



National Fete Research Project

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Business School

The Australian Centre for Philanthropy
and Nonprofit Studies

**Fundraising
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FETES AND
festivals





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It seeks to promote the understanding of philanthropy and nonprofit issues by drawing upon academics from many disciplines and working closely with nonprofit practitioners, intermediaries and government departments. ACPNS's mission is "to bring to the community the benefits of teaching, research, technology and service relevant to philanthropic and nonprofit communities". Its theme is 'For the Common Good.'

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Executive summary

What and why?

Fetes are a major undertaking for schools, often taking a dedicated volunteer team up to 12 months to plan. Until now, fete convenors have been relying on information provided from previous fetes, with little reference to how other schools of a similar size, location and socioeconomic status run their fetes and how they overcome similar challenges. This study fills this gap by providing, for the first time, a comprehensive examination into Australian school fetes, including the challenges and triumphs that come with running a major event.

Who and how?

Some 497 volunteer fete convenors participated in an online QUT survey. Participants were recruited through:

- the Fundraising Directory's database of all primary and combined primary and secondary schools in Australia, and
- promoting the survey link through social media and relevant education peak bodies.

Key findings

- 75% of participating schools conducted a fete within the past year.
- Fetes most commonly started at 10 am and finished at 3 pm.
- The more students at the school, the greater the profit. However, when broken down by the average profit per student, smaller schools had an average profit of \$70.98 per student, compared to \$30.19 for large schools.
- Schools were most commonly raising money for playground/outdoor repairs/upgrades but 15.1% had no specific purpose.

Recruiting volunteers

- 47% of respondents found it easy to recruit volunteers; 39% found it difficult.
- The biggest challenges were not getting a commitment until the last minute and filling responsible roles.
- Females held most volunteer roles, except for security roles.

Sponsorships

- 88% of schools surveyed sought business sponsorships.
- The average amount raised through cash sponsorship was \$4,816.12; the average amount raised through in-kind sponsorship was \$6,271.04.

Attracting visitors

- Overall, it was easier to attract visitors from within the immediate school community than from outside it.
- The most common promotion channels were:
 - a flyer sent out to families
 - signage at the school, and
 - the school Facebook page.

Stalls

- Most common stalls were BBQ, cake stall, face painting and soft drinks.
- Amusement rides, BBQ and cake stalls were the most popular.
- Most profitable stalls were BBQ, amusement rides and raffles.
- Least profitable stalls were face painting and crazy hair.
- 73.1% reported using outside stallholders. This was greatest for larger schools (90.4%).
- Overall, upfront fees were more common than a profit share arrangement with smaller schools particularly charging upfront fees for their outside stallholders.

Amusement rides

- 71% of all schools had amusement rides at their fete. Larger schools were more likely to have rides than smaller schools.
- Ride bands were typically \$25 if bought before the fete and \$30 on the day.
- Small schools had 4.4 rides on average, while large schools had 8.8 rides on average.
- The most popular rides were jumping castle, giant slide and dodgem cars.

Alcohol

- Only 30% of all schools' fetes had alcohol. Catholic schools and schools with a higher Index of Community Socio-Educational Advantage (ICSEA) score were most likely to serve alcohol at their fete.
- Overall, schools that served alcohol had a more favourable attitude towards alcohol being served than schools that did not serve alcohol.

Logistics and planning

- Most commonly 4-6 people served on the fete organising committee. Only 6.8% of schools had more than 10 people and these tended to be larger schools and in major cities.
- Coordinators in schools with between 300 and 699 students were most likely to have received a handover report from the past fete, as were those in Catholic schools, major cities and those in schools with an ICSEA score greater than 1,001.
- 55.7% of respondents used websites or Apps to help organise or promote the fete. Most commonly used were:
 - Google Docs & Mail
 - Dropbox
 - Flexischools
 - TryBooking, and
 - Volunteer Signup.
- Just over half of fetes required some form of permit, the most common being food permits and local council permits. Smaller schools were more likely to need permits than larger schools.
- Larger schools were more likely to hire medical services for their fetes as were state

and independent schools, schools with an ICSEA score above 1,001 and schools in major cities.

- Larger schools were more likely to offer ATM or card payments than smaller schools, as were private and Catholic schools.

Introduction

To date, research on school fundraising has been sporadic. The *Giving Australia* project found that 9% of donors aged 18 years and over had given to primary and secondary education in the past year equating to \$360 million dollars. More than a fifth of volunteers gave their time to schools (McGregor-Lowndes et al. 2017). Parents have the highest volunteer rate in the country, with 55% of people in two-parent families with dependent children aged 5-17 years volunteering.¹

SMEs were also found to be significant givers to education and research, with combined contributions from donations, partnerships and sponsorships estimated at more than \$810 million (Burns, Wang and Arias 2017).²

Recent UK research highlighted the importance of volunteers, not only in the classroom but in the fundraising activities of the school (Body, Holman and Hogg 2017).

However, schools themselves are undertaking major fundraising events with no benchmark of what other schools with similar demographics are doing. Articles on this topic are generally around brainstorming of new fundraising ideas (Warnick 2014), opinion pieces (Moore 2017) and 'how-to guides' (Harry and Forde 2009). This research will enable for the first time, an evidence base for schools to compare their

fundraising practices and may open up new possibilities in their fundraising.

The aim is a comprehensive picture of the range of activities schools undertake in their major fundraising event, the school fete.

¹ Some 42.6% of single parents with dependent children volunteered (McGregor-Lowndes et al. 2017).

² This figure includes universities and other educational institutions.



Main areas investigated are:

- the key fete details including which schools run fetes, how often, their duration and the most popular days and months
- the profit schools make at their fetes and for what this is used
- volunteers and the challenges faced in recruiting them
- business sponsorships and donations
- how schools are attracting visitors
- most popular and profitable stalls and the use of outside stallholders
- the number and types of amusement rides and the costs of ride bands
- alcohol use of alcohol at fetes, and
- the general logistics and planning around the fete including permits and insurance, first aid and the different onsite payment facilities available.

To enable readers to get the most out of this report, an interactive data file has been created. This will allow the user to explore the data in greater detail by state, size, remoteness, ICSEA score and type of school. This is available online at <https://public.tableau.com/profile/acpns#!/vizhome/Schoolfetesandfundraising/Schoolfetesandfundraising>

Findings

Demographics

Location

Overall, 73.2% of respondent schools came from Queensland, New South Wales and Victoria (see Figure 1).³ More than half (58.8%) of all schools surveyed were located

in major cities, with a fifth (21.1%) from inner regional locations, 13.9% from outer regional locations and 6.2% from remote or very remote locations.⁴

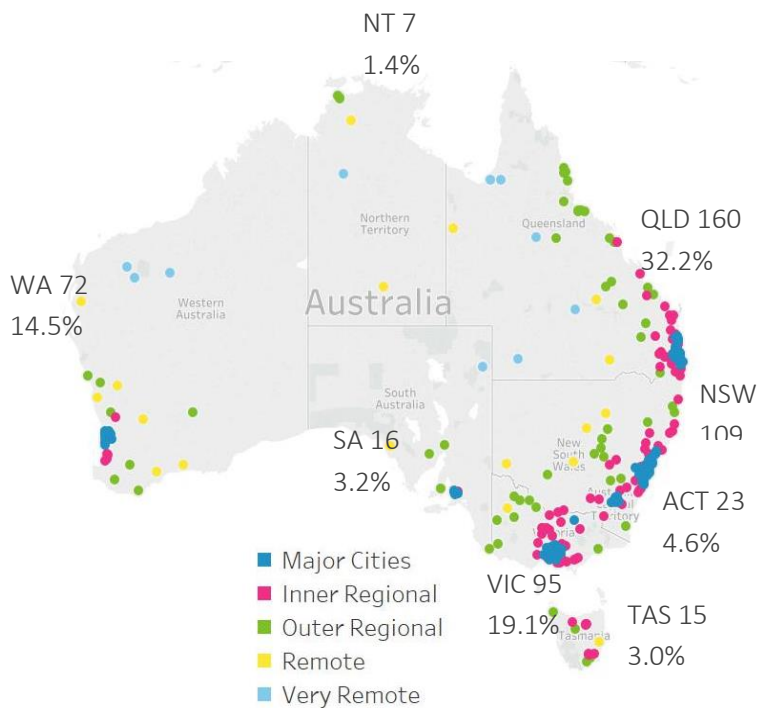


Figure 1 State/Territory of respondents

Schools in major cities were more likely to score above average on the Index of Community Socio-Educational Advantage (ICSEA) with 80%

of surveyed schools located in major cities scoring 1,001 or higher (see Figure 2).⁵

³ This is similar to the pattern for all schools with 74% of all schools being from these states. However, NSW has 31.5% of all schools and QLD has 18.5%.

⁴ This is similar to the pattern of all schools with 51.3% being from major cities, 26.8% from inner

regional, 15.5% from outer regional and 6.5% from remote or very remote locations.

⁵ For more information on how the ICSEA scores were calculated see http://docs.acara.edu.au/resources/About_icsea_2014.pdf

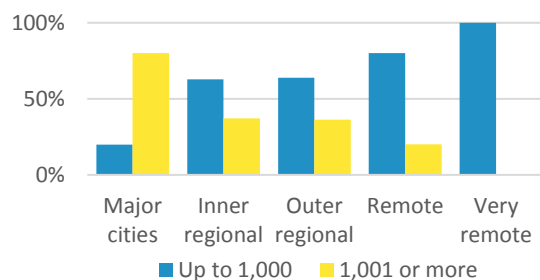


Figure 2 ICSEA score by remoteness

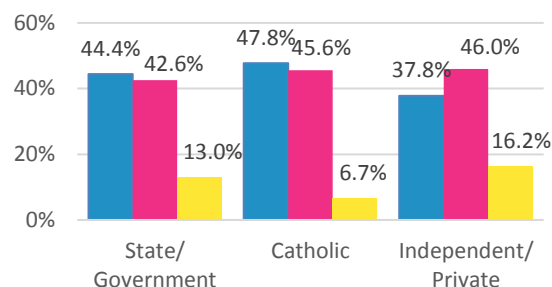
Type of school

Most schools surveyed were state/government schools (66.5%). A further 18.1% were Catholic, while the remaining 15.3% were independent/private schools.⁶

The majority of schools surveyed were primary only (86.5%). Some 13.5% were combined primary and secondary schools.⁷

Number of primary students

Overall, schools were typically either small (with fewer than 300 students), or medium (with 300-699 students). Only 12.2% of schools surveyed had 700 or more students. Independent/private schools tended to be larger than Catholic and state/government schools (see Figure 3).



■ < 300 students ■ 300-699 students ■ 700+ students

Figure 3 Number of primary students

More than half of schools in major cities had between 300 and 699 students (56.9%). For schools in other areas, it was most common to have fewer than 300 students. Similarly, schools below 1,000 on the ICSEA were most likely to have fewer than 300 students (62.6%). Schools with an ICSEA score above 1,000 were most likely to have between 300 and 699 students (52.7%).⁸

⁶ This follows a similar pattern of all primary schools with 69.4% being state/government, 17.8% Catholic and 12.9% of all primary schools being independent/private.

⁷ Some 84.8% of all primary schools in Australia are primary only and 15.2% are combined primary and secondary schools.

⁸ To examine the breakdown of school size in greater detail, go to <https://public.tableau.com/profile/acpns#!/vizhome/Schoolfetesandfundraising/Schoolfetesandfundraisin g>.

Fete details

There are more than 7,600 primary and combined primary secondary schools in Australia. Three-quarters of schools surveyed in this project conducted an event within the two years prior to the survey. Most schools called their event a 'fete' or a 'fair' (see Figure 4). Larger schools, Catholic and private schools more commonly used the term 'fair'.

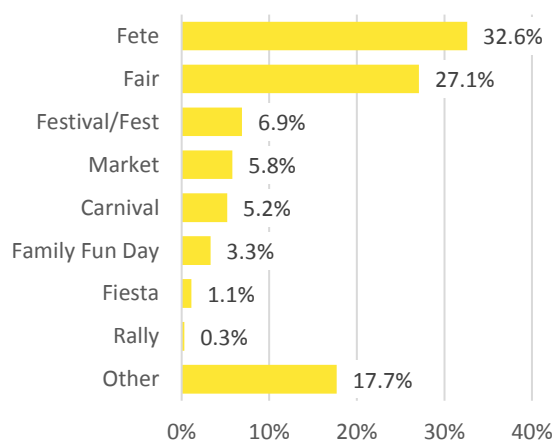
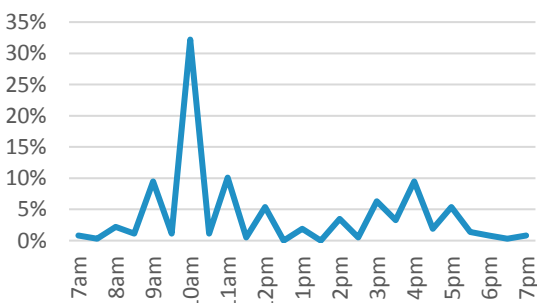


Figure 4 Event name

Start and finish times

It was most common for fetes to begin at 10 am.



⁹ To examine the start and finish times of schools in greater detail, go to <https://public.tableau.com/profile/acpns#!/vizhome/>

Figure 5 Event start time

Finish time was more varied. It was most common for the fete to finish at 3 pm.

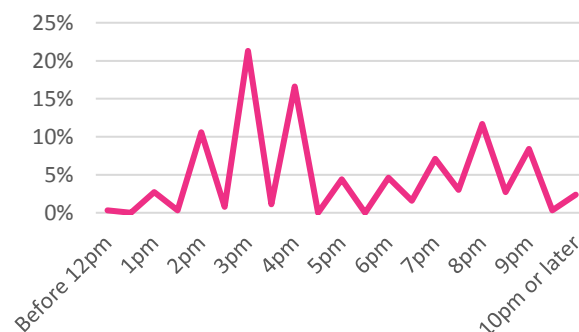


Figure 6 Event finish time

Overall, 72% of all fetes ran for between 4 and 6 hours. Five hours was the most common duration (25.9%), followed by 6 and 4 hours (21%). Less than 5% of the fetes went for eight or more hours.⁹

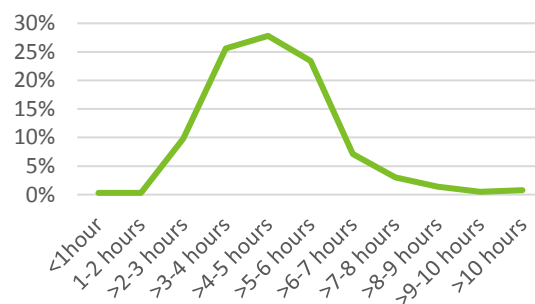


Figure 7 Event duration

Event frequency

Overall, it was most common for schools to hold their fete annually (see Figure 8). This varied according to location, size and type of school. In

[Schoolfetesandfundraising/Schoolfetesandfundraisin](https://public.tableau.com/profile/acpns#!/vizhome/Schoolfetesandfundraising/Schoolfetesandfundraisin) g.

New South Wales, Victoria and Tasmania it was more common to run the fete every two years. Nearly half of all Catholic schools ran their fete annually. Some 40% of schools in major cities ran their event biennially, whereas, for schools in regional and remote areas, it was more common to hold the fete annually.¹⁰ No profit difference emerged between schools who ran their event annually and those who ran their event every two years.

