

Mental Health Week Event Planning Checklist

If your event is smaller in scale, many of these may not be relevant. Simply use this as a starting point to consider what to do as you begin planning your Mental Health Week event.

Local government requirements

- Inform local government of event and gain approval
- Check if other events scheduled for the same time

Budget

- Prepare event budget, monitor spending

Participants, Event Agenda and Run Sheet

- Consider using a free online event registration form
- Link to it from your website if you have one
- Develop invitation list
- Develop event timeline
- Include timings, responsibilities and key contacts
- Be sure to include dignitaries, VIPs
- Register your event for the [Mental Health Week program](#)

Contractors

- Order equipment such as stage, lighting, PA system
- Book portable toilets, marquee, AV, etc
- Book and confirm all contractors in writing
- Insurance—public liability, staff, volunteers?

Risk management

- Book first aid officers (consider trained counsellors as well depending on content of your event)
- Conduct risk assessment with all key stakeholders
- Create risk management plan
- Obtain relevant insurance and send to Council
- Contingency plans (wet weather, for example)
- Notify police, ambulance & fire brigade

Food vendors

- Book food vendors
- Ensure compliance with state food laws
- Request details of electrical requirements
- Application for temporary food premises permit

Toilets, cleaning and maintenance plan

- If not on-site, book toilets, cleaners if needed
- Clean up venue/mow lawn/clear area of debris

Sponsorship

- Create a sponsorship proposal
- Identify potential sponsors
- Deliver sponsorship packages and follow up
- Use sponsor testimonials
- Acknowledge sponsors

Marketing and promotion

- Develop marketing/communication plan
- Book entertainment and MC if needed
- Design promotional material
- Create a webpage or Facebook event
- Distribute flyers/posters/email/brochures
- Prepare and distribute a media release

Venue Location, parking and licences

- Select a location or venue for your event
- Consider transportation to and from and parking
- Apply for any food permits required
- If using music, apply for a noise permit
- Request for approval to erect promotional signage
- Road closures—send applications early

Your Security Needs

- Book security and two-way radios
- Crowd control
- Cash security Waste management
- Develop waste management plan
- Promote reducing waste in marketing material

Traffic management

- Design traffic plan including:
 - Signage, disabled parking, guest parking, pedestrian access, marshals, car parking, entry and exit points, lighting, road closures
 - Promote alternative transport

Site preparation and plan

- Design plan of venue/event site

Other

- Adequately brief staff and volunteers
- Organise awards/trophies/certificates