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1.1 'Scoping' the Event

A vital step in planning (and preparing the planning brief) is the process of 'scoping' to clarify the purpose, dimensions and initial feasibility of the event. It also helps clarify expectations about what the event will achieve: it is important to remember that events are expensive, are often held for historic rather than tangible reasons, require much organisation and stakeholders' time and use valuable physical and environmental resources.

Scoping is the basis for a planning brief, and good scoping (however informal) will provide a solid foundation for the tasks involved in actually organising the event. It involves providing clear, realistic answers to questions such as the following:

- **Why** do we wish to hold this event? What is its purpose? What will it achieve?
- **Who** is it designed to attract? What is a realistic estimate of the attendance?
- **Can** special guests attend at these times? (And how important is this?)
- **Should** University official members or executives be invited?
- **When** are the best dates and time? Is the season suitable? Are there clashes with other University or local/regional events or holidays which could complicate arrangements?
- **Where** should it be held (for example general location: on-campus, off-campus etc)? Are the facilities generally appropriate and adequate?
- **Is** there sufficient accommodation? Where?
- **Are** transport links sufficient if a large number of attendees are expected?
- **Is** local **transport** needed (for example for event activities or transit assistance)?
- **What** are the **budget** needs? Is external funding expected? Will there be other income?; and
- **Are** there any particular issues or **risks** which can be foreseen?

Finally, it is worth considering if an alternative to the proposed event might not be more effective in achieving the stated goals. One way of doing this is by measuring the opportunity cost of holding the event. That doesn't just include the usual outgoings but the time and resources involved, and its possible effect on the environment. Through this process you may discover that there is a more effective way of achieving the same goals, such as advertising or a dedicated public relations campaign. There may even be an alternative format to the proposed event that is more suitable: for example a lunch forum rather than a cocktail party.





1.2 Prepare or Obtain a Planning Brief

The planning brief is a vital resource not only for the event organiser(s) but all others who might be involved in, and affected by, the event. It can be generated from the 'scoping' exercise, and preparing one, or requesting one from the person or body that has asked that the event be organised, is vital before detailed planning begins. It should show, for example:

- The event owner and person(s) responsible for organising and coordinating the event
- The aims, objectives and expected impact/value of the event
- A brief outline of what the event will consist of, or how it will run
- A simple, preliminary budget, showing available funding, expected revenue and a broad, conservative, estimate of costs
- The estimated size and composition of the audience or attendees
- An preliminary assessment of the promotional and media needs
- Any special considerations (eg VIP security, timing, food, external factors)
- Any likely issues or risks; and
- Organisational/task timeline (optional).

The University now has a standard '**Event Synopsis**' form, available for download from the MPA web page, which covers many of these areas. Events organisers are requested to use this form to provide a standard notification of events; it is also a very useful basis for your planning brief.

Event Synopsis: Appendix 1
or from www.une.edu.au/mpa/events/

1.3 Progress Reports and Event Briefings

Once the event has been approved or organisation is under way, it is important to keep stakeholders/event owners up to date. This can be done by e-mail, perhaps using the planning brief headings as a checklist, monthly or once or twice during the organisational cycle leading up to the event. Alternatively, it may be productive to hold a meeting to iron out organisational matters as well as report on progress.

An event briefing should be held shortly before the event (if this has not been incorporated into progress meetings). If possible, all those with roles in the event should attend. Organisation of the event should be covered point by point to ensure nothing has been forgotten and no potential problems have been overlooked. People responsible for different areas should report on their own readiness and progress. If possible, a checklist for every item requiring action should be checked off. Final briefing notes and phone contact lists can be circulated to all involved.

1.4 Contingency Planning

The unexpected – whether small or large-scale, political, economic, technical – can threaten dire consequences for events when dates and travel arrangements are fixed and the capacity for changes is limited. Unexpected weather events such as floods or even fog, can play havoc with the best-laid plans.

It is essential, therefore, to have contingency plans for certain eventualities, however unlikely. Depending on the kind of event, these could include:

- Transport delays including fuel shortages, strikes (How could you help stranded participants?)
- Food poisoning or contagious illness (requiring knowledge of available medical resources)
- A disaster elsewhere (requiring unexpected communications and/or transport needs)
- Cancellation of venues (even if you do DOUBLE CHECK your bookings) eg due to flood technical fault such as data projector
- 'No-show' of key speakers or participants (Who could fill the gap? How could the program be changed to still be productive?)
- Consequent effect on attendance (How could the program or activities be changed to still be productive? Be creative: eg it could be an opportunity to form working groups.); and
- Sudden illness or incapacity of key organisers - or even staff with minor responsibilities. (Who could step in? Is there a paperwork/to do lists/ contacts someone else could easily pick up?).

If matters such as these are even partially considered, and some provisions made, this will save time at the very least.

1.5 After the Event

Evaluation

Evaluation is an important part of the event management process. The size of the event and the information you have on your audience will determine the evaluation method used. A formal evaluation procedure will ask participants and attendees about their satisfaction levels with venues, speakers, catering, access, parking, publicity and pre-event information.

A round-table debrief with key members of staff involved in the event is often very useful. A quick phone call or debrief with the host, caterers etc. is also worthwhile. Prepare a post-event report even if it is brief. This can assist with managing future events by avoiding mistakes and building on successes. Be clear about anything that went

wrong. It is important to address the budget (and particularly any areas of cost over-run) in your report. Highlight areas where additional funds should be sought for future events as well as areas where funds set aside were not used.

Thanks

After the event, formal written thank-you letters should be issued to speakers, sponsors and others who have worked extensively on the event. This is crucial for relationship building and future activities the event may foster. Also offer informal thanks to others who have assisted – a phone call or email will suffice. A thank-you email is appropriate for services as it can be circulated to a service team and forwarded on. All letters of thanks should be sent out as soon as possible following the event.





2.1 Formal Procedures and Protocols for Events

The University conducts events year-round, often on a daily basis, and they present an opportunity to promote and enhance the University's achievements and assist it in reaching its teaching, research, enrolment and community objectives.

Formal procedures and protocols are therefore necessary in the planning of events, no matter what the size, to ensure these needs are met and so that each participant, whether a keynote speaker, special guest, support staff or organiser, knows their role and how the event can be expected to run. In addition, they enable other units of the university to be aware of the event and support it appropriately. Rather than being a burden, these formal procedures and protocols mean that organisers do not have to spend extra time 'reinventing the wheel'.

A complete guide to University Protocols for events is available from the Marketing and Public Affairs page on the UNE web site (see below). It defines, and provides details on, procedures for planning a UNE official or major event, including:

- Events involving, or hosted by, the **Chancellor or Vice-Chancellor**
- **Invitations**, including **distinguished guests** or **VIPs**
- The requirement for an **event synopsis**
- Consideration and review of **security** issues; and
- The requirement for an **event brief** confirming final arrangements and order of proceedings, etc.

University events protocols:
www.une.edu.au/mpa/events/

Events synopsis form:
Appendix 1 or www.une.edu.au/mpa/events/

2.2 Notification of Events

Information about all events and activities should be forwarded to the Directorate of Marketing and Public Affairs so that one central point of the University is aware of every activity. It also means the event can be promoted on the University Events Calendar (see below).

One important reason is to avoid clashes with other events at the desired time; another is that the University switchboard and administrative units can be provided with sufficient information to answer enquiries. Also, when an event involves a high profile person, group or celebrity, the University has time to prepare for media enquiries. (In such cases, Safety and Security may also be consulted.)

Event notification should be submitted to the Public Relations, Events and Projects Coordinator, Marketing and Public Affairs, via email. The following information will be required: name of event; date; venue; event contact/project owner; publicity requirements, if any.

Email for event notification:
events.pr@une.edu.au

UNE events calendar:
<http://calendar.une.edu.au/calendar/>

2.3 Security and Venue Bookings

Security notification for an event is initiated when a venue is booked through Facilities Management Services (FMS) for either ad-hoc room bookings or public entertainment venues. If an event is booked via a different service, FMS will need to be notified of the event. All booking enquiries or notifications can be directed to roombookings@une.edu.au or via telephone on 02 6773 3549 in the first instance.

Some events may require special security arrangements to be made in advance. These would include, but are not limited to, events at which:

- VIPs will be present
- Large crowds are expected
- Alcohol will be served (see section 2.4)
- Protest or demonstration is possible
- Access control is required
- Traffic control is required
- Special parking arrangements are needed.

Special security arrangements or additional security staff will need to be arranged via consultation with FMS at least ten (10) working days prior to the event. All enquiries can be directed to roombookings@une.edu.au or via telephone on 02 6773 3549 or to the Campus Services Manager. Any associated costs may be passed on to the event organisers at the discretion of FMS.

Campus Services Manager:

Email: fms-events@une.edu.au

Phone: 02 6773 2158

Room bookings:

www.une.edu.au/fms/campus-services/

Security:

Email: security@une.edu.au

Phone: 02 6773 2099

2.4 Alcohol

Any person wishing to serve alcohol at an event on campus, other than within the licensed premises of the Bistro or the Booloominbah Collection, must first obtain permission. All enquiries should be directed to roombookings@une.edu.au or via telephone on 02 6773 3549.