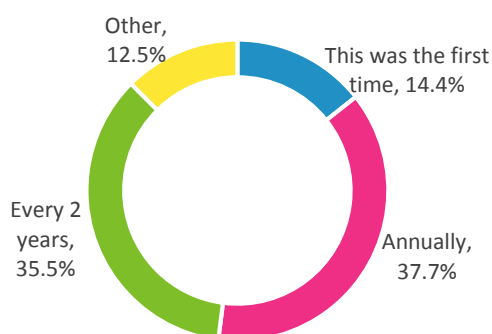


Figure 8 Event frequency

For smaller schools (less than 300 students), it was most common to run the fete annually. However, for schools with more than 300 students, it was more common to run the event biennially (see Figure 9).

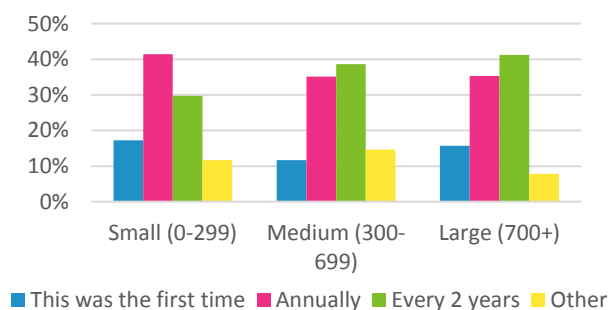


Figure 9 Event frequency by school size

¹⁰ To examine these breakdowns in greater detail, go to <https://public.tableau.com/profile/acpns#!/vizhome/>

Most popular days and months

Saturday was the most popular day of the week with 44.8% of all fetes being held on Saturdays. This was followed by Fridays (21%) and Sundays (19.3%). This pattern held across all sizes, school types, ICSEA scores, regions (except remote and very remote) and most states.

The most popular month to hold a fete was October, followed by September, November and March. While this pattern held across small and medium-sized schools, larger schools favoured October and August for their fetes.

Tips – day, date and times

Many respondents offered advice regarding the day, date and time of their fetes.

Weekday events may be more challenging in terms of volunteers.

Difficult having on Friday for volunteers as many parents unavailable for [the] early roster and set-up due to work commitments, however, Friday after school provides a captive audience. (State/Government school, Inner regional, < 300 students, ICSEA score < 1,000)

Try not to clash with other fetes and events

Check your dates don't clash with other local events, and that your key volunteers will be able to help that day before setting a date. (State/Government school, Inner regional, < 300 students, ICSEA score < 1,000)

[Schoolfetesandfundraising/Schoolfetesandfundraisin g.](#)

*... take care not to clash with football matches!
(State/Government school, Outer regional, < 300
students, ICSEA score < 1,000)*

*Make sure your fete isn't the same date as other
local markets. This way they are more likely to
attend your fete. (Catholic school, Inner regional,
300-699 students, ICSEA score >1,000)*

*We definitely should have held the carnival at a
later date ... With the EKKA and Redcliffe Show &
Festival being held recently we suffered greatly
in expected sales. (State/Government school,
Major cities, 700+ students, ICSEA score < 1,000)*

There may be a weekend which brings more people near your school

*We are fortunate to be a tourist location so we
hold our fete over the Labour Day long weekend
and we do attract families visiting the Island.
(State/Government school, Inner regional, 300-
699 students, ICSEA score > 1,001)*

The date and time may impact the success of your stalls

*The time of day seriously impacted our food
stalls. People purchased snacks from the cake
stall and went home to have dinner. Tuckshop
was popular, but BBQ was not. (Catholic school,
Inner regional, < 300 students, ICSEA score >
1,001)*

One school alternated between day and evening events

*I also think it's beneficial to mix it up a bit (have
a day fete one year, a twilight evening fete
another year to keep it 'fresh' and new).
(State/Government school, Major cities, 300-699
students, ICSEA score > 1,001)*

Number of people at fete by school size

The number of people at the fete varied according to the number of students at the school. For schools with less than 300 students, more than half (53.1%) had 500 or fewer attendees. In contrast, for students with 700 or more students, a similar percentage (52%) had 2,001 or more attendees at their fete. Figure 10 displays the number of fete attendees according to the ICSEA score for the school. For those with an ICSEA score up to 1,000, half had 500 or fewer attendees to their fete (compared to 21.8% of schools with an ICSEA score above 1,000.

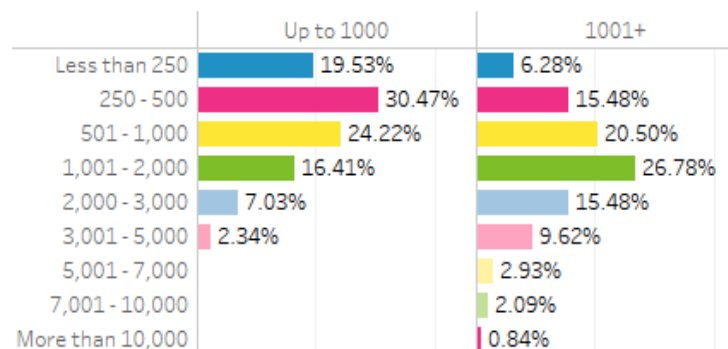


Figure 10 Attendee numbers by ICSEA score

Profit

The average profit from all school fetes was \$17,878.13. Unsurprisingly, larger schools made a greater profit from their fetes than smaller schools (see Table 1).

Table 1 Profit by school size

	Min. profit	Max profit	Average profit	Median profit
Small (<300)	\$0	\$52,774	\$10,149	\$7,000
Medium (300-699)	\$500	\$93,000	\$22,084	\$15,662
Large (700+)	\$1,500	\$85,000	\$26,030	\$20,000
All schools	\$0	\$93,000	\$17,878	\$13,000

When this is broken down by the average profit per student, however, smaller schools fared better than larger schools (see Figure 11).

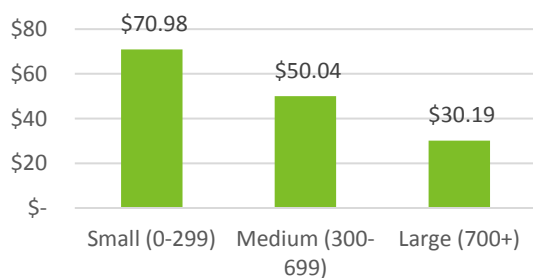


Figure 11 Average profit per student by school size

In terms of average profit by type of school, Catholic schools had the highest average at \$21,005, followed by independent/private schools at \$19,057 and state/government schools (\$16,674). This pattern also held true in terms of the average profit per student (see Table 2).

Table 2 Profit by school type

	Min. profit	Max profit	Average profit	Median profit	Average profit per student
State/government	\$0	\$93,000	\$16,674	\$11,801	\$49.30
Catholic	\$1,000	\$85,000	\$21,005	\$15,000	\$72.31
Independent/private	\$500	\$90,000	\$19,057	\$13,000	\$60.35

For what was the school raising money?

It was most common for schools of all sizes to apply fete money to playground/outdoor repairs and/or upgrades. This trend also held true across states (excluding South Australia), remoteness, ICSEA scores and school type.

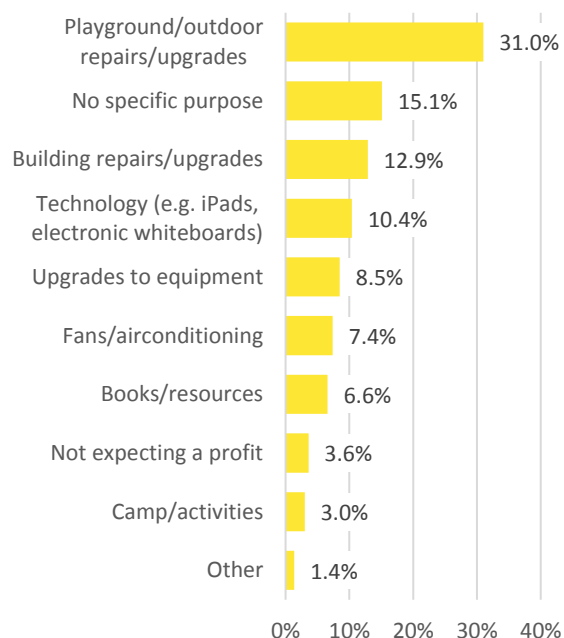


Figure 12 Purpose of profit

Volunteers

Ease of recruiting volunteers

Figure 13 displays the ease with which volunteers were recruited for the various roles. Responses were mixed about the ease of recruiting a fete convenor with 46.6% stating it

was somewhat or extremely easy and 38.5% stating it was somewhat or extremely difficult.

Overall, larger schools recruited committees more easily than smaller schools, as did independent/private schools compared to Catholic and state/government schools.

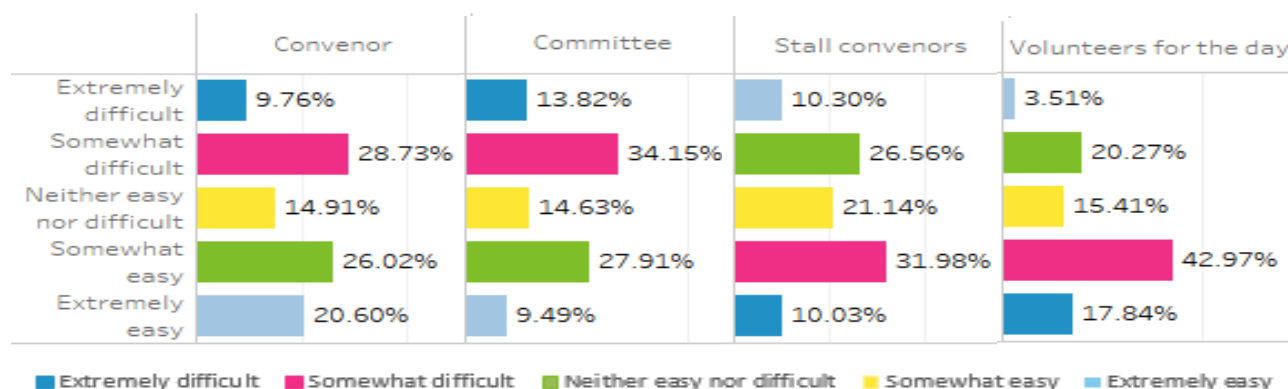


Figure 13 Ease of recruiting volunteers

Biggest challenges

Figure 14 shows the most commonly reported challenges with recruiting volunteers. More than half the respondents listed 'can't get a firm commitment until last minute' making this the primary challenge. This held true across school size, type, location and ICSEA score.

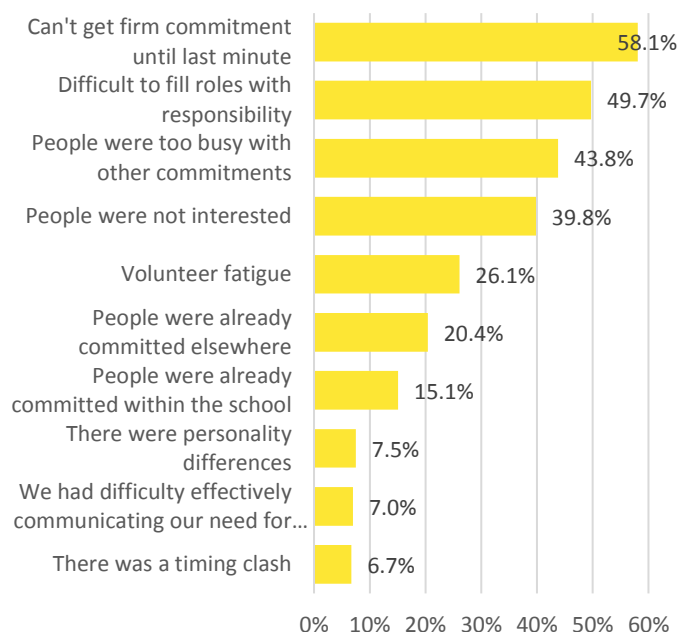


Figure 14 Biggest challenges with recruiting volunteers

Online signup programs

For those who used an online signup sheet, volunteer signup was the most common tool (see Figure 15).

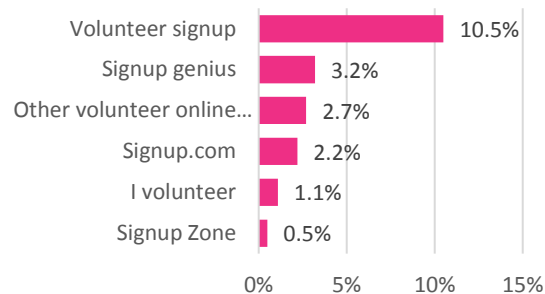


Figure 15 Online signup programs

Online signup programs were highly recommended by those who used them

We used an online signup for stall volunteers this year. Feedback gathered via survey after the fete was 100% in support of using this method. Made it much easier for people to volunteer and easier for committee members to keep an eye on how volunteer numbers were going. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Using Signup Genius was so helpful! It meant that individual stallholders could send the link for their own stall to supporters/volunteers which made filling spots easier. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Gender diversity of volunteers

Apart from security, females dominated the volunteer roles (see Table 3).

Recruiting volunteers for pack up was seen as the most difficult with one participant suggesting creating a 'Dad's Army' specifically to recruit men for set-up and pack down.

Table 3 Gender diversity of volunteers

	Minimum	Maximum	Average	Median
Overall number	0%	100%	75.9%	80%
Overall time	1%	100%	79.0%	81%
Organising committee	0%	100%	87.8%	95%
Stall convenors	0%	100%	79.7%	85%
Set-up	0%	100%	62.6%	62%
Security	0%	100%	37.4%	34%
Helping on the day	2%	100%	72.5%	74%
Packing up	1%	100%	61%	60%

Teacher and student involvement

Overall, respondents most commonly reported that teachers were very involved in running the stalls and activities (27.4%). The second most common response, however, was 'slightly involved' (23.31%). For state/government

schools, 20.6% of respondents stated that the teachers were extremely involved with the fete, compared to 17.9% of independent/private schools and 9.3% of Catholic schools (see Figure 16). Some 24% of respondents from small and large schools stated teachers were extremely involved, compared to only 11.2% of respondents from medium-sized schools.

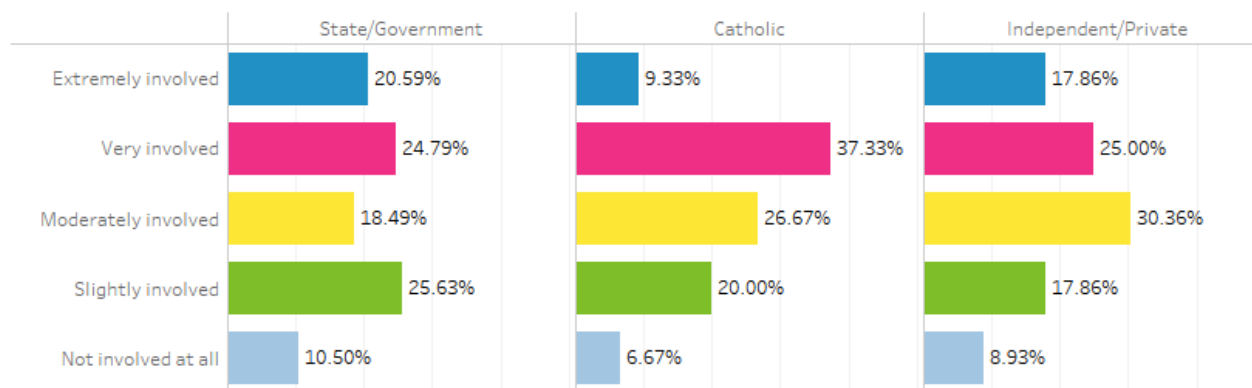


Figure 16 Teacher involvement in running stalls and activities by type of school

In terms of student involvement, 34% of respondents stated that the students were slightly involved in the running of the stalls and activities, with only 6.3% stating they were

extremely involved. This pattern emerged in all types of schools. Medium-sized schools again had the least student involvement at their fetes (see Figure 17).

