

Walk for Daniel

Event Guidelines

Daniel
Morcombe
FOUNDATION Inc.



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Walk for Daniel Guidelines

1.0 Introduction

If you are reading these guidelines you have probably decided to host a Walk for Daniel or you are considering the idea. For this we thank you. Your support of the Foundation is greatly appreciated.

2.0 About Walk for Daniel

The Daniel Morcombe Foundation held the first Walk for Daniel in November 2005. This Walk for Daniel is the Daniel Morcombe Foundation's "Day for Daniel" event.

It is held annually on the Day for Daniel in Palmwoods on the Sunshine Coast. The walk follows the same path that Daniel walked from Palmwoods to arrive at the Nambour Connection Road in Woombye, where he waited for the bus to the Sunshine Plaza before being abducted and murdered. The walk is approximately 4km long, starting at Sunshine Coast Christian College in Woombye and finishing at Briggs Park in Palmwoods.

There are now several Walk for Daniel's around Australia including Melbourne, Brisbane, Hervey Bay, Gold Coast, Launceston and it is anticipated that there will be many more in years to come.

The aim of this walk is to raise awareness of child protection, safety and harm prevention.

The objectives of Walk for Daniel are:

- To raise awareness about child safety and to promote a safer community for children
- To educate children regarding their personal safety
- To honour the memory of Daniel Morcombe

3.0 Steps involved in organising a Walk for Daniel

1. Put together an organising team
2. Select a walk route and start/finish venue
3. Select a date and time
4. Consult local authorities and landowners
5. Consult Police
6. Consider insurance and public liability requirements at both start and finish venues
7. Gain support from the community
8. Prepare a Walk Program, plan and budget
9. Promote your Walk for Daniel
10. Recruit Walk Assistants/Marshalls
11. Prepare risk & emergency management plans
12. Prepare run sheet
13. Identify and produce additional documentation as required
14. Communications
15. Evaluation & thank you

4.0 The Organising Team

It is wise to set up an organising team right at the beginning and to allocate areas of responsibility. The organising team will plan the event and make key management decisions. Other team members can be brought on to assist in delivering the event and implementing the plan.

Key decisions and responsibilities of the organising team will be as follows;

- Selecting the route and venues
- Preparing site plans, event plans and budgets
- Liaising with key stakeholders eg Local Council, Police etc
- Completing permits and licences

- Organising the program including entertainment, formalities, activities
- Marketing the Walk
- Managing the Walk Team
- Managing the finances of the event
- Preparing run sheets
- Preparing Risk Assessments & Emergency Management Plans
- Contingency Plans

Key roles would include;

- Event Manager
- Marketing Manager
- Site Manager
- Volunteer Manager
- Entertainment Manager
- Finance Manager
- Traffic, Transport, Parking Manager

If you are organising a small walk and have a small organising team you may combine these roles. The important point is to make sure the people in your team have been designated a role and understand their responsibilities. Each Manager needs to take ownership of their role.

5.0 Select a walk route and start/finish venue

The Walk for Daniel is a gathering of people for a common cause – child safety and harm prevention. The Walk can be any distance and start/finish at any point however it is easiest to organise an event with a circular route with your start and finish at the same point. Alternatively you can hold a linear walk in which you will require two separate venues for the start and finish.

Consider an easy route with a scenic element and start and finish points in open spaces, like a park or oval where you can provide entertainment/activities. Try to avoid closing roads for your event.

When choosing a start/finish place please take the following points into considerations:

- Is the space large enough to accommodate the crowd you are anticipating?
- Is there enough parking or public transport to the venue?
- Is your route/path suitable to accommodate your expected crowd?
- Is your route accessible for people in wheelchairs or people pushing prams?
- Are there enough public amenities?
- Will the venue still be suitable in wet weather?

Ensure you have a well defined start and finish point, so walkers know they have actually started/finished the event.

6.0 Select a date and time

The Daniel Morcombe Foundation Inc would prefer your event to coincide with Day for Daniel, which occurs on the last Friday of October, however it is not mandatory, so you can plan your Walk for Daniel an alternative date.