2.5 Public Entertainment

Any event to which admission is charged may be subject to regulations governing the provision of public entertainment. Any person wishing to conduct a public entertainment event must first obtain permission. All enquiries can be directed to roombookings@une.edu.au or via telephone on 02 6773 3549.

2.6 Student and College Events

Student and college events, in particular, require planning in conjunction with Facilities Management, and appropriate forms are available on their web page as follows:

www.une.edu.au/fms/links/campus-services/

2.7 Budgeting for an Event

The event budget is critical to event planning because it determines the choices and options available to planners and organisers. Be clear about the overall budget and any constraints, such as whether resources are available free or in kind, or if particular purchasing or ordering procedures (eg quotes) need to be followed.

In assembling a budget, include both definite and possible funding sources. For example, additional sources such as grants or sponsorships from government programs or professional bodies could supplement funds from your own unit or organisation. This will also help you to determine the need for admission or registration fees.

Possible cost considerations may include:

- Catering required
- Cost of venues
- Cost of printing materials, papers or proceedings, and invitations
- Whether advertising and promotion is necessary
- Whether accommodation is required
- Whether Fringe Benefit Tax applies; and
- Whether specialist staff or resources, eg sign language interpreters, are required.

Budget template: Appendix 3



2.8 Fundraising Events

Events raising funds for the University (for scholarship funds or small building projects rather than for charity, for example) should be checked with the Office of Advancement. If you or your faculty/department/institute are considering such a fundraising event, ensure you discuss it with the Office of Advancement at the start of the process. In addition, there are strict Australian Taxation Office (ATO) eligibility requirements regarding the use of dinners, performances, balls, galas, charity auctions and other events in fund raising if tax deductibility for contributions will be sought. Some events will require specific ATO approval in advance.

Office of Advancement:
Email: advance@une.edu.au
Phone: 02 6773 2870

2.9 Liability for FBT (Fringe Benefits Tax) and GST (Goods And Services Tax)

The University is liable to pay Fringe Benefit Tax (FBT) for employees on various expenses including entertainment. The definition of employee for FBT purposes is very broad and includes former, current and potential future staff and their immediate families. Be aware of the additional costs associated with FBT. The Financial Services Directorate can supply further information.

FBT and GST enquiries: twaqa@une.edu.au

2.10 Office of Advancement and Events Involving Alumni

The Office of Advancement must be notified of all events seeking to involve alumni to ensure that there are no planning clashes and that relations with alumni are always well-managed and appropriate. In addition, the Office of Advancement can assist with information and a database of the most recent alumni contact details. Please contact the Alumni Relations Officer in the Office of Advancement for more information.

Alumni Relations Officer:
Email: alumni@une.edu.au
Phone: 02 6773 3365

2.11 Sponsorship of Events

For some events it may be appropriate to seek external sponsorship, particularly those that require a large budget or which may be mutually beneficial to an external individual or company. Sponsorship of an event or activity can comprise in-kind support, financial support, or a combination of both. However, with sponsorship comes extra responsibility for the Event Organiser in all stages of the event process, including the planning, organisation, execution and post-event activities. The following elements should be taken into account when considering event sponsorship:

Strategic Planning

Consider the aims and objectives in relation to the purpose of seeking sponsorship, identifying and prioritising potential sponsors and determining a strategy as to your approach.

Sponsorship Agreements

These must include deliverable benefits from UNE to the sponsor, outline timing, terms and conditions and any other arrangements specific to the event. They should be included in the initial sponsorship proposal.

Restrictions on Sponsorship

A number of external individuals and companies are not suitable to sponsor a UNE event or activity. In general, these will be organisations that do not reflect the aims and objectives (image and philosophy) of UNE.

Management of Sponsorship

Professional and effective management of the relationship with the sponsor is vital as it will reflect on UNE and may either foster or hinder potential future relationships. Management of any sponsorship includes:

- Administration of arrangements, including how funds raised are to be accounted for and monitoring records
- Governance considerations, including allocating a person to manage the relationship with the sponsor and ensure all arrangements/contractual agreements are met
- Ongoing monitoring of the event process to ensure that what was agreed to is delivered and the event's outcome is what was proposed
- Evaluation. The success/outcome of the event and benefits both to the sponsor and UNE should be measured and reported on and included in your final event report. The



evaluation process should include feedback from the sponsor. The sponsor should be given a copy of the report; and

- Thank you. The sponsor/s should be formally thanked and acknowledged for their contribution and informed of the outcome of the event. All sponsorships must be approved by the relevant member of the Senior Executive for your area in advance. To discuss appropriate sponsorship arrangements, please contact the Office of Advancement.

Office of Advancement:

Email: advance@une.edu.au

Phone: 02 6773 2870

2.12 Managing Risk and OH&S

Risk management and assessment forms part of the normal management of UNE units, and normal operations (which often include events) may take into account risks associated with many activities, or at particular venues, which events may utilise. However, risks associated with events must be evaluated by organisers and ways of eliminating or managing them arranged prior to the event – this includes set-up, the event itself and clean-up. For example, where special effects such as pyrotechnics or chemical demonstrations are part of the event, a risk assessment must be undertaken and appropriate safe operating procedures must be followed. It may be necessary to contact FMS staff to have smoke and heat detectors isolated temporarily. Equally, protective clothing may need to be arranged for those cleaning up after an event, or who might be subject to exposure from the sun. Organisers must remember their responsibility to others in staging events, and OH&S considerations and planning applies as much to students, volunteers and visitors as to staff. Obtain advice from Risk Management or OH&S, who can also provide information on resources or assessment tools.

Risk Management:

Email: smyarev2@une.edu.au

Phone: 02 6773 3887

Web: www.une.edu.au/risk-management/

OH&S Officer:

Email: ohs@une.edu.au

Phone: 02 6773 3232

Web: www.une.edu.au/ohs/

2.13 Insurance

While UNE's insurance and workers compensation provides cover for staff and students in most

situations where they are carrying out their usual roles, including the organising and staging of events relevant to these roles, there will be times when, for example, the use of contractors and/or specialist materials and equipment may require specific agreements to be in place. Indemnity and insurance issues, including public liability, may need to be considered depending on the type of event and those attending or providing services. The insurance section of the Financial Services Directorate can provide advice.

Insurance queries:

Email: insurance@une.edu.au

Phone: 02 6773 5056

Web: www.une.edu.au/finance/

2.14 Working with Students and Volunteers

Much of the above applies to working with students and other volunteers. Broadly, those assisting with or taking part in an event associated with the University (especially if held on campus) are covered by UNE policies and insurance (although not workers compensation). Note that if you are travelling off-campus, however, different arrangements may be required. Check with the Insurance Officer for further advice.

2.15 Legal Matters and Contracts

It is important that your event does not expose the University – or yourself or others personally – to legal risks. While this is not an issue in the usual course of events and when staff or students are operating in their usual roles, be aware of actions taken, or commitments made, outside the University. UNE's legal staff can advise on the need for agreements, appropriate language or contracts. Note, however, that the University does not normally provide specialist legal advice on matters relating to events unless these are designated official events.

UNE Legal Office:

Email: legal@une.edu.au

Phone: 02 6773 4210

Financial Services (contracts):

Email: procurement@une.edu.au

Phone: 02 6773 3914

University Counsel:

Email: unisec-counsel@une.edu.au

Phone: 02 6773 5233

2.16 Sustainability and the Environment – Planning ‘Green’ Meetings and Events

UNE has made a commitment to enhance environmental literacy and to achieve greater environmental sustainability by implementing the Talloires Declaration. It therefore seeks to ensure a high level of awareness of environmental sustainability; achieve a culture of sustainability at UNE and, by example, environmentally-responsible citizenship throughout the community; ensure the best management of natural resources and re-establish biodiversity on UNE property and in the New England region; achieve the integration of the concept and ethos of environmental sustainability throughout the curriculum across UNE, and extend environmental education to schools and the community.

This commitment means event organisers must consider carefully how their event can be managed to minimise the impact on the environment – it is also an opportunity to set an example for others and show-case your own environmentally-friendly solutions. Not only are the potential savings to the environment immense but the impact on the event budget can be significant – and also on that of the University and the community in the long term. Explore opportunities for reducing, reusing and recycling before, during and after the event, and check with FMS about recycling options as there are many areas in which environmental impacts can be reduced. For example, you could

- Collect name tags and other items afterwards for reuse
- Use water dispensers and biodegradable cups instead of plastic water bottles
- Encourage car-sharing and public transport
- Calculate food requirements carefully to reduce waste
- Use seasonal food, sourced locally
- Avoid plastic cutlery and crockery (or use recyclable) as well as small sachets
- Limit handouts and merchandise
- Conserve paper (and use recycled paper); and
- Consider used, recycled and recyclable materials for gifts, decorations, exhibition materials etc.

A new British Standard, **BS 8901:2007 Specification for a Sustainable Event Management System**, has been specifically designed for the Events Industry in the UK but is applicable here. This Standard sets out the requirements for planning and managing sustainable events of all sizes and types, providing a systematic approach to addressing sustainability with regards to issues such as climate change, air quality, water and land use, biodiversity, emissions to water and land and procurement.

