



Event Organiser Survey (TIER 2)

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? _____



1.1. What was the budget for the event in the categories below?



Please indicate 0, if not applicable. (In Rands)

Table with 2 columns: EXPENDITURE ITEM, AMOUNT. Rows include Capital expenditure, Venue hire, Salaries and wages, Advertising and marketing, Travelling and accommodation, All other costs.

5. Could you outline below the respective local (i.e. within the City of Cape Town), national and international media exposure leveraged for the event total estimated value in Rands? Please indicate paid for media, free media and total value of exposure per media type.



TYPE OF MEDIA	LOCAL		
	Paid for	Free	Total value
Television			
Radio			
Print			
Posters/banners/flyers			
Internet			
Social Media			
Other (specify)			

TYPE OF MEDIA	NATIONAL		
	Paid for	Free	Total value
Television			
Radio			
Print			
Posters/banners/flyers			
Internet			
Other (specify)			

TYPE OF MEDIA	INTERNATIONAL		
	Paid for	Free	Total value
Television			
Radio			
Print			
Posters/banners/flyers			
Internet			
Other (specify)			

6. Provide a list of main and supporting sponsors with amounts sponsored (in Rands).



If in-kind sponsorship (media exposure, catering, etc.), provide an estimate value in Rands.
(Indicate 0, if not applicable).

CATEGORY OF SPONSOR	CASH	IN-KIND
Food and beverage (alcoholic excluded)		
Alcoholic beverages		
FMCG (fast-moving consumer goods)		
Banking and/or Insurance		
Apparel		
Motoring		
Fashion and beauty		

CATEGORY OF SPONSOR	CASH	IN-KIND
Electronics		
Hospitality and leisure		
Logistics (transport, couriers, etc)		
Media		
Telecoms		
Healthcare and Medical		
Public sector		
Other (specify)		
TOTAL		

7. How many people attended the event (excludes 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		
Number of pre-sold tickets		
Number of sales at the gate		

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. On average, how long were these additional persons employed for, and how many persons in the different categories? Please leave blank if none or NA.



Duration	Number of additional employees
Permanent	
Temporary/ Casual - 1 day	
Temporary/ Casual - 1 week	
Temporary/ Casual - 1 month	
Temporary/ Casual - > month	
Other (specify)	

2.2. For the above categories, how many were male and female? Please make sure totals add up to the totals in 2.1 above. Please leave blank if none or N/A.



Duration	Number of additional employees	
	Male	Female
Permanent		
Temporary/ Casual - 1 day		
Temporary/ Casual - 1 week		
Temporary/ Casual - 1 month		
Temporary/ Casual - > month		
Other (specify)		

2.3. For the above categories, how many were from different historical racial groups? Please make sure totals add up to the totals in 2.1 above. Please leave blank if none or N/A.



Duration	Number of additional employees				
	African	Coloured	White	Indian	Other
Permanent					
Temporary/ Casual - 1 day					
Temporary/ Casual - 1 week					
Temporary/ Casual - 1 month					
Temporary/ Casual - > month					
Other (specify)					

2.4. On average, how many of these additional persons employed for were local (i.e. from the City of Cape Town), regional (Western Cape) or national, and how long were these additional persons employed for in the different categories? Please leave blank if none or NA.



Duration	Number of additional employees		
	Employees – Local	Employees – Regional	Employees – National
Permanent			
Temporary/ Casual - 1 day			
Temporary/ Casual - 1 week			
Temporary/ Casual - 1 month			
Temporary/ Casual - > month			
Other (specify)			

2.5. 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
-----	----

3.1. If Yes,



3.1.1. How many 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
-----	----

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		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)			
Number of training days dispensed:			
<ul style="list-style-type: none"> • 1 day or less • 2-3 days • 1 week • 2 weeks • 1 month • Greater than a month • On-going on the job 			

D. GREENING INITIATIVES



1. Indicate from the list below, greening initiatives activated for the event?

Recycling	
Proper disposal of waste	
Water management plan	
Conservation of electricity	
Use of alternative/ renewable energy sources eg. solar	
Green building standards eg. use of natural lighting and cooling	
Use of green products (Use of low impact/sustainable materials)	
Promoting green behavioural change/ information on environmentally-friendly behavior	
Registered with 110% Green	
Other (specify)	

E. SOCIAL/ CHARITABLE INITIATIVES



1a. Indicate from the list below, the primary types of social and/or charitable programmes supported by the event. Provide the value of the contribution.

	YES / NO	VALUE (ZAR)
Education		
Health		
Youth		
Disability		
Sport		
Culture/ arts		
Orphanages		
Programmes for women		
Rural programmes		
Environmental programmes		
Entrepreneurial		
Homeless		
Substance Abuse		
Other (specify)		

1b. From the categories below, indicate the top three types of each of the social and/or charitable programmes supported by the event.



Social / Charitable Programme	
Education	1. 2. 3.
Social / Charitable Programme	
Health	1. 2. 3.
Youth	1. 2. 3.
Disability	1. 2. 3.
Sport	1. 2. 3.
Culture/ arts	1. 2. 3.
Orphanages	1. 2. 3.
Programmes for women	1. 2. 3.
Rural programmes	1. 2. 3.
Environmental programmes	1. 2. 3.
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		
Ease of access by public transport		

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
-----	----

1.1. If Yes, does the organisational structure define the following in relation to the various stakeholders and members?



	Yes	Are these documented?
Mandates		
Delegations		
Authorities		

1.2. If No, please specify what the reason is in relation to following?



	Not an area of concern	Is important but not able to complete at this stage	Other (specify)
Mandates			
Delegations			
Authorities			

1.3. Does the organisation provide regular, accurate and timely disclosure of material matters regarding performance, risks and sustainability?



Performance	Yes	No
Risks	Yes	No
Sustainability	Yes	No

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		
Business Plan		

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



If Yes, please indicate with whom and how often in columns below.

	Yes	No	With whom?	How often?
Strategic planning				
Organisational governance				
Financial				
Sustainable supply chain				
Empowerment				
Greening				
Conservation				
Social impact				

4. Does the organisation have independent audits of their internal and external systems, processes and impacts in relation to the following?



	Yes	No	With whom?	How often?
Financial				
Organisational				
Supply chain				
Empowerment				
Environmental				
Social				
Other (specify)				

5. Has the organisation identified risks that could affect the future sustainability of the event? (These may include financial, skills, facilities, environmental and others).



Yes	No
-----	----

5.1. If yes, indicate the nature of the risk.



Financial	
Skills	
Facilities	
Environmental	
Compliance	
Other	

5.2. If No, please specify what the reason is?



Not an area of concern	Is important but not able to complete at this stage	Other (specify)
------------------------	---	-----------------

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