



Wyndham Learning Festival

Event Planning Toolkit



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Planning your Wyndham Learning Festival Event

What is the Wyndham Learning Festival?

The Wyndham Learning Festival is a whole-of-community event that provides opportunities for FREE learning activities across the city of Wyndham from 1-8 September annually.

The aim of the festival is to bring people together through learning and promote lifelong learning for all age groups: Early Years, School Years, Young Adults, Adults & Seniors, Learning for all. This year's festival will build on the community support to make it even better, bringing in new events, sponsors and participants to reflect this diverse and dynamic learning community.

This learning festival emerged from Wyndham City Council's [Learning Community Strategy 2018-2023](#). [Wyndham Community & Education Centre](#) in partnership with the [Wyndham City Council](#) lead this event.

Why celebrate learning in Wyndham?

The festival plays a significant role in bringing together all people to create a focus on lifelong learning and to seek better outcomes for the Wyndham community. The City of Wyndham is one of the fastest growing areas in Melbourne and as a community faces many challenges for its successful future. Wyndham's vision is to be a socially inclusive city with high levels of employment. Learning is a key for realising this vision.

Research shows us that learning keeps us healthier, wealthier and happier. From a community perspective this is crucial as a learning community is more resilient and can adapt to change more readily, learn new skills and take advantage of opportunities.

Why Run an Event?

Coordinating and running an event at the Wyndham Learning Festival supports your personal and professional development, and develops skills in leadership, networking, public speaking and event management. On a broader level, you are proactively contributing to enhancing your community and sharing a skill or knowledge to promote lifelong education.

Planning your Wyndham Learning Festival Event

Audience

Your targeted audience will determine what kind of event you will run. The learning festival aims to have an array of activities that cover all life stages from early years to seniors. Some activities may focus on one target group while others may cross age groups or be open to everyone. This information will be required on the registration form. Life stages include: Early Years, School Years, Young adults, Adults & Senior and Learning for All.

Define Your Objective

The festival offers you an opportunity to highlight learning in your organisation or group and could be offered in several ways:

- Promoting a new program
- Showcase some good work you have been doing
- Attract new members, volunteers, participants or customers
- Foster goodwill in the community
- Make new contacts
- Enable different form of engagement or promotion
- Celebrate the learning achievements of your team
- Begin a campaign
- Promote a cause or awareness
- A way of celebrating a milestone. i.e. opening of a new building

Types of Events

Learning activities can be as formal or informal and big or small as you like. They can be open to the public or private invitation-only events. They may run for a couple hours, all day or across several days.

Learning activities can be of any topic of interest for example: Nature, history, science, craft, art, games, environment, volunteering, sports, health, learning at work, music, dancing, gardening and many more!

Planning your Wyndham Learning Festival Event

Venue

Learning events can be held anywhere in Wyndham: for example, at school, in the park, at community centres, at work, in men's shed, libraries, sports clubs etc. It is important that you have permission to run an event in the area you have planned so ensure you book it early.

Before you being to advertise your learning event, check that your venue is safe and approved. For a large event particularly one that is run outside, you may need public liability insurance or permission from Wyndham City Council. Staff or volunteers may need to be covered by workers compensation or a similar insurance.

Take into consideration access for people with a disability (ramp/elevator), older people and people with babies and young children in terms of car parking, public transport and bathroom access.

For more information about planning an event in Wyndham, read the Wyndham City Council [Event Planning Guide](#). This guide provides information on permits, risk management, running events in open spaces and other helpful information.

Budget

There is no specific and dedicated funding for event holders for the Wyndham Learning Festival. Each organisation is encouraged to run an event that suits their organisation, capacity and budget.

If appropriate to your event, your budget should consider:

- Equipment and resources required
- Catering
- Staffing
- Booking guest speakers/presenters/trainers

The Learning Festival Working Group may be able to suggest grant options available if approached early in the year. Wyndham City Council have [small grants](#) for community organisations and it is worth considering applying in a timely manner.