More information: www.bsigroup.com.au/

Many other resources exist to help with information and ideas on sustainability. For example www.geca.org.au/

A useful site published by the University of Melbourne shows how it is also possible to reduce the impact of print materials on the environment. This can be accessed at www.marcom.unimelb.edu.au/

FMS
(Campus Services Manager/Environment Officer):
Email: cipkendz@une.edu.au
Phone: 02 6773 2066

UNE and the Talloires Declaration:
www.une.edu.au/talloires/

2.17 Cultural Inclusivity

A culturally inclusive event is one where students and staff aim for culturally sensitive behaviour and activities, and where differences are valued and explored. UNE has a commitment to cultural diversity and you should always bear this in mind when planning your event – and that it does not just apply to noticeable differences in people, or visitors known to be from other countries.

2.18 Cultural Sensibilities

Even within relatively homogenous groups, many differences of background, ethnic tradition and language may in fact be present. This is multiplied in the case of overseas participants or where, for example, Indigenous visitors from another part of Australia are present. It helps for organisers always to expect cultural differences and ask themselves where provision may need to be made; for example, it may be normal to ensure a vegetarian option is available when catering or choosing a restaurant but more specific requirements may be determined by a politely-worded question in an invitation or conference pre-registration. More than anything, organisers should expect differences in people and be willing to develop their knowledge and awareness of it so that all visitors can avoid embarrassment and feel comfortable, even in an unfamiliar environment.



Keys to Successful Event Management

Successful event organisers (and hence successful events) depend on some key qualities. The importance of cultivating these, or looking for them in others you might ask to assist you, cannot be overstated.

1. **Sense of ownership.** The first is a sense of ownership and a willingness to take responsibility for the success of the event. This personal commitment, which can be an exciting one if approached positively, will help you employ other necessary qualities and keep you focused and motivated, especially when under pressure.
2. **Communication skills.** The second is communication skills. An event organiser becomes the hub of a network of communications that all relate to each other, and any confusion or lack of detail or consistency in instructions can create a ripple of consequences, ranging from the embarrassing to the disastrous. 'People' skills are also integral: others will always provide their best efforts and support if you are appreciative and polite.
3. **A systematic approach and attention to detail.** Closely related is a systematic approach and attention to detail: actual organisational skills. Tools such as timelines and checklists can assist by providing ways to monitor progress, establish and meet deadlines, and manage detail; a contact list, which you will generate as organisation of the event progresses, is vital, and may include contacts for speakers, key organisers or support people and services. Other lists, such as of equipment, can also be essential organisational tools. With the exception of very large scale events (which may require project management expertise) these skills can be easily learned with enthusiasm and commitment to the task. However, no event will proceed smoothly if you take a casual

attitude or do not assume full responsibility for every aspect of its organisation – your lack of planning should never be someone else's emergency.

4. **A team player.** If organising in a team, ensure responsibilities are clearly allocated – but be ready to assist colleagues with their tasks if necessary, for example by answering calls in their absence or hosting visitors. Take the initiative (appropriately) if, for example, some important matter is overlooked by someone else. The success of any event depends on mutual support.
5. **Avoid being indispensable!** A qualification to the above: avoid being indispensable or over 'controlling'. As well as adding extra pressure, you risk becoming a lynchpin for the event's failure as much as its success. Ensure you know who could step into your shoes in an emergency, brief others regularly on your progress (and problems) and keep your arrangements well organised (and backed up, particularly if you work from a laptop computer) for example in a series of folders on your desk or an accessible filing cabinet should the unthinkable happen. Finally, don't just keep things in your head – put them on paper or on file!

Some sample checklists and templates are provided as appendices.

3.1 Scheduling

Suitable dates, seasons and times, as well as key venues, transport and accommodation availability, for your event should be canvassed in the planning stage.

Setting them is the foundation on which everything else depends, so book or set these at the earliest possible opportunity; this may mean booking even before the event has been given the final go-head. Ensure you receive confirmation in writing of your bookings, and, especially for accommodating or catering, provide an update of expected numbers

as early (or frequently) as possible—as your event depends on these basic matters, make sure your communications are clear and timely.

Consider the optimum day of the week, time of day or time of the year to hold your event to ensure maximum reach to your target audience. Also, consider other events being held at the University and in Armidale, as well as religious or cultural holidays that may affect your event. Also consider if your event is likely to have an impact on the UNE community; if it is taking place during session, could it have an impact on staff and students—for example with parking, accessibility, disruptions and noise? If so, you should consider what measures could help ameliorate these. Also consider:

- The availability of senior University staff or VIPs if appropriate (eg Chancellor, Vice-Chancellor, Deputy Vice-Chancellors etc.)
- Whether preferred speakers and venues are available
- The budgetary implications of the scheduling of the event (eg staff overtime, out-of-hours building hire costs, building supervision)
- That you have allowed for the fact that most speakers run overtime; and
- Whether there are other events that coincide with yours or cover similar subject matter on the week before or after your own event.

For a current listing of scheduled events go to

UNE events calendar:

<http://calendar.une.edu.au/calendar/>

or via UNE home page.

What's on in Armidale:

www.armidaletourism.com.au/

3.2 Selecting a Venue

University venues are available in Armidale at the main northern campus and also at the C B Newling Building, or Old Teacher's College (OTC). These are preferred venues for events associated with the University and can be booked through Facilities Management on-line; this booking process also flags security and access needs, as well as other facilities such as audio-visual aids. Some floor plans and accessibility details are also available online.

Large venues include Lazenby Hall and the Arts Theatre, both of which are comprehensively equipped. Book as far ahead as possible, noting that, while term breaks may free some venues this is also the time when other events may be competing for their use.

A multitude of smaller venues, from meeting rooms to video-conferencing suites, are available within

the University and individual faculties. Some, such as the Booloominbah Collection, may be booked for more informal events as well as private use, especially where food and drink are required.

Off-campus venues may include the Armidale Town Hall, managed by Armidale Dumaresq Council. In addition, college facilities in the UNE residential system are available for meals and accommodation, depending on the time of year.

Factors that are relevant when considering a venue include:

- Type and extent of the seating capacity
- The presentation and multimedia/audio-visual facilities available and any support required (You may need to 'scope' this in planning or from event participants). The relevant Faculties and Schools can provide further information about venues they manage; Information and Technology Services may also be able to assist in helping you plan for your requirements.
- Whether catering or food is required
- Whether other venues are required for pre- or post-event functions
- Whether the event requires audio (or audio-visual) links to nearby/alternate venues (to cater for overflow and un-ticketed events)
- Availability and proximity of parking; and
- Whether the venue provide suitable access for aged and/or disabled people. (Staff should be provided to guide visitors to lifts etc).

When requesting a venue booking, remember to allow sufficient time before and after your event to allow for set-up and pack-down of any special equipment required for the event.

While organisations and community groups may hire rooms at UNE, including the C B Newling Building, they must first register with the University. In addition to completing the forms required, the hirer needs to also provide the University with a copy of the hirer's Public Liability Insurance which must have a minimum of \$10 million public liability cover. Further information about registering can be obtained from the contacts below.

Venue availability and booking:

www.une.edu.au/fms/campus-services/

Enquiries:

Email: roombookings@une.edu.au

Phone: 02 6773 3549

College accommodation:

Phone: 02 6773 1301

The University's policy relating to the public use of theatres and halls can be downloaded at www.une.edu.au/policies/fms.php



3.3 Grounds Use

Most external spaces on-campus are available for University events provided a booking form is submitted and University procedures are followed. Note that alcohol cannot be provided without a permit. If you are using an external space develop a contingency plan for inclement weather. Information regarding grounds use can be obtained from FMS.

Enquiries:

Email: roombookings@une.edu.au

Phone: 02 6773 3549.

3.4 Technical Support at Venues

Be aware that technical support for many venues is managed by support staff within the academic schools that primarily use them. However, as well as providing information on the facilities available at the identified venue(s) through their web pages, FMS can also provide details of whom to approach for technical support, such as microphones or data projectors.

Enquiries:

Email: roombookings@une.edu.au

Phone: 02 6773 3549.

3.5 Accessibility

When organising an event or venue, attention should be given to ensuring that the venue, including nearby parking and toilets, are accessible to participants with a disability. Information on the accessibility of the University, particularly shared learning spaces and common meeting rooms, can be obtained from FMS. Other considerations include, for example, checking whether an audio loop is present to assist people with hearing impairments.

It is extremely useful to include a statement in promotional materials that requests individuals to identify any specific requirements in advance. Further advice may be obtained from the Disability Unit.

Disability Unit:

Email: disability.unit@une.edu.au

Phone: 02 6773 2897

3.6 Transport and Accommodation for Visitors and Attendees

When planning events which require transport and accommodation of attendees (see separate section for invited speakers or special guests), ensure you have first considered scheduling and timing to ensure likely availability of the services you need depending on the season, time of year in the academic calendar, holidays, competition from other events and so on. If such services are required, see the links below for a list of useful contacts. The Armidale Visitors' Centre can provide not only information, accommodation suggestions, online bookings and handouts, but

also a wealth of information for organisers. For on-campus accommodation, contact UNE Conference Services. UNE's preferred travel agent for those travelling on University business is New England Travel.

