VCAL Community Sport Program

As part of the VCAL program your group is required to create, plan and then run a Year 7 lunchtime sporting event; however it is up to you to attract participants to take part. The sport chosen is largely up to you; however it will have to be checked off before you can begin as each group has to run a different sport.

Each group must delegate a main role for each team member to take charge of, however each group member must be involved in the creation, planning and running of the event. This assessment task will involve a lot of dedication and responsibility (so it isn’t something you can throw together on the day)

To successfully complete this assessment task, teams are required to present their proposed event, produce an event planning document before running the sporting session and finally submit their event portfolio which covers EVERY aspect of the event

Teams must meet for 10 minutes at the start of class to discuss their progress on the event, and then each member is to meet with the respective members of the other groups discus ideas/plans for their event

**Responsibilities:**

Marketing manager

* Marketing and promotion
* Organises posters, flyers, handouts etc.
* Manages the marketing plan

Team organiser

* Organises the planning of the event
* Organises role delegation
* Team minutes/notes

Referee

* Researches rules
* Organises teams
* Manages the running of the sport

Logistics

* Organises equipment needs
* Manages set up/clean-up
* Manages participant groups

**You are required to submit before your event:**

**Event proposal presentation**

* Aim/objective
* Shortlist of possible sports - Sport chosen
* Marketing plan
* Expected number of participants
* Proposed session plan

**Event planning document**

This is made up of:

* Refined aim/objective
* Shortlist of possible sports - Sport chosen
* Marketing plan
* Expected number of participants
* Refined session plan
* Alternative plan
* Individual contribution report (added after the event)

All these aspects combine to become your event portfolio.

**Session Plan/Alternative plan**

* Court layout
* Teams
* Running sheet (times, areas, activities)

**Marketing Plan**

* How are you marketing your event?
* Where are you placing your marketing? (include a diagram)
* Which marketing materials (Posters, flyers etc.)
* Possible designs
* Signup sheets

**Individual contribution report**

* What did you do during the planning phase?
* What did you do during the event phase?
* How do you feel you acted as team member? Why?
* What could you have done better? How?
* If given the chance, what would the group do differently?

**Extension questions**

Section 1

1. Risk is a major factor in event planning, highlight 3 major areas of risk which your group will need to consider when running your session
2. What are 4 simple ways that an event organiser can minimise the risk of slips/trips/falls occurring during the event?
3. A participant falls and you suspect has a sprained ankle, what is the appropriate response for your team to make?
4. You plan for 30 participants to turn up (as per the signup sheet), however 50 participants walk through the door, how are you going to manage this? Are there any risk/concerns that your team will have to take into account?

Section 2

1. The local council has awarded your group a local community grant of $400; draw up a proposed budget on how this money would be spent. You MUST include pay for your event organisers (at least $15p/h, venue hire ($300 p/h), equipment costs, incentives for participants, advertisement/promotion etc.
2. The council requires 25% of your profit in order to provide funding (with a minimum of 25% of their investment) as one of the conditions to giving you funding, calculate the required amount and factor this into your proposed budget
3. All events require funding to occur, brain storm at least 5 methods your event team could use to fund your event.
4. Your team decides to sell tickets for $10 pp., how many tickets would need to be sold to cover your base cost? (so to bring the cash flow to zero)

Section 3

1. SWOT analysis of your section and the event as a whole (Strengths, weaknesses, opportunities and threats) (this will be explained on the board)
2. How can you best address the outcomes of each analysis?
3. Event management is a hard business and competition is everywhere, list 5 different competitors to your event as if you were running it for the community (eg. Village cinemas provides entertainment for the community, potentially taking your participants)
4. Furthering this, what are their relative strengths and weaknesses compared to your event?
5. Compare your event to the others in the class that are going to run during the week, how does your event compare to theirs?
6. What environmental impact is your event likely to have, how does your group aim to minimise your impact?