



Colac Otway  
SHIRE

## Expression of Interest to Host 2018 Colac Otway Shire Australia Day Celebrations

### Background

On Australia Day 26 January, the Colac Otway Shire holds an official Australia Day event within the shire.

Community groups wishing to host the official celebrations in their town or community are invited to apply through the Expression of Interest (EOI) to host Australia Day process.

The Australia Day celebrations provide the host township with a unique opportunity to showcase local community venues, artists and performers to a diverse range of residents and visitors. It also develops partnerships and connections within the local and broader community.

The Expression of Interest process is designed to support community groups in initially planning and bidding for the event. The successful application is required to further complete Council's events approval process which specifically addresses risk management and compliance issues relevant to the event.

Colac Otway groups that have the passion and drive to plan, organise and execute this event, in partnership with the Colac Otway Shire events team, are encouraged to apply to host the celebrations.

**Expressions of Interest to host the official 2018 Australia Day celebrations are to be submitted by 5pm Friday 31 March 2017 to:**

Ms Sue Wilkinson, Chief Executive Officer  
Colac Otway Shire  
PO Box 283  
Colac 3250

#### Recent Australia Day hosts:

2009 - Forrest  
2010 - Birregurra  
2011 - Colac  
2012 - Beeac  
2013 - Apollo Bay  
2014 - Forrest  
2015 - Colac  
2016 - Birregurra  
2017 - Apollo Bay

## Australia Day Components

Formal Australia Day activities for the Colac Otway Shire are coordinated by the Victorian Australia Day Committee which is part of the Department of Premier and Cabinet and supported by the Government of Victoria. The Victorian Committee is affiliated with the National Australia Day Council and part of its mission is to “promote the celebration of Australia Day for the purpose of developing national pride and spirit...”

The Colac Otway Shire Council support Australia Day celebrations at a local level. On Australia Day we welcome new citizens to our community and acknowledge through the Australia Day Awards; outstanding members and groups in our community that inspire us through their efforts and make us proud to be Australian. We work with a variety of local community groups and clubs to deliver celebrations that are relevant and enjoyable to the whole community; with a view to promote diversity, harmony, social cohesion and respect for our fellow human beings.

Official Colac Otway Shire Australia Day celebrations include an official component comprising; a flag raising ceremony, Australian national anthem, official speeches, citizenship ceremony and the presentation of the Australia Day awards. The official elements are planned and implemented by the Colac Otway Shire events team.

The host community is encouraged to develop other celebratory activities around the general Australia Day concepts. Host towns are encouraged to be as innovative and imaginative as they wish in coming up with new ideas and approaches to create memorable activities that attract a diverse audience. While Council does not actively seek sponsorship for the official component of the day, it is supportive of community groups wishing to seek sponsorship or in-kind contribution to deliver additional activities on the day.

Over the past three years, the Colac Otway Shire has allocated a total budget of \$12,000 each year for the delivery of the Australia Day event. This budget has covered all aspects of the event; including the Australia Day Awards, the Citizenship Ceremony, free community transport and free community activities and entertainment. It should be noted that Council’s contribution is subject to budget approval however this guide provides an indication of the level of funding provided to this event.

**The following table lists proposed allocation of some major responsibilities:**

<b>Colac Otway Shire to plan and implement:</b>	<b>Community Group/organisation to plan and implement:</b>
<ul style="list-style-type: none"> <li>• Official ceremony, including: Australia Day Award presentation, Australian Citizenship Ceremony, Australia Day Ambassador, speeches and all other formal components of the ceremony</li> <li>• Provision of Colac Otway Shire events trailer: marquees, flags and banners</li> <li>• Courtesy Bus to and from the event</li> <li>• First Aid</li> <li>• Marketing of event</li> <li>• Conduct Colac Otway Shire events approval process</li> </ul>	<ul style="list-style-type: none"> <li>• Theme, for example: Australiana, bush theme, multicultural, ‘Aussie Icons’, pioneer /heritage, sustainability, music</li> <li>• Delivery of additional activities, for example: market, art exhibition, parade, musical performance and/or other entertainment. Please note that all community activities require the organiser/community group to hold current Public Liability Insurance</li> <li>• Assistance with sourcing volunteers to deliver the event</li> <li>• Decoration of the official ceremony venue</li> <li>• Meet the terms of Colac Otway Shire events approval process</li> </ul>

## Submission Requirements

**EOI to host Colac Otway Shire Australia Day Celebrations must include the following components:**

1. Completed Application Form
2. A preliminary outline of:
  - a. Proposed theme
  - b. Proposed activities (including estimates of costs)
  - c. Outline of management process (including a list of committee members and proposed meeting times)
  - d. Brief outline of the proposed site and venue/s
3. A statement of anticipated community benefits from hosting this event.

The successful application is further required to be involved in the Colac Otway Shire Events approval process which addresses risk management and compliance issues specific to the event.

## Evaluation Criteria

**Bids will be evaluated against the following criteria:**

1. Expression of Interest must be received on the EOI to host Australia Day application form and will need to address the submission requirements as outlined above
2. Proposal:
  - The theme must be of an appropriate and memorable nature with a varied program of proposed activities
  - The draft program should outline proposed activities that have the potential to engage diverse audience groups
  - Project management should ensure productivity and efficiency with a capacity to meet timelines and work within the dedicated project budget
  - The venue/s must be suitable, or have the potential to be made suitable, to successfully accommodate the Australia Day event and its audience
3. Demonstrated strong community engagement, enthusiasm and support

**Overall application will be scored as follows:**

<b>5</b>	Exceeds the requirements	High Success
<b>3</b>	Meets the requirements	Moderate success
<b>1</b>	Below the requirements	Low success
<b>0</b>	Unable to rate	No success

**Expressions of Interest will be considered by Council and all applicants will be notified in writing about the outcome of their application.**

# Application to host 2018 COS Australia Day celebrations

**Name of group/organisation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Town:** \_\_\_\_\_ **Postcode:** \_\_\_\_\_

**Contact person's name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Postal Address:** \_\_\_\_\_

**Town:** \_\_\_\_\_ **Postcode:** \_\_\_\_\_

**Telephone (BH):** \_\_\_\_\_ **Telephone (AH):** \_\_\_\_\_

**Mobile:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

*List of names in management group and people nominated for key roles on Australia Day:*

Name:	Name:
Role:	Role:
Name:	Name:
Role:	Role:
Name:	Name:
Role:	Role:

I have read the submission requirements and have attached the following:

- An outline of theme, activities, venue and management process
- A statement of anticipated community benefits

**Signed:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Submit completed application form and required attachments by 5pm Friday 31 March 2017 to:**

Ms Sue Wilkinson, Chief Executive Officer  
 Colac Otway Shire  
 PO Box 283  
 Colac 3250