

PLANNING STUDENT-LED SPORTS EVENTS/PROGRAMMES

Administration Duties

- Planning and programming
 - Gathering of information from students about their needs and/or preferences
 - What are your objectives for the Event
 - How are you measuring and checking in objectives are being met
 - How do objectives meet design?
- The AIM of the programme
- The OBJECTIVES of the programme – brainstorm ideas based upon these objectives

Personnel Management

- Decides on the rest of the Sports Council member roles depending on their strengths
- Who is doing what! Council/Committee members, Staff, Volunteers
 - Empower your people! You can't be everywhere!
 - Strategies to empower them, take charge and own their area
 - Always show appreciation!
 - When people feel valued, they do better work and you have happier people → food works wonders

CHECKLIST

3-4 Months Ahead:

- Establish program/event objectives & goals
- Select a date/days & times
- Identify a venue & negotiate details
- Develop an event master plan
- If applicable: create a budget & apply for funding

1-2 Months Ahead:

- Create an event page on Social Media
- Create all promotional material
- Inform staff & students about the upcoming opportunity

1 Week Ahead

- Ensure everyone knows their roles
- Ensure you have all equipment required
- Remind students

Promotion/Marketing

- Do people know about the event? Do not presume they do – ask people!
- Do not underestimate the value of word by mouth promotion
- Media increases awareness for your event – capture photos & videos of all sports council events
- Use media to promote sports council work – make sure participants look like they are having fun

Financial Management

- Budget
- Pricing
- Recording – quotes, payments in/out, funding, sponsorship

Equipment Management

- You are responsible for everything!
- Supervise the use of equipment
- Manage the selection and operation of the equipment needed. Considered what needs to be purchased and how it is maintained.

What next?

- Remember the 5 steps above
- Think outside the box
- How can you make people attend more events? People attend one thing and then want to come to another

Ideas

- “Have-A-Go” days/sessions
- Social Leagues
- 2020 Student Sports Council Project ideas resource
<https://harboursport.co.nz/communitysport/education/>