



**EXPRESSION OF INTEREST**

# **Australia Day 2024**

## Contents

Background.....	2
Introduction.....	2
Deliverables.....	2
Closing Date.....	2
Further Information.....	2
1. SCOPE OF REQUIREMENT.....	3
1.1 EVENT DETAILS.....	3
1.2 Entry Cost.....	3
1.3 Event Budget.....	3
1.4 Entertainment.....	3
1.5 Required Infrastructure.....	3
1.6 TRAFFIC and/or Pedestrian Management and Parking Requirements.....	4
1.7 Marketing and Promotion Requirements.....	4
1.8 Event Plan.....	4
1.9 Sustainable Events Policy.....	4
1.10 Risk Management Requirements.....	4
1.11 Compliance Requirements.....	5
1.12 Public Liability Insurance.....	5

## Background

Each year, Shire of Denmark hosts a free community event at Berridge Park on 26 January to celebrate Australia Day.

## Introduction

The Shire of Denmark (The Shire) is seeking Expressions of Interest for event management of the 2024 Denmark Australia Day event.

The Shire is seeking a suitable community member or group to take on the role of Event Manager for the 2024 Denmark Australia Day event. The suitable applicant will plan, organise and deliver a family-friendly, inclusive event that our whole community can enjoy.

## 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, Friday 15 September 2023.**

## Further Information

For further information, contact:

Natalie Pescud

Community Development Officer

Tel: 08 9848 0336

Email: [enquiries@denmark.wa.gov.au](mailto:enquiries@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:

<b>Location:</b>	Berridge Park, Hollings Road, Denmark
<b>Date:</b>	Friday, 26 January 2024
<b>Time:</b>	At the discretion of the event organiser.

## 1.2 Entry Cost

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

## 1.3 Event Budget

Council has allocated \$12,000 in 2023/24 budget to deliver this event.

Event manager is encouraged to apply for other funding sources to increase the budget.

## 1.4 Event Conditions

The event must be:

- Family-friendly and promoted as a smoke and alcohol-free event.
- Inclusive to all members of our community and respectful of First Nations People.

## 1.5 Entertainment

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

- Live music of broad appeal to suit various age groups and demographics
- Children's entertainment
- Master of Ceremonies

## 1.6 Event Infrastructure

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

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

## 1.7 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.

## 1.8 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 The Denmark Bulletin, Walpole Weekly, 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 media communications before being issued to the public.
- Marketing and promotions must clearly state that dogs are not permitted at Berridge Park.

## 1.9 Event Plan

The Event Manager shall complete an event application including a detailed event plan to the Shire for its consideration and comments by **Friday 27 October 2023**. The plan shall consist of but not be limited to:

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

## 1.10 Sustainable Events Policy

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

## 1.11 Risk Management Requirements

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

## 1.12 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.

## 1.13 Disability Access and Inclusion Plan (DAIP) Contractor Reporting

The Disability Services Act 1993 (the Act) requires each public authority to submit a yearly DAIP Progress Report showing progress toward the desired outcomes specified in the Act. This includes the progress made by any external agents and contractors who interact with the public on behalf of a public authority.

The Event Manager shall ensure that a DAIP Contractor Report is completed and submitted to the Shire of Denmark within 30 days of event conclusion.

A copy of the Shire's DAIP can be viewed at

<https://www.denmark.wa.gov.au/community/disability-access-and-inclusion/disability-access-and-inclusion-plan.aspx>

## 1.14 Public Liability Insurance

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