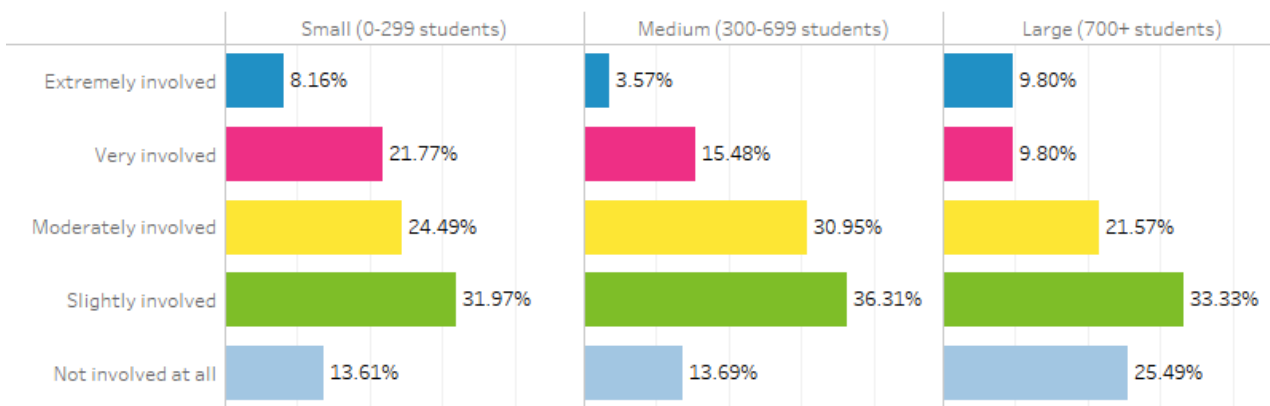


Figure 17 Student involvement in running stalls and activities by school size

Tips - volunteers

Getting people to commit came out as a key issue for a large number of schools. Many schools identified that it is always the same volunteers and committee. Specific strategies mentioned to help recruit volunteers follow.

Be clear about the roles and expectations and communicate these regularly.

Providing 'how-to' instructions for each element of the day, BBQ, cake stall, coffee stall, plant and fairy garden stalls, games booths. (State/Government school, Major Cities, < 300 students, ICSEA score > 1,001)

I held a Fete Information Session to recruit volunteers and 'creating stall ideas' documents for this on what stalls people could hold and how to make them work. Volunteers could peruse this information and get a good idea of what is involved before signing on. I had recruited 90% of stall coordinators from this info session. (State/Government school, Major Cities, 300-699 students ICSEA score > 1,001)

Have multiple roles with various levels of responsibility.

We broke down each of the volunteer roles into a time commitment and task list. This way parents could choose what role to take on based on their ability to donate time. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Short predefined shifts

We found that asking for people to volunteer for two hour shifts got more support than expecting them to be there all day. It meant finding more

volunteers, but as most volunteers had childcare responsibilities, it gave them more flexibility. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Have grade or class-specific stalls

We utilise parents from each grade who have nominated to be parent support people for their child's class throughout the year to run the stalls in grade levels. They work in teams. This seemed to work really well for them with volunteers to fill their stalls for the day but can lead to a lack of floating volunteers to fill spaces where needed. (Catholic school, Major Cities, ICSEA score > 1,001)

However, another convenor said they would prefer to just stick to a single roster which could be managed online.

Next year, rather than each individual class organising their stall roster, it will be one large roster for the entire parent community and everyone can see the gaps needed. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Ask in person if struggling – people are less likely to say no.

We found asking people to help in person rather than just written (i.e. newsletters/class notes) worked better. (State/Government school, Outer regional, 300-699 students, ICSEA score < 1,000)

One uncommon, but effective strategy was an opt-out system. This tended to work best when each grade or class was in charge of a specific stall.

We advised our community that if they hadn't placed their name down on a stall sheet their family name would be given a suggested time. (Catholic school, Major Cities, 300-699 students, ICSEA score > 1,001)

Give them a schedule of exactly when they are required and where. Make it almost like a social contract as it then seems harder for people to want to break. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Rewarding or incentivising volunteers

We used a community participation levy. Stall convenors had this amount refunded after the fete. Volunteers could claim points towards a full refund also. (Catholic school, Major Cities, 300-699 students, ICSEA score > 1,001)

We also had a separate raffle only for volunteers. Every hour you volunteered got you a ticket in the raffle. We had over 70 prizes with a total prize pool value of more than \$6,000. (State/Government school, Major Cities, 300-699 students, ICSEA score < 1,000)

Outsourcing volunteers could also ease the burden on parents.

Also, outsource some areas to local not-for-profits – Lions, Rotary and the local church who meets in our hall provided another 30 or so volunteers. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

The school allowed senior students to gain service hours for volunteering, which led to a large group assisting in the lead-up, at the fair and for pack down. Targeted requests for specific skill sets, such as face painters, were sent out to the students to emphasise the different types of volunteering opportunities available. (Independent/private school, Inner regional, 300-699 students, ICSEA score > 1,001)

Last year we pre-organised prisoners from the low-security prison to come and help pack up the jumping castle which was very helpful. They donated their time. (State/Government school, Very remote, < 300 students, ICSEA score < 1,000).

Sponsorships and donations

Overall, 88.2% of schools that ran a fete sought sponsorships or donations. More than 90% of Catholic and independent/private schools sought sponsorship, compared to 86% of state/government schools. Overall, it was easier to secure in-kind sponsorship than cash sponsorship (see Figure 18).

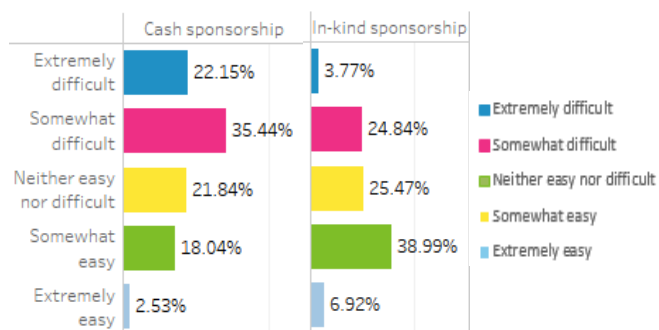


Figure 19 displays the average and median amount raised by all schools who sought cash and/or in-kind sponsorship. Larger schools, Catholic schools, schools in major cities and schools that scored above 1,000 on the ICSEA raised more on average than other types of schools in terms of cash sponsorship. This pattern was repeated in terms of in-kind sponsorship, with the exception that medium-sized schools outperformed smaller and larger schools.¹¹

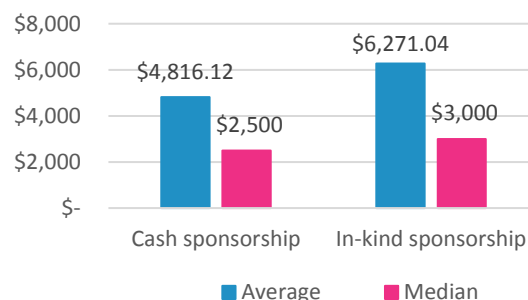


Figure 19 Average and median amount raised through cash and in-kind sponsorship

Sponsorship packages

As the number of students increased, so too did the likelihood of offering sponsorship packages (see Figure 20).

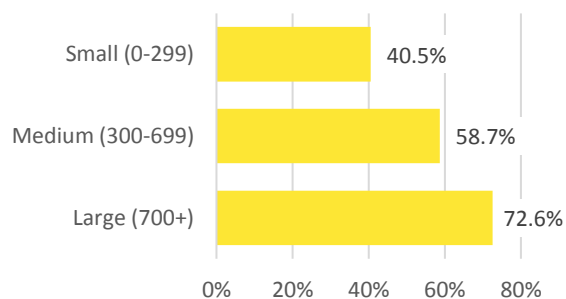


Figure 20 Percentage which offered sponsorship packages

The median maximum sponsorship package for schools with less than 300 students was \$1,000,

¹¹ To examine these breakdowns in greater detail, go to <https://public.tableau.com/profile/acpns#!/vizhome/>

[Schoolfetesandfundraising/Schoolfetesandfundraisin](#) g.

compared to \$1,500 for medium schools and \$2,100 for larger schools (see Table 4).

Table 4 Maximum sponsorship package offered

	Minimum	Maximum	Average	Median
Small (<300 students)	\$200	\$6,000	\$1,497.62	\$1,000
Medium (300-699 students)	\$100	\$12,500	\$2,162.50	\$1,500
Large (700+ students)	\$250	\$7,000	\$2,514.06	\$2,100
All schools	\$100	\$12,500	\$2,050.65	\$1,500

Tips - sponsorship

Sponsorship was one area that needs to be thought of as early as possible

You need to plan several months in advance to target donations. Many companies/businesses have predetermined budgets for community donations. Once they go over that the answer is instantly no. (State/Government school, Major Cities, 700+ students, ICSEA score < 1,000)

Think about your proposal to each business

Targeted sponsorship, making personal approaches to businesses and tailoring the request to a logical fit between sponsor and stall/area. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

We have found the key to getting sponsors on board is find a graphic designer within your school community to produce an outstanding proposal and the sponsorships will come flooding

in! (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Think about how you will approach them

One of our Committee members wrote a letter and personally visited all businesses within the district. (State/Government school, Outer regional, < 300 students, ICSEA score < 1,000)

I think the main with sponsorships is to think outside the box. Our local community is inundated with requests from schools in the area. (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

Let donors be involved in the way they want to be involved, whether by cash, product, loan of equipment or in-kind donation. (State/Government school, Outer regional, < 300 students, ICSEA score < 1,000)

Confirm in writing and maintain contact during the event lead-up

Give yourself a time frame and get a commitment in writing or via email in case management of places change. (State/Government school, Major Cities, 700+ students, ICSEA score < 1,000)

Key is get in early and maintain that relationship. [We] nearly lost sponsors because the sponsorship person didn't keep contact with them. (Independent/private school, Major Cities, 700+ students, ICSEA score > 1,001)

Have a dedicated sponsorship person/team

Have a clearly defined sponsorship volunteer - one channel of communication with sponsors, giving sponsors regular updates and feedback. (State/Government school, Major Cities, < 300 students, ICSEA score > 1,001)

Have a dedicated sponsorship person - this is a full-time job on its own and I believe if someone could've committed just to this we would have raised a lot more beforehand. (State/Government school, Outer regional, 300-699 students, ICSEA score < 1,000)

Consider sponsorship packages

There are four tiers of sponsorship with different requirements of our P and F. The sponsors get Facebook advertising, newspaper advertising, free team nominations, signs on display and fields, bar, referees etc. naming rights and trophy naming rights. (Catholic school, Outer regional, < 300 students, ICSEA score > 1,001)

Up till this point, all sponsorship and donations have been treated as the same with only a 'gold silver and bronze' definition in place. We are looking at devising a package that differentiates what has been donated or offered much more clearly. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Consider sponsorship specifically for the rides

We had "sponsor-a-ride". For a flat fee of \$100, local businesses had their banner/logo displayed near the rides. This helped us almost cover the cost of the rides even before the event. (State/Government school, Inner regional, 300-699 students, ICSEA score < 1,000)

Make it clear what the business will gain

Having concrete benefits for sponsors helped to get sponsors over the line, supporting the businesses throughout the year also helped to build relationships. (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

Make sure ... what you promise businesses for their donations is what you can deliver. (State/Government school, Inner regional, 300-699 students, ICSEA score > 1,001)

Always follow up after the event

Send a thank you letter or certificate with info on how successful the fete was. (Catholic school, Major cities, < 300 students, ICSEA score > 1,001)

Local businesses may be more likely to give, but that doesn't mean you should rule out other businesses

Lots of local businesses [are] very willing to sponsor when directly approached. Larger businesses elsewhere were more hit and miss, many never replying. (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

Don't limit yourself to local businesses. We were sponsored by Birdsnest, Booktopia, Maleny Dairies, Maleny Bird World and others even though we were based in Salisbury Q (1.5 hours driving distance). (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

Attracting visitors

Overall, it was easier to attract visitors from within the immediate school community than outside it. The pattern shown in Figure 21 held true across states, school size, school type, remoteness and ICSEA score.

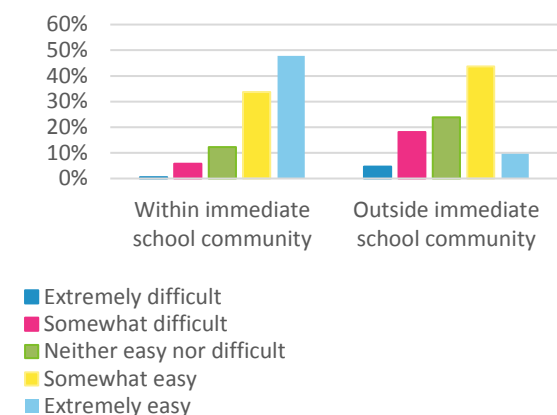


Figure 21 Ease of attracting visitors

Promotion channels

Figure 22 displays the most common promotion channels for all schools holding fetes. While a flyer sent home to families was most common overall, for schools with more than 700 students, signage at the school was the most common response with 96% stating they used this in their fete promotion.¹²

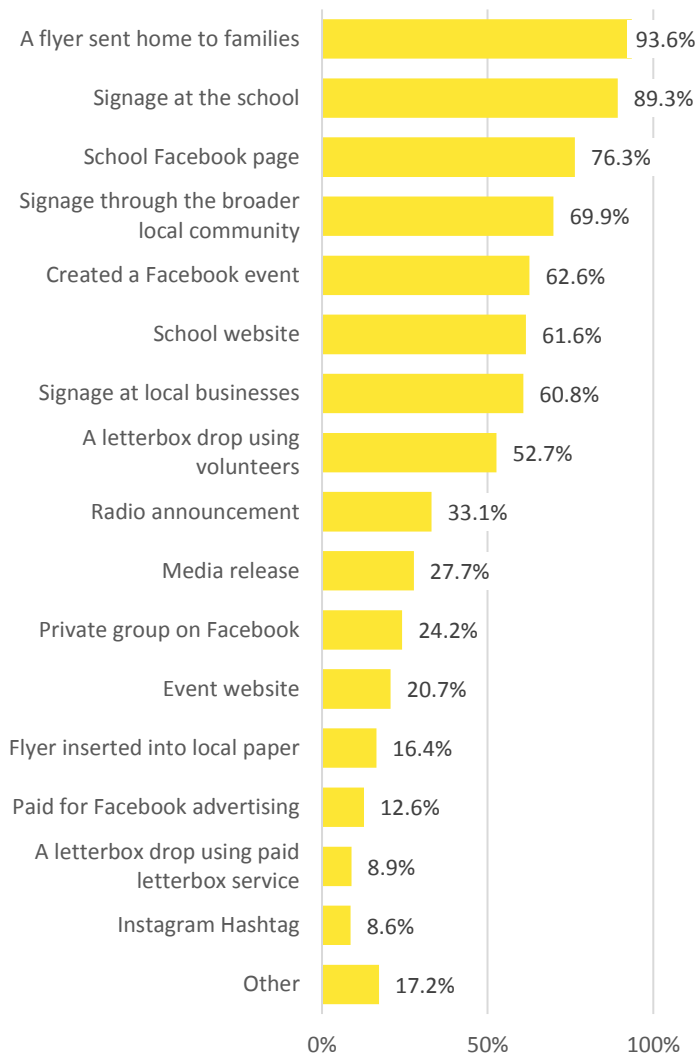


Figure 22 Promotion channels

¹² To examine these breakdowns in greater detail, go to <https://public.tableau.com/profile/acpns#!/vizhome/>

[Schoolfetesandfundraising/Schoolfetesandfundraising.g](https://public.tableau.com/profile/acpns#!/vizhome/Schoolfetesandfundraising/Schoolfetesandfundraising.g).

