

# George Town Council

## Expression of Interest (EOI)

Delivery of New Year's Eve Community Event – George Town, Tasmania

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### 1. Introduction

George Town Council invites Expressions of Interest (EOI) from suitably qualified and experienced event organisers to design, coordinate, and deliver a **New Year's Eve community event** to be held on **31 December 2026** in George Town, Tasmania.

Council seeks to support an event that is **family-friendly, inclusive, and accessible**, providing opportunities for community celebration while enhancing visitation and local economic activity.

Council will provide **financial sponsorship of up to \$20,000 (ex GST)** toward the delivery of the event, in accordance with Councils Sponsorship Policy.

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### 2. Purpose and Objectives

The purpose of this EOI is to engage an event organiser capable of delivering a high-quality community event that:

- Celebrates the New Year in a safe and welcoming environment
  - Provides **family-oriented entertainment**, including activities for children
  - Encourages community participation across all age groups
  - Supports and promotes **local businesses and vendors**
  - Enhances George Town's profile as a destination for community events
  - Incorporates **Aboriginal and Torres Strait Islander cultural elements** in a respectful and authentic manner
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### 3. Scope of Services

The successful applicant will be responsible for the full planning, coordination, and delivery of the event, including (but not limited to):

### 3.1 Event Design and Programming

- Development of a detailed event concept and program
  - Delivery of live entertainment
  - Provision of **children's entertainment and activities** (e.g. games, interactive experiences)
  - Coordination of food vendors, with preference for **local providers**
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### 3.2 Cultural Inclusion

Applicants must demonstrate how they will:

- Engage with **Aboriginal and Torres Strait Islander communities, artists, or organisations**
  - Ensure cultural elements are **authentic, respectful, and appropriately delivered**
  - Where possible, include:
    - Welcome to Country or Acknowledgement of Country
    - Opportunities for community cultural engagement
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### 3.3 Feature Celebration Element

The event must include a signature New Year's countdown experience through one of the following:

#### Option A – Fireworks Display

- Professionally delivered fireworks display
- Compliance with all regulatory, environmental, and safety requirements

#### Option B – Drone Light Show

- Coordinated drone display incorporating visual storytelling and countdown elements
- Compliance with aviation and safety regulations

Applicants may propose alternative or combined approaches but must clearly outline feasibility and associated costs.

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### 3.4 Event Operations and Logistics

- Event infrastructure and site setup
- Traffic and crowd management planning

- Security and emergency services coordination
  - Risk management and safety compliance
  - Waste management and environmental considerations
  - Bump-in and bump-out coordination
  - Insurance
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### 3.5 Approvals and Compliance

The successful applicant will be responsible for obtaining all necessary:

- Permits and approvals
  - Licences
  - Insurances (including Public Liability)
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## 4. Funding, Budget and Acquittal Requirements

- Council contribution: **Up to \$20,000 (ex GST)**

Applicants must provide:

- A detailed and itemised budget
- Identification of **additional funding sources**, including sponsorship, grants, or vendor contributions
- Demonstration of value for money

### Funding Agreement

The successful applicant will be required to enter into a funding agreement with George Town Council outlining the terms and conditions of funding.

### Acquittal Requirements

The successful applicant must submit a **post-event acquittal report** to Council in accordance with Councils Sponsorship Policy.

The acquittal must include:

- A financial report detailing how Council funds were expended
- Copies of relevant invoices and receipts
- A summary of event outcomes, including:
  - Attendance - demographics
  - Description of activities delivered
  - Community engagement outcomes
- An evaluation of the event against the stated objectives
- Identification of any issues and recommendations for future events

Council reserves the right to request additional supporting documentation where required.

Failure to provide an acquittal may impact eligibility for future Council funding

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## 5. Evaluation Criteria

Submissions will be assessed against the following criteria:

- Alignment with Council objectives and community strategic plan
- Quality, creativity, and feasibility of the event concept
- Demonstrated experience and capability of the applicant
- Inclusion of Aboriginal and Torres Strait Islander cultural elements
- Risk management and safety planning
- Budget clarity and financial viability
- Contribution to local economic and community outcomes

**Preference will be given to proposals that:**

- Partner with **local community groups and organisations**
  - Include **free and accessible activities for children**
  - Demonstrate **sustainable event practices**, including waste reduction and environmental responsibility
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## 6. Submission Requirements

Applicants must include the following:

- Organisation profile and relevant experience
  - Detailed event concept and proposed program
  - Outline of entertainment, including cultural components
  - Proposed location and site considerations
  - Detailed budget breakdown
  - Risk and safety management approach
  - Evidence of required licences and insurances
  - Proposed timeline for delivery
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## 7. Timeline

	<b>Date</b>
EOI Opens	8 May 2026
EOI Closes	8 June 2026
Assessment Period	8 June 2026-30 June 2026
Applicant Notified	15 July 2026
Event Delivery	31 December 2026

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## 8. General Conditions

- Council reserves the right to accept or reject any submission
  - Council is not bound to accept the lowest cost or any submission
  - Incomplete submissions may not be considered
  - Council may request further information or clarification from applicants
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## 9. Enquiries and Submissions

All enquiries and submissions should be directed to:

**Cheryl Hyde**  
**Director – Corporate and Community**  
**George Town Council**  
**cherylh@georgetown.tas.gov.au**  
**03 6382 8800**

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