

## EXPRESSION OF INTEREST

### Event Acquisition Concept

#### OVERVIEW

The City of Ballarat is seeking Expressions of Interest from event management professionals to develop a food experience that incorporates those features that make Ballarat unique. An event that delivers experiences that are created against the rich tapestry of Ballarat's history and architecture, that brings to life our unique history of food from our traditional custodians through to the goldrush era and beyond.

We seek an event to: -

- Reveal what makes our city unique,
- Guide the creation and delivery of aspirational experiences that match the authenticity and the essence of Ballarat's people and sense of place,
- Create lifetime brand loyalty with our priority audiences.

Ballarat's core selling proposition as a destination is to reflect on our past, revel in our present, and imagine our future. With this firmly in mind, we seek to create a unique to Ballarat contemporary food experience that is imbedded in, and highlights, our heritage assets both built form and cultural.

#### **Contemporary Heritage**

*Experiences that are created against the rich tapestry of Ballarat's history and architecture. The intersection of Ballarat's unique attributes has created an aspirational and unique selling proposition for Ballarat. It's our spirited and creative attitude to our future, matched with our maturity to examine our past.*

The fundamental basis of the event concept would be multi-day program of experiences, which could be a series of micro-events culminating in a finale public event experience. The development of this concept is a staged multi-year approach with the end goal of delivering a *financially sustainable (annual) 'Ballarat' food event that builds community pride and drives tourist visitation, strengthening Ballarat as an event destination.*

#### EVENT OBJECTIVES

##### Civic Pride

- Share our distinctive identity and truth as we break bread together
- Empower our locals to be involved in the experiences
- Immersing our audiences in uniquely local produce and skills that inspire civic pride

#### Alignment with Ballarat's Brand

- The event concept aligns to the City of Ballarat's seasonal marketing theme of *Reflect* which is in Autumn 2022.
- Deliver on key outcomes of aligning to our Brand Identity and Traveller Experience Plan core attributes of Contemporary Heritage and Cultural and Creative.

#### Economic Impact

- Allow touchpoints for industry to participate, to create supporting product and event content.
- Attract visitation to Ballarat to generate economic impact (overnight stays, daytrip visitors).
- Use and profile (wherever possible) local suppliers, makers and creatives.

### **SUGGESTED THEMES/ELEMENTS**

The following suggested Streams outlines the experiential direction we anticipate the event to take, however the final format and content will be developed in collaboration with the successful contractor(s). This is intended to provide curatorial flexibility and allow for creative input;

#### Stream 1 – Masterclasses for Preparing and/or Preserving

- Smoking and curing workshops
- Preparing food from fresh (butter, creams)
- Fermenting, bottling and pickling workshops

#### Stream 2 – Ballarat's unique food origins

- Celebrating the Goldfields culinary scene and our unique stories
- Showcase how Ballarat's traditional custodians selected and prepared food

#### Stream 3 – Ballarat's unique experiences

- Creating quality dining experiences in iconic local location to enhance the story telling experience
- Juxtapose heritage food prepared in a contemporary method

### **BUDGET**

- The City of Ballarat is seeking proposals for \$75-95K for the final conceptual development and full implementation of the event experiences. Budget considerations include but are not limited to:-
  - Events and experiences should be ticketed allowing the contractor to gain additional revenue, leading to the eventual sustainability,
  - Additional funding sources can also be explored at State and Federal level
  - The City of Ballarat is open to exploring a three-year model to grow the event to levels that become commercially sustainable in the future.

## PROPOSAL

- Event concept
- Event management capability (case studies, team, access to existing audience platforms, experience, examples of budget scale)
- Logistics overview (example events, industry collaboration)
- Timing and delivery (recommendations)
- Top- line budget. *Please note: - there will be an event research/data capturing requirement of the agreement.*

## SELECTION CRITERIA

- Previous experience managing food events, indicating scale and quality
- High level overview of event concept indicating delivery of the event objectives
- Indication of how this proposed event could be commercially successful within three years
- Experience of running a commercially successful event
- Locality of management company

## SUBMISSIONS

- Submissions should be sent to [events@ballarat.vic.gov.au](mailto:events@ballarat.vic.gov.au) by no later than **Friday 24 December 2021**.
- All submissions received will be assessed by an internal panel of Council Officers and all applicants will be notified of the outcome.
- If you would like to discuss an idea, workshop a concept or host a Q&A please contact:

### **City of Ballarat Events Unit**

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