



EXPRESSION OF INTEREST

Scope of Work

Australia Day 2025

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Background

Each year, the Shire of Denmark (The Shire) funds a free community event at Berridge Park on the 26 January to celebrate Australia Day. In the past, this event has involved a breakfast, live music, outdoor movies, food, and beverages.

The organiser is not bound by the structure of past events, and we encourage applicants to create a new program for 2025 that fits within the allocated budget.

Introduction

The Shire of Denmark (The Shire) is seeking Expressions of Interest (EOI) to coordinate and manage the 2025 Australia Day Event.

Applications are open to local Community groups, sporting clubs, organisations and individuals.

The successful applicant will take on the role of Event Manager to plan, organise, and deliver a family-friendly Australia Day Event that is inclusive for the whole community.

Deliverables

The Event Manager will be responsible for the whole event, as per the proposed event program. Including, but not limited to:

- marketing and promotion
- activities and entertainment
- information distribution
- trader stalls
- food, beverages
- waste management

Expressions of Interest should include:

- Relevant experience delivering events
- Proposed Australia Day event program
- Proposed budget

Closing Date

Expressions of Interest must be submitted to the Shire **no later than Sunday, 1 September 2024.**

Further Information

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Administration Officer – Community Services

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SCOPE OF REQUIREMENT

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:	Sunday, 26 January 2025
Time:	At the discretion of the event organiser.

2. Event Program

The applicant is responsible for creating a program for the 2025 Australia Day Event that is suitable for the whole community and supports the theme **Reflect, Respect, Celebrate. We're all part of the story!**

The event must also be:

- Family-friendly and promoted as an alcohol, smoke/vape free event.
- Inclusive to all members of the community and respectful of First Nations People.

Applicants are not limited to the structure of past events, and are encouraged to create a new program that fits within the allocated budget.

3. Entry Cost

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

4. Event Budget

A total budget of \$10,000 (ex GST) has been allocated to deliver this event.

The successful applicant is encouraged to seek additional external funding. The Shire can auspice if required. Consider incorporating fundraising activities to recoup costs; for example a sausage sizzle, sale of non-alcoholic beverages etc

5. Entertainment

The Event Manager will arrange, coordinate and engage all the entertainment for the event. Entertainment should appeal to a broad range of age groups and demographics. Some examples of family friendly entertainment could be:

- Tug-of-war involving local brigades, children, community groups, sports clubs, or schools.
- Appropriate children's entertainment such as a facepainter.
- Live music of broad appeal to suit various age groups and demographics (with no profanity)
- Master of Ceremonies

6. Event Infrastructure

The Event Manager shall organise and coordinate all infrastructures required for the proposed event program. Some examples of this could be:

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

7. Traffic and/or Pedestrian Management and Parking Requirements

The Event Manager shall be responsible for organising the provisions for parking, safe passage of pedestrians and any traffic management appropriate for the type of event proposed.

- **The Parking Management Plan** should show what provisions will be in place for event parking such as location of available parking areas, ACROD bays, safe passage of pedestrians from car park to event site if crossing busy roads etc
- **A Traffic Management Plan** would be required if the event involves the closure of roads or a temporary suspension of road traffic.

Copies of the relevant plans will need to be submitted to the Shire for consideration and approval.

8. Marketing and Promotion Requirements

The Event Manager is responsible for organising, engaging and managing all necessary collaterals for the marketing and promotions of the event in consultations with the Shire.

The Event Manager shall ensure that:

- Approval is obtained from the Shire for all promotional materials (including written communications) **PRIOR** to releasing them to the public.
- All promotional materials bear the Shire's logo with the tagline **Proudly Supported by the Shire of Denmark**. A copy of the Shire's logo can be obtained from the Shire's Communications Officer.
- A copy of the social media tiles and promotional flyers is provided to the Shire's Communications Officer for promotion on the Shire's website and social media pages.
- **Marketing and promotions must clearly state that dogs are not permitted at Berridge Park.**
- High-resolution photographs of the event are taken for future promotional use by the Shire of Denmark with the appropriate signed photograph consent forms.

- If a professional photographer is engaged, a license agreement for use of the photos must be supplied to the Shire on acquittal. The agreement will need to include approval for use on Shire promotional material, website, corporate documents and social media.
- A brief Communications/Marketing Plan is provided to the Shire outlining what, how, where and when the promotions are planned. See table below for the essential promotions requirements.

Promotion Medium	Locations	Timeline
ESSENTIAL		
Digital	<ul style="list-style-type: none"> • Shire Website • Denmark Recreation Centre 	1 month prior to event
Promotional posters	<ul style="list-style-type: none"> • Noticeboards around Town, Peaceful Bay & Nornalup • Snap frames on the back of toilet doors 	1 month prior to event
Newspaper	<ul style="list-style-type: none"> • Denmark Bulletin • Walpole Weekly • Albany Advertiser 	Required min 2 weeks prior to event
Social media	<ul style="list-style-type: none"> • Shire's FaceBook 	Required min 2 weeks prior to event
OPTIONAL		
Radio	<ul style="list-style-type: none"> • Denmark FM 	2 weeks leading up to event
E-news	<ul style="list-style-type: none"> • Denmark CRC • Denmark Recreation Centre 	At least 2 weeks leading up to the event
Other	<ul style="list-style-type: none"> • Other promotional materials, such as street banners, are encouraged in line with relevant Shire policies. 	Minimum 2 weeks prior to event.

9. 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.

10. 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.

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.

12. Compliance Requirements

The Event Manager shall ensure the event is delivered in accordance with relevant statutory requirements, regulations and local laws in force in Western Australia. Refer to the Department of Health [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](#).

Compliance requirements can include but not be limited to:

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

13. Public Liability Insurance

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

14. Disability Access and Inclusion Plan (DAIP) Contractor Reporting

The Disability Services Act 1993 (amended 2004) requires that the Shire develops, implements and reports on a Disability Access Inclusion Plan (DAIP). This plan ensures that events, services, buildings, and information are accessible to people with disabilities. Under the Act, staff, agents and contractors of the Shire are also required to adhere to the DAIP when providing services to the public. A copy of the Shire of Denmark's DAIP can be viewed [here](#).

To assist the Shire with its reporting obligations, the Event Manager shall submit a DAIP Contractor Report within 30 days of the event's conclusion. A copy of the report will be provided to the successful applicant.

15. Acquittal and Reporting

The Event Manager shall provide the Shire with an event Acquittal and Evaluation Report within 30 days of the event's conclusion. The Acquittal /Evaluation Form will be provided to the successful candidate.

- The Acquittal Report must outline the relevant expenditure supported with receipts to verify that the funds have been spent in accordance with this Agreement.
- The Evaluation Report shall provide a brief overview of how the event went and scope for future improvements. A minimum of 10 high-resolution digital photographs must be included with the report.