



Managing projects

Youth Participation Kit: Young people

Resource 7

Running a project is a huge job, whether you're part of an organisation, or have started it on your own. This fact sheet brings together lots of the things you'll need to consider to get your project off the ground.

Making a budget

A budget helps you keep track of what money you have and what money you have already spent. It helps you make decisions on what is important to spend money on, and what you can do without. You can draw up a budget in a table or spread sheet. This makes it easy to keep running totals and track of all your expenditures.

What is your expected income?

Where will your money come from? How much money do you have to spend? Be as realistic as possible, and list all the money you may be able to get through fundraising, sponsorship and grants.

What do you need?

Make a list of all the resources you need. Try to think of absolutely everything, including the big things, like venue hire and insurance, and the little things, like pens and paper. Once you are done, get quotes so you can figure out how much it might cost and what you can afford. Having a complete list of what you need will make it easier to decide what you could do without if you realise you don't have enough money for everything.

Have a contingency

It is really important that your expenses are not more than your income. So, when making your budget, be conservative. Overestimate your expenses and underestimate your income. Then, add five to 10 per cent to the total amount of money you need. This is your contingency for unexpected expenses or things you may have missed. The booklet, My



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Money, My Life has an example budget, [available on the website](#) of the Department of Communities.

Finding money

A lot of the time, to pull off your plans you'll need some money to get started with. Here are some ideas for where to start.

Fundraising

Think of a fundraiser as a small project to make your big project possible. You could have a raffle with donated prizes, a dress up day, or better still come up with a fun and innovative idea that will get people interested. Think of the fundraising as a mini-project, and plan for it the same way you plan for your big project—with a plan and a budget.

Grants

Grants are one-off payments from an organisation. There are lots of grants available to young people to support their participation in the community. Here are some tips for preparing a grant application:

- You need to read the application guidelines very carefully and provide exactly what they ask for.
- People who read your application will probably read a lot of applications at once. To stand out, you need to clearly describe your project in full, but also make sure your application is reasonably brief.
- You will need to provide your plan, your budget, proof that young people support your project, and show that it will have ongoing benefits to the community.
- Include details of any sponsorships and partnerships you have secured.
- Some grants are only available to legally recognised groups, so you may need to partner with an organisation to be eligible. This is called an auspicing organisation. An auspicing organisation takes responsibility for the funds you receive.

There are lots of different grants available. The Department of Communities keeps a [Grants Directory](#) which is a good place to start looking, and you should also look up your local government to see if they offer grants.

Sponsors

Sponsors are businesses or individuals who give you money, goods or services for your project in exchange for promotion. If they donate services, equipment, prizes or other



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things they own, it is called 'in-kind'. If you can get in-kind support, this will save you money on some things which can be put towards other things you need.

Clearly tell them how they will benefit from being involved in your project—sell it! Start with your own network of family, friends or associates and neighbouring businesses, and then branch out from there. Try to find sponsors who have an interest in your cause, or whose customers are the people you hope to have in your audience.

Consider writing letters and making phone calls to get you started in finding sponsors. After this, you could organise to meet in person. If you just turn up somewhere and ask for donations, you may not find the right person to ask or they might not help just because they are unprepared.

It is important to acknowledge the sponsors that you have for an activity or event. Discuss with them how they would like this to be done. It could be a thank you in a speech, or adding their logo to your posters, or displaying an acknowledgement of their contribution at the event.

Promoting your project

Getting people involved in your project is usually a key part of achieving your goal. These are ideas for how you might spread the word about what you're doing.

Word-of-mouth

Word-of-mouth is telling as many people as you can about your project. Do not underestimate its power. Tell everyone you know about your project and ask them to pass it on, to friends, family and anyone else. People are more likely to do something if they hear about it from someone they know.

Online media

The web provides lots of opportunities to promote your project. You can harness social media to increase your word-of-mouth promotion, or to reach new audiences. There may also be pages or groups on social media channels for your area or related to your cause that you can use to spread the word. You might also be able to find a local events database or 'noticeboard' website where you can share details. Have a search and see what is available for your community. When using social media, remember:

- it may be better to create a separate page for your project rather than using your personal accounts, to protect your privacy.



