The Wider Effect

BY LUMINAIR SYSTEMS

FOR EVENT ORGANISERS FREE GUIDE

Run it, grow it, prove it

A field guide for the events council supports

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

Every event council supports faces the same three questions. Can we keep running it? Can we grow it? Can we show what it delivers? This field guide sets out what good looks like at each stage, and what to consider next.

01 Why we created this

Most organisers are volunteers or small teams doing remarkable work with limited time. The events that last tend to get a few things right: they share the load, they keep evolving, and they can show the difference they make.

We created this guide to give organisers a simple way to check where they stand, and to show councils what equipped organisers look like.

02 What it's built on

10+ years

Organiser capability programs, from community shows to international events.

200,000+

Attendees across events in a two-year, multi-agency state pilot.

500+

Structured stakeholder engagements with organisers, councils and communities.

International indicators

Outcomes informed by the OECD event impact guides and the Cultural Development Network.

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03 What we've found

People are the biggest risk.

Many community events depend on a few people, which makes succession the most common hidden risk.

Wanting to improve isn't enough.

Most organisers want to do better, but few measure the same things year on year.

Evidence keeps support.

Events that can show their results are better placed when funding and sponsorship come up for renewal.

04 The field guide

Five signs of a healthy event at each stage. Tick the ones that are true for your event today.

01 Run it well

- ◯ Roles are clear and shared
- ◯ Budget includes in-kind support and a contingency
- ◯ Volunteers are recruited, briefed and thanked
- ◯ Approvals and safety plans are on time
- ◯ Someone is ready to step up

02 Grow it

- ◯ You know who your audience is
- ◯ The event is reviewed every year
- ◯ Income comes from several sources
- ◯ Sponsors renew and get reports
- ◯ There is a plan for the next three years

03 Prove it

- ◯ Waste is avoided, sorted and measured
- ◯ Attendance and visitors are counted
- ◯ Social and cultural outcomes are surveyed
- ◯ Results are reported to council and sponsors
- ◯ The same measures are used every year

AN EVENT THAT LASTS

05 Questions to consider

01 If your two most active volunteers stepped away tomorrow, would the event still run next year?

02 What would you change about your event if you knew more about who attends and why?

03 How many sources of income does your event rely on, and what happens if one disappears?

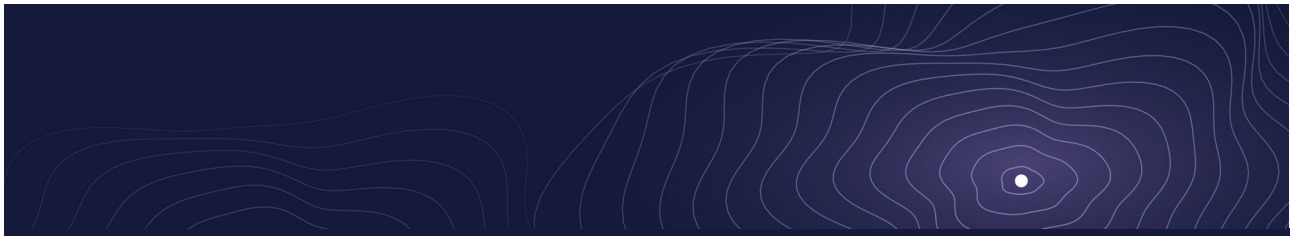
04 What could you tell your council and sponsors about what your event delivered this year?

06 How we help

Run it well — Volunteers · Money · Succession and governance packs

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Grow it	Future-fit growth · Sponsorship packs
Prove it	Waste and environment · Impact reporting packs
Free tool	The Event health check: score your event in 20 minutes.



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.

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