



EXPRESSION OF INTERESTS

Australia Day 2023

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Background

Each year, Shire of Denmark hosts a free community event at Berridge Park on the 26 January to celebrate Australia Day. The events were held with the support of the National Australia Council (NADC) and promoted the theme of **Reflect. Respect. Celebrate. We're all part of the story.**

Introduction

The Shire of Denmark (The Shire) is seeking Expressions of Interest (EOI) for event management of the 2023 Australia Day Festival.

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

The Shire has successfully applied for National Australia Council (NADC) funding for the 2023 Australia Day Event and currently awaiting confirmation of the amount awarded. As a condition of the grant, the event must be planned in accordance with the grant criteria to satisfy the funding conditions as detailed in clause 2 of this EOI. Refer to appendix A for full details of the grant criteria and reporting requirements.

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 Australia Day event program
- Proposed budget

Closing Date

Expression of Interest must be submitted to the Shire **no later than 4pm, Wednesday 14 December 2022.**

Further Information

For further information, contact:

Rosie Arnephie

Community Development Officer

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Email: Rosemarie.Arnephie@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, being:

Location:	Berridge Park, Hollings Road, Denmark
Date:	Thursday, 26 January 2023;
Time:	Between 4pm and 7pm.

The event must be family-friendly and promoted as a smoke 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 \$20,000 is available to for the delivery of the Australia Day event consisting of grant funding and shire budget allocation.

Shire allocated budget	\$10,000
National Australia Day Council Grant	\$10,000
Total Budget	\$20,000

1.4 Entertainment

The Event Manager shall arrange, coordinate and engage all entertainment for the event, which shall consist of but not be limited to:

- Appropriate children's entertainment;
- Family-friendly live music entertainment of broad appeal to suit various age groups and demographics;
- Appropriate Master of Ceremonies

1.5 Required Infrastructure

The Contractor shall arrange, coordinate and engage all necessary infrastructures to ensure the success of the event. Such infrastructure shall 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

Due to the busy nature of Berridge Park and its proximity to South Coast Highway, the Event Manager shall be responsible to arrange, engage and manage 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 its consideration and approval.

1.7 Marketing and Promotion Requirements

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

- Advertising in print media and on radio;
- Other promotional material such as posters, street banners and the like;
- Liaise with the Shire's Communications Officer to make arrangements for the promotional materials to be displayed on the Shire website and Social Media pages.

The Event Manager shall obtain approval from the Shire for all written communications before being issued to intended recipients.

1.8 Event Plan

The Event Manager shall provide a detailed event plan to the Shire for its consideration and comments three weeks prior to the event. The plan shall consist of but not be limited to:

- Organisation reporting structure;
- Key personnel and their roles and associated responsibilities; and
- A timeline for the planning and delivery of the event
- An event site map

1.9 Sustainable Events Policy

The event must be delivered in accordance with the Shire's [Sustainable events policy P100516](#)

1.10 Risk Management Requirements

The Event Manager shall provide the Shire 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 [Guidelines for concerts, events and organised gathering \(Department of Health\)](#)

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.

2 Grant Funding

The Shire has successfully secured Auspire grant funding for the event. The Event Manager shall be responsible for ensuring that the Australia Day event:

- is delivered in accordance with the grant conditions as detailed below and in appendix A and;
- the allocated grant funding is disbursed in accordance with the Grant Agreement. (A copy of the Agreement will be provided once received.)

The proposed funding allocations are as follows:

Auspire Grant	Amount
Artist/Talent fees	\$3000.00
Equipment hire	\$6000.00
Accessibility costs (i.e. hire of ramps or other accessible equipment, Auslan interpretation)	\$400.00
Photographer	\$600.00
Total Grant	\$10,000.00

2.1 Alternative Virtual Event Plan

Funding approval requires that a contingency Event plan B be in place in the event of a Covid-19 lockdown. The Shire's contingency plan B is to run a virtual event via Zoom similar to the Connected Community program that was delivered during the lockdown in 2020. Event participants can log on to the dedicated Community Channel, where the interactive schedule of activities is live streamed, such as arts and craft activities so that the children can follow.

2.2 NADC Requirements

All NADC supported events must support the NADC message of ***Reflect. Respect. Celebrate. We're all part of the story.***

Grant recipients must also ensure that the event is accessible and inclusive to everyone, including people with disability.

2.3 Acknowledgement of support

NADC support must be acknowledged on all promotional material by including the following statement:

'Assisted by the Australian Government through the National Australia Day Council',

and using the Australia Day Logo in accordance with the relevant [branding guidelines](#) as notified by NADC.

2.4 Australia Day Collateral

It is a condition of the Australia Day grant that the message of *Reflect. Respect. Celebrate. We're all part of the story*, is promoted through the use of the National Australia Day Council (NADC) collateral during the event. The Shire of Denmark will provide all the necessary branded collateral.

2.5 Grant Acquittal and Reporting

The Shire of Denmark is required to acquit the grant and provide an event evaluation report to the NADC. The Event Manager must provide evidence of all expenditures within 30 days of the event date and a brief evaluation to enable the acquittal of the grant. The Event Manager shall provide relevant expenditure evidence to verify that the funds have been spent in accordance with this Agreement; and provide copies of promotional material and photographs of the Activity, including the Australia Day Designs in a public place at the 2023 Australia Day event.

As part of the acquittal process, the Shire is required to submit Hi-res good quality promotional images of the event to NADC. The Event Manager shall ensure that a professional photographer is engaged to photograph the event.

Appendix

A. NADC Australia Day 2023 Program Guidelines