



Event Organiser Survey (TIER 1)

OFFICIAL USE ONLY

Name of event: _____

Year of event: _____ Date: _____

Questionnaire #: _____



We are conducting a survey in relation to events supported by the Western Cape Government (WCG). Please note that all answers will be kept confidential and presented anonymously to the WCG.

Thank you for your participation!

NAME OF EVENT: _____

NAME OF ORGANISATION: _____

DESIGNATION/PORTFOLIO WITHIN ORGANISATION: _____

A. PROFILE OF BUSINESS

1. How many times has the organisation organised this event? _____



2. How many years have you been involved in organising events? _____



B. BUDGET AND EXPENDITURE

1. What was your company's overall budget for this event? _____



2. What was the income derived from the event? Please indicate 0, if not applicable. (In Rands). _____



3. How many service providers did you use for this event? (excluding stallholders, if applicable) _____



4. How many stallholders were at this event? (if applicable) _____



5. What type of media did you use to advertise your event (paid for)? (tick all that are applicable)



TYPE OF MEDIA	
Television	
Radio	
Print	
Posters/ banners/ flyers	
Internet	
Other (specify)	

5.1. Did your event receive any free media coverage (not paid for)?



If yes, tick the relevant media.

TYPE OF MEDIA	
Television	
Radio	
Print	
Posters/ banners/ flyers	
Internet	
Social Media	
Other (specify)	

6. Provide the total cash amount sponsored in Rands. If in-kind sponsorship (media exposure, catering, etc.), provide the total estimated value in Rands. (Indicate 0, if not applicable).



SPONSOR	CASH	IN-KIND
TOTAL		

7. How many people attended the event (excluding stallholders/ exhibitors); indicate where applicable. Indicate 0, if not applicable and don't know/cannot estimate, where appropriate. Please disaggregate participants, where applicable.



Participants	Attendees	Media	Support crew

7.1. For ticketed events and/or events that include registration, please indicate the number of tickets sold and/or number of participants that have registered. Please also indicate the number of complimentary tickets issued as well as participants whose registration was supported. Indicate 0, if not applicable and don't know/cannot estimate, where appropriate.



	Participants	Attendees
Number of tickets sold/participants registered		
Number of complimentary tickets/participants' registration supported		

C. EMPLOYMENT AND SKILLS DEVELOPMENT

1. How many people does your business employ during the course of the year on a permanent basis? _____



2. How many additional persons were employed to assist in the preparation for or during the event, excluding volunteers? _____

Note: A volunteer is defined as an individual who voluntarily assists with the event for a small stipend, in-kind benefit (e.g. a free lunch) or without any financial or non-financial remuneration.





2.1. What aspects did these additional persons assist with? Multiple responses permitted.

Administration and Management		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			

3. Did you have work-integrated learning (WIL) or any volunteers assist you for the event?



Yes	No
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3.1. If Yes,



3.1.1. How many volunteers assisted with the event? _____



3.1.2. What aspects did they assist with? Multiple responses permitted.

Administration and Management		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			

4. Did staff or volunteers receive any training because of the event?



Yes	No
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4.1. If Yes,



4.1.1. How many staff or volunteers were trained? _____



4.1.2. What type of training did they receive? Multiple responses permitted.

Administration and management		Operations in relation to physical infrastructure (lighting, sound, fencing, etc.)	
Hospitality and catering		Design and décor	
Transport logistics		Advertising, media and branding	
Safety and security		Sales and marketing of goods and services	
Other (specify)			

D. GREENING INITIATIVES

1. Do you have any policies in place to “green” your event?



Yes	No
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2. Do you have any programmes in place to “green” your event?



Yes	No
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E. SOCIAL/CHARITABLE INITIATIVES

1. Indicate from the list below the primary types of social and/or charitable programmes supported by the event.



Education	
Health	
Youth	
Disability	
Sport	
Culture/ arts	
Orphanages	
Programmes for women	
Rural programmes	
Environmental programmes	
Other (specify)	

F. SATISFACTION WITH EVENT

1. Rate your level of satisfaction with the following aspects of the event.



KEY: 1. Poor 2. Satisfactory 3. Good 4. Excellent

	Key	If poor, give reasons
Location of this event		
Information provided about this event		
Attendance at this event		
Security at this event		
Quality of this event		
Advertising/ publicity of this event		
Physical appearance of this event (littering, overcrowding, etc.)		
Physical facilities (toilets, bins, seating availability etc.)		
Universal accessibility/ design		

2. Please indicate the level of agreement with the following statements (select one option for each variable).



KEY: 1. - strongly disagree 2. - disagree 3. - neutral 4. - agree 5. - strongly agree

	1	2	3	4	5
This is an important sport/ cultural event					
This event improves facilities and infrastructure for local communities					
Entertainment opportunities related to this event was provided for local residents					
This event creates opportunities for local businesses					
This event creates job opportunities					
This event creates opportunities for locals to participate					
This event has resulted in increased training/skills development opportunities for locals					
This event provides a platform for contributing to social/ charity-related initiatives					
This event profiles Western Cape/South Africa as a tourism destination					
This event encouraged environmentally-friendly behaviour					

G. GOVERNANCE

1. Is there an organisational structure that identifies ownership of the event, stakeholders and member interests?



Yes	No
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2. Indicate whether the following were in place for the most recent event.



	Yes	No
Event management plan		
Site plan		
Communication plan		
Transport plan		
Safety and security plan		
Risk and disaster management plan		
Health plan		
Environmental protection plan		
Community participation plan		
Financial controls and auditing (including audited financial statements)		
Other compliance and permitting requirements		

3. Does the organisation engage in regular organisational performance assessments?



	Yes	No
Strategic planning		
Organisational governance		
Financial		
Sustainable supply chain		
Empowerment		
Greening		
Conservation		
Social impact		

4. Does the organisation conduct an independent financial audits of the event?



Yes	No
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THANK YOU FOR YOUR PARTICIPATION!

For more information please visit www.westerncape.gov.za/events
For queries contact us at events@westerncape.gov.za or 021 483 5503