



Post Event Report
<Insert Event Name and Year>

1 Event Overview

1.1 Event Details

Event Name:	
Name of Host Organisation (Club/Private Organiser):	
Event Organiser:	
Race Director:	
Date (s) of the event:	
Sponsors/Stakeholders:	

1.2 Event Summary

<insert event summary i.e. duration of event, type of event, nature of event (category/classification) etc.>

Example

AusCycling (AC) in conjunction with Gold Coast Mountain Bike Club (GCMTB) hosted a Gold Level Mountain Bike National Cup event on 23-24 January 2021.

The event saw 84 riders compete over two days in the discipline of Cross Country Olympic at the Nerang Mountain Bike Trails on the Gold Coast.

The AusCycling Mountain Bike National Cup is a national competition designed to encourage participation and recognise individual achievements across the disciplines of cross country, downhill, marathon and gravity enduro. The National Cup encompasses events held across Australia at varying levels including – Club (Bronze), Regional, State/Territory (Silver) and National (Gold/Platinum) with points allocated according to level.

1.3 Key Stakeholders

<Provide a list of key stakeholders>

1.4 Venue

<Provide venue overview, description, course maps and other location information>

1.5 Schedule

<Insert event schedule>

1.6 Race results

<Insert link to results or include as an attachment>

2 Attendance

2.1 Attendance Summary

Event Participant	Targeted number	Actual attendance number	Comments
Competitors			
Commissaires/Officials			
Volunteers			
Event Marshals			
First Aid Staff			
Spectators			
Other			

2.2 Attendance Demographics

<If applicable, insert attendance breakdown by state/location; age/gender; length of stay - use competitor entry data/survey results>

<Did out of region attendance meet targets as per event agreement (if applicable)>

3 Marketing & Communications

3.1 Social Media, Websites and Media

<Promotional activities and outcomes, social media details (ads, hashtags, handles), social media engagement, event media coverage and examples. Also include the event logo, collateral and website details (URL, analytics, page overviews) >

3.2 Sponsors

<If applicable, list details of event sponsors>

4 Economic Outcomes

<Outline economic outcomes from the event i.e. average number of night stays, number of accompanying supporters. Also include local suppliers used to facilitate event >

A more comprehensive report may be required by some funding providers i.e. economic impact surveys, however this will be specified in reporting requirements.

5 Summary and Recommendations

5.1 What worked well?

Aspect	Comment

5.2 Areas for improvement/recommendations

Issue	Contributing Factors	Recommendations