Avoid selecting a date that might clash with another event in your local area. Look on the internet, on event calendars and forward planners, to ensure there are no significant clashes.

If holding your event on a weekday, then you may aim to finish the event at a suitable time to allow participants to get to school or work by 8.45am. If holding your event on a weekend you could start and finish your event at a later time.

Also take into consideration the time it will take you to set up the event site. How long the walk will take to complete. How long it will take to pack up?

Take into consideration normal weather patterns and temperatures for the date selected. If holding your event in QLD in October, you can expect average temperatures of 25 degrees.

7.0 Consult Local Authorities & Landowners

You will need to find out who owns/manages the venues and roads you have selected and gain permission from them to use these spaces. Most public parks will be owned by local council so you will need to gain approval from local council to use them. This will include obtaining permits and licences. Site and or permit fees may apply. If you are planning to use school ovals and facilities you will need permission from the school. If you are planning to close roads you will need permission from your local council or the Department of Transport and Main Roads.

8.0 Consult Police

You should consult with your local Police to ensure they are in favour of you holding the event in the area you have selected. You may require the Police to provide assistance at the event. They can assist in traffic management, road closures and crowd management. If your event requires road closures you will be required to submit a road closure application to Police. Be prepared that there may be an expense to have Police present. Additional Police required for events are referred to as "Specials" and as such come with a special price.

9.0 Consider Public Liability and Insurance Requirements

You will need Public Liability Insurance for your event to protect yourself against anyone (participants/volunteers/general public) making a claim against you in the event of an accident. If you do not have public liability insurance consider partnering with a club or business who does have public liability insurance. The Daniel Morcombe Foundation will consider covering approved walks for public liability.

All contractors engaged to provide services for your walk should also have their own public liability insurance.

10.0 Gain support from the Community

Support from the community can come in many ways and for a number of reasons as follows:

- Speakers and VIPs
- Celebrities and local heroes as guests at the event
- Team members and service providers
- Sponsors of the event either with cash or in kind with products and/or services
- Participants in the event
- Promote the event eg posters in shops, businesses, editorial in local papers
- Local artists, amusement operators, entertainers providing entertainment

If your walk route could potentially cause some disruption to your local community then it is recommended that you consult with them and gain their support. This can be done via a letter explaining the event and route or by a personal visit.

If you would like VIPs and celebrities to attend your event, plan to invite them at least 3 months prior to the walk day.

Try to source local businesses and clubs to assist with the provision of food and beverages for the event.

11.0 Prepare a Walk Program & Plan

Once you have gained all of the necessary approvals it is time to start the detailed planning. Every event requires an Event Plan to assist in planning, communicating and delivering the event. Make sure you give yourself enough planning time to ensure you deliver a successful event.

Once you have selected the route and start/finish sites you should consider what you will offer your participants. You will need to provide first aid, refreshments, route management, toilets, rubbish bins and possibly traffic and parking management. You may want to include entertainment, official speeches,

invitations to VIPs and celebrities, amusements, catering, transport. You may also wish to register your participants either at the event or online prior to the event.

The Event Plan outline could include the following headings:

- Event details including an event overview and an event profile
- Organisation Structure including key personnel
- Marketing
- Site management & plans
- Route management & plans
- Operations (including food and beverage, traffic, transport, parking, cleaning)
- Volunteer management
- Risk and emergency management
- Financial management (including an event budget)

The event plan will develop over the planning process. As the planning progresses you will continually be updating the plan until it becomes quite a detailed document.

The event plan will need to be completed approximately two weeks prior to the event so that it can be distributed to all of your key stakeholders.

12.0 Event Program

You will need to create an Event Program, which is an overview of what your event will look like. Will it have food, beverage, entertainment, speeches? What time will each element commence and conclude? An early morning Walk Program may look something like this:

6.00am	Event commences inc food, beverage, amusements
6.30am	Entertainment commences
6.50am	Official welcome & speeches
7.00am	Walk starts
8.00am	Walk concludes
8.15am	Thank you speeches
8.30am	Event concludes

13.0 Promote Your Walk for Daniel

Once you have gained permission to hold your event and created a program you can start promoting your event.