UNE Conference Services

Email: conferences@une.edu.au

Phone: 02 6773 2154

Armidale Visitors' Centre

Web: www.armidaletourism.com.au

Phone: 02 6772 4655

Qantas/QantasLink

Web: www.qantas.com

Phone: 13 13 13

CountryLink (Rail)

Web: www.countrylink.info

Phone: 13 22 32 or 02 6774 8630

Armidale Radio Taxis

Phone: 02 6771 1455

Edwards Coaches

Email: administration@edwardscoaches.com.au

Phone: 02 6772 3116

New England Travel

Web: www.newenglandtravel.com.au/

Phone: 02 6772 1722

3.7 Catering

The University has on-campus dining facilities and catering options managed by Services UNE, including the Booloominbah Collection. Residential Colleges also provide dining hall facilities.

Depending on your venue choice you may select your own in-house caterer or request an external provider (some venues require specific caterers to be used). You should notify caterers of any guests' special dietary requirements (for example vegan, vegetarian, Kosher, halal) and confirm approval of the menu and wine list by the host, along with your best estimate of numbers, a week beforehand. Final numbers for functions should be confirmed at least a day in advance. Your catering quotes will normally be based on a minimum headcount and your final bill will therefore increase as attendance figures rise.

If more informal arrangements are preferred, be aware that this can sometimes take more effort and ultimately cost more than paying someone to cater. It must also be remembered that whatever food is provided must conform to appropriate hygiene and food handling requirements.

The University has a duty of care to ensure that alcohol is served in a responsible manner at any function on campus; if alcohol will be served at your event, ensure bar staff are trained in Responsible Service of Alcohol (RSA) requirements and familiarise yourself with the relevant sections of the University's policy on the responsible service of alcohol.

Booloominbah Collection:

Email: venues@services

Phone: 02 6773 5122.

3.8 Inviting Speakers and Special Guests

When a speaker or special guest is invited, be sure to confirm the details in writing, such as:

- Event date/s, times and venue (and where parking is available, if required)
- Style, type and duration of presentation
- Any special requirements (eg audio/visual, dietary)
- Details of payments, if appropriate (specify in what form and when payment will be made, particularly for interstate and overseas visitors)
- Details of anticipated audience
- Other participants, including chairpersons and VIPs, likely to be in attendance
- A complete guest list, if appropriate, and a running order for the event; and
- Any other activities in which the speaker might like to participate while visiting and/or functions to which they are invited

Once this is done and details are confirmed, send all the information to the speaker, along with any briefing notes that may be helpful; eg about the audience, other visitors/VIPs/speakers present, relevant local factors or history, etc.

Ensure that speakers are formally introduced at the event. An appropriate staff member (the host or MC) should introduce the speaker—ask for background notes (or a CV) from the speaker in advance to ensure he or she can be introduced appropriately.

Speaker's costs and accommodation

Where the event organisers agree to arrange and cover the costs of the speaker's travel and accommodation, confirm the following details in writing with the speaker:

- What the University is offering and what it is prepared to pay for (eg 2 airfares and 2 nights accommodation)
- Arrangements for transport while in Armidale (airport transfers, transport to and from event etc.). Depending on the speaker and the type of event you may wish to provide a car and driver
- Whether the University will pay for meals, extras such as hotel mini-bar consumption and telephone usage
- Whether disabled access accommodation required; and
- When booking accommodation, advise the hotel of any special dietary requirements and request a smoking room if needed. When making travel arrangements for a VIP advise the travel agent of the VIP status, as airlines have their own protocols (including security) to follow when handling travel for VIPs. The University has a preferred travel agent, New England Travel (02 6772 1722).

Gifts

You may wish to purchase a gift for the speaker. Depending on the event and the host's wishes it could be presented formally (ie at the close of

formal proceedings) or informally (ie. quietly at the conclusion of a dinner). Some UNE-branded gifts, or memorabilia, may be available at the Union Shop on campus if this is appropriate.

Planning for a 'no-show'

Even if a key speaker does not need to travel far to the event, the unforeseen may still occur. Ensure that a contingency plan is in place so others are not disappointed or that the event can still be productive.

3.9 Copyright

Copyright issues must be considered if the event includes the use or presentation of any material created by other people such as images or music. For public events, copyright applies to any material created by a presenter such as a public lecture, accompanying materials, or music created for a performance. The presenter will generally own copyright in their original work presented at an event. However, if they have used any material created by other people, known as third party copyright material, permission will generally need to be given by the copyright owner(s) before these are used. Should the University wish to record or publish a presentation, copyright permission from the presenters and all third party copyright owners will need to be obtained. Copyright clearance should always be requested in writing (email communication is sufficient) and kept on file in TRIM. For further information, or if in doubt, contact the UNE Copyright Officer.

Copyright Officer:

Email: copyright@une.edu.au

Phone: 02 6773 3227

3.10 Invitations

Guest lists

Ask all relevant people and departments for their contributions to guest lists. This includes recommendations from the host, media liaison staff, the Vice-Chancellor's or Chancellor's Office (if appropriate) and outside organisations (if appropriate). It may be useful to request that guest list suggestions are supplied in spreadsheet format to facilitate handling and manipulation of data. Consider the ratio of external guests and University guests and carefully check for duplications, spelling and honorifics (the Australian Who's Who can be consulted for preferred titles). Consider inviting important alumni if relevant.

Invitations and ticketing

Invitations and correspondence should include (as relevant) correct dates, times, locations, dress code, a campus map if possible, and an RSVP date with a telephone number and mail/email address for response. Depending on the event, you may also need to provide advice about the transferability, or otherwise, of invitations/tickets.

The Production Services and Publications division of Marketing and Public Affairs provides a layout service for all material, including invitations. The use of this service ensures all relevant content is



included. Contact the Manager for details of these service and costs.

Invitations to lectures and social functions should normally be sent out a minimum of four weeks in advance with RSVPs required at least seven days prior to the event. If accepting RSVPs via email, consider replying to each email acknowledging receipt of the booking. Ensure you have the capacity to process RSVPs as this can be an additional burden on staff. Keep track of those who decline, as well as those who accept. If you are using voicemail to collect RSVPs, ensure your message is clear and asks respondents to leave a phone number in case a follow-up call is required. If you are mailing tickets, ensure your voicemail message or automated return email indicates a cut-off date, after which tickets will only be available for collection at the door. As soon as it becomes too late to post tickets, change the voicemail or email message. Produce a full list of acceptances to have on hand at the event—make multiple copies and distribute as necessary to speakers, ushers, University VIPs and Security. If you are strictly monitoring arrivals, have a complete list of guests who were invited, as some may arrive without having replied. If you are issuing tickets, ensure you plan seating to give priority to people with pre-booked tickets, and brief ushers and other staff accordingly.

Production Services and Publications:
Email: bmulliga@une.edu.au
Ph: 02 6773 2819

Registration and greeting

Many events will require registration and greeting of participants. This is particularly important when people travel long distances or do not know the local area. Ensure you have a table staffed continually during the registration period, provide name tags and information packages, and allow for late arrivals—provide a mobile phone number they can call with your invitation or acceptance.

UNE merchandise

It is often appropriate and desirable for UNE-branded merchandise to be made available or given to event attendees: for example t-shirts, caps, pens etc. UNE does not provide these freely but Marketing and Public Affairs can assist you in ordering them given reasonable notice.

Enquiries:
Email: marketing@une.edu.au
Phone: 02 6773 3638

3.11 Staging

Running an event offers a great opportunity to promote the University to the public and other key audiences. As part of event planning you need to consider the overall look and feel participants will experience. You should take into consideration how you decorate the venue and what material you use to brand your event. Banners and other branded materials (tablecloths etc) are available for loan (cost code required as security) or purchase from Marketing and Public Affairs.

Order of proceedings

For larger events a detailed order of proceedings should be prepared and distributed to the host, the speaker, relevant senior University officers as well as the Vice-Chancellor and/or Chancellor (if appropriate), University media officers and security staff. An order of proceedings should provide a timeline for the actual event, highlighting key activities in the day for senior officers and individuals with an official or formal role. It is useful to include phone contact details for the Event Manager, and if appropriate, phone numbers for key guests, the building supervisor and security staff. The order of proceedings should also include arrival and departure arrangements for VIPs and describe how formal introductions will be handled. Ensure that provision is made for speakers to be formally introduced at the event—a specific person (the host or MC) should have responsibility for this.

Enquiries:
Email: marketing@une.edu.au
Phone: 02 6773 3638

Table plans

A sit down dinner will require a table plan. Seek advice and approval from the host and other relevant parties regarding seating. Provide the dinner venue with a confirmed table plan and place cards at least one day prior to the event.

Name tags and place cards

Name tags are recommended for stand up events such as conferences and receptions. However, they are inappropriate for most sit-down meals and almost always inappropriate for distinguished VIPs. Place-cards are appropriate at most sit down meals.

Greeting VIPs

A senior staff member should be delegated the task of meeting VIPs on arrival and introducing them to other guests as required. A briefing note

on each guest and an order of proceedings should be provided to the senior staff member.

