

1. Planning Your Event

Planning is the foundation of every successful event. Starting early allows your club to effectively coordinate people, resources and suppliers while reducing the likelihood of issues arising closer to event day.

A well-developed Event Management Plan provides a clear roadmap for the event, outlining key tasks, responsibilities, timelines and risk management measures. Important elements such as budgeting, sponsorship, marketing, volunteer coordination, catering, entertainment, licensing and regulatory approvals should all be planned well in advance to ensure the event runs safely and efficiently.

Event organisers should also ensure they comply with all current legislative requirements, local government regulations and Racing Queensland policies. Requirements may vary depending on the size and nature of the event, so clubs should consult the relevant authorities where appropriate.

This guide should be used alongside the resources available on the RQ Club Portal. The Event Toolkit includes practical templates, checklists, marketing resources, case studies and planning guides to assist clubs in delivering successful race day and community events. Clubs are encouraged to refer to these resources throughout the planning process.

2. Benefits of a Successful and Safe Event

Comprehensive planning significantly improves the likelihood of delivering a safe, enjoyable and financially successful event. A well-prepared Event Management Plan helps clubs to:

- Clearly allocate responsibilities and timelines across the organising committee.
- Improve the movement of patrons, staff, volunteers and contractors throughout the venue.
- Identify and manage potential risks before they become issues.
- Reduce accidents, injuries and incidents, minimising insurance and liability risks.
- Support compliance with legislative, safety and Racing Queensland requirements.
- Enable faster and more coordinated responses to emergencies or unexpected situations.
- Create a positive experience for patrons, participants, sponsors and volunteers.
- Strengthen relationships with local councils, emergency services, sponsors and community partners.
- Build confidence among volunteers and committee members through clear planning and documented procedures.
- Increase the likelihood of repeat attendance, future sponsorship opportunities and long-term event sustainability.

While organising an event requires significant planning and commitment, it also provides clubs with an opportunity to strengthen community connections, showcase their facilities, attract new members and volunteers, generate valuable fundraising income, and promote the racing industry within their region.

The information provided in this guide is designed to assist clubs through each stage of planning and delivering a successful event. It should be used as a practical resource only, and clubs should consult their local government authority, emergency services and any other relevant agencies to ensure all legislative, safety and operational requirements are met.

Links:

[QLD Government Event Management Plan Guidelines and & Templates](#)

[RQ Club Event Toolkit](#)