To promote your event you will need to create and distribute promotional material.

Start by promoting your Walk for Daniel in your own community, school, club or organisation.

If you have your own website or social media account consider promoting the event on it. The Daniel Morcombe Foundation will promote all Walks for Daniel on the Daniel Morcombe Foundation website www.DanielMorcombe.com.au

Aim to create and distribute:

Posters, invitations and email invitations to:

- Your club, school or organisation database
- Database of supporters
- Local schools, clubs, shops, businesses

Press releases and advertisements to:

- Local newspapers
- Local radio stations
- TV

- Newsletters
- Websites
- Magazines
- Online

You may be able to secure the local newspaper, radio station and TV as sponsors. Invite the media to attend your Walk.

Use social media including:

- Facebook
- Instagram
- Twitter

The promotional material will need to provide the potential participants with enough information to attend your event including: start time, getting to your event, type of walk - easy 3km walk suitable for prams and wheelchairs etc. It should also include contact details and website details so participants can find more information.

On the day you can communicate to your participants through the public address system, through marshals or with signage including directional and informational signage.

At the end of the event be sure to thank your participants. This can be done with thank you speeches, certificates, small gifts.

Produce a press release after the event congratulating the participants, sponsors, volunteers and everyone involved.

14.0 Walk for Daniel Team

You already have the key management team but you will also need a team of people, preferably volunteers to help you run your event. This will include course marshals, crowd controllers, refreshment distributors, parking attendants and transport marshals etc. Each individual walk will have different requirements. You should make a list of the positions you will require and determine some strategies to fill the positions. A good starting point is your own club/school/organisation.

You could also ask local sporting clubs, schools, and educational institutes if they would be able to provide volunteers for your event. Make sure you brief your team well and provide them with enough information to perform their role successfully. Look after your team at the event by providing them refreshments and possibly a bite to eat. Be sure to thank them and celebrate with them.

15.0 Risk Management

As part of your planning, hazards should be identified and their risks assessed and controlled to minimise potential injury or harm.

It is important to produce a risk assessment of the event to ensure as an event organiser you are exercising "due diligence".

Some Councils will require a risk assessment to be completed as part of their permit application.

The risk assessment process includes:

1. Identify the risks or hazards
2. Assess the risks or hazards using likelihood and consequence
3. Control the risks or hazards

Common walk risks or hazards will include;

1. Slips, trips or falls uneven surfaces

2. Lost Children
3. Overcrowding
4. Sunburn
5. Traffic and parking congestion
6. Pedestrian related injuries from crossing roads and getting to and from venues
7. Temporary structures like collapse or injury from loose items
8. Emergency Services obstructed from access

16.0 Emergency Management

As part of your emergency management plan you should:

1. Anticipate emergencies
2. Plan your response to an emergency
3. Provide information to emergency services providers
4. Train all staff on emergency procedures and emergency evacuation

16.1 First Aid

It is essential to have some form of First Aid at your event. It can be provided by certified volunteers, a volunteer organisation such as St John Ambulance or a private medical provider. Plan to have a presence at the start/finish and along the route.

16.2 Ambulance

An ambulance is not necessary but the Ambulance Service should be informed you are holding the walk and should be advised of the location of the start and finish, the walk route and emergency access points.

Your first aid supplier should be responsible for calling, communicating with and coordinating Ambulance response.

16.3 Emergency Access Points

Emergency Access points need to be identified when planning your site and route layout. The access points can be shown on your site plans. All event personnel should be briefed on emergency procedures.

16.4 Emergency Evacuation

Identify an area to be used in case the venue needs to be evacuated and communicate this area to all of your Walk Team members and Emergency Service providers.

16.5 Incident Reporting

An incident report is a useful tool to use for documenting any incidents that occur at your event. It need only identify the incident, note who was involved, who reported the incident, who completed the form and contact details for each of these people.

16.6 Lost Child

All team members must be aware of the Lost Child Policy. We recommend a designated Lost Child area – this could be co-located with the First Aid or information area. If a child is reported missing the information should be recorded immediately and disseminated widely and as a matter of urgency.

