

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