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- you'll need to post regularly, but make sure it is relevant to your project and interesting for others.
- if people are allowed to comment, make sure you plan time to check in regularly, to answer questions, give more information and moderate any negative or inappropriate comments.

Print media

Print media refers to anything on paper, like posters, magazines and newspapers. This is a great way to promote your project in public spaces and have ongoing exposure. You could:

- hang posters at your school, library, community centre or shopping centre
- design a brochure or postcard that can be left at places where young people hang out (but ask for permission before leaving them)
- create your own newsletter or zine (a self-published magazine) for distribution in the community or at places where young people hang out
- ask groups with existing newsletters if they'll include details of your project in their next issue
- put details in your local newspaper's 'community noticeboard' or calendar.

Media interviews

Doing an interview with a newspaper, blog, radio or television station is a great way to share your passion and promote your project. Usually you need to approach media outlets directly, but before you do, you need to prepare. Sometimes a conversation is enough when contacting media outlets, other times you might need to write a media statement document which contains all the key points. When preparing, you need to consider:

- What about your project will be appealing to the outlet's audience?
- What are the two or three key messages that you want people to know about your project?
- What photo or video opportunities might be available to make the story visually appealing?
- What makes this project different to other projects?
- What 'curly questions' might the outlet want to ask to make the story more interesting?
- What catchy title can you use to grab the outlet's attention?
- How can you present this information in a short, clear way that will capture the outlet's attention (putting the most important information first)?
- Which contact details will be provided to the outlet?



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Copyright issues

If your project involves art, music or movies, you will need permission from the owner of the copyright. Usually, the copyright belongs to the original artist, or whoever paid for it to be made (for example, the producers of movies). If you are featuring original work, and the artist is actively involved, you usually don't have to worry. This includes bands playing their own music or artists agreeing to exhibit their work at your event.

If you are having an art exhibition, it is standard practice to prohibit photos to be taken at the event to protect the artist's copyright of their artwork. If you are using recorded music, you may need to get a licence. The easiest way to get music licences is from the agencies [APRA](#) and [PPCA](#). The cost is usually related to how many people will attend your event or how much money you will earn.

If you want to play movies at your event, you will need to gain a legal copy of the movie (usually a DVD) and arrange a licence. Organisations such as [Roadshow](#) and [Amalgamated Movies](#) can help you organise licensing.

Risk management and insurance

When holding an event, you need to consider all the risks involved, to protect yourself as well as those attending your event. First, identify everything that could possibly go wrong and how likely each is to happen, then take this list and work out ways to minimise the risks.

If you want to have a public event or an event in a public space, you will probably need to organise insurance. There are two types of insurance relevant to events. These are:

- Public liability insurance, which covers you from the financial risks of someone getting hurt, loss or damage to someone else's property or the financial loss of a third party resulting from your event.
- Event insurance, which covers more than just risks to third parties. Some policies can cover you for cancellations, bad weather or unexpected costs.

If you are working in partnership with an organisation, or if you have contracted someone to provide services for your event, you may already be protected. Working in partnership with an organisation who can provide insurance cover (known as an auspicing organisation) can be a really good idea. All insurance companies have different rules and cover different things. Decide on what you need and make sure you read the fine print. There are lots of companies who offer competitive insurance for not-for-profit groups, but it can still be a significant cost.



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Case study: Hyperfest

Hyperfest is an annual all-ages music festival based in Midland, run by young people for young people with the support of the City of Swan and Drug Aware. In 2018, around 2,500 people attended the boutique festival which featured 54 performers across four stages. The event is coordinated by a team of young volunteers, the Hyper team, who organise all aspects of the festival.

Project management is a huge part of the Hyper team's work each year. Planning for the event starts around 10 months in advance and includes the creation of plans for everything including logistics, marketing strategies, risk management, budgeting, artist selection and programming. The Hyper team divides into smaller teams who work on tasks related to the site, promotion, programming, activities, and volunteers, to share the workload around.

“We owe the success of HyperFest to the huge amount of work we do in the lead up to the festival. We've only just finished HyperFest 2016 and we're already working on making the next one bigger and better.” – Jemma Maxton, 17, Hyper Team

Learn more about Hyperfest at their [website](#) or [Facebook page](#).

