



EXPRESSION OF INTEREST

# Christmas Event 2023

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## Background

Each year, the Shire of Denmark funds a free community Christmas Event. In the past, this event has involved a parade with floats, trader stalls, food, and beverages.

The organiser is not limited to the structure of past events, and we invite applicants to create a new program for the 2023 Christmas Event.

## Introduction

The Shire of Denmark (The Shire) is seeking Expressions of Interest (EOI) for event management of the 2023 Christmas Event.

The Shire is seeking a suitable community member or group to take on the role of Event Manager for the 2023 Denmark Christmas Event. The suitable applicant will plan, organise, and deliver a family-friendly, inclusive event for the whole community.

## Deliverables

The Event Manager will be responsible for the whole event, including, but not limited to, marketing and promotion, activities and entertainment, information distribution, trader stalls, food and beverages and waste management.

Expressions of Interest should include:

- Relevant event experience and qualifications
- Proposed Christmas Event program
- Proposed budget

## Closing Date

Expressions of Interest must be submitted to the Shire **no later than 4 pm, Sunday, 9 July 2023**.

## Further Information

For further information, contact:

Natalie Pescud

Administration Officer – Community Services

Tel: 08 9848 0336

Email: [Natalie.Pescud@denmark.wa.gov.au](mailto:Natalie.Pescud@denmark.wa.gov.au)

# 1. SCOPE OF REQUIREMENT

## 1.1 EVENT DETAILS

The Shire requires the event to be staged in accordance with the following parameters:

<b>Location:</b>	Within the Shire of Denmark
<b>Date:</b>	15 - 24 December 2023 (within this date range)
<b>Time:</b>	Event Manager discretion

The event must be family-friendly and promoted as a smoke/vape and alcohol-free event.

## 1.2 Entry Cost

Entry to the event must be provided free of charge to the community.

## 1.3 Event Budget

A total budget of **\$10,000** has been allocated to deliver the Christmas Event. The successful applicant is encouraged to seek additional external funding. The Shire can auspice if required.

## 1.4 Entertainment

- The Event Manager shall arrange, coordinate and engage all entertainment for the event. Entertainment should appeal to a broad range of age groups and demographics, which could consist of but not be limited to:
  - A Christmas Event involving local community groups, clubs, or schools.
  - Appropriate children's entertainment.
  - Live music with no profanity.

## 1.5 Required Infrastructure

The Contractor shall arrange, coordinate and engage all necessary infrastructures to ensure the event's success. Such infrastructure may consist of but not be limited to:

- Staging;
- Sound;
- Marquees;
- Chairs and tables;
- Lighting;
- Appropriate quantity of waste and recycling bins.

## 1.6 Traffic and/or Pedestrian Management and Parking Requirements

The Event Manager shall be responsible for all necessary requirements for:

- The safe passage of pedestrians
- Traffic and Parking management
- Provision of a comprehensive Traffic Management Plan in the event of any road closures.

The Event Manager shall provide full details of the event's Traffic and Parking Management Plans to the Shire for consideration and approval.

## 1.7 Marketing and Promotion Requirements

To ensure a consistent and coordinated approach to promote the event, the Event Manager is responsible for organising, engaging and managing all necessary requirements, which must consist of but not be limited to:

- Advertising in Denmark Bulletin, Walpole Weekly and Denmark FM.
- Promotional posters.
- Liaise with the Shire's Communications Officer to arrange for the display of promotional materials on the Shire website and Social Media pages.
- Event photography for Shire of Denmark future use.
- A brief Communications/Marketing Plan detailing what, how, where and when the promotions are planned.

Other promotional materials, such as street banners, are encouraged in line with relevant Shire policies.

The Event Manager shall obtain approval from the Shire for all promotional materials (including written communications) **prior** to releasing them to the public.

## 1.8 Event Plan

The Event Manager shall provide a detailed event plan to the Shire for consideration 80 days prior to the event. [Public Event Application \(over 250\) » Shire of Denmark](#)

The plan shall consist of but not be limited to:

- Organisation reporting structure.
- Key personnel, their roles and associated responsibilities.
- A timeline for the planning and delivery of the event.
- An event site map.
- Communication/Marketing plan.

## 1.9 Sustainable Events Policy

The event must be delivered in accordance with the Shire's [Sustainable events policy P100516](#) Event Managers are encouraged to contact Plastic Reduction Denmark WA to discuss options.

## 1.10 Risk Management Requirements

The Event Manager shall provide the Shire with a detailed Risk Management Plan identifying and catering for all possible factors associated with such an event.

## 1.11 Compliance Requirements

The Event Manager shall ensure the event delivery is in accordance with relevant statutory requirements, regulations and local laws in force in Western Australia. Refer to the [https://www.health.wa.gov.au/Articles/F\\_I/Guideline-for-concerts-events-and-organised-gatherings](https://www.health.wa.gov.au/Articles/F_I/Guideline-for-concerts-events-and-organised-gatherings) The Event Manager is responsible for ensuring all necessary compliance requirements are in place and all appropriate fees are paid to the relevant authorities or organisations prior to the commencement of the event. Further information is available on the [Shire's website](#).

Such compliance requirements shall include but not be limited to:

- Structural requirements.
- Electrical requirements.
- Food vendor applications and necessary licenses.
- All other necessary requirements for the event.

## 1.12 Public Liability Insurance

The event will be covered by the Shire of Denmark's public liability Insurance.

## 1.13 Acquittal and Reporting

The Event Manager must acquit the fund within 30 days of the event's conclusion. An Acquittal /Evaluation Form will be provided to the successful candidate. The Event Manager shall provide relevant expenditure evidence (receipts) to verify that the funds have been spent in accordance with this Agreement and digital photographs of the event.