## Events debrief Checklist template

This Event debrief Checklist template is suitable for use by non-council Crown land managers (CLMs) and has been created to assist CLMs manage and plan for events held on a Crown reserve. The template is recommended to be used to plan one-off events and can be edited and adapted to suit a range of events held on Crown reserves.

Events and other activities on reserves managed by other parties (e.g user groups or individuals hiring a site at a reserve) require a separate lease or license agreement. Refer to the Leases and licenses section for more information <https://reservemanager.crownland.nsw.gov.au/using-crown-reserves/leases-and-licences2>.

If you noted any risks during your event that are ongoing please record the risks using the Risk Register accessible via the [Reserve Portal](https://portal.crownland.nsw.gov.au/login.aspx?ReturnUrl=%2f).

Further information is available on the Crownland Reserve Manager website <https://reservemanager.crownland.nsw.gov.au/>

# Events debrief Checklist template

**NAME OF RESERVE CLM CONTACT**

**NAME OF EVENT EVENT CONTACT**

**DATE EMERGENCY CONTACT**

|  |  |  |
| --- | --- | --- |
| Event name |  | |
| Event date |  | |
| Financial | |  |
| What was the final income? | |  |
| What were the final expenses? | |  |
| What was the overall profit? | |  |
| How many tickets did you sell? | |  |
| What hidden costs appeared that you hadn't budgeted for? | |  |
| Organisational | |  |
| Did you have enough volunteers? | |  |
| Did the committees work well with each other? | |  |
| How was communication? Did information get passed to the people who needed it? | |  |
| What challenges did your subcommittee face and how did you overcome them? | |  |
| Has all information on quotes, suppliers, tips for next time, etc. been recorded in a form that can be referred to for future events? | |  |
| Are there things you did or bought this year that can be used again next time (e.g. supplies, equipment)? Where will they be stored? | |  |
| Timelines | |  |
| Did the work meet the deadlines? | |  |
| Which deadlines were missed, and why? | |  |
| Were the deadlines appropriate? | |  |
| Do any need to be moved forward or backward next time? | |  |
| Replicability | |  |
| Is all necessary information in a form that can be handed on to future committees? | |  |
| Is there a list of all suppliers, helpers, volunteers, sponsors and donors for reference next time? Did anyone ask on the day to be involved next time? | |  |
| How did it go? | |  |
| Was the event a success? | |  |
| What were the surprise successes? | |  |
| What didn't live up to expectations? | |  |
| What was the best value in terms of funds raised compared to time and money spent in preparation? | |  |
| What went wrong? | |  |
| What happened that you didn't expect? What could you have done to prevent it? | |  |
| What did you expect that didn't happen? | |  |
| What hidden costs appeared that you hadn't budgeted for? | |  |
| What took more resources than you thought? | |  |
| What did you do wrong? | |  |
| What mistakes can you identify? | |  |
| How much difference would they have made? | |  |
| Can you fix them? | |  |
| What's going to be different next time? | |  |
| Did you have to buy capital equipment – e.g. P.A. equipment – that you won't have to budget for next time? | |  |
| Are there any expenses that in retrospect you think were unnecessary? | |  |
| Is there anything extra you think you can get donated next time? | |  |
| Is the community going to be onside next time? Is the town/community going to accept the event as a tradition? | |  |
| Can you see any patterns emerging? | |  |
| Who gave how much? | |  |
| Who donated free goods and services, and who didn't? Why? | |  |
| Who in the media was helpful? | |  |
| Who displayed volunteer talents? | |  |
| Who should you ask to join the project again? | |  |
| Community relations | |  |
| How many members of the public came? | |  |
| What demographic were they? Where did they come from? Were they locals or tourists? Age and gender? | |  |
| How much did they spend on what? | |  |
| Were they satisfied? | |  |
| Would they come again? | |  |
| Marketing | |  |
| Approximately how many people came along? | |  |
| Where did they find out about it? | |  |
| What worked to attract them? | |  |
| Did the theme work? Why/why not? | |  |
| Were you allocated enough budget? | |  |
| What form of marketing would you tweak, add or ditch next time and why? | |  |
| Catering | |  |
| Was the food adequate? | |  |
| Did volunteers have the right skills and qualifications? | |  |
| Were the equipment and facilities adequate? | |  |
| Which foods and drinks were most popular? | |  |
| Were you allocated enough budget? | |  |
| What would you tweak, add or ditch next time and why? | |  |
| Entertainment & Activities | |  |
| Which acts (or types of acts) were most popular? | |  |
| Were the staging and equipment adequate? | |  |
| Were there enough seats? | |  |
| Which activities were the most financially successful and why? | |  |
| Which activities were most popular with the crowds? | |  |
| Was the pre-selling of tickets successful? | |  |
| Were you allocated enough budget? | |  |
| What would you tweak, add or ditch next time and why? | |  |
| Equipment | |  |
| Did the hired equipment meet your expectations for quality, cleanliness and timeliness of delivery and pick-up? | |  |
| Was the borrowed equipment adequate? | |  |
| Were you allocated enough budget? | |  |
| What would you tweak, add or ditch next time and why? | |  |
| Venue | |  |
| Did the venue work? Why? | |  |
| If not, could you recommend another venue? | |  |
| Did borrowed and hired equipment meet your expectations for quality, cleanliness and timeliness of delivery and pick-up? | |  |
| Were you allocated enough budget? | |  |
| What would you tweak, add or ditch next time and why? | |  |
| Donations | |  |
| How many donations did you receive over the course of the event? | |  |
| How many large donations? | |  |
| Did you invite any donors? | |  |
| Did they come? | |  |
| Did they enjoy themselves? | |  |
| What comments did they make? | |  |
| Sponsorship | |  |
| Did you invite any sponsors? | |  |
| Did they come? | |  |
| Did they enjoy themselves? | |  |
| Were the sponsors satisfied with the turnout, signage, publicity and the exposure? | |  |
| Volunteers | |  |
| How many volunteers worked on the project? | |  |
| Was it sufficient? | |  |
| Was their training enough to properly deal with all challenges? | |  |
| What would you do better? | |  |
| Were they fulfilled, satisfied, inspired and reinforced? | |  |
| Were you allocated enough budget? | |  |
| Other comments | |  |