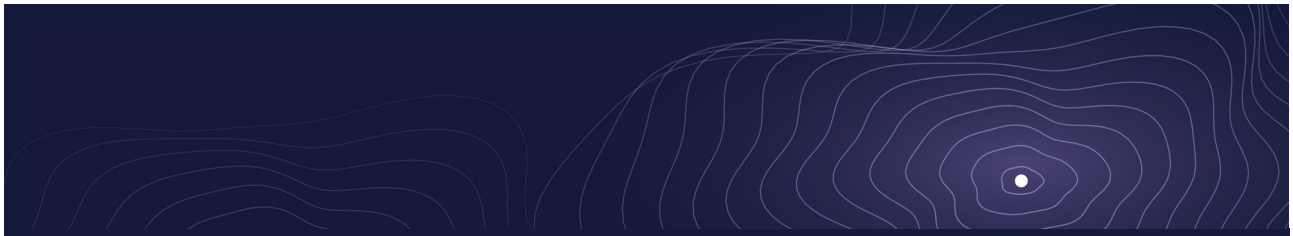
© 2026 Luminair Systems Pty Ltd. All rights reserved. You may share this guide unaltered and in full, with attribution. It may not be adapted, sold or used to provide services to others. The Event health check and all concepts and methods referred to, including the Holdfast Method™, are the intellectual property of Luminair Systems Pty Ltd. General guidance only.

05 Your priorities

PRIORITY AREA	WHAT WE WILL DO	WHO AND BY WHEN

06 How we help

Run it well	Volunteers · Money · Succession and governance packs
Grow it	Future-fit growth · Sponsorship packs
Prove it	Waste and environment · Impact reporting packs



YOUR NEXT STEP

Ask your council about the full resource packs

Councils license the complete set of seven organiser resource packs each year, and provide them to every event they support. Ask your council's events team, or contact us to find out more.

www.widereffect.com.au · welcome@widereffect.com.au · 0482 852 435

© 2026 Luminair Systems Pty Ltd. All rights reserved. You may share this guide unaltered and in full, with attribution. It may not be adapted, sold or used to provide services to others. The Event health check and all concepts and methods referred to, including the Holdfast Method™, are the intellectual property of Luminair Systems Pty Ltd. General guidance only.