

Wagga Wagga New Year's Eve Major Event 23-25

Invitation for Expression of Interest

Closing 2pm Wednesday 19 July 2023

1. Introduction

Wagga Wagga City Council (Council) invites expressions of interest (EOI) from suitably qualified organisations or groups to organise, administer, manage and deliver Wagga Wagga's New Year's Eve community event for the following three (3) years including 2023, 2024 and 2025

The event will deliver an inclusive experience, encouraging community participation and will foster pride and positivity in our city. As a major community event, it may also deliver tourism and economic returns to the community, building our profile and reputation as a great place to live, visit and invest.

2. Overview

Council have contributed financially and in-kind to the delivery of an annual New Year's Eve community event over the past nine years.

The objective of this EOI is to identify suitably qualified organisations or groups interested in organising and presenting a New Year's Eve event in the city. This process will inform Council of suitable contractors and allow Council to select respondents with the appropriate skills, experience and ability to successfully deliver a vibrant, inclusive, safe, family-oriented New Year's Eve event.

The successful respondent (organisation or group) will be required to organise, administer, manage and deliver all aspects of the 2023-2025 Wagga Wagga New Year's Eve event

Incorporated associations and cooperatives, proprietary or public companies, not-for-profit organisations and unincorporated groups or organisations that enter into an auspicing agreement with an incorporated organisation may apply.

3. Scope of services

The scope of services for the major event includes but is not limited to the following. Any documents and plans must be submitted to Council 3 months prior to the event.

Process and documentation

The completion and delivery of Council's standard event processes and documentation:

- 3.1.** Event Management Plan
- 3.2.** Site plans noting first-aid, entry/exit and emergency evacuation points
- 3.3.** Event risk assessment that complies with current risk management standards
- 3.4.** Fulfilling conditions set out in Blanket Development Consent for events or completion and approval of Development Application (if required)
- 3.5.** Venue hire agreements completed and submitted to Council
- 3.6.** Production of road closure documentation in conjunction with Council staff and authorised traffic services.

- 3.7.** Temporary food stall application forms provided to Council
- 3.8.** Two (2) on-site visits with Council Staff prior to the event and one (1) post event
- 3.9.** Work-in-Progress meetings, reporting and Key Performance Indicator (KPI) check-ins with Council Event's unit in the lead up to the event
- 3.10.** Provide post-event acquittals, debriefs and surveys within 6 weeks of event delivery
- 3.11.** Plan adverse weather contingencies for bump in, event delivery and bump out.

Deliverables

The completion and delivery of the following event management deliverables:

- 3.12.** The full event budget, demonstrating full financial management
- 3.13.** The event marketing plan detailing target audience, reach, channels and schedules
- 3.14.** Ticketing / entry systems – ensuring accessibility and inclusivity
- 3.15.** Sourcing of stakeholder sponsorships and corresponding arrangements eg. Payment and acknowledgement
- 3.16.** Marketing collateral in collaboration with Council and associated publicity/media services
- 3.17.** Event theming and programming
- 3.18.** Management of contractors and sub-contactors
- 3.19.** Organising entertainment, including travel and accommodation
- 3.20.** Arranging agenda, itineraries, MC, delivery of meals and coordinating entertainers
- 3.21.** Liaison with VIP guests and entertainers
- 3.22.** Catering and hospitality
- 3.23.** Arranging for hire of all event related equipment eg. staging, extra lighting, sound management systems, port-a-loos, marquees
- 3.24.** All duties as required to ensure a well-timed, professional, safe and enjoyable event
- 3.25.** Conceptual development of the pyrotechnics element of the event, associated risk assessment and full clean up strategy (if applicable)
- 3.26.** Obtaining any other necessary approvals and permits
- 3.27.** Business continuity plans in case of an emergency

4. Council Provisions

Council has the below amounts to contribute towards the running of the event:

- 2023/24 - \$57,964
- 2024/25 - \$59,703
- 2025/26 - \$61,494

Additional funds may also be sourced from suitable sponsors.

Council will commit to two years funding towards the New Year's Eve event, from 2023 and 2024. Annual reporting on event outcomes, budget, and the next year's business and marketing plans are required prior to release of funds for the following year's event.

Council could assist with the provision of the following items if required:

- Access to the site (if on Council owned and operated land)
- Connection to sewer (if on Council owned and operated land)
- Access to electricity (if on Council owned and operated land)
- Marketing and promotion through Council's website and social media channels
- Any request deemed appropriate or reasonable

Council will **not** provide:

- Staff for the running of the event
- Services such as waste management, road closures, traffic management, additional lighting, additional toilets.

5. Event location

The event's location will be within the Wagga Wagga Local Government Area.

The site deemed suitable for the event can be negotiated dependant on the event concept proposal. It can be located on Council-owned land or another location or private business where access is easily available to a large number of the general public.

A site meeting or consultation with Council staff can be arranged via the contact details below before the EOI closing date.