Personal presentation

First impressions count. The way you come across in the first few moments of meeting someone will establish how you and the organisation you represent are viewed. Therefore it is essential that you present a confident, professional and engaging face for UNE.

You don't need to spend a lot of money to look professional. Choose your attire carefully and pay attention to small details, and you will make a good first impression. Branded University clothing can assist in presenting a professional face of the organisation. Wearing a name tag will immediately identify you as a representative of the University, assisting visitors seeking advice or direction.

Ushers

Ensure sufficient numbers of suitable ushers are provided for larger and/or prestigious events. This means, for example, a minimum of one usher per 50 attendees (or part thereof) in a lecture/presentation environment is required (ie 60 guests = 2 ushers). Brief ushers before the event and consider providing them with written notes and instructions. Ushers' duties include:

- Controlling the flow of participants
- Being available at the entrances of the venue
- Providing seating assistance
- Regulating the entry of attendees to the venue to avoid congestion
- Assisting participants to exit the venue in a timely fashion
- Ensuring attendees don't sit on the floor, steps or block emergency exits; and
- Assisting in an emergency evacuation. Consider having counters to accurately assess crowd numbers.

If appropriate, ushers should place signs on the door stating that the venue is full and no further admittance will be allowed.

3.12 Welcome to Country and Acknowledgement of Country

The New South Wales Aboriginal Education Consultative Group Inc (NSW AECG Inc.) explains that a "Welcome to Country" is where the Traditional Aboriginal Custodians (in most cases the Elders) welcome people to their Land. This is a significant recognition and is made through a formal process. A "Welcome to Country" should always occur in the opening ceremony of the event in question, preferably as the first item. The "Welcome to Country" is conducted by a senior representative (or representatives) of the local Aboriginal Custodians who welcome the delegates, those in attendance, invited guests, staff and students to their Country. Protocols in relation to the performing of a "Welcome to Country" Ceremony are wide and diverse and can vary according to region and locality.

For UNE events that require 'Welcome to Country' by a local Aboriginal elder or community member, it is the responsibility of the event organisers to invite an appropriate person from the local Aboriginal community. This person(s) should be involved in, and be comfortable with the arrangements. It is recommended that the time and commitment of the community member be recognised and that they be paid for their role. In valuing and understanding this process, it is important to treat the performing of a "Welcome to Country" ceremony as a right of the local Aboriginal Custodians and not a privilege.

As a starting point, there is concise general advice on the protocol for events on the left-side menu on the UNE Oorala Aboriginal Centre homepage, which links you to 'Welcome to Country' NSW - AECG Guidelines'. The Oorala Aboriginal Centre may also be able to provide advice if clarification is required.

Acknowledgement of Country

An "Acknowledgement of Country" is a way that all people can show respect for Aboriginal culture and heritage and the ongoing relationship the Traditional Custodians have with the Land. For example, the speaker or chair of a meeting, session or function can begin by acknowledging that it is taking place in the Country of the Traditional Custodians. The following is a format suitable for use at UNE events:



I/We acknowledge and respect the culture of this land's traditional Custodians, whose stories have been part of this land and water since time began.

I/We pay homage to present Custodians, and their Ancestors, who treated this land and water with respect, through wisdom and understanding that ensured resources for our sustainability.

(Due to cultural sensitivities it is recommended that specific reference to country and tribal names be omitted from the Acknowledgement.)

Oorala Aboriginal Centre:
Web: www.une.edu.au/oorala/
Phone: 02 6773 3034

3.13 Parking

On-campus parking is available to the general public in the western, northern and eastern car parks in the academic area and in college car parks adjacent to residential facilities. The University operates a Restricted Parking Area and a Pay Parking Scheme in which Restricted Parking is in operation 24/7, whilst pay parking operates between 8.00am and 4.30pm weekdays (excluding public holidays). As such, it is the responsibility of any person who brings a vehicle onto campus to comply with the UNE Traffic and Parking Rules and associated policies and procedures. Anyone not parked in compliance with the Rules may be issued a Penalty Notice.

Detailed information about parking can be seen online at www.une.edu.au/fms/campus-services/ or brochures can be obtained by contacting Parking Administration by email at parking@une.edu.au or via telephone on 02 6773 3161.

Visitor Parking

Visitors can park in any 'timed bay' (1/4hr, 1/2hr or 2hr), free of charge. If not parking in a 'timed bay' visitors must obtain a parking ticket from one of many Parking Ticket Machines located around campus. Parking tickets allow visitors to park in either a 'Lime Green Permit Holders Only' parking space or a 'Blue Permit Holders Only' parking space and must be clearly displayed at all times whilst parked on campus.

Several Mobility Parking spaces are available on campus for those who hold a RTA Mobility Parking Scheme card. Visitors must clearly display their Mobility Parking Scheme card at all times.

Special Event Parking

Special Event parking and VIP parking arrangements can be made upon request. To arrange special event parking or VIP parking on campus please contact Parking Administration by email at parking@une.edu.au or via telephone on 02 6773 3161, at least ten (10) working day prior to the event.

3.14 Emergencies, First Aid and Emergency Planning

Any emergencies that occur during an event must be immediately reported to Safety and Security on 02 6773 2099 (who can also provide first aid), as well to the relevant emergency service (where necessary) by phoning 000. Once this has been done and any injuries have been dealt with, it is important that the Public Relations Manager in MPA should be contacted (or a message left) on 02 6773 3771.

A First Aid Station is usually provided for large and official events (such as Graduation) and can be provided for other events at a cost. Where large venues such as Lazenby Hall are used, a room custodian trained in first aid is in attendance. However, first aid should also be planned for, especially if the event is large, outdoors or takes place in extreme weather. This can vary from equipping a first aid kit (and designating an appropriately-qualified person to provide first aid) to ensuring adequate supplies of water and/or sunscreen or organising a dedicated first aid facility. Safety and Security can provide advice on your options.

When setting up the venue, equipment, fixtures and signage should not impinge on emergency access, block fire-fighting equipment or obscure any emergency or procedural signage. Emergency equipment should be installed and an emergency exit route assigned. Maximum capacity of the venue should be determined to ensure that attendees do not exceed the venue's maximum capacity. The venue should be assessed for appropriate landings, balustrades and handrails. Assess any machinery, equipment or chemicals stored in the area that may be potentially hazardous. Event organisers not familiar with the layout of the venue should seek information on emergency procedures and evacuation routes from staff normally responsible for the venue. If the venue is not normally used as a public gathering place (for example a roof or basement storage area) assess the suitability of the venue. This assessment should include ease of access and exit for all people including those who are mobility impaired.

Safety and Security:
Phone: 02 6773 2099

3.15 Cleaning and Cleaning Up

While University buildings are cleaned regularly, and large venues such as Lazenby Hall may have dedicated cleaning arrangements in place, it is your responsibility to arrange cleaning for venues where special cleaning may be necessary, for example if food (where permitted) is brought into the venue. Special arrangements may need to be made to clean up after large, outdoor or public events. Contact the Campus Services Officer in FMS for further information or to discuss these requirements.

FMS (Campus Services Officer)
Email: cleaning@une.edu.au
Phone: 02 6773 2467



Good publicity and promotion is essential for the success of an event. You can use flyers, print or electronic advertising, personal invitations or a combination of these. Consider your budget and target audiences. See below for further details; you may also wish to check the resources offered by Marketing and Public Affairs at UNE at the beginning of this guide.

4.1 Promoting Your Event

When developing a promotional plan consider the objectives of your event and how it relates to the University's strategic agenda. This, together with a profile of your target audience, will determine your promotional strategy. When preparing your audience profile take into account optimal numbers, who you wish to attract and your source (for example campus/non-campus), and the timing of the event. Also consider what materials might be required after the event (for example photographs of the speaker, audio and video recordings, transcripts etc) and how these may be used and distributed.

Very often, you will have not only a clear idea of the audience or potential attendees at your event but also direct access to them via professional publications or email lists, for example. When this is not, or is only partially the case, good promotion may be vital to making your event a success. While this can be costly, there are also a number of paths for web advertising opportunities, for example as a story on the main UNE web page, or via the alumni events. Promoting your event via email or SMS is also an effective way of reaching your target audience, although there are a number of restrictions the University must comply with when sending emails to students and the general public. The Federal Government's Spam Act 2003 includes a general prohibition on sending unsolicited commercial

emails. However, Marketing and Public Affairs may be able to promote your event to the mass media as a news story or issue a media alert. A further option, depending on your target audience, is social networking tools such as Facebook and Twitter.

If planning a large event, or where attendees are not known personally (or through professional or academic associations), carefully targeted direct mail can be very effective. The best results come when the recipient is already familiar with you, the University or the event. Relevant mailing lists that capture a particular profession, community group or alumni may be available: check with the Marketing and Events Project Coordinator or the Office of the Vice-Chancellor. A useful and often less costly form of direct mail is inserting a flyer or conference program into a relevant magazine or newspaper: see the Advertising Manager for more information. Remember that invitations should go out at least 4 weeks before the event. Advertising material will also need to be ready well in advance of the event itself. For information on UNE publications being produced (such as UNE Experience), and the possibility of including promotional material or information in these, contact Marketing and Public Affairs.