Tips – attracting visitors

Consider paid advertising but choose your medium carefully

Facebook worked really well for us this year - we paid for a couple of promoted posts and it really hit the mark as we have many more visitors this year. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)¹³

[The school pays] for local newspaper advertising in the weeks prior to the fair. This is probably our best advertising. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Don't use a paid letterbox service as all the flyers were bundled with junk mail. Better visibility when delivered by volunteers. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Make use of your local council/MP

We can apply to the local council to ask permission to display roadside banners but I learned from this year that this needs to be applied for 6 months+ in advance! (State/Government school, Major Cities, < 300 students, ICSEA score > 1,001)

Approach Council for assistance with advertising. Approach Member of Parliament for assistance with printing flyers. (State/Government school, Outer regional, < 300 students, ICSEA score < 1,000)

Make your event stand out in some way

You need a major drawcard or something different to other fetes so that it helps differentiate from other school fetes. If you want sports stars, you need to book them in early! (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Invite local entertainment to perform

If you have a stage then use local dance, martial arts, choirs who will entertain fete-goers for free, keeping visitors at the fete longer and bringing family and friends from outside the school community to your event. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Approach other schools and kindergartens

Securing performances from feeder secondary schools acts as promotion for their school. In this way, enrolment to those feeder schools has increased over the years. For our primary school, this secures former students returning to the fair day. These performer teenagers buy lunch and go on rides, increasing fair revenue. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

We did ride wristband fundraisers with the local kinders (kindergarteners) where the kinder would get a percentage of each sale - used Trybooking to facilitate this. (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

¹³ Although note changes coming to Facebook
<https://www.facebook.com/zuck/posts/10104413015393571>

Stalls

Figure 23 displays the percentage of schools with each stall/activity. Most common was BBQ, cake stalls, face painting, soft drinks and jumping castle.

For small schools and those in regional and remote areas, BBQ, cake stall, face painting and raffles were the most common stall types. A key difference between small schools and schools with 300 or more students was the presence of amusement rides, with just over half of small schools offering rides at their fetes, compared with more than 80% of medium and large schools.

Popularity and profitability

Disregarding any financial considerations, amusement rides, BBQ and cake stall were the most popular stalls.

The most profitable stalls were:

- BBQs
- amusement rides
- raffles
- auction, and
- cake stall.

The least profitable stalls were:

- face painting
- crazy hair
- book stall
- animal farm, and
- amusement rides.

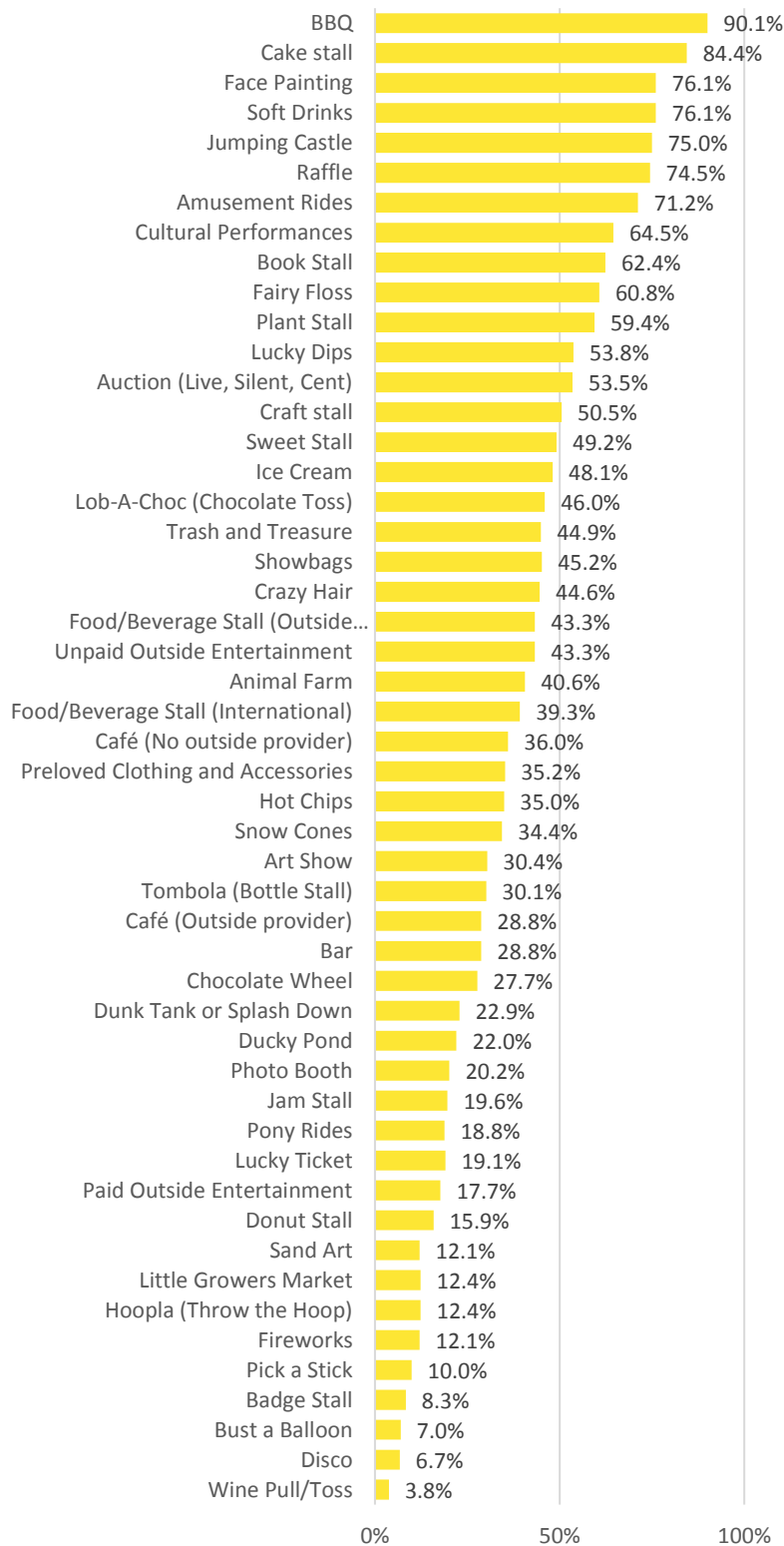


Figure 23 Stalls/activities

Table 5 displays the profit from various stalls. Auctions, amusement rides, raffles and BBQ all had a median profit of \$1,500. Profit on amusement rides ranged from \$0 to \$17,500.

Table 5 Profit on selected stalls

	Minimum	Maximum	Average	Median
Auction	\$0	\$12,000-\$14,999	\$1,000-\$1,999	\$2,000-\$2,999
Bar	\$0	\$12,000-\$14,999	\$700-\$799	\$1,000-\$1,999
BBQ	\$0	\$6,000-\$6,999	\$900-\$999	\$1,000-\$1,999
Book stall	\$0	\$2,000-\$2,999	\$500-\$599	\$600-\$699
Cafe and Coffee	\$1-\$99	\$4,000-\$4,999	\$800-\$899	\$1,000-\$1,999
Raffles	\$1-\$99	\$15,000-\$19,999	\$2,000-\$2,999	\$2,000-\$2,999
Amusement rides	\$0	\$12,000-\$14,999	\$900-\$999	\$2,000-\$2,999
Trash and treasure	\$0	\$4,000-\$4,999	\$700-\$799	\$1,000-\$1,999

Tips - stalls

Think about the layout of your stalls and consider a map so people can locate all the stalls

Our raffle had great prizes but was in a poor location. (Catholic school, Outer regional, 300-699 students, ICSEA score > 1,001)

It's best to place similar stalls together. We turn our hall into a second shopping precinct - with vintage clothing, trash and treasure and second-hand books all together. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Have all the stalls as close to each other as possible, not spread out around the school too much. Have the food in a central area. (Independent/private school, Major cities, < 300 students, ICSEA score > 1,001)

Some comments about most popular stalls/activities

Spooky House! I just remembered that we had that one and wow it went off! It was done in the Library and we blacked it out as our fete was during the day and we had kids crying (I know that isn't really good) but kids and adults not even able to get through it all. And it made heaps of money. (State/Government school, Outer regional, 700+ students, ICSEA score < 1,000)

Devonshire tea with scones was cheap and popular very profitable. (Catholic school, Major cities, 700+ students, ICSEA score > 1,001)

Our hampers are always a winner. We place a laundry basket in each classroom. The laundry

basket has a theme (e.g. books, purple, cooking, etc.) and families are asked to donate an item. We then place the donated items into wrapped boxes with a label indicating the class it was donated by. On the day we place an ice cream container in front of each hamper and visitors purchase raffle tickets to place inside the containers of the hampers they would like to win. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Fireworks are also a major attraction. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

The students love Dunk Tank, especially dunking the teachers, so get as many teachers on board as possible. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Often your most popular stalls are not profitable, but it is still important to have them

International Food stall is an important stall to share food from different cultures represented in the school. However, organising parents to cook, reimburse them for ingredients etc. is costly and time-consuming. This brought a lot of cultural value to the school fair much more so than financially in terms of time and effort put in. (State/Government school, Major Cities, < 300 students, ICSEA score > 1,001)

Sometimes you have to have an activity that might not be as profitable but is going to be fun. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Some stalls did not work well

Our kid's craft stall was a lot of work and not much return... Any investment in perishable stock is a bigger risk and we will do more outside food next time - less risk and easier to manage logistically. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Show bags should be done on pre-orders for a fete our size as they did not sell well again this year. (Catholic school, Major Cities, 300-699 students, ICSEA score > 1,001)

Second-hand stalls were singled out as often not worth the effort

Only sell second-hand goods that are popular, such as toys, books, vintage clothing etc. We no longer sell DVDs, CDs or white elephant because our profit margin and disposals of all the unwanted items was too much work. (State/Government school, Major cities, 300-699 students, ICSEA score > 1,001)

Areas such as book stalls are popular (not profitable) but are also extremely labour intensive to prepare and pack up (sort through books, price the books, get rid of all remaining books)....for \$500...hardly seems worth it. (State/Government school, Major cities, 300-699 students, ICSEA score > 1,001)

Outside stallholders

73.1% of respondents reported that their fete had outside stallholders. This was greatest for larger schools (90.4%). Half the fetes had fewer than 15 outside stallholders, although 5.6% had 50 or more (see Figure 24).

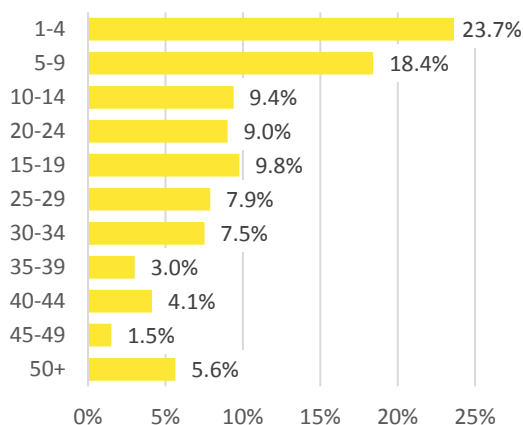


Figure 24 Outside stallholder numbers

Overall, upfront fees were more common with half of all schools having all outside stallholders paying an upfront fee and a further 33.8% using a mixture of profit share and upfront fees (see Figure 25). Smaller schools, in particular, were most commonly charging upfront fees for all their outsider stallholders.

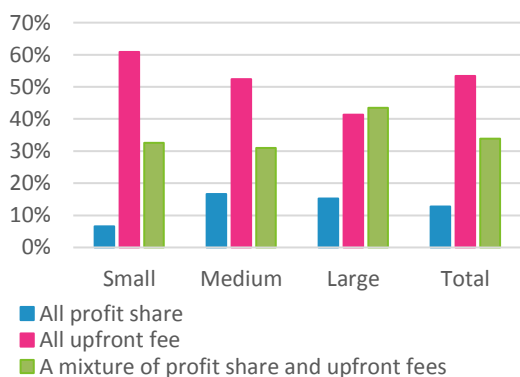


Figure 25 Financial arrangements of outside stallholders

Tips – outside stallholders

Communication is key

Make it extremely clear that you cannot provide power if that is the case. We had food stalls arrive expecting power even though we told them it was not available and they did not request any on their stall application form. We had to track down generators on the day and cover the cost of them ourselves. (State/Government school, Major Cities, 300-699 students, ICSEA score < 1,000)

Some felt that you should only engage outside stallholders for areas you cannot do with volunteers

Keep these to a minimum and only for things you cannot do yourself (rides, ponies, churros etc.). (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

We found that we could not keep up with the demand for coffee and people are ridiculously precious about it these days and want cafe quality even at a school fete. We get a coffee van in. The only other outside provider is the amusement rides, we can't possibly provide that ourselves. (State/Government school, Outer regional, 700+ students, ICSEA score > 1,001)

Others, however, felt that outsourcing was a great way to have variety with minimal work

Outsource where you can, and take a 20% cut of their profit. This is minimal work to organise, and generally yields \$300-\$400 per Stall. (State/Government school, Major cities, 300-699 students, ICSEA score > 1,001)

Where possible take a percentage of the fees from food/drink vendors. They make decent money at these events and you will make more money. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Either way, avoid competing stalls, especially with school stalls

All outside stalls were first asked to fill in a questionnaire of what they were intending to sell so as to ensure we didn't have any direct competition. (State/government school, Outer regional, 300-699 students, ICSEA score < 1,000)

The amount charged varied greatly and often depended on the type of stall.

We charged \$100 for food vendors and \$50 for market stall holders. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

We charge a site fee of \$25 (which is less than local market site fees in the area). (State/Government school, Outer regional, 300-699 students, ICSEA score > 1,001)

It was difficult setting a stall price for purchase. We set \$60 with insurance and \$80 without. Some thought that was fair, others thought maybe too expensive. (State/Government school, Major cities, 300-699 students, ICSEA score > 1,001)

Charge more for prime positions (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Some used a mixture of upfront fee and profit share arrangements

We charged all stall sites a \$25 fee and asked those that were a business to donate either an item or 20% of their profit from the day. (State/Government school, Major Cities, 700+ students, ICSEA score < 1,000)

... All food stalls were \$50 upfront, then 20% of the profits on the day, minus the \$50. (State/Government school, Major Cities, 300-699 students, ICSEA score < 1,000)

Some felt that the decision to charge an upfront fee or profit share arrangement depended on the type of stall

Food works well on a profit share, other stalls on an upfront fee. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Many expressed difficulty with profit share arrangements.