6. Proposed conditions

- 6.1.** It is proposed that the successful respondent will enter into a Wagga Wagga City Council Event Licence Agreement in addition to Council's 'General Conditions for the Supply of Services' contract (attached).
- 6.2.** Wagga Wagga City Council will be allocated naming rights to a specific element of the event
- 6.3.** Fees for the hire of the grounds will be negotiated with Council however bonds will need to be paid to ensure best practice of the event and protection of the grounds.
- 6.4.** The period of the licence to run the event with Council funding is for three (3) events only: event dates 31 December 2023, 31 December 2024, and 31 December 2025. This is non-negotiable.
- 6.5.** Payments will be made in stages on the completion of agreed milestones and KPIs as per the Event Licence Agreement.
- 6.6.** Annual reporting on event outcomes, budget, and the next year's business and marketing plans are required prior to release of funds for the following year's event.

- 6.7. The successful respondent will not be provided rights to supply services to any future Council events.
- 6.8. If the location of the event is on Council-owned land, access to the site will be coordinated with Council.

7. Insurances

- 7.1. Successful EOI respondents will be required to be the holder of a current Public Liability Policy of Insurance in respect of the activities required to be performed, in the name of the Licensee providing coverage for an amount of \$20,000,000. All other insurance will be the responsibility of the respondent (ie. food stalls, amusement rides, contractors)
- 7.2. Wagga Wagga City Council is to be listed as an interested party on all insurance documents of the successful respondent.

8. The EOI process

8.1. Indicative Timetable

Activity	Date
EOI issued	Monday 26 June 2023
EOI closes	Wednesday 19 July 2023
EOI assessment	Thursday 20 July 2023
Report to Council	Monday 7 August 2023
Successful respondent notified	Thursday 10 August 2023
Event terms negotiated	Monday 21 August 2023

8.2. Evaluation Criteria

The successful respondent (organisation or group) will be expected to demonstrate extensive experience in the planning and delivery of running events to a majority self-funded budget.

The EOI will be evaluated on both the past experience of an organisation or group in running a major event and the type of event that the organisation or group is proposing to run. Respondents will be evaluated on a number of key criteria outlined below.

The EOI will be assessed in two parts:

- a. the past experience of an organisation or group in running a major event; and
- b. the type of event that the organisation or group is proposing to run.

Part A Experience

- Provide examples of past performance and experience in operating quality events ie. photos, videos, websites of past events
- Provide examples, explanations or templates to demonstrate the ability to fulfil Council's event management requirements including the ability to submit the requested Council documentation as listed 3.1 – 3.13

(Please note the finalised documents are not required as part of the EOI however it MUST be demonstrated that these documents can be produced to the highest quality)

- Demonstrate an understanding of and adherence to Council regulations, Development Applications and Work, Health and Safety through previous work experience or references
- Outline your Business Organisational Structure, and the resources available for these services
- List of key event team / staff, outlining their qualifications, skills and experience of principal individuals
- At least 2 references.

Part B Plan for Proposed Service:

- Proposed Event plan / type of event (including photos or designs)
- Proposed location
- Proposed event schedule
- Proposed contingency plans in the event of wet weather, fire danger or other weather related event
- Proposed event budget (including income sources)
- Proposed marketing plan
- Proposed committee or volunteers
- Risk Management and WHS
- Sponsorship Prospectus including naming rights
- Demonstrated alignment to the Community Strategic Plan 2040 – Wagga View

Council reserves the right to accept an EOI in whole or in part. Council may in its sole discretion, choose not to accept any EOI.

All proposals must be received no later than **2pm Wednesday 19 July 2023.**

EOIs must be returned via email to events@wagga.nsw.gov.au unless otherwise arranged.

9. Respondent obligations

In the preparation and submission of the EOI and without limiting the Respondent's obligations, the Respondent shall:

- submit an EOI which addresses all criteria (see 8.2) and includes any other required schedules and declarations as specified in the EOI documentation completely filled in and signed, together with any other supporting documents, information and details necessary to make the EOI complete;
- not submit an Expression of Interest without a firm intention to proceed;
- not engage in any form of collusive practice;
- not directly or indirectly canvass support from an elected member or employee of Council at any time.

In addition, the event should not portray or depict material or programming in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief. The event must be suitable for general audiences and accessible to all.

10. Other requirements

You must ensure you obtain all permits/licences (relevant to the particular event) within required timeframes (eg. road closures, liquor licence). It is your responsibility to ensure you have fully disclosed all details of your event in order to obtain the necessary permits.

11. Contact person

For all information in relation to this EOI, please contact:

Name:	Kimberly Parker
Position:	Destination and Events Coordinator
Organisation:	Wagga Wagga City Council
Phone:	02 6926 9627
Email:	events@wagga.nsw.gov.au
Mail:	PO Box 20 Wagga Wagga NSW 2650