Public Relations Manager (Acting):

Email: events.pr@une.edu.au

Phone: 02 6773 3771

Public Relations Events and Projects Coordinator:

Email: events.pr@une.edu.au

Phone: 02 6773 2960

Marketing and Events Project Coordinator:

Email: events.pr@une.edu.au

Phone: 02 6773 3638

Alumni events:

Email: alumni@une.edu.au

Phone: 02 6773 3365

4.2 Use of UNE Branding

The University of New England name (including the UNE acronym), logo and coat of arms are integral components of the University's visual identity. Their use is managed carefully to protect the integrity of the UNE name and reputation, as consistent and appropriate portrayal is essential to building brand strength. It is therefore essential that event managers are aware of, and abide by, guidelines for its usage and depiction, and that these are used consistently in all printed and promotional material. Promoting a consistent corporate image of the University is vital during an event as it creates a strong first impression, adds considerable value to your event, and will support and strengthen the University brand in the minds of your audience. Remember to consider the layout of venues, for example, to determine the most effective use of University branded merchandise such as banners and tablecloths. Full guidelines on the use of UNE visual identity are available from the Brand and Advertising Manager, Marketing and Public Affairs.

Request to use UNE Brand Property by an external Third Party (Organisation or Individual)

Use of UNE Brand Property (University Logo, Coat of Arms, Name, acronym UNE etc.) must be carefully monitored in order to protect UNE brand value and equity. This is especially important in the case of external third party use, where UNE may provide an external organisation/individual permission to apply UNE Brand Property for the purposes of advertising an event, sponsorship and so on. UNE will protect University Brand Property and its reputation by only authorising third party use where an external organisation/individual agrees to UNE Brand Property Use, Terms and Conditions and has submitted a 'Request to use UNE Brand Property by an external Third Party (Organisation or Individual)' form. In the case of the Coat of Arms, the form requesting use of UNE Brand Property must be submitted to the Brand and Advertising Manager for consideration after which appropriate requests will be submitted to the Vice-Chancellor's Office for approval.

Brand and Advertising Manager
Email: brand@une.edu.au
Phone: 02 6773 3837

Visual identity guidelines:
www.une.edu.au/mpa/brand/

4.3 Print, Design and Production

The Production Services and Publications Unit in Marketing and Public Affairs offers a comprehensive service in relation to design and print requirements for your event.

They can make your job easier by assisting you with:

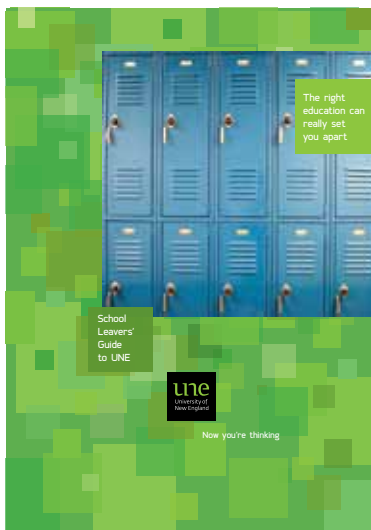
- Design and print management, including programs, brochures, flyers and posters
- Branded place cards, nametags, invitations etc
- Use of the branded publication template
- Finding suitable University images for use in presentations
- Photography, copywriting, proof-reading and editing; and
- Liaison with printers.

Ensure you allow sufficient time before your event to organise your requirements. Making preparations, roughly 3-4 weeks before the material is needed, will ensure that your publication and design needs are met in good time. The UNE Printery also offers an extensive service.

When producing printed material, consider the following checklist:

- Have you clearly identified your audience and the best way of communicating with them?
- Have you prepared a production budget for your event?
- Have you created a brief (audience, key message, budget, quantity, timelines) for your printed requirements?
- Do you have a schedule for production and design of support material? (Allow plenty of time as a rushed job will always cost more.)
- Have you considered the impact of your preferred design on your production costs? (The more complicated it is, the more it will cost.)
- Is your approval process straightforward? (The involvement of too many people may delay production.); and
- Have you requested a design mock-up, colour swatch and paper samples?





- Have you identified someone uninvolved with your event who can proof read the details (names, phone numbers, contact details, venues, addresses and dates)?
- If your event includes marketing-related material reaching an international audience, have you included the CRICOS provider code (00003G), authorisation, date of publication and any other regulatory information?

Manager, Production Services and Publications:

Email: bmulliga@une.edu.au

Phone: 02 6773 2819

UNE Printery

Phone: 02 6773 3588

4.4 Reaching an Internal Audience

Students

If your event is open to students, you should consider publicising it by using the notification function of the student portal, 'myUNE'. This allows students to be notified of events and activities without clogging their email in-boxes. It also allows students to delete or save the information according to their interest. Initial requests can be made through the Public Relations Manager.

Public Relations Manager (Acting):

Email: events.pr@une.edu.au

Phone: 02 6773 3771

Staff

A simple way to reach most staff is through internal mailing lists, especially 'une-events', which informs the University community of University and community events. The list is for announcements and notifications of matters that are relevant, or may be of wide general interest, to the University community. Matter posted to this list may be of a community, cultural or charitable nature. All members of the University community can elect to be members and can make posts once they subscribe. Non-University community members may be approved by the Director of ITD or nominee.

Subscription to une-events:

<https://mail.une.edu.au/lists/cgi-bin/listinfo/>

4.5 Mass Media Coverage and Liaison

Staff in Marketing and Public Affairs can assist with promoting events such as conferences, public lectures and handling media interviews. Planning ahead will maximise your chances of obtaining media coverage, and one month to six weeks of lead time is generally needed to plan a comprehensive media strategy. First, however, it is important to determine the primary purpose of your event. In general, events in themselves are not newsworthy. It is the content of your event—what you are announcing or who is speaking—that will determine the extent of media interest. Many events have multiple purposes, and therefore you should aim to communicate primarily with a range of stakeholders other than the media. However, if your main purpose is to attract media attention, contact the Public Relations Manager for some preliminary advice before booking venues, setting times and sending invitations. Although you may not be planning a media event, your topic, the scale of the event or significance of your speaker may generate media interest or controversy. If you are unsure of the kind of attention your event is likely to attract it is best to contact the Public Relations Manager. Matters to consider when coordinating your event and media plans include:

Event timing

- Plan your event for earlier in the week and in the morning if possible.
- Events held in the late afternoon or evening are very rarely attended by the media.
- Friday is often the most difficult day to attract media attention.

Visual interest

- Displays, demonstrations and interesting photo subjects improve your chances of media coverage.
- University signage should be on display at all media events, especially where TV crews/and or photographers are expected.
- Marketing and Public Affairs can arrange backdrop banners and signage which can be used during media launches.
- Schedule time into the program for a photo opportunity in an interesting location.

Media releases and event liaison

- If the Public Relations Manager determines an event is newsworthy, a media release will be drafted with your assistance and sent back to you and any other relevant stakeholders for comment. The media release will be sent to relevant media in the lead-up to the event and relevant individual journalists and media outlets will be contacted.
- Check with your speakers before the event that they are happy to give interviews. Brief them beforehand about the attending media's areas of interest.
- Media should be provided with embargoed copies of speeches and papers whenever possible. It is much easier to obtain coverage if journalists can be given copies in advance of an event, even if it is only a few hours. Always get permission from the speaker before you distribute his or her speech.
- Consider recording speeches to distribute to the media after the event. Again, ensure you have obtained the speaker's permission.
- Set aside a time and place for one-on-one interviews before or after an event. Check with your speaker or speakers that they are happy to give interviews. Radio interviews need to be done in a quiet place without background noise and preferably on a land line phone. Thank media representatives as they leave and ensure they have everything they need.

Pre and post-event media

- Be available. Pre-event and follow up interviews by journalists who cannot attend events are common.
- Make sure you are available for comment throughout the day of your event—from the early morning breakfast shift (breakfast radio teams are onboard from 5.30am—though most

won't call until 6am) to drive programs in the afternoon. Provide the Public Relations office with your mobile and home phone numbers for after hours contacts (media officers need these numbers but if preferred they won't be given to journalists). Leave your mobile switched on and check your voicemail regularly. Return all calls as promptly as possible.

Public Relations Manager (Acting):

Email: events.pr@une.edu.au

Phone: 02 6773 3771

4.6 Recording the Event

You may wish to record the event through photography, video or audio. Firstly, ensure that you have received permission from the speaker/s or author/s, and any other key participants, preferably in writing or by email. Recording facilities exist at a few UNE facilities—check with FMS. Video recording (from which audio can be obtained) may be requested through the Information Technology Directorate and 'still' photography through Marketing and Public Affairs. It should be noted, however, that availability of these limited resources and staff depends on overall University priorities – ie it may not be possible to absolutely guarantee their availability on the day. If recording is critical to your event, it may be worthwhile investigating commercial options.