Next time will have just an upfront fee as hard to get payment post the event (State/Government school, Inner regional, 300-699 students, ICSEA score > 1,001)

The coffee vendor sold 250 coffees and the slushy vendor 400 slushies. We were profit sharing of \$1 per item. It seems low sales, but there's no way to check unless you have someone stationed with them. I feel next time we should charge an upfront fee. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Amusement rides

71% of all schools had amusement rides at their fete. Larger schools were more likely to have rides than smaller schools.

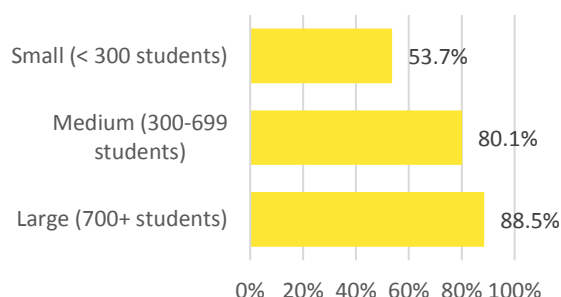


Figure 26 Percentage of fetes with amusement rides

Cost of ride bands

Mean, median and most common amount for pre-sale ride bands were \$25, and \$30 if bought on the day. Single rides typically were \$5. Larger schools typically charged more for ride bands, however, they also tended to have more rides available and were, therefore, cheaper when looking at the cost of the ride band per the number of rides (see Table 6).

Table 6 Average cost of rides

Average cost	Small (<300 students)	Medium (300-699 students)	Large (700+ students)
Pre-sale ride bands	\$25.35	\$24.53	\$26.93
On-the-day ride bands	\$28.85	\$30.15	\$31.91
Single ride	\$5.09	\$5.30	\$5.24
Pre-sale ride bands per number of available rides	\$5.17	\$4.19	\$3.17
On-the-day ride bands per number of available rides	\$5.92	\$5.14	\$3.83
Average number of rides	4.41	5.89	8.82

Tips – ride bands

Some schools offered some tips regarding their pricing for rides.

We will probably charge slightly less for ride arm bands next time. We offered a discount price of \$25 per armband for three or more pre-sale only which was very popular. (State/Government school, Major Cities, 300-699 students, ICSEA score < 1,000)

We had a lot of feedback to say that \$6 for a single ride ticket was a bit steep and I tend to agree and will look at reducing that figure in the future. (State/Government school, Inner regional, < 300 students, ICSEA score < 1,000)

Pre-selling ride tickets was strongly advised

Make the pricing a multiple of \$5... providing change was very fiddly for the Ticket Booth with these prices. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

This year we have decided to make the on-the-day purchase price more expensive to encourage pre-payment. We cut off the pre-payment of ride bands two days before the event. You don't want someone updating lists the night before or the day of the fete as there are a lot of other things that need to be done. (Independent/ private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Pre-selling ride tickets is essential. We offer sales in person before school at our Ride Ticket window (classroom), online via School Shop Online, by phone (pay by credit card). (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Use technology to pre-sell your ride bands

Put the Fete ride armbands online e.g. On Try Booking or similar. (Independent/private school, Major Cities, 700+ students, ICSEA score > 1,001)

Sticky Tickets great for ordering online ride passes, though the majority of our students pay cash for a wristband before school. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Popular rides

The rides that were most popular overall were the jumping castle, giant slide and the dodgem cars. This varied a little depending on the size of the school, the type of school, the ICSEA score and the location.

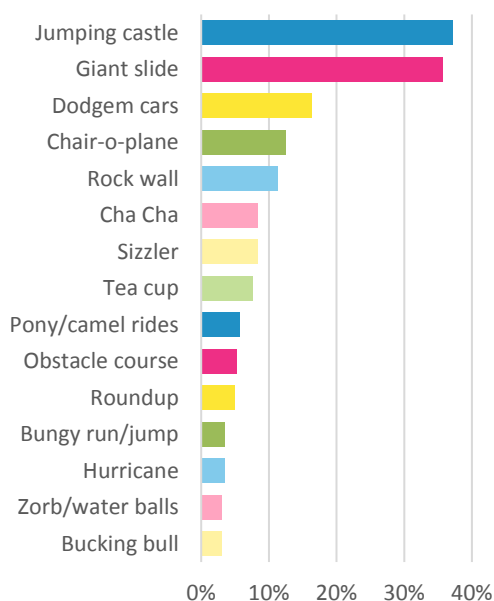


Figure 27 Most popular rides

Tips – amusement rides

Some schools gave advice regarding the particular rides

We will probably have traded the inflatable slide in for either a giant slide and add a rock climbing wall as an option. Also a jumping castle for smaller children. (State/Government school, Inner regional, 300-699 students, ICSEA score < 1,000)

We have a set batch of rides that we normally have jumping castle x 3, giant slide, teacups saucer, trackless train, chair swing, fairy floss, [and] open-mouth clowns. This year we also added rock climbing & bungee at an extra cost of \$1,300. The extra booking did not benefit us and we would probably ... lower our expenditure in this regard for the next booking. (State/Government school, Major Cities, 700+ students, ICSEA score < 1,000)

The dodgem cars are a significant drawcard. We were unable to get them this year! This would have impacted on our entry numbers. (Catholic school, Inner regional, < 300 students, ICSEA score > 1,001)

As with your stalls, you need to think about the layout of your rides, especially in relation to the power supply.

Listen to the advice from your amusement ride supplier. They advise on the most popular rides and what is suitable for the area. I also let them set up how they think it will work best. If it is a new supplier I get a site visit beforehand so that they know what they are dealing with and I can get the site plan as accurate as possible.

(Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

As with the whole event, get organised and book early.

You need to make sure you are booking these in a year in advance. If possible, set your fete date by the date the rides are available.

(State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Make sure to pre-book straight after your event if you hold an annual event. Stay in contact with ride provider to ensure you get the rides you want. (State/Government school, Outer regional, 300-699 students, ICSEA score < 1,000)

Do your due diligence in relation to OH&S

Safety had to be a big priority. Asked council safety inspectors to audit logbooks on the day. Had a full-time OHS officer working with rides and other parts of the Fete. (Catholic school, Major Cities, 300-699 students, ICSEA score > 1,001)

The paperwork inspection for all rides is an absolute must. Engineer certificates need to be sighted and the Principal and President need to sign paperwork with the ride's operator on the day of the event. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Many schools offered rides for younger siblings which also have a separate pricing.

We offered two types of ride passes. One we called a Chilled Rides pass and included six smaller rides. This was \$20 before 6 pm the Tuesday before the fete and \$25 after this. The other one was an Extreme Rider pass and

included all 28 rides/animal farm/ponies. \$35 before 6 pm the Tuesday before the fete and \$40 after this.

We tried to have a spread of rides across the age groups - and one of our marketing handouts was an A4 page about what there is for little kids to do at our fete, which includes face painting, fairy floss, etc. It also had a table of age or height requirements for each ride as this was something that parents wanted to know before buying the ride bands. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Keep lines short

You need rides that can turn over a lot of kids at one time, to make the most money and a variety to cover all ages. (State/Government school, Major Cities, < 300 students, ICSEA score < 1,000)

Profit is not always the goal for the rides

Didn't make money with a small school but the kids talked about the ponies for a week. (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

Favourites are a must even if not profitable e.g. Cup and saucer ride, animal nursery and slide. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

People always want more rides - this was the first year we made money off them, they are often more about getting numbers in than anything else, and building up the ambience! (Independent/private school, Major Cities, < 300 students, ICSEA score > 1,001)

Alcohol

Only 30% of all school fetes had alcohol at them. Nearly half of the Catholic schools had alcohol, compared to just over a quarter of state and independent/private schools. Schools with a higher ICSEA score were more likely to serve alcohol (37.3% vs 16.9%). Overall, schools that served alcohol had a more favourable attitude towards alcohol being served than schools that did not serve alcohol (see Figure 28).

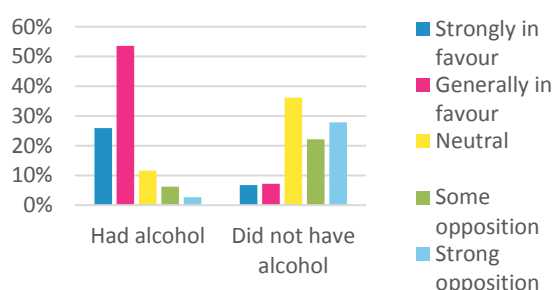


Figure 28 Community attitude towards alcohol

For many schools, having alcohol was seen as inappropriate due to the demographics of their students.

Alcohol is a big problem in the homes of our students, so I would never want to see it at a social event at the school. Due to the drug and alcohol problems our community faces, school is seen by many as the "Safe Place" and I would not want alcohol as a part of it. (State/Government school, Outer regional, < 300 students, ICSEA score < 1,000)

For some schools, having alcohol was against either school or government policy.

NSW Department of Education regulations state that we cannot serve alcohol on school grounds when children are present. (State/Government

school, Major Cities, 300-699 students, ICSEA score > 1,001)

We are a Seventh Day Adventist College, so having alcohol on our premises would never happen. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

For many schools, the choice to not have alcohol was more about having a family-friendly atmosphere rather than a policy decision.

The school governing board disagree with alcohol at the fete as it is a family event and the sale of alcohol creates a split within the family unit for the day and exposes children to behaviours not in keeping with the school ethos. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

We did not have alcohol for the reason it's a fete aimed at families. With the advertisement and studies around alcohol, we felt we had a responsibility. Plus we also hold two adult annual events that allow alcohol. Didn't need this to be one of them. (Catholic school, Inner regional, 300-699 students, ICSEA score > 1,001)

Time of day also affected whether alcohol was available.

While our fete starts at 9 am we don't open our bar until noon. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Having a bar at a 10 am – 3 pm event is a bit unnecessary. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

For those who had a bar, some described it as very successful

Last time, we set this up in a separate area and made it 'pretty' with bunting, selection of chairs and umbrellas. It had a feel of a 'pub garden' about it and drew in crowds as a kid-free zone too! (State/Government school, Major Cities, < 300 students, ICSEA score > 1,001)

Personally, I'm not a fan of a bar, however, it certainly added to the atmosphere at the end. It was also very profitable. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

We had a local craft brewery supply the kegs and we rented a bar with taps. We did a deal with a wine distributor for good quality wine but cheap for us to buy. We were really happy with both companies and are using them again for our trivia night. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Keep it simple.

We offered two beers, two ciders and four wines (two white and two red, both sweet and dry) ... The same price for all was easy with cash handling also. (State/Government school, Inner regional, 700+ students, ICSEA score < 1,000)

Others, however, decided that they wouldn't use a bar in future.

This was our first time and whilst it was popular it wasn't something we would do again mainly because it didn't draw and keep people as we anticipated. (State/Government school, Major Cities, < 300 students, ICSEA score > 1,001)

The ROI (return on investment) was poor and interest was low. We could and should have done without it. (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

Last year's fete was the first without alcohol and it was just as successful as previous fetes which had a fully stocked bar. (State/Government school, Major Cities, < 300 students, ICSEA score > 1,001)

Logistics and planning

Overall, it was most common for there to be between four and six people on the fete organising committee. Only 6.8% of schools had more than 10 people and these tended to be larger schools and in major cities (see Figure 29.)

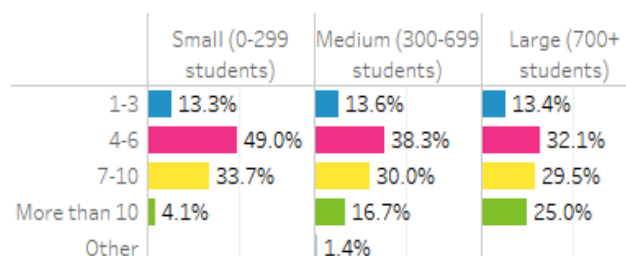


Figure 29 Organising committee numbers

Coordinators in schools with between 300 and 699 students were most likely to have received a handover report from the past fete. Some 60% of Catholic schools received a handover report, compared to around 40% of state/government and independent/private schools. More than half of schools scoring greater than 1,001 on the ICSEA received a handover report (compared to 29.5% of schools scoring up to 1,000). Similarly, schools in major cities were most likely to have received a handover report.

For those who did receive a handover report, it was seen as very useful (see Figure 30).

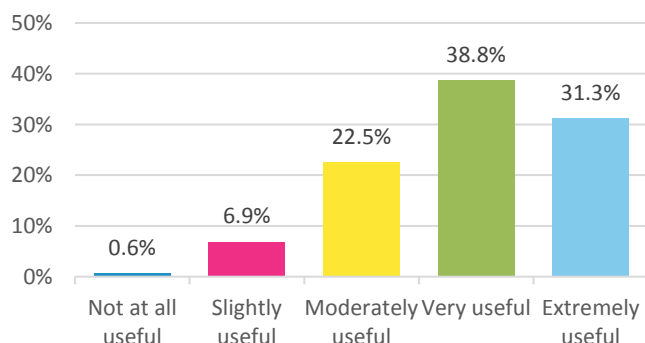


Figure 30 Handover report usefulness

Overall, 72.9% of coordinators prepared a closing report for their fete. This was most common in larger schools, Catholic schools, schools with an ICSEA score above 1,000 and for schools in outer regional areas and major cities.

The most common reasons for not preparing a closing report were 'it wasn't required by the committee', followed by 'too busy/no time'.

To help organise or promote the fete, 55.7% of respondents used websites or Apps. Larger schools, Catholic and independent/private schools, schools in major cities and schools with an ICSEA score greater than 1,000 were most likely to use new technologies to organise and promote the fete. The most commonly used were:

- Google Docs & Mail (44%)
- Dropbox (25.6%)
- Flexischools (25.1%)
- TryBooking (19.8%), and
- Volunteer Signup (18.8%).

Tips – logistics and planning

Documentation

We kept all documents, running sheets, budgets, P&L statements, stakeholder feedback forms, licence applications, advertising etc. in a Dropbox and have handed all collateral to this year's organising committee. This was incredibly useful and has made this year's event much easier to organise. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Make sure that a document revision control system is in place for shared document folders (every document has a footer that automatically updates to the last time it was changed so that it is easy to look at the latest version of things) (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Provide handover notes, including a one-pager for each stall, for the next convener. Organising a fete for the first time, with no guidance, is very overwhelming. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

General communication

Have contact phone numbers for main key people if any problems. Have contact phone numbers for security. (State/Government school, Inner regional, 300-699 students, ICSEA score < 1,000)

Create a fete email address to hand on to future fete conveners. That way, they can see who you hired last time, and they'll have all contact details. Document in Fete Procedures which stalls and businesses worked and which didn't. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

Other software recommendations

Canva.com was used for all marketing and signage. The program is brilliant. (Catholic school, Major Cities, < 300 students, ICSEA score > 1,001)

We also used SketchUp software to help create a map of the fete layout to scale. The person who created the map taught themselves how to use that software. (State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Permits and insurance

Just over half (55.65%) of all fetes required some form of permit. Food permits, local council permits and alcohol permits were the most common. Smaller schools were more likely to need permits than larger schools.¹⁴

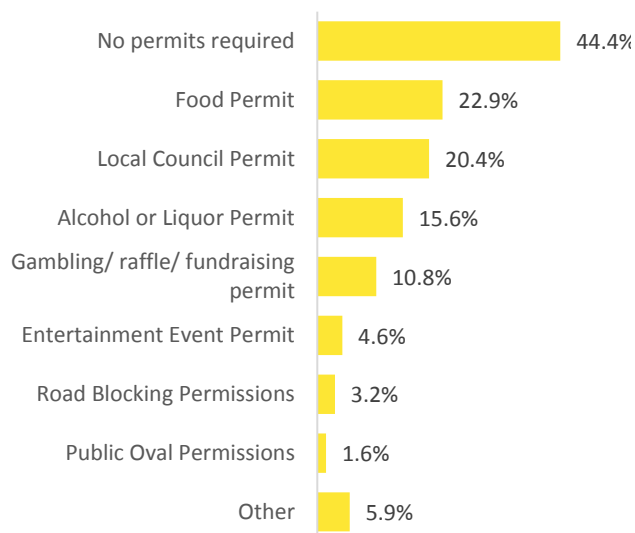


Figure 31 Permits required

Some 68% of all schools did not need to take out additional insurance. Stallholder's insurance was taken out by 16% of schools, while 11% extended the P&C or school's insurance and 3.8% took out wet-weather insurance. Larger schools were more likely to take out additional cover, as were schools in Queensland and New South Wales.