Planning your Wyndham Learning Festival Event

Marketing

The Wyndham Learning festival will promote the festival and corresponding events through:

- Printed program Guide (if registration is received by 15 May)
- Posters and flyers
- Community newsletters
- Media releases
- Various community events and forums
- Newspaper advertising and stories
- Social Media: Facebook, Twitter, etc.
- Website events calendar
- E-mail networks

Where to Start

- Register your event by **15 May** to be included in the printed WLF program: <https://www.wynlearnfestival.org.au/register-your-event/>
- Create a free online event e.g. on Eventbrite, Facebook, share and tag #wyndhamlearningfestival
- Create your own poster and use festival logo on all promotional materials online and print copy
- Register your event on Councils 'Wyndham What's On' calendar: <https://www.wyndham.vic.gov.au/events-experiences/submit-your-event>
- Use your own local contacts and networks leading up to the event – i.e. word of mouth, emails, newsletters, agenda items at meetings etc.
- Download editable flyers/posters/logo which are available from the festival website www.wynlearnfestival.org.au/resources

Who can be an Event Holder?

The Wyndham Learning Festival is open to all people who wish to share a free learning activity.

A few examples of organisations that have participated in past festivals are:

- Individuals
- Schools
- Interest groups
- Men's Shed
- Businesses
- Clubs
- Kindergartens/Playgroups
- Libraries

Planning your Wyndham Learning Festival Event

- Vocational & Higher Education Institutions
- Museums
- Community Centres
- Galleries and Art Spaces

Register your Event

To have your event included in the printed guide please fill in the registration form with all of the details by 15 May <https://www.wynlearnfestival.org.au/register-your-event/>

If you are not able to send via e-mail please contact Meg on 03 9742 4013 for other arrangements or email contact@wyndhamcec.org.au

Prepare for the Unexpected

- Have a backup plan in case something goes wrong on the day i.e. weather, sick presenter, lost keys to the venue, etc.
- Develop a Risk Management Plan
- Think about whose phone numbers you need on the day of the event, what alternative venue you could use, and how to notify people of any changes
- Make sure to email contact@wynlearnfestival.org.au of any major changes to activities that can be posted on the Facebook and website calendar



Checklist – Wyndham Learning Festival Event

Pre-planning

- Audience
- Objective/s
- Type of Event
- Number of participants
- Registration of Event on the WLF website
- Invitation List (if appropriate)
 - Consider any VIP's you are requesting to attend

Set timing of your event

Planning

- Set Date & Time
- Book Venue
- Event timeline and schedule (running sheet)
- Budget
- Marketing including social media
- Wet weather plan
- Permits (if required)
- Legal and Insurance requirements
- Equity Access (ramps etc)
- Book Guest speakers/presenter/trainer
- Book equipment and resources required
- Book catering
- Book Photographer
- Develop Risk Management Plan
- Create and send invitations
- Create a feedback form

Publicity

- Download festival logo and or poster/flyers to create your own online or printed promotional material
- Share photos with the #wyndamlearningfestival on social media
- Promote to your networks and friends
- Invite media or write a media release about your activity
- Have someone take as many photos as possible at your event

Evaluation

- Share your feedback via the evaluation form on the Wyndham Learning Festival website

Email contact@wynlearnfestival.org.au for any other feedback or questions



CONGRATULATIONS ON SUCCESSFULLY PLANNING YOUR WYNDHAM LEARNING FESTIVAL EVENT!

Post Event

We want to hear your good news stories!

Please keep us up to date with your learning activities. Not everybody will be able to make your event, but it is important to share with others through photos comments and stories including through social media.

Photos

Make sure you have someone at your event that can take lots of photos. Also ensure that you have permission from people to take and use their photo. Most organisations already have their own processes and protocols around photography permission in place. You can download a festival media release form from the festival website.

Taking photographs of people in public places is generally permitted and does not require consent to be used in a non-commercial way.

What can you do to make sure people have consented to use their photo?

At the start of the learning activity inform people that you will be taking photos for your group and the learning festival to share and showcase you event. Ask people that they come forward if they **DO NOT** want their imaged to be used. Have consent forms at the learning event readily available for people to sign for smaller events.

Don't forget to share and tag the Wyndham Learning Festival in your photos/posts on social media

- Facebook @wynlearnfestival
- Instagram @wynlearnfestival
- Twitter @WynLearnFest
- Email contact@wynlearnfestival.org.au
- Website www.wynlearnfestival.org.au

Planning your Wyndham Learning Festival Event

Evaluate and Share Your Wyndham Learning Festival Experience

Evaluation is an important part of running an event.

- If possible each participant and event holder should complete a short survey via a link online or on paper. We can also send you paper based surveys if required.
- Complete an Organisational Survey after your event to let us know how it went
- Share your learning participant surveys with us after your event

For further information, go to: <http://www.wynlearnfestival.org.au/feedback/>