Video technician (ITD):

Email: sdiluzi@une.edu.au

Phone: 02 6773 3378

Photographer (MPA):

Email: delkins@une.edu.au

Phone: 02 6773 3770

Image release form:

Web: www.une.edu.au/mpa/photography/

APPENDIX 1

UNIVERSITY EVENTS PROTOCOL

(excluding Installations and Graduations)

The University of New England conducts events on an almost daily basis. Events are an opportunity to promote and enhance the University's achievements and assist the University in reaching its teaching, research, enrolment and community objectives. The manner in which these events are conducted reflect the University's overall brand and reputation.

The following **protocol** outlines the procedures for planning a UNE official or major event (see definition at the end of this section), including:

- What the University is offering and what it is prepared to pay for (for example 2 airfares and 2 nights accommodation)
- Invitations to **VIPs** (see definition) to attend any University event which must be issued by the Chancellor or Vice-Chancellor. This also applies if the Chancellor or Vice-Chancellor is expected to have an official role or to host the event
- If the event is being **hosted by the Chancellor or Vice-Chancellor**, the invitation format and wording, and the proposed guest list, should be submitted to the Public Relations Events and Projects Coordinator, Marketing and Public Affairs who will ensure the appropriate stakeholder and brand approvals are obtained
- **A general guide as to whom should host the event.** If the event has a Minister or Government delegation attending, the Chancellor would generally host. If the event is at University business level, the Vice-Chancellor would generally host. (For example if the Minister for Education is attending - the Chancellor should host. If the Director of Education is attending the Vice-Chancellor should host.) Events at faculty level should be hosted by the relevant PVC Dean, at school level by the Head of School, and so on as appropriate. If in doubt as to the appropriate host for an event, event owners should contact the Public Relations Events and Projects Coordinator, Marketing and Public Affairs
- **An event synopsis** (see definition) which should be forwarded by the project owner to the Public Relations Events and Projects Coordinator, Marketing and Public Affairs prior to promoting the event and issuing invitations
- **Security** issues in consultation with Safety and Security; and
- **An event brief** (see brief) confirming final arrangements and the order of proceedings which should be provided to host (and other key stakeholders where relevant) prior to the event.

Definitions – UNE Official, Major and Public Events

UNE Official events include but are not limited to:

- UNE Council events – those events conducted as a result of a Council resolution, for example the renaming of a building
- Inaugural and Memorial Lectures
- Official visits by Parliamentarians
- Scholarships Presentations
- Such events are hosted by **either** the Chancellor or the Vice-Chancellor. However the Chancellor presides over **all** University Council events

- Graduation is also a UNE Official event. However protocols are addressed in separate **Graduation Protocols**.

Major events are functions that may:

- Involve VIPs (see also VIP categories)
- Attract significant media/public interest or generate controversy for example announcement of The Hobbit discovery or
- Pose a security risk including the attraction of potentially large audiences.

These events are hosted by **either** the Chancellor or the Vice-Chancellor.

Public events are functions that may include:

- Conferences
- Public lectures
- Book launches
- Seminars and
- Other events involving members of the public.

These may be organised either by the University, the UNE Conference Company, the residential colleges, students, student bodies or by the faculties or schools.

VIP categories:

- These may be Government (members of parliament)
- Royalty, vice-regal representatives and international dignitaries
- Ambassadors, High Commissioners, Diplomats and relevant senior public servants
- Chairpersons/chief executive officer of major companies and organisations
- High profile and notable academics (Nobel prize winners, presidents, chancellors, vice-chancellors or equivalents of other universities)
- Directors of major research centres
- Religious Leaders/Heads of Churches
- High profile alumni
- High profile donors; and
- High profile private individuals.

ANY event taking place at the University may reasonably be of interest to the senior officers of the University. The organiser of any event on the University campus that may involve members of the public should inform the Marketing and Public Affairs Directorate so that the event can be promoted on the **University Events Calendar** to the rest of the University and the wider community where appropriate.

Definitions – Event Synopsis and Briefing

The **event synopsis** should include the following details:

- Event (nature and purpose)
- Proposed date
- Time
- Duration
- Venue
- Proposed mode of conduct of the function
- Proposed guest list
- Anticipated attendance figures
- Publicity requirements
- Project owner and contact information; and
- Any special arrangements.

The **event briefing** is issued to the event host and key stakeholders prior to the event and should **confirm final** event arrangements including:

- Event overview (including nature and purpose)
- Date, time and venue
- Order of proceedings

- Attendees
- Apologies
- Recognitions and Speaking points, where relevant; and
- Any special arrangements.

Determining who presides over UNE Official and Major Events

- PRIOR to any public announcement or issuing of invitations the **project owner** is to provide an event synopsis (see definition above) to the Public Relations Events and Project Events Coordinator, Marketing and Public Affairs.
- The Public Relations Events and Project Coordinator, Marketing and Public Affairs will review, ensure complete and submit event synopsis to the Vice-Chancellor's office. The Vice-Chancellor's Office will liaise with the Chancellor and Council Services Unit to review, and confirm who will host the event, the availability of senior officers to participate as well as provide input into the nature of the function, invitation lists, and mode and conduct of the occasion, where relevant.

Events involving the Chancellor or Vice-Chancellor

Once the host of the event has been confirmed, the project owner is to provide:

- An **event briefing** to the host (and any key stakeholders) prior to the event (see definition above). The host must have had prior opportunity to determine the nature of the function, invitation lists and mode and conduct of the occasion
- Must be appropriately acknowledged as host of the event
- Invitations must be issued in the name of the host (either the Chancellor or Vice-Chancellor) and their form and content cleared in advance through the Vice-Chancellor's Office
- Ensure sufficient time (**three to four weeks** prior to distribution) is allowed for invitation letters (where appropriate) to be sent to his or her office, signed and returned for mailing.

If the occasion is not an official University event and the Chancellor or Vice-Chancellor attends as a **guest** rather than host (for example, if he/she were to give an after dinner speech at a school dinner), the Vice-Chancellor should still be provided with an event briefing.

There will be occasions when both the Chancellor and Vice-Chancellor will be present. Arrangements in such cases should be cleared through the Vice-Chancellor's Office. Vice-Chancellor's office will liaise with the Chancellor and Council Services Unit.

University Events Protocols as set out for the Chancellor and Vice-Chancellor apply equally to their **delegate/s** (Deputy Chancellor, Deputy Vice-Chancellor or other nominated representative) for any occasion at which he/she officiates, or is present as a delegate.

Conferences and other Public Events in the University (not involving the Chancellor, Vice-Chancellor or VIPs)

The University switchboard and the administration commonly receive enquiries about conferences and other events. It is important that all events taking place at UNE are included in the UNE Events Calendar so enquiries from the general public can be properly

directed. An **event notification** should be submitted to the event coordinator, Marketing and Public Affairs via email on events_calendar@une.edu.au. The following information should be provided:

- Event overview (brief)
- Date and time
- Venue
- A general indication of the size and nature of attendees
- Project owner and contact information; and
- Publicity requirements, if any.

For further information regarding University Events Protocols

Contact:

Public Relations Events and Projects Coordinator
Public Relations and Corporate Communications Unit,
Marketing and Public Affairs

Tel: 61 2 6773 2960

Email: events.pr@une.edu.au

Invitations

Only the Chancellor and Vice-Chancellor have the authority to invite guests to official university functions or major events. The invitation format and wording, along with the **final** guest list, should be submitted to the Public Relations Events and Projects Coordinator, Marketing and Public Affairs who will ensure the appropriate stakeholder and brand approvals are obtained and then forwarded to the Vice-Chancellor's office for approval prior to printing and distribution.

Distinguished Visitors

Any invitation to any VIP, including distinguished international visitors to participate in a University function must be sent from the Office of either the Chancellor or the Vice-Chancellor, as relevant.

UNE Council

Once invitations have been produced, they should be issued to members of the University Council through the Secretariat. The requisite number of invitations should be provided to the Secretary to the Council no later than **two to three weeks prior** to ensure that they can be forwarded to Council members well before the event is scheduled to occur.

Public Event

For an event on campus which is not a University function as such (for example a national conference of a professional association) the invitation would normally be issued by the appropriate **office bearer of the group** concerned. However, it is important on these occasions that the Public Relations Events and Projects Coordinator is informed of the invitation, as the University may wish to take the opportunity to entertain the visitor or to involve him / her in a more general way during the visit.

Event coordination

Please be advised that except in the case of events for which Marketing and Public Affairs is specifically budgeted, event owners are normally responsible for coordinating their own events, including catering, venue hire, etc. MPA is able to provide general advice on running events and may under certain circumstances (given appropriate budget and prior negotiation) be able to assist with the event itself. Please contact the Public Relations Events and Projects Coordinator for further information about event services offered by MPA.