First aid

Larger schools were more likely to hire medical services for their fetes (see Figure 32), as were state and independent schools, schools with an ICSEA score above 1,000, and schools in major cities.

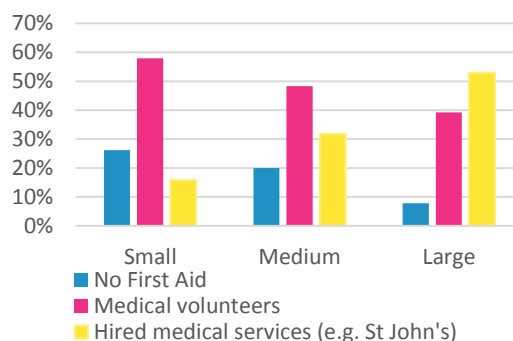


Figure 32 First aid services

¹⁴ In 2013, QLD schools were no longer required to obtain an alcohol permit for the fete. See

<http://education.qld.gov.au/projects/educationviews/news-views/2013/jun/fete-060613.html>

Payment options

Larger schools were more likely to offer ATM or card payments than smaller schools. Similarly, 35% of independent/private schools and 34.7% of Catholic schools offered ATM facilities, compared to 27.5% of state/government schools. The majority (70%) of schools with an ICSEA score up to 1,000 only allowed cash payment and did not provide ATM facilities.

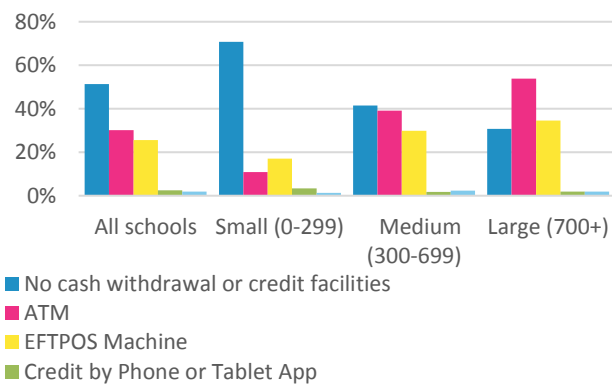


Figure 33 Payment facilities

Hire a portable ATM for the event. More cash means more sales. And provide credit card services for the big profit stalls such as the auction. The more payment options, the better. (State/Government school, Major Cities, 300-699 students, ICSEA score > 1,001)

General comments and tips

Figure 34 shows that nearly half of the respondents believed that the best thing about organising a fete is how it brings the school community together. The biggest challenge, however, was getting volunteers (see Figure 35).

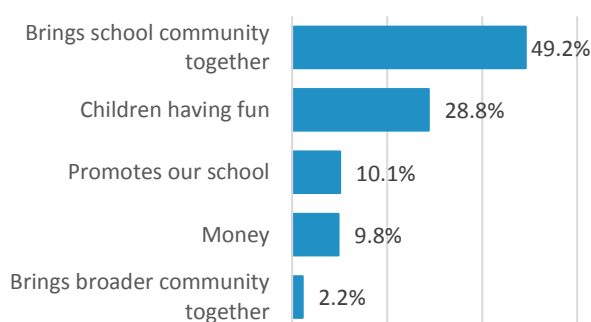


Figure 34 Best thing about organising a fete

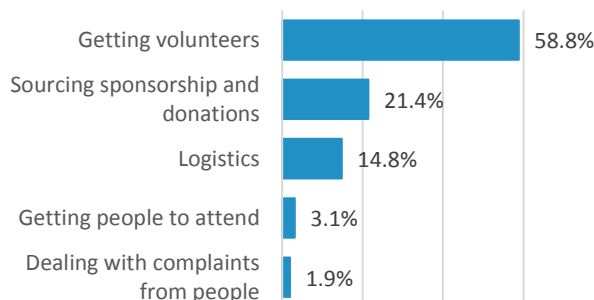


Figure 35 Biggest challenges with organising a fete

General tips and advice

Start planning early

Start at the very beginning of the year and share the vision before even recruiting anyone or starting any work. Two convenors would work better I think. (Catholic school, Major Cities, <300 students, ICSEA score > 1,001)

The best-laid plans can be ruined by the weather. Make sure you have a backup plan

We held our fair at a tricky time of year with the weather, and it bucketed down on the day, which meant that our wet-weather plan was very important. (State/Government school, Inner regional, 300-699 students, ICSEA score > 1,001)

Have wet-weather alternatives for amusement rides (we were meant to have rides on the grass oval but due to the rainy day they had to be moved to the carpark). (State/Government school, Inner regional, 300-699 students, ICSEA score < 1,000)

If parking is an issue, consider organising a bus

We organised a bus to do pickups and drop-offs in the local area. (Catholic school, Major Cities, >300 students, ICSEA score > 1,001)

Think about the parents

Parents need lots of seating, where they can see their own kids at any time, and have a good range of food and drink choices for them. The ultimate aim is to have parents that want to stay all day, feel relaxed and full, and to keep shelling out \$\$ to their kids as they keep coming up to them asking for more. Focus a fete around the parents, the kids are already taken care of given

the nature of the event. (Catholic school, Major Cities, <300 students, ICSEA score > 1,001)

Remember the reason you are having the fete

You have to keep in mind the reason you are holding the event – if it is fundraising, then focus on activities that make money and don't spend too much on non-essentials. If it is to get community spirit, then focus on activities that will do that & not on how profitable things will be (State/ Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Look at other fetes in your area

Attend other events to see what they do and how they do it. Don't be afraid to speak to other event organisers as they are mostly happy to chat about what they have done, just don't do it early in the day or if something is going wrong. (Independent/private school, Major Cities, 300-699 students, ICSEA score > 1,001)

Hard work but rewarding

While it is hard work, organising a fete is actually lots of fun! It's rewarding to see so many people enjoying the day as well as the funds raised for the school as a result. It's also a great way to meet people, make friends and show your children how much you care about their school and their education. The kids love to see their parents helping and they enjoy providing input into the organising of the event itself. (State/Government school, Major Cities, 300-699 students, ICSEA score < 1,000)

Be aware it will consume your life, and your family's life as you get closer to the event. Enjoy the experience, and celebrate the successes!!

(State/Government school, Major Cities, 700+ students, ICSEA score > 1,001)

Above all else, have fun and enjoy the day

Take time to step back and enjoy the night. Many P&C volunteers and coordinators don't get to and it's hard when your own kids miss out due to you running around all the time. (State/Government school, Inner regional, 700+ students, ICSEA score < 1,000)

It is an awesome opportunity entrusted to you and a privilege to bring large quantities of the community together. Enjoy that and focus on all the good ... Never let the negative stop you doing good and bringing sunshine into so many more lives. (Catholic school, Major Cities, 300-699 students, ICSEA score > 1,001)

Discussion and conclusion

This report has for the first time examined the major fundraising event for primary schools in Australia – the school fete. Organising a fete is both challenging and rewarding as our many respondents revealed.

Fetes are not only fundraising opportunities for schools, they are an opportunity to showcase the school, help build the communities and provide a day of fun for the students, teachers and parents.

There were a few pieces of advice that were consistently given from respondents:

Start early

A fete takes up to a year to plan. Sponsorships and rides book out early so secure these immediately after the previous fete.

Have a dedicated committee

Particularly for the larger schools, two convenors were seen as helpful. Many respondents highlighted the importance of delegation. Invite people on your committee to take charge of specified areas, particularly for sponsorship. Having a dedicated sponsorship manager and a long lead-time were seen as critical.

Keep detailed notes

Having a dedicated fete email address, a Dropbox account and a version control method all facilitated the continued success of the fetes. For new convenors with nothing to go off, organising a fete was a daunting task. Detailed

notes, and if possible a handover report were success factors.

There was also the consistent challenge of recruiting volunteers. With the rise of working two-parent families and single-parent families, time to commit to volunteering for the event was scarce for many.

Have class/grade stalls

Having one person from each class in charge of recruiting volunteers for the stall seemed to work for many schools as they were able to ask in person parents they already knew.

Use an online signup system

For schools that did not want a class/grade stall system, using an online system enabled parents who were unable to signup in person to do so online for a slot time on the different stalls.

Allow people to volunteer for shifts, rather than the whole day


Although this meant more volunteers, it provided flexibility to the volunteers who could enjoy the fete with their families.

If you would like to be a part of future fete/school fundraising research, please register your interest at acpns@qut.edu.au.

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Appendix A: Survey questionnaire

	PARTICIPANT INFORMATION FOR QUT RESEARCH PROJECT – Survey –
National Fete Research Project QUT Ethics Approval Number 1700000569	
RESEARCH TEAM	
Principal Researcher:	Associate Professor Wendy Scaife – Principal researcher
Associate Researcher:	Marie Balczun – Senior research assistant
QUT Business school, Queensland University of Technology (QUT)	
DESCRIPTION	
<p>Thank you for participating in this important research - the first of its kind in Australia - conducted by the Fundraising Directory in association with Queensland University of Technology's Australian Centre for Philanthropy and Nonprofit Studies.</p> <p>The purpose of this survey is to gather information from Primary Schools who conduct a fete, festival, carnival, open day or similar event which is a major fundraising event for your school. We aim to gather data and experiences that will help guide future fete organisers.</p> <p>You are invited to participate in this project because you a key member of the event organising committee of your school.</p> <p>We ask all primary schools in Australia to complete this survey, even if you have not held a fete or major event. We wish to gain a complete understanding of fetes, including the reasons why some schools do not hold them.</p>	
PARTICIPATION	
<p>Participation will involve completing a 70 item confidential survey that will take approximately 15 minutes of your time.</p> <p>Questions will include:</p> <ul style="list-style-type: none"> How easy or difficult did you find it to recruit a convenor? What was your biggest challenge when attracting visitors? What was your profit target and how much profit did you make? <p>Your participation in this project is entirely voluntary. If you agree to participate you do not have to complete any question(s) you are uncomfortable answering. Your decision to participate or not participate will in no way impact upon your current or future relationship with QUT, the Fundraising Directory or Vegepod. If you do agree to participate you can withdraw from the project during your participation without comment or penalty by exiting the survey. Any identifiable information already obtained from you will be destroyed. Once the survey has been submitted, however, it will not be possible to withdraw.</p>	
EXPECTED BENEFITS	
<p>All schools who participate will benefit from the research, not only through analytical data but the sharing of information and lessons learned from schools in their own area and those of similar size and demographics around the country. The representative bodies of the State, Catholic and Independent schools will also benefit from the knowledge and gain a better understanding of the challenges their schools' face when it comes to fundraising and volunteering. The final report for this research is expected to be available in early 2018.</p>	



To recognise your contribution, the research team is offering you the chance to win one of three [Vegepod container gardens](#) for your school worth \$498 each (total prize pool of \$1,496).

Please note the opening date for entries is 17 July 2017, the closing date for entries is 13 October 2017. The Terms and Conditions of the prize draw can be located at:

https://busqut.au1.qualtrics.com/jfe/form/SV_6SuHif8bEaTgDMF

RISKS

There are no risks beyond normal day-to-day living associated with your participation in this project.

PRIVACY AND CONFIDENTIALITY

All comments and responses will be treated confidentially unless required by law. The names of individual persons are not required in any of the responses. We will, however, ask for the details of your school to ensure that only one survey is completed by each school and to obtain your school's Index of Community Socio-Educational Advantage (ICSEA) score from the My School website to enable comparisons of schools with similar scores.

Following completion of the survey, you will be asked whether you would like to be contacted by the Fundraising Directory or QUT for your school to be profiled. In this case, your survey responses may be identified in project reports or publications. If you do not consent to be profiled, all data will be treated confidentially and your school will not be identified.

Any data collected as part of this project will be stored securely as per QUT's Management of research data policy. Please note that non-identifiable data from this project may be used as comparative data in future projects or stored on an open-access database for secondary analysis.

The project is funded by the Fundraising Directory and they will have access to the de-identified data obtained during the project. If you consent to be profiled, they will have access to your identified data.

CONSENT TO PARTICIPATE

Submitting the completed online survey is accepted as an indication of your consent to participate in this project.

QUESTIONS / FURTHER INFORMATION ABOUT THE PROJECT

If you have any questions or require further information please contact one of the researchers listed below.

Assoc Prof Wendy Scaife	w.scaife@qut.edu.au	07 3138 8051
Marie Balczun	marie.balczun@qut.edu.au	07 3138 4554

CONCERNS / COMPLAINTS REGARDING THE CONDUCT OF THE PROJECT

QUT is committed to research integrity and the ethical conduct of research projects. However, if you do have any concerns or complaints about the ethical conduct of the project you may contact the QUT Research Ethics Advisory Team on 07 3138 5123 or email humanethics@qut.edu.au. The QUT Research Ethics Advisory Team is not connected with the research project and can facilitate a resolution to your concern in an impartial manner.

THANK YOU FOR HELPING WITH THIS RESEARCH PROJECT.

PLEASE PRINT THIS SHEET FOR YOUR INFORMATION.

Demographics

Q1 * School information

☐ School Name

☐ School Address

☐ School Address

☐ City/Town

☐ State

☐ Postal Code

Q2 * School

☐ State/Government

☐ Catholic

☐ Independent

Q3 * School type

☐ Primary school

☐ Combined Primary and High School

Q4 * How many students attend your school in total?

Display this question:

If Q3 = Combined Primary and High School

Q5 * How many primary students attend your school?

Q6 * Has your school conducted a Fete, Festival, Carnival, Open Day or similar fundraising event (hereafter referred to as fete for the purposes of this survey) in the last 24 months?

If your event had four or more of the following activities please answer Yes.

	<i>Rides</i>	<i>Product Stalls</i>	<i>Game/Fun</i>
<i>Stalls</i>	<i>Raffle</i>	<i>Auction</i>	<i>Entertainment</i>
	<i>Food</i>	<i>Cake Stall</i>	<i>BBQ Bar</i>

☐ Yes

☐ No

Display this question:

If Q6 = No

Q7 Why didn't your school conduct a fete or major fundraising event in the past 24 months? (select all that apply)

- ☐ Fundraising is not needed at our school
- ☐ It is too hard to gain support from the school community
- ☐ It is too hard to gain support from the business community/sponsorship
- ☐ It is too hard to get volunteers to help
- ☐ We could not obtain insurance
- ☐ We could not obtain applicable permits
- ☐ Our school is too small
- ☐ Our school is too large
- ☐ We run a different kind of event or fundraiser
- ☐ Other (please specify)

Display this question:

If Q6 = No

Q8 Would you run a major event if you had more support?

