

# Planning an event

## Guidance for commissioned service providers

An event can be a great way to increase awareness and “get people on board” about a new program or service. Events can take various forms including press conferences, launches, stakeholder events (e.g. information sessions for referrers), or open days.

Because services commissioned by Primary Health Tasmania are funded by the Australian Government, there are a few protocol issues to consider when planning an event. This document aims to provide some guidance on what to keep in mind.

### Inviting politicians

The political environment must be considered when inviting politicians to events related to commissioned activities.

As a guide, for events related to an activity commissioned by Primary Health Tasmania:

- **If you are planning any significant public or media event relating to the funded activity, you must invite the relevant Australian Government Minister.** Please contact us to discuss.
- If the Minister is unable to attend your event, they may send another Australian Government representative in their place. It would generally not be appropriate to invite a non-government federal politician, a state politician (whether government or non-government) or a local government representative to have an official role (e.g. speaking or ribbon-cutting).
- If your organisation has a long-standing relationship with a politician – e.g. you have a politician as a patron – or your organisation also receives funding from the State Government, please contact Primary Health Tasmania for advice.
- If you decide to invite politicians to attend only (no official role), then Australian Government MPs should be among those invited. The Government has four [senators](#) but no members of the House of Representatives.
- If you invite other federal, state or local politicians to attend, an “all or nothing” approach is good – i.e. invite all politicians within the electorate/s your services operate.
- If you decide to invite only a small number of politicians, consider inviting Australian Government MPs plus federal and state MPs with an official health responsibility.
- Keep in mind parliamentary sitting calendars when planning your event. The Australian Parliament sitting calendar is available online at [http://www.aph.gov.au/About\\_Parliament/Sitting\\_Calendar](http://www.aph.gov.au/About_Parliament/Sitting_Calendar).

Politician involvement may not be suitable for all events – e.g. service information sessions targeting health professionals.

Other options for engaging politicians in your service activity include briefing meetings and tours, separate to media/public events. Note that Primary Health Tasmania provides all politicians with equal access to information about its activities.

## Other tips

A few other tips for planning a successful event:

- If GPs are your target audience, evening events are best. Primary Health Tasmania's general practice support team can provide advice about engaging with GPs.
- Consider including a speaker who can give a 'user perspective' to bring a topic to life – e.g. a client who has benefited from the service, or a care provider who can talk about the benefits they see.
- For a media event, consider choosing a venue with good picture opportunities, or teeing up some footage/photo opportunities in a service area – e.g. of a care provider in consultation with a client.

## Keeping us in the loop

You don't need our approval before holding an event relating to commissioned activity, but please let us know if you're planning a public, media, or significant stakeholder event about a program or service we have commissioned.

**You must contact Primary Health Tasmania in advance if you plan to invite any state or federal politicians to such an event.**

We would appreciate an invitation to relevant events, and would be happy to provide a speaker where appropriate – particularly if it's not possible to have an Australian Government representative speak.

## Acknowledging Primary Health Tasmania support

Australian Government funding, through Primary Health Tasmania, must be acknowledged at any event relating to services we commission. This can be done:

- through involvement of an Australian Government or Primary Health Tasmania speaker
- in a presentation or speech (e.g. by the service's spokesperson)
- on event materials (e.g. invitation, fact sheet, media release)
- through display of a Primary Health Tasmania banner (we can provide).

**Note:** It is important that commissioned providers do not seek to represent the views of Primary Health Tasmania or the Australian Government.

## More information

If you have any queries, please contact Primary Health Tasmania's communications and marketing team:

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