APPENDIX 2

UNIVERSITY EVENTS PROTOCOLS (excluding Installations and Graduations)

SENIOR EXECUTIVE BRIEFING EVENT SYNOPSIS

TO BE COMPLETED BY EVENT OWNER/PROPOSER

Return completed form to: events.pr@une.edu.au

Name of Proposed Event:			
Nature and Purpose of Event:			
Proposed Timing:	Date	Day	
	Time	Duration	
Proposed Venue: Please mark with an x	<input type="checkbox"/> Lazenby Hall <input type="checkbox"/> Ooral Centre <input type="checkbox"/> Booloominbah Lawns <input type="checkbox"/> Arts Theatre <input type="checkbox"/> Courtyard <input type="checkbox"/> Library	Other, please identify:	
Organising/Host: Faculty and School or Directorate			
Event Owner Name and Position:			
Event Owner Contact numbers:	(Business/hours)	Mobile	Email
Recommended University Host: Please mark with an x	<input type="checkbox"/> Vice-Chancellor <input type="checkbox"/> Chancellor <input type="checkbox"/> Deputy Vice-Chancellor <input type="checkbox"/> Deputy Vice-Chancellor (Research) <input type="checkbox"/> PVC (A) or PVC/Dean (please specify) <input type="checkbox"/> CDO <input type="checkbox"/> COO <input type="checkbox"/> HOS (please specify) <input type="checkbox"/> Other (please specify)		
	If you are unsure who the University Host should be, please consult www.une.edu.au/mpa/events/Protocols for guidelines or pr.events@une.edu.au for further assistance.		

<p>If the Chancellor or Vice-Chancellor will be attending the event, mandatory speaking notes including:</p> <ul style="list-style-type: none"> <input type="checkbox"/> event overview (including nature and purpose) <input type="checkbox"/> date, time and venue <input type="checkbox"/> order of proceedings <input type="checkbox"/> attendees <input type="checkbox"/> apologies <input type="checkbox"/> recognitions and speaking points, where relevant <input type="checkbox"/> any special arrangements <p>are to be provided 5 working days prior to the event to chancellor@une.edu.au, vc@une.edu.au and events.pr@une.edu.au</p>		
<p>Master of Ceremonies</p> <p>Who will introduce the Chancellor or Vice-Chancellor?</p>		
<p>Proposed mode of conduct of the Function and/or order of proceedings:</p>		
<p>Proposed guest/invitation list:</p> <p>Please list any VIP and identify general categories or where available provide full list as an attachment</p> <p>Final invitation distribution list will need to be approved prior to issuing</p>	<p>VIPs – refer definitions in University Protocols</p> <p>Please list.</p>	<p>Indicative categories Mark with an x</p> <ul style="list-style-type: none"> <input type="checkbox"/> UNE Council Members <input type="checkbox"/> Alumni <input type="checkbox"/> Donors <input type="checkbox"/> Students <input type="checkbox"/> General Public <input type="checkbox"/> Senior Executive <input type="checkbox"/> Heads of School <input type="checkbox"/> Directors <input type="checkbox"/> Academic Staff <input type="checkbox"/> General Staff <input type="checkbox"/> Media <input type="checkbox"/> Other – Please identify category:
<p>Other/Comments</p>		
<p>In whose name will the invitations be issued?</p> <p>Please mark with an x</p> <p>(Event Owners are responsible for issuing their own invitations which must conform to UNE Brand and Visual Identity Guidelines. Contact Production Services and Publications Manager bmulliga@une.edu.au for details)</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Vice-Chancellor <input type="checkbox"/> Chancellor <input type="checkbox"/> Other <p>Name of Host (if other):</p>	

Anticipated Attendance Figures:	<input type="text"/>	<input type="checkbox"/> Proposed seating plan attached (if applicable)
Publicity Plans or Requirements, if any:		
Do you wish the event to be listed on the UNE Calendar of Events?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Other Special Arrangements:		
Attachments:		
Submitted by:		
.....
Name	Position Title	Faculty and School/Directorate
		Date

TO BE COMPLETED BY MARKETING AND PUBLIC AFFAIRS

Proposed Timing: Review and advise re optimum timing for effectiveness of events	Following timing issues reviewed: <input type="checkbox"/> UNE Events Calendar <input type="checkbox"/> School and Public Holidays <input type="checkbox"/> UNE Principal Dates Comments on timing
Other Comments: Such as on nature or proposed form of event	
Event Form copied to:	<input type="checkbox"/> Deputy Vice-Chancellor <input type="checkbox"/> Deputy Vice-Chancellor (Research) <input type="checkbox"/> PVC (A) or PVC/Dean (please specify) <input type="checkbox"/> CDO <input type="checkbox"/> COO
Reviewed in Marketing and Public Affairs by:	
.....
Name	Position Title
	Date

TO BE REVIEWED BY THE COUNCIL SERVICES UNIT AND FORWARDED TO THE VICE-CHANCELLOR'S OFFICE

Review to Proceed with Event Approval is subject to the event being implemented in compliance with University Events Protocols	<input type="checkbox"/> Yes <input type="checkbox"/> No Comments
--	---

Comments on proposal and requests for modification or action where desired	
Further information requested Project owner to advise. Please list.	
Reviewed in the Council Services Unit by:	
.....
Name	Position Title
	Date

TO BE COMPLETED BY THE VICE-CHANCELLOR'S OFFICE IN CONSULTATION WITH THE SECRETARIAT

Approval to Proceed with Event Approval is subject to the event being implemented in compliance with University Events Protocols	<input type="checkbox"/> Yes <input type="checkbox"/> No Comments:
Comments on proposal and requests for modification or action where desired.	
Further information requested Project owner to advise. Please list.	
Reviewed in the Vice-Chancellor's Office by:	
.....
Name	Position Title
	Date

FURTHER INFORMATION OR ADVICE

- Refer University Events Protocols www.une.edu.au/mpa/events/
- For advice on University Events Protocols contact the Public Relations Events and Projects Coordinator, Marketing and Public Affairs on events.pr@une.edu.au or extension 2960

EVENT COORDINATION AND MARKETING SERVICES

- For advice on event coordination, as well as print and layout services for the preparation of invitations, and other printed materials such as an order of proceedings contact Marketing and Public Affairs.

APPENDIX 3

SITE/VENUE CHECKLIST

CRITERIA	NOTES	YES	NO
Event			
Date			
Site for Event			
Capacity of Venue			
Security			
Parking (Identify reserved areas)			
Lighting/Ventilation			
Proximity to Public Transport			
Location to relative accommodation			
Access for people with disabilities			
Availability of power/water/waste removal			
Number of toilets			
Facilities (Eg A/V Services)			
Restrictions			
Availability of site before and after event			
Ease of set-up			
Timeline to get site ready			
Technical and other assistance needed			
Shade and ease of movement around site			
Permits/permissions/legal requirements to conduct event			
Stage/Platforms			
Break-away areas			
Seating/Style			

APPENDIX 4

SAMPLE BUDGET TEMPLATE

FIXED COSTS	x 50	x 100	x 150
Venue Hire			
Speakers			
Production/Technical/Other			
Sound A/V			
Lighting			
Staging – materials/podium etc			
Printing – posters/menu/tickets/program			
Catering			
Gifts			
Staffing			
Photography/Video			
Airfares			
Accommodation/Meals			
Miscellaneous			
Contingency			
Other Fees			
TOTAL FIXED			
VARIABLE COSTS			
Catering			
C/T on arrival @ \$			
Morning Tea with cakes @ \$			
Lunch - Seated @ \$ -			
Buffet @ \$ -			
Working @ \$			
Afternoon Tea @ \$			
Pre-Function Canapés @ \$			
Dinner - Seated @ \$ -			
Buffet @ \$			
Beverage @ \$ PH			
Total Per Head @			
TOTAL VARIABLE			
TOTAL =			

APPENDIX 5

EVENTS CONTACTS

Organising Committee

MEMBERS NAME	LOCATION/ DEPARTMENT	CONTACT NO/EMAIL	RESPONSIBLE FOR
Event Manager			
Promotion			
Communication and Contacts			
Security			
Catering			
Accommodation			
Permits/Legal			

Stakeholder List

ORGANISATION NAME	CONTACT NAME	POSITION	CONTACT NO/ EMAIL	ADDRESS



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MATERIAL RELEASE FORM

I understand that video footage, audio recordings, photographic images, written material and testimonial statements of me are for free and unrestricted use by the University of New England for marketing, web and media activities including, but not limited to, advertisements, brochures, posters, display screens, for a period of five (5) years from the date below.

Job Title:
Job Date: _/___/___

Date: ___/___/___

Name: Signature:
(Please print clearly)

Degree:
(If applicable)

UNE College:
(If applicable)

Home Address:

..... Email:

Parental Permission:
(If applicable)

Name: Signature:

Address:
(If different from student)

Note: Although it is acceptable to photograph children under the age of 18 with parental approval for use in press releases, the images however may not be displayed on the web.

MARKETING AND PUBLIC AFFAIRS CONTACTS

Sarah Wilson

Manager, Marketing

swilson5@une.edu.au

Tel 02 6773 2114

Bev Mulligan

Manager, Production Services and Publications

bmulliga@une.edu.au

Tel 02 6773 2819

Leon Braun

Manager (Acting), Public Relations and Communications

lbraun3@une.edu.au

Tel 02 6773 3771

Susan Delpratt

Public Relations Events and Projects Coordinator

events.pr@une.edu.au

Tel 02 6773 2960

Anthony Wood

Faculty Marketing Officer, Arts and Sciences

awood24@une.edu.au

Tel 02 6773 3586

Anna Boston

Faculty Marketing Officer, The Professions

aboston2@une.edu.au

Tel 02 6773 2919

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