- ☐ Yes
- ☐ No

Display this question:

If Q6 = No

And Q8 = Yes

Q9 In order for you to run a major event, what would need to change in your school or community?

Display this question:

If Q6 = No

Q10 What other major fundraising activities does your school do?

Event details

Display this question:

If Q6 = Yes

Q11 What was your role in the school fete?

- ☐ Convenor
 - ☐ Co-convenor
 - ☐ Parent committee president
 - ☐ Treasurer
 - ☐ Public relations/media
 - ☐ Sponsorship coordinator
 - ☐ Stall holder convenor
 - ☐ Stall holder
 - ☐ Entertainment convenor
 - ☐ Other (please specify)
-
-

Display This Question:

If Q6 = Yes

Q12 What was the date of your last fete? Please enter in the format dd mm yyyy

Display this question:

If Q6 = Yes

Q13 How many people approximately attended your fete?

- ☐ Less than 250
 - ☐ 250 - 500
 - ☐ 501 - 1,000
 - ☐ 1,001 - 2,000
 - ☐ 2001 - 3,000
 - ☐ 3,001 - 5,000
 - ☐ 5,001 - 7,000
 - ☐ 7,001 - 10,000
 - ☐ More than 10,000
-

Display this question:

If Q6 = Yes

Q14 How often do you run this event?

- ☐ This was the first time
 - ☐ Annually
 - ☐ Every 2 years
 - ☐ Other (please specify)
-

Display this question:

If Q6 = Yes

Q15 What were the opening hours of your event?

Time hh (1) mm (2) AM/PM (3)

Time
started (1)

Time
finished (2)

Display this question:

If Q6 = Yes

Q16 What was the name of your event?

Display this question:

If Q6 = Yes

Profit

Q17 Please answer the following two questions related to profit with your best estimates.

This will give an understanding of the amount raised from fetes which we have never had access to before. The more who answer this question, the more accurate this information will be. However, if it is too difficult you may skip the question and continue with the remainder of the survey.

Profit \$ (1)

- ☐ What was your profit target?
- ☐ How much profit did you make?

Display this question:

If Q6 = Yes

Q18 What was your fete raising money for?

Display this question:

If Q6 = Yes

Q19 * Will your school conduct a similar event in the future?

- ☐ Yes
- ☐ No

Volunteers

Display this question:

If Q6 = Yes

Q20 Please rate the following: How easy or difficult did you find it to recruit:

	Extre mely easy	Some what easy	Neith er easy nor diffic ult	Some what diffic ult	Extre mely diffic ult
A convenor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A committee?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stall convenors?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteers for the day?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display this question:

If Q6 = Yes

Q21 What was your 3 biggest challenges when recruiting volunteers? *Please select up to three options only*

- ☐ Difficult to fill roles with responsibility
- ☐ Can't get a firm commitment until last minute
- ☐ People were already committed within the school
- ☐ People were already committed elsewhere
- ☐ People were not interested
- ☐ People were too busy with other commitments
- ☐ There were personality differences of perception issues with the committee
- ☐ There was a timing clash
- ☐ We had difficulty effectively communicating our need for volunteers
- ☐ Volunteer fatigue
- ☐ Other (please specify)

Display this question:

If Q6 = Yes

Q22 Did you incentivise your convenor or key organiser? If so, how?

- ☐ No, they were not paid
- ☐ Yes, they were paid out-of-pocket personal expenses e.g. phone bill or mileage
- ☐ Yes, they were paid as a percentage of profit
- ☐ Yes, it was a paid role, but not at market value
- ☐ Yes, it was a fully paid role

Display this question:

If Q6 = Yes

Q23 On the sliding scale, select the approximate percentage of your volunteers who were female for the following duties e.g. an answer of 0 indicates all males, and answer of 70 indicates 70% were female.

Overall (in numbers)	
Overall (in time)	
Organising committee	
Stall convenors	
Set-up on the day	
Security	
Helping on the day	
Packing up	

Display this question:

If Q6 = Yes

Q24 Do you have any comments or advice regarding recruiting volunteers, including key challenges, innovative ideas or anything you would have done differently.

Sponsorship

Display this question:

If Q6 = Yes

Q25 * Were sponsorships or donations sought for your event?

- ☐ Yes (1)
- ☐ No (2)

Display this question:

If Q6 = Yes

And Q25 = Yes

Q26 On the scale, how easy or difficult was it to secure sponsorship?

	Extrem ely easy	Some what easy	Neithe r easy nor difficul t	Some what difficul t	Extrem ely difficul t
To secure cash sponsorship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To secure in-kind donations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display this question:

If Q6 = Yes

And Q25 = Yes

Q27 How much did you approximately raise in cash sponsorship before the event?

Display this question:

If Q6 = Yes

And Q25 = Yes

Q28 Did you offer sponsorship packages with pre-determined benefits? for example, a \$5,000 package may include a logo on all hard & soft copy marketing material and channels as well as naming rights to the event.

- ☐ Yes
☐ No

Display this question:

If Q6 = Yes

And Q25 = Yes

And Q28 = Yes

Q29 What was the maximum dollar package you sold?

Display this question:

If Q6 = Yes

And Q25 = Yes

Q30 How much in in-kind or donated items sponsorship did you receive for your event?

Display this question:

If Q6 = Yes

And Q25 = Yes

Q31 Do you have any comments or advice regarding sponsorship, including key challenges, innovative ideas or anything you would have done differently.

Marketing and communication

Display this question:

If Q6 = Yes

Q32 On the scale, how easy or difficult was it to attract visitors to your event?

	Extrem ely easy	Somew hat easy	Neithe r easy nor difficul t	Somew hat difficul t	Extrem ely difficul t
From within our immediate school community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
From outside our immediate school community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display this question:

If Q6 = Yes

Q33 Select all of the channels you used for promoting your event (tick all that apply)

- ☐ A flyer sent home to families
- ☐ A letterbox drop to the local area using own volunteers
- ☐ A letterbox drop using a paid letterbox service
- ☐ Flyer inserted into the local paper
- ☐ School Facebook page
- ☐ Created a Facebook event
- ☐ Paid for advertising on Facebook
- ☐ Private group on Facebook
- ☐ Instagram Hashtag
- ☐ Signage at the school
- ☐ Signage through the broader local community
- ☐ Radio announcement
- ☐ Media release
- ☐ Signage at local businesses
- ☐ Your own event website
- ☐ School website
- ☐ Other (please specify)

Display this question:

If Q6 = Yes

Q34 Do you have any comments or advice regarding attracting visitors, including key challenges, innovative ideas or anything you would have done differently.

Fundraising stalls and profit

Display this question:

If Q6 = Yes

Q35 Stall Types - Please tick the stalls and activities you had at your event?

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Amusement Rides | <input type="checkbox"/> Cultural Performances (e.g. school choir, band, dance etc.) | <input type="checkbox"/> Ice Cream | <input type="checkbox"/> Raffle |
| <input type="checkbox"/> Animal Farm | <input type="checkbox"/> Disco | <input type="checkbox"/> Jam Stall | <input type="checkbox"/> Sand Art |
| <input type="checkbox"/> Art Show | <input type="checkbox"/> Doughnut Stall | <input type="checkbox"/> Jumping Castle | <input type="checkbox"/> Showbags |
| <input type="checkbox"/> Auction (live, silent, cent) | <input type="checkbox"/> Duck Pond | <input type="checkbox"/> Little Growers Market - Fresh Fruit & Veggies | <input type="checkbox"/> Snow Cones |
| <input type="checkbox"/> Badge Stall | <input type="checkbox"/> Dunk Tank or Splash Down | <input type="checkbox"/> Lob-A-Choc (chocolate toss) | <input type="checkbox"/> Soft Drinks |
| <input type="checkbox"/> Bar | <input type="checkbox"/> Face Painting | <input type="checkbox"/> Lucky Dips | <input type="checkbox"/> Sweet Stall |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Fairy Floss | <input type="checkbox"/> Lucky Ticket | <input type="checkbox"/> Tombola (bottle stall) |
| <input type="checkbox"/> Book Stall | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Outside Entertainment (paid) | <input type="checkbox"/> Trash and Treasure (second-hand stall) |
| <input type="checkbox"/> Bust a Balloon | <input type="checkbox"/> Food/Beverage Stall (international) | <input type="checkbox"/> Outside Entertainment (unpaid) | <input type="checkbox"/> Wine Pull/Wine Toss |
| <input type="checkbox"/> Cafe (outside provider) | <input type="checkbox"/> Food/Beverage Vendor (outside provider) | <input type="checkbox"/> Photo Booth | <input type="checkbox"/> Other 1 (please specify) |
| <input type="checkbox"/> Cafe (no outside provider) | <input type="checkbox"/> Hoopla (throw the hoop) | <input type="checkbox"/> Pick A Stick | <input type="checkbox"/> Other 2 (please specify) |
| <input type="checkbox"/> Cake Stall | <input type="checkbox"/> Hot Chips | <input type="checkbox"/> Plant Stall | <input type="checkbox"/> Other 3 (please specify) |
| <input type="checkbox"/> Chocolate Wheel | | <input type="checkbox"/> Pony Rides | <input type="checkbox"/> Other 4 (please specify) |
| <input type="checkbox"/> Craft Stall | | <input type="checkbox"/> Preloved Clothes & Accessories | <input type="checkbox"/> Other 5 (please specify) |
| <input type="checkbox"/> Crazy Hair | | | <input type="checkbox"/> |

Display this question:

If Q6 = Yes

Q36 What profit did you make from the following stalls or activities?

Activity (only those ticked in Q35 will appear)

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Amusement Rides | <input type="checkbox"/> Disco | <input type="checkbox"/> Lob-A-Choc (chocolate toss) | <input type="checkbox"/> Tombola (bottle stall) |
| <input type="checkbox"/> Animal Farm | <input type="checkbox"/> Doughnut Stall | <input type="checkbox"/> Lucky Dips | <input type="checkbox"/> Trash and Treasure (second-hand stall) |
| <input type="checkbox"/> Art Show | <input type="checkbox"/> Duck Pond | <input type="checkbox"/> Lucky Ticket | <input type="checkbox"/> Wine Pull/Wine Toss |
| <input type="checkbox"/> Auction (live, silent, cent) | <input type="checkbox"/> Dunk Tank or Splash Down | <input type="checkbox"/> Outside Entertainment (paid) | <input type="checkbox"/> Other 1 (please specify) |
| <input type="checkbox"/> Badge Stall | <input type="checkbox"/> Face Painting | <input type="checkbox"/> Outside Entertainment (unpaid) | <input type="checkbox"/> Other 2 (please specify) |
| <input type="checkbox"/> Bar | <input type="checkbox"/> Fairy Floss | <input type="checkbox"/> Photo Booth | <input type="checkbox"/> Other 3 (please specify) |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Pick A Stick | <input type="checkbox"/> Other 4 (please specify) |
| <input type="checkbox"/> Book Stall | <input type="checkbox"/> Food/Beverage Stall (international) | <input type="checkbox"/> Plant Stall | <input type="checkbox"/> Other 5 (please specify) |
| <input type="checkbox"/> Bust a Balloon | <input type="checkbox"/> Food/Beverage Vendor (outside provider) | <input type="checkbox"/> Pony Rides | |
| <input type="checkbox"/> Cafe (outside provider) | <input type="checkbox"/> Hoopla (throw the hoop) | <input type="checkbox"/> Preloved Clothes & Accessories | |
| <input type="checkbox"/> Cafe (no outside provider) | <input type="checkbox"/> Hot Chips | <input type="checkbox"/> Raffle | |
| <input type="checkbox"/> Cake Stall | <input type="checkbox"/> Ice Cream | <input type="checkbox"/> Sand Art | |
| <input type="checkbox"/> Chocolate Wheel | <input type="checkbox"/> Jam Stall | <input type="checkbox"/> Showbags | |
| <input type="checkbox"/> Craft Stall | <input type="checkbox"/> Jumping Castle | <input type="checkbox"/> Snow Cones | |
| <input type="checkbox"/> Crazy Hair | <input type="checkbox"/> Little Growers Market - Fresh Fruit & Veggies | <input type="checkbox"/> Soft Drinks | |
| <input type="checkbox"/> Cultural Performances (e.g. school choir, band, dance etc.) | | <input type="checkbox"/> Sweet Stall | |

Profit (select from list)

☐ \$0
☐ \$1 - \$99
☐ \$100 - \$199
☐ \$200 - \$299
☐ \$300 - \$399
☐ \$400 - \$499
☐ \$500 - \$599
☐ \$600 - \$699
☐ \$700 - \$799
☐ \$800 - \$899
☐ \$900 - \$999
☐ \$1,000 - \$1,999
☐ \$2,000 - \$2,999
☐ \$3,000 - \$3,999
☐ \$4,000 - \$4,999
☐ \$5,000 - \$5,999
☐ \$6,000 - \$6,999
☐ 7,000 - \$7,999
☐ \$8,000 - \$8,999
☐ \$9,000 - \$9,999
☐ \$10,000 - \$11,999
☐ \$12,000 - \$14,999
☐ \$15,000 - \$19,999
☐ \$20,000 - \$24,999
☐ \$25,000 - \$49,999
☐ \$50,000 or more

Display This Question:

If Q6 = Yes

Q37 What were your 5 **most** profitable stalls or activities? (choose from list)

1st _____
2nd _____
3rd _____
4th _____
5th _____

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Amusement Rides | <input type="checkbox"/> Cultural Performances (e.g. school choir, band, dance etc.) | <input type="checkbox"/> Jumping Castle | <input type="checkbox"/> Raffle |
| <input type="checkbox"/> Animal Farm | <input type="checkbox"/> Disco | <input type="checkbox"/> Little Growers Market - Fresh Fruit & Veggies | <input type="checkbox"/> Sand Art |
| <input type="checkbox"/> Art Show | <input type="checkbox"/> Doughnut Stall | <input type="checkbox"/> Lob-A-Choc (chocolate toss) | <input type="checkbox"/> Showbags |
| <input type="checkbox"/> Auction (live, silent, cent) | <input type="checkbox"/> Duck Pond | <input type="checkbox"/> Lucky Dips | <input type="checkbox"/> Snow Cones |
| <input type="checkbox"/> Badge Stall | <input type="checkbox"/> Dunk Tank or Splash Down Face Painting | <input type="checkbox"/> Lucky Ticket | <input type="checkbox"/> Soft Drinks |
| <input type="checkbox"/> Bar | <input type="checkbox"/> Fairy Floss | <input type="checkbox"/> Outside Entertainment (paid) | <input type="checkbox"/> Sweet Stall |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Outside Entertainment (unpaid) | <input type="checkbox"/> Tombola (bottle stall) |
| <input type="checkbox"/> Book Stall | <input type="checkbox"/> Food/Beverage Stall (international) | <input type="checkbox"/> Photo Booth | <input type="checkbox"/> Trash and Treasure (second-hand stall) |
| <input type="checkbox"/> Bust a Balloon | <input type="checkbox"/> Food/Beverage Vendor (outside provider) | <input type="checkbox"/> Pick A Stick | <input type="checkbox"/> Wine Pull/Wine Toss |
| <input type="checkbox"/> Cafe (outside provider) | <input type="checkbox"/> Hoopla (throw the hoop) | <input type="checkbox"/> Plant Stall | <input type="checkbox"/> Other 1 (please specify) |
| <input type="checkbox"/> Cafe (no outside provider) | <input type="checkbox"/> Hot Chips | <input type="checkbox"/> Pony Rides | <input type="checkbox"/> Other 2 (please specify) |
| <input type="checkbox"/> Cake Stall | <input type="checkbox"/> Ice Cream | <input type="checkbox"/> Preloved Clothes & Accessories | <input type="checkbox"/> Other 3 (please specify) |
| <input type="checkbox"/> Chocolate Wheel | <input type="checkbox"/> Jam Stall | | <input type="checkbox"/> Other 4 (please specify) |
| <input type="checkbox"/> Craft Stall | | | <input type="checkbox"/> Other 5 (please specify) |
| <input type="checkbox"/> Crazy Hair | | | |

