

# KIA RITE HOEA

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## PLANNING SHEET 1

Name:

Date:

### What does your target group or audience want?

Select a specific target group (print as many copies of this page as you need)

### What do you know about their:

Gender	
Age bracket	
Ethnicity/nationality	
Transport they use	
Occupations	
Education levels	
Family make up	
Religion	
Where they live	
Social / economic background	
Ability level	
Mobility/access needs	

### What do you know about the values, tikanga/protocols that are important to this community?

Cultural values that may impact on the programme/event (e.g. ways whānau share activities (eg childcare), tikanga of the local community, using the right consultation process for this community)

Priorities in their lives (eg family/whānau, community, culture)

Leisure interests/hobbies

How do they get information about what is happening? (Be specific e.g. young people get a lot of information from their peers; families get a lot of information from schools.)

What else do you know about them that is important? (e.g. needs of disabled people and their programme/venue requirements)

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## PLANNING SHEET 2

**Name:**

**Date:**

### **What does your target group or audience want?**

These questions are to help you with your consultation process. The answers (especially if the target group is involved) will help to ensure a recreation programme or event that people want.

What are the strengths of this community? (e.g. they know each other well, many are bilingual)

What programmes/events are already popular with this community?

What benefits would your target group look for in a programme/event? (Knowing the answer to this question will help you in setting objectives)

What are your great ideas for programmes/events that will build on these strengths?

What do you think your participants would really like to do on the programme?

What do you think people would be willing to pay or contribute?

What would stop your target group(s)/audience coming along?

Who are key people in your target group? Role models? (local and well-known) e.g. kaumatua, youth leaders etc.

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## PLANNING SHEET 8

**Name:**

**Date:**

### Be Inclusive - make it easy for everyone to take part

Answer these questions to help make it easy for people/tāngata to take part in your event.

#### Planning

	Have local iwi been contacted?
	Who are the key people we could work with to plan the programme/event? (Contact the appropriate agencies for additional support and information.)
	Do we know, have we researched the cultural/tikanga practices that you need to consider so that your event/programme is inclusive? e.g. karakia, prayer room, cultural food practices
	Have participants been asked if they need any special equipment?
	How are you catering for a broad range of dietary requirements?

#### Welcome

	How will participants be welcomed when they arrive so that they feel comfortable? e.g. mihi whakatau, friendly/welcoming people or signage
	How will you select a facilitator who is able to make the various diverse participants feel included?
	What introductions/whakawhanaunga between people are needed? What will be appropriate for the cultural and social norms of the participants? e.g. sharing kai, name tags
	How will participants be introduced to the activity, so they feel confident to fully participate?

#### Cost

	Is the programme affordable for most? (If the cost you decide on means you can't meet costs, you could work with the potential participants to find other ways of making up the difference.)
	Are there flexible means of payment?
	Can children or support people come for free?

#### Promotion

	Is the programme promoted as being inclusive of all abilities?
	Is it easy for people to read, hear, see, and understand your information and signage?
	Have all media forms been used? (e.g. radio, print, web, word of mouth, internet)
	Does the promotional material include images of a range of people?

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## PLANNING SHEET 8 continued

### Transport

	Can potential participants get themselves there?
	Is there a drop off area?
	If so, where is the car park or bus stop?
	Do you need to think about peak-hour traffic?
	How many people are likely to need transport?
	Can you help participants carpool?
	Do vans or buses need to be provided and, if so, how much will it cost?
	Is accessible transport available? See <b>Planning Sheet 9: Be Accessible make it easy for disabled people to take part</b> for more guidance

### Childcare

	What provisions can you make so that the programme/event is child friendly?
	How many children might be expected?
	What is the expected age range of children/tamariki?
	How can we support children to participate and be safe? e.g. inclusive/modified activities
	What will they need? (e.g. places and equipment for toileting, changing and feeding)
	If we want to provide formal childcare, what are the options?

### Access

See **Planning Sheet 9: Be Accessible make it easy for disabled people to take part** for further guidance

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## PLANNING SHEET 11

**Name:**

**Date:**

### Volunteer job description

Use this template to help you develop job descriptions for your volunteers

Job title:	
Reporting to:	
Direct relationship with:	
Purpose of role:	
Key tasks and responsibilities:	
Desirable personal qualities:	
Experience/qualifications:	
Timing:	
Approximate hours per week:	
Frequency of work:	
Days:	

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## PLANNING SHEET 14

Name:

Date:

### Resources and materials for sustainability

Use this planning sheet to help you make decisions about resources and materials to ensure you are environmentally sustainable.

List of our key resources/materials	Necessary?	Can we borrow/hire?	Re-use it afterwards?	Sustainable alternatives?	Therefore our actions/decisions are...
e.g. Printed brochures	No	No	Re-cycle	Yes	On-line programme only Invest in good signage on the day
Stage	Yes	Yes	Yes	Yes	What type of stage is necessary, could you make one from pallets or just use the grass?
Lanyards	Yes	No	Yes	Yes	Re-use them, use recyclable cardboard, safety pins
Water	Yes	No	Yes	Yes	Buy sustainable alternatives, ask people to bring their own
Event decoration	Yes	Maybe	Yes	Yes	
Give-aways					
Volunteer gifts					

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## PLANNING SHEET 19

**Name:**

**Date:**

### Promotional plan

Use this planning sheet to help you prepare your promotional plan for your programme or event.

<b>Background</b>	<ul style="list-style-type: none"> <li>• Background of the programme/event</li> <li>• Research/consultation we have done</li> <li>• Other relevant information</li> </ul>	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• What are our promotional objectives?</li> <li>• What will success look like?</li> <li>• Three ways of measuring success</li> </ul>	
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• Who are our potential participants and what do we know about them? (e.g. age, where they live)</li> </ul>	
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>• What messages do we want to get across? Keep them simple (up to five) e.g.             <ul style="list-style-type: none"> <li>◦ Purpose of event/programme</li> <li>◦ Time/date</li> <li>◦ Cost (including discounts)</li> <li>◦ Venue (does it need to include a map?) and/or online option</li> <li>◦ Benefits</li> </ul> </li> <li>• Accessibility information e.g. disability access, special requests welcomed</li> <li>• Contact details</li> </ul>	
<b>Actions/Tools</b>	<ul style="list-style-type: none"> <li>• What is the best way to reach our audience?</li> <li>• How can we make it accessible in a range of formats e.g. easy read, large print, translated?</li> </ul>	<input type="checkbox"/> Social media <input type="checkbox"/> Brochures/flyers <input type="checkbox"/> Paid advertising <input type="checkbox"/> Media releases <input type="checkbox"/> On-site signs <input type="checkbox"/> Mailing/email list <input type="checkbox"/> Meetings <input type="checkbox"/> Posters <input type="checkbox"/> Displays <input type="checkbox"/> Map of venue <input type="checkbox"/> Web
<b>Timetables</b>	Include: <ul style="list-style-type: none"> <li>• Actions</li> <li>• Dates</li> <li>• Who is responsible</li> <li>• How it will be monitored</li> </ul>	
<b>Budget</b>	<ul style="list-style-type: none"> <li>• Your budget (if any) and how it will be used</li> </ul>	
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Did we meet our original objectives?</li> <li>• How will we know this? (e.g. 20 people enrolled for the programme, or 300 people turned up to the event)</li> </ul>	

To ensure your promotional material is accessible take a look at **Planning Sheets 8 and 9**