

Regional Approach to Toddler Day Out

I believe the Toddler Day Out has the potential to widen its scope considerably and achieve a far greater impact on communities both locally and regionally. By partnering with the YMCA, linking together VFC projects and resources, and developing quick-use manuals and planning tools, it's feasible to run multiple independently-funded TDOs across the Auckland Region several times a year. We already have a date booked with Massey Leisure Centre for 2017, and interest from Panmure and Hamilton Leisure Centres.

In my opinion, the success of this proposal lies in combining three key factors:

1. **fully reproducible packages**
2. **community collaboration and**
3. **cross-VFC resource development**

1. Fully reproducible packages

VFC creates manuals and event plans from existing resources that can be adapted to different venues and localities:

Venues	individual and joint responsibility outlines, MOU, health and safety planning, parking and traffic management plans, clean-up plans, wet weather plans, plugging into community networks, joint marketing plans
Stall holders	application packs, stall holder meeting schedule, health and safety information, stall preparation advice, set up and pack down guides
Volunteers and event supporters	information packs, training sessions, event day guides, role outlines, expense claims
Stage crew, outdoor activities and food vendors	booking schedules, information packs, payment guide

2. Community Collaboration

VFC develops 6-month collaborative planning packages from existing resources for individual events:

Area establishment	Actively reach out to new local stall holders, sponsors and supporters in each area
Partnership development	Utilise our existing relationships and regional stall holders; find equivalent community networks and comms groups; utilise Auckland Events Team, Local Board networks etc
Meetings	Timetable regular regional stall holder, sponsor and supporter meet ups and collaborative activities
Event plans	Develop plans collaboratively before, during and after each event
Collecting, sharing and targeting contact data	Build and support networks for stall holders and contributors (eg Healthy Food Vendors list) Develop more 'contacts in return for draw entry' type activities to collect and target participant information, interests and potential ongoing involvement with services
Joint marketing plans	Develop plans collaboratively before, during and after each event; develop plans for reaching and including people with disabilities, ethnic communities and 'hard to reach' populations

3. Cross-VFC resource development

VFC pools its current resources and develops them in a collaborative way to mutually support all our projects:

Media messages	Clear branding and messaging about VFC and what it stands for; clear branding and messages for individual projects (eg Toddler Day Out)
Application and feedback processes	Create standard/easily adaptable versions for all events that can be accessed on the website and Facebook as well as sent out via email, community networks and word of mouth
Regional volunteer database	Create and maintain a list of supporters and volunteers that can be filtered and targeted for all VFC events and activities
Regional supplier database	Create a regional contact system for stage event suppliers, outdoor activity providers, food vendors, giveaway suppliers, sponsors, funders, technical support, MCs and entertainers etc who can cross-over on VFC events and activities
Regional resources	Develop cross-VFC training resources for Volunteers, Health and Safety, donor-relationship-building etc Acquire CRM and Event management and donor/supporter management software – seek a sponsor for cost of or in kind donation

Suggested Regional Team roles

(roles may be shared, financed externally or taken on by volunteers)

Project Manager
Manual Developer
Funder Liaison
Comms/Media/Social Media Coordinator
Database Maintainer
Community Group Outreach

Proposed Event tasks for future events

(tasks can be taken on by paid staff or volunteers)

Outside Vendor Areas Coordinator
Stage Area and Entertainers Coordinator
Volunteer Coordinator
VIP Liaison
Stallholder Liaison
Venue Liaison
Evaluation Survey Coordinator

See attached sheet for some suggested hours

Potential funding avenues

- Local Board funding
- Auckland Regional funding
- YMCA joint funding of administration/management costs
- Event naming-rights sponsorship
- Stall costs
- Fundraising events – eg action the offer from Phineas Phrog and YMCA Central to run a family show
- Healthy Food events – eg action the Healthy Food Vendor project with Healthy Families and Ryan's Kitchen
- Pursue ongoing sponsors adopting VFC as their cause
- Action VFC gazebo hire to local groups
- EFTPOS use fee arrangement
- Develop '50c on the price of your coffee goes to VFC' cafe supporters
- 'Sell on'/franchise TDO packages to partner venues and service organisations to run other kinds of community event

Created byCarolynn Day, July 2016