Display This Question:

If Q6 = Yes

Q38 What were your 3 **least** profitable stalls or activities? (choose from list)

1st _____
2nd _____
3rd _____

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Amusement Rides | <input type="checkbox"/> Cultural Performances (e.g. school choir, band, dance etc.) | <input type="checkbox"/> Jumping Castle | <input type="checkbox"/> Raffle |
| <input type="checkbox"/> Animal Farm | <input type="checkbox"/> Disco | <input type="checkbox"/> Little Growers Market - Fresh Fruit & Veggies | <input type="checkbox"/> Sand Art |
| <input type="checkbox"/> Art Show | <input type="checkbox"/> Doughnut Stall | <input type="checkbox"/> Lob-A-Choc (chocolate toss) | <input type="checkbox"/> Showbags |
| <input type="checkbox"/> Auction (live, silent, cent) | <input type="checkbox"/> Duck Pond | <input type="checkbox"/> Lucky Dips | <input type="checkbox"/> Snow Cones |
| <input type="checkbox"/> Badge Stall | <input type="checkbox"/> Dunk Tank or Splash Down | <input type="checkbox"/> Lucky Ticket | <input type="checkbox"/> Soft Drinks |
| <input type="checkbox"/> Bar | <input type="checkbox"/> Face Painting | <input type="checkbox"/> Outside Entertainment (paid) | <input type="checkbox"/> Sweet Stall |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Fairy Floss | <input type="checkbox"/> Outside Entertainment (unpaid) | <input type="checkbox"/> Tombola (bottle stall) |
| <input type="checkbox"/> Book Stall | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Photo Booth | <input type="checkbox"/> Trash and Treasure (second-hand stall) |
| <input type="checkbox"/> Bust a Balloon | <input type="checkbox"/> Food/Beverage Stall (international) | <input type="checkbox"/> Pick A Stick | <input type="checkbox"/> Wine Pull/Wine Toss |
| <input type="checkbox"/> Cafe (outside provider) | <input type="checkbox"/> Food/Beverage Vendor (outside provider) | <input type="checkbox"/> Plant Stall | <input type="checkbox"/> Other 1 (please specify) |
| <input type="checkbox"/> Cafe (no outside provider) | <input type="checkbox"/> Hoopla (throw the hoop) | <input type="checkbox"/> Pony Rides | <input type="checkbox"/> Other 2 (please specify) |
| <input type="checkbox"/> Cake Stall | <input type="checkbox"/> Hot Chips | <input type="checkbox"/> Preloved Clothes & Accessories | <input type="checkbox"/> Other 3 (please specify) |
| <input type="checkbox"/> Chocolate Wheel | <input type="checkbox"/> Ice Cream | | <input type="checkbox"/> Other 4 (please specify) |
| <input type="checkbox"/> Craft Stall | <input type="checkbox"/> Jam Stall | | <input type="checkbox"/> Other 5 (please specify) |
| <input type="checkbox"/> Crazy Hair | | | |

Display This Question:

If Q6 = Yes

Q39 What were your 3 **most popular** stalls or activities, disregarding any financial considerations? (Choose from list)

1st _____
2nd _____
3rd _____

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Amusement Rides | <input type="checkbox"/> Cultural Performances (e.g. school choir, band, dance etc.) | <input type="checkbox"/> Jumping Castle | <input type="checkbox"/> Raffle |
| <input type="checkbox"/> Animal Farm | <input type="checkbox"/> Disco | <input type="checkbox"/> Little Growers Market - Fresh Fruit & Veggies | <input type="checkbox"/> Sand Art |
| <input type="checkbox"/> Art Show | <input type="checkbox"/> Doughnut Stall | <input type="checkbox"/> Lob-A-Choc (chocolate toss) | <input type="checkbox"/> Showbags |
| <input type="checkbox"/> Auction (live, silent, cent) | <input type="checkbox"/> Duck Pond | <input type="checkbox"/> Lucky Dips | <input type="checkbox"/> Snow Cones |
| <input type="checkbox"/> Badge Stall | <input type="checkbox"/> Dunk Tank or Splash Down Face Painting | <input type="checkbox"/> Lucky Ticket | <input type="checkbox"/> Soft Drinks |
| <input type="checkbox"/> Bar | <input type="checkbox"/> Fairy Floss | <input type="checkbox"/> Outside Entertainment (paid) | <input type="checkbox"/> Sweet Stall |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Fireworks | <input type="checkbox"/> Outside Entertainment (unpaid) | <input type="checkbox"/> Tombola (bottle stall) |
| <input type="checkbox"/> Book Stall | <input type="checkbox"/> Food/Beverage Stall (international) | <input type="checkbox"/> Photo Booth | <input type="checkbox"/> Trash and Treasure (second-hand stall) |
| <input type="checkbox"/> Bust a Balloon | <input type="checkbox"/> Food/Beverage Vendor (outside provider) | <input type="checkbox"/> Pick A Stick | <input type="checkbox"/> Wine Pull/Wine Toss |
| <input type="checkbox"/> Cafe (outside provider) | <input type="checkbox"/> Hoopla (throw the hoop) | <input type="checkbox"/> Plant Stall | <input type="checkbox"/> Other 1 (please specify) |
| <input type="checkbox"/> Cafe (no outside provider) | <input type="checkbox"/> Hot Chips | <input type="checkbox"/> Pony Rides | <input type="checkbox"/> Other 2 (please specify) |
| <input type="checkbox"/> Cake Stall | <input type="checkbox"/> Ice Cream | <input type="checkbox"/> Preloved Clothes & Accessories | <input type="checkbox"/> Other 3 (please specify) |
| <input type="checkbox"/> Chocolate Wheel | <input type="checkbox"/> Jam Stall | | <input type="checkbox"/> Other 4 (please specify) |
| <input type="checkbox"/> Craft Stall | | | <input type="checkbox"/> Other 5 (please specify) |
| <input type="checkbox"/> Crazy Hair | | | |

Display This Question:

If Q6 = Yes

Q40 Do you have any comments or advice regarding stalls, including key challenges, innovative ideas or anything you would have done differently.

Display This Question:

If Q6 = Yes

Q41 Outside stallholders

* Did you have outside stallholders?

- ☐ Yes (1)
☐ No (2)

Display this question:

If Q6 = Yes

And Q41 = Yes

Q42 How many stalls did you have with outside stallholders?

Display this question:

If Q6 = Yes

And Q41 = Yes

Q43 What was/were the financial arrangement/s?

- ☐ All profit share
☐ All upfront fee
☐ A mixture of profit share and upfront fees

Display this question:

If Q6 = Yes

And Q41 = Yes

Q44 Do you have any comments or advice regarding outside stallholders, including key challenges, innovative ideas or anything you would have done differently.

Rides

Display this question:

If Q6 = Yes

Q45 * Did you have amusement rides at your event?

- ☐ Yes
☐ No

Display this question:

If Q6 = Yes

And Q45 = Yes

Q46 How many amusement rides did you have?

Display this question:

If Q6 = Yes

And Q45 = Yes

Q47 What were your three (3) most popular amusement rides?

- ☐ Most popular ride

- ☐ Second most popular ride

- ☐ Third most popular ride

Display this question:

If Q6 = Yes

And Q45 = Yes

Q48 Ride Tickets

What was the price of your ride bands pre-sale? \$

What was the price of your ride bands on the day? \$

What was the price of single ride tickets on the day (if applicable)? \$

Display this question:

If Q6 = Yes

And Q45 = Yes

Q48 Do you have any comments or advice regarding amusement rides, including key challenges, innovative ideas or anything you would have done differently.

Alcohol

Display this question:

If Q6 = Yes

Q49 Did you have alcohol available at your event?

- ☐ Yes
 - ☐ No
 - ☐ Other (please specify)
-

Display this question:

If Q6 = Yes

Q51 What was your community's attitude towards having alcohol at your event?

- ☐ Strongly in favour
 - ☐ Generally in favour
 - ☐ Neutral
 - ☐ Some opposition
 - ☐ Strong opposition
-

Display this question:

If Q6 = Yes

Q52 Do you have any comments or advice regarding alcohol, including key challenges, innovative ideas or anything you would have done differently.

Logistics and Planning

Display This Question:

If Q6 = Yes

Q56 How many people were on the key organising committee for the event?

- ☐ 1 - 3
 - ☐ 4 - 6
 - ☐ 7 - 10
 - ☐ More than 10
 - ☐ Other (please specify)
-

Display this question:

If Q6 = Yes

Q57 How involved were the teachers in running the stalls and activities at your event?

- ☐ Extremely involved
 - ☐ Very involved
 - ☐ Moderately involved
 - ☐ Slightly involved
 - ☐ Not involved at all
-

Display this question:

If Q6 = Yes

Q59 How involved were the students in running the stalls and activities at your event?

- ☐ Extremely involved
 - ☐ Very involved
 - ☐ Moderately involved
 - ☐ Slightly involved
 - ☐ Not involved at all
-

Display this question:

If Q6 = Yes

Q61 Did you receive a handover report from the previous convenor or committee to assist you in the preparation of the event?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Not applicable (this was our first fete)

Display this question:

If Q6 = Yes

And Q61 = Yes

Q62 Was the handover report useful?

- ☐ Extremely useful
- ☐ Very useful
- ☐ Moderately useful
- ☐ Slightly useful
- ☐ Not at all useful

Display this question:

If Q6 = Yes

Q63 Did you prepare a closing report for your event?

- ☐ Yes
- ☐ No

Display this question:

If Q6 = Yes

And Q63 = No

Q64 Why did you not prepare a closing report?

- ☐ Too busy/no time
- ☐ Too hard
- ☐ Didn't know how to
- ☐ Not required by the committee
- ☐ Other (please specify)

Display this question:

If Q6 = Yes

Q65 Did you use any applications, technology or websites to assist in the organisation of your event? (select all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> No websites or Apps used | <input type="checkbox"/> Other Ticketing Programs (please specify) | <input type="checkbox"/> Zoho |
| <input type="checkbox"/> Try Booking | <input type="checkbox"/> Galabid | <input type="checkbox"/> Other Project Management Software or Apps (please specify) |
| <input type="checkbox"/> Eventbrite | <input type="checkbox"/> Blue Tree Marketing | <input type="checkbox"/> Signup Genius |
| <input type="checkbox"/> Sticky Tickets | <input type="checkbox"/> Other Auction Programs (please specify) | <input type="checkbox"/> Volunteer Signup |
| <input type="checkbox"/> My Guest List | <input type="checkbox"/> Google Docs & Mail | <input type="checkbox"/> I Volunteer |
| <input type="checkbox"/> Qkr | <input type="checkbox"/> Dropbox | <input type="checkbox"/> Other Volunteer Online Apps (please specify) |
| <input type="checkbox"/> Flexischools | <input type="checkbox"/> Asana | <input type="checkbox"/> Other (please specify) |
| | <input type="checkbox"/> | |

Display this question:

If Q6 = Yes

And Q65 ≠ No websites or Apps used

Q66 How useful were these applications/technologies/websites?

	Not at all useful	Slightly useful	Moderately useful	Very useful	Extremely useful
Try Booking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eventbrite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sticky Tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My Guest List	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qkr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexischools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Ticketing Programs (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Galabid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blue Tree Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Auction Programs (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google Docs & Mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dropbox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Project Management Software or Apps (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signup Genius	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer Signup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I Volunteer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Volunteer Online Apps (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display this question:

If Q6 = Yes

Q67 Do you have any comments or advice regarding logistics, including key challenges, innovative ideas or anything you would have done differently.

Permits and Insurance

Display this question:

If Q6 = Yes

Q68 What permits did you need for your fete/event?

- ☐ No permits required
- ☐ Entertainment Event Permit
- ☐ Alcohol or Liquor Permit
- ☐ Gambling/Raffle/Fundraising Permit
- ☐ Food Permit
- ☐ Public Oval Permissions
- ☐ Road Blocking Permissions
- ☐ Local council permit
- ☐ Other (please specify)

Display this question:

If Q6 = Yes

Q69 What types of insurance did you need for your event? (select all that apply)

- ☐ No insurance required as everything was covered by the School insurance
- ☐ Wet-weather insurance taken
- ☐ Stall holders insurance taken
- ☐ Other insurance taken over and above the School's/P&C's/P&F's insurance (please specify)

Display this question:

If Q6 = Yes

Q70 Did you have cash withdrawal and credit facilities at your event? (select all that apply)

- ☐ No
- ☐ ATM
- ☐ Credit EFTPOS Machine
- ☐ Credit by Phone or Tablet App
- ☐ Other (please specify)

Display this question:

If Q6 = Yes

Q71 Did you have First Aid services at your event?

- ☐ No
- ☐ Yes - Medical volunteers utilised
- ☐ Yes - hired medical services (e.g. St John's)

Fundraising Outcomes and Ideas

Display this question:

If Q6 = Yes

Q72 What is the best thing about organising a fete, festival, carnival or similar major event? Please drag to rank the items with 1 being the best through to 5.

- _____ Money
- _____ Children having fun
- _____ Promotes our school
- _____ Brings school and community together
- _____ Brings broader community together

Display this question:

If Q6 = Yes

Q73 What were your biggest challenges in organising a fete? Please drag to rank the items with 1 being the biggest challenge through to 5.

- _____ Getting volunteers
- _____ Sourcing sponsorship and donations
- _____ Logistics, for example, what to do when, lack of handover notes, risk assessments
- _____ Getting people to attend
- _____ Dealing with complaints from people

Display this question:

If Q6 = Yes

Q74 As a final question, what general comments, questions or advice do you have about running a major event?

Thank you

Thank you You're nearly finished. Below, you can elect to receive a copy of the survey outcomes which will be available in 2018. Be sure to enter your details so you can be contacted with the report.

- ☐ I wish to receive a copy of the survey outcomes and report when it is available.
- ☐ I wish to be added to the Fundraising Directory's database and receive communications from them.
- ☐ I am proud of my school and their fundraising efforts. I would be happy to be contacted by the Fundraising Directory who may wish to profile my school's success. By selecting this box, you agree to the Fundraising Directory receiving your identified survey responses.

Details (optional)

Please enter your details

☐ Name

☐ Email

Please select >> to submit the survey.
Submitting the survey will redirect you to the entry form for the option to enter to win one of three Vegepod container gardens worth \$498 each. Vegepod is a proud supporter of the National Fete Research Project.



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