17.0 Walk Run sheet

It is recommended that you produce an Event Run sheet and Bump In/Out Schedule to assist with the smooth running of your event. For a small or moderate size event you can combine them into one document. See a sample Run sheet below.

WALK FOR DANIEL
Event Run Sheet

Overview	
Expected Crowd	2,500
Expected VIP	10
Expected Media	20
Time	Details
04.30am	DMF Management on site - SCC
05.00am	Car Park Barricades in place – Briggs Park
05.00am	Radio Broadcast commences
05.00am	Assist First Aid on site
05.00am	Stage Set Up
05.00am	DBAV Productions on site
05.00am	All signage erected
05.00am	Banner Preparation
05.15am	All Staff and Vols on site
05.00am	SES on site
05.15am	Parking Areas checked and manned by SES
05.30am	Shuttle Buses commence from Briggs Park
05.45am	Exhibitors & Food Vendors Arrive & Set Up
06.00 - 6.15am	Bruce & Denise LIVE Cross – Ch 7
06.20 – 6.40am	Bruce & Denise "Olber Media"
06.00am	Sound Check completed
06.00am	DMF Merchandise Van Open
06.00am	VIPs arrive
06.00am	Official Welcome _Greg - Announcement 1
06.45am	Helicopter arrives with Kay and Shane
	Greg - Announcement 2
06.47am	Greg – Introduce Speakers
	Water marshals & crowd counter to positions
06.48am	Kay McGrath – Welcoming Speech
06.49am	Speech - Commissioner
06.50am	Speech - Premier
06.53am	Speech - Bruce
	R.T Banner in place & ready
06.55am	Speech - Denise
06.57am	VIP's & DMF to assemble behind the banner.
06.59am	Greg – Count Down to Walk Kick off/Media in place for photos
07.00am	Walk commences
07.00am	Police with marked car at Palmwoods ramp
	Vols handing out water SCC
07.00am	Police with marked car at Pine Grove Road & 2 Traffic Controllers
07.45am	Last walkers leave SCC
07.30am	Police and traffic controllers at Jubilee Drive crossover
07.45am	Commence Bump Out of SCC
07.45am	First walkers arrive at Briggs Park
07.45am	Shuttle buses commence return to SCC
07.45am	Cars start leaving Briggs Park
07.45am	SES to manage walkers arriving/cars and buses leaving
08.00am	First walkers arrive back at SCC to depart

08.15am	Thank You at Briggs Park
08.30am	Walk concludes
	Bruce & Denise Leave - TBC
08.45am	Last walkers arrive at Briggs Park
	Briggs Park Bump Out commences
09.00am	Last walkers board buses to SCC
09.15am	Last walkers return to SCC
	Last bus leaves Briggs Park to SCC
09.30am	Bump Out commences from Briggs Park
	VMS Boards Removed
	Signage taken down

18.0 Communication

Ensure you have adequate means of communicating between team members and service providers. This can be as simple as mobile phones or two way radios.

19.0 Additional Documentation

Depending on the size and nature of your event you may also consider producing the following documentation:

- Marketing plan
- Volunteer management plan
- Traffic management plan
- Transport plan
- Parking plan
- VIP management plan
- Production and MC run sheet

20.0 Evaluation and Thank You

It is recommended that you hold an Event debrief one to two weeks after the event. The purpose of the debrief is to obtain feedback from all of the key stakeholders on their successes and issues they encountered at the event and areas for improvement. It is also good to identify possible solutions to these issues for future events. The debrief is also a good opportunity to thank key stakeholders.

Thanking all sponsors, VIPs, volunteers, organisations involved is also advised. This reinforces how much you have appreciated their support and gives them a sense of achievement and satisfaction.

Environmental Policy

The DMF does not encourage the release of balloons into the atmosphere as this may have damaging effects on our native wildlife. Should you wish to carry out a balloon release, it is suggested that this is performed indoors and the balloons disposed of in a responsible manner.

Contact Daniel Morcombe Foundation

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