



# NEW EVENT — HOBART END OF YEAR CELEBRATION

SUBMISSIONS WELCOME





# New Event — Hobart End of Year Celebration

Events Tasmania, in partnership with the City of Hobart, is seeking submissions from experienced event organisers and/or food and beverage businesses to run an end of year celebration over the Christmas / New Year period that is centred on the Hobart waterfront and surrounds.

We are looking for ideas that will support Tasmanian suppliers and producers, add to the already vibrant atmosphere of Hobart and offer something that is uniquely Tasmanian.

The submission must be for the 2020 event but could also include a proposal for events in 2021 and 2022.



Bruny Island Cheese Co. platter by Adam Gibson.

## About the event

State Government will contribute funding and in-kind support. The City of Hobart will provide sponsorship and in-kind support and are keen for a component to be a community-based event on New Year's Eve. The City of Hobart have also offered to provide advisory support for the planning of the 2020 event.

The level of this support will be determined and negotiated based on the scale and capacity of the event to deliver on the objectives and requirements which are outlined below.

You should consider the following objectives and requirements when preparing your submissions:

1. Demonstrate how the proposed event would directly and indirectly support local Tasmanian producers and suppliers.
2. Demonstrate how the event would support and communicate the ideals of the Tasmanian brand.
3. Outline how you will engage with key stakeholders such as the Waterfront Business Association, Tasmanian Hospitality Association, key tourism bodies and Tasmanian producers and food and beverage businesses.
4. Outline an approach that considers the needs of hospitality businesses on and around the Hobart waterfront that are recovering from the impact of COVID-19.
5. Outline your estimated operating budget. If you are proposing a three year model consider how the event would work towards becoming commercially viable and less dependent on support from the Tasmanian Government and City of Hobart beyond the three year period.
6. Demonstrate experience and capacity to establish and deliver a commercially viable event.



## Application process

Applicants will need to consider the objectives and requirements when providing the following documentation:

- Concept and rationale for the event over one or three years, including a detailed event concept for the 2020 event
- Details of proposed venues
- Critical dates timeline for the event covering the planning and delivery
- Proposed event schedule
- Marketing and engagement plan
- Budget that includes all commercial considerations
- Outline an approach to risks relating to food and beverage events and the additional risks of COVID-19 restrictions

Submissions will be jointly assessed by Events Tasmania's Major Events Group, representatives from the City of Hobart and a food and beverage event specialist.

The program will open on 8 July 2020 and will close for submissions on 31 July 2020.

If a successful applicant is identified they will be invited to progress to contract negotiations with the State Government.

## Application assistance

Events Tasmania staff are available to provide support throughout the application process.

### Contact information:

To register your interest and obtain a copy of the application guidelines contact Jess Schmidt at Events Tasmania via [info@eventstasmania.com](mailto:info@eventstasmania.com) or phone 03 6165 5022.



## ASSESSMENT CRITERIA

The submissions will be evaluated against the following assessment criteria:

1. The quality of the event concept, including the event being original and uniquely Tasmanian.
2. The extent to which the event directly and indirectly supports local Tasmanian producers and suppliers.
3. The capacity of the organisers to develop and deliver a successful event.
4. Your approach to associated risks relating to food and beverage events and the additional risks of COVID-19 restrictions.
5. The financial viability and sustainability of the event.



## **Lodgement of applications**

Lodgment can be made by post or email:

Events Tasmania

Mail GPO Box 536, Hobart TAS 7001

Email [info@eventstasmania.com](mailto:info@eventstasmania.com)

## **How we manage your information**

### ***Personal Information Protection (PIP)***

Your personal information will be used for the primary purpose for which it is collected and may be used for other purposes permitted by the Tasmanian Development Act 1983, as applicable, and may be disclosed to contractors and agents of the department or affiliated bodies, and other organisations authorised to collect it.

Your basic personal information may be disclosed to other public sector bodies where necessary for the efficient storage and use of the information.

Personal information will be managed in accordance with the Personal Information Protection Act 2004 and may be accessed by the individual to whom it relates on request to the department's Personal Information Protection Officer on 1800 030 688.

You may be charged a fee for this service.

### ***Right To Information (RTI)***

You should be aware that any information you provide to the department, and details of any financial assistance package you receive, may be subject to disclosure under the Right to Information Act 2009.

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