

## **A Signature Event for the Great Southern Region 2025+**

### **Australia's South West (ASW)**

ASW is the peak tourism body for the South West region of Western Australia. The region stretches from Bunbury Geographe to the Great Southern, including the regions of Margaret River and Southern Forests and Valleys.

ASW's objective is to build our region into one of the top performing destinations in Australia for the leisure market. We do this by engaging people through our domestic and international marketing strategies and campaigns that focus on our diverse offerings in the region: food and wine, nature-based experiences and amazing scenery.

We also support and drive the regions tourism industry through industry engagement and development, product development, training and education.

### **Regional Events**

Events play a critical role in regional economic development by driving visitation, particularly in shoulder and off-peak periods, increasing length of stay, and growing visitor spend.

The ASW Tourism Destination Management Plan (TDMP) outlines the 10-year tourism goals and priorities including building and leveraging events to promote visitation and dispersal.

The TDMP identifies the opportunity for a long-term signature event in the Great Southern region.

### **Taste Great Southern (Current signature event for the Great Southern region)**

Taste Great Southern is an annual regional food and wine event that aims to profile and add vibrancy to the region by offering a diverse program of events that celebrate the lifestyle, talent, premium food and award-winning wine of the region.

Taste Great Southern has also attracted significant funding from industry supporters, the State and local governments since its inception in 2004 and in recent years the State Government's Regional Events Program (Tourism WA) has provided multi-year funding for the continuation of the event.

ASW and the Great Southern Development Commission (GSDC) through their joint Great Southern Tourism and Trade Partnership are committed to retaining Taste Great Southern as a flagship event for the region in light of the existing funding and management arrangements ceasing after the 2024 event.

### **A Signature Event for the Great Southern Region**

Australia's South West understands there is significant appetite for a future food and wine event from all regional stakeholders including local government and the businesses that make up the local industry.

Taste Great Southern has a 20-year legacy within the region and has previously succeeded in obtaining significant event funding from state government. The region is keen to continue attracting investment in a signature event for the region.

## Call for Expressions of Interest January 2024



Stakeholder consultation is important, as ASW acts on behalf of the region to develop a successful funding proposal and event for the region. Consultation commenced in December 2023.

Australia's South West intends to submit a funding proposal to Tourism WA for the continuation of the event from 2025 onwards. This funding proposal is contingent upon support within the region, including the financial commitment of the relevant local governments and the securement of an event management company to deliver an innovative and world-class event for the region.

It is expected that these contingencies will be met and ASW will on behalf of the region, submit a 3-year REP funding proposal to Tourism WA for the 2025, 2026 and 2027 'Great Southern Signature Event'.

ASW's objectives are to;

- Retain a signature region-wide event in the Great Southern that becomes synonymous with the region's premium food and beverage offerings, whilst supporting the regions tourism operators and showcasing the region;
- Drive local, intrastate, interstate and international visitation to the region;
- Secure Tourism WA funding through the Regional Events Program (REP), funded by Royalties for Regions, which supports medium to large regional events across WA;
- Grant the rights of a signature event to a well-established, professional event management company;
- Provide detailed stakeholder feedback to the licensee to design an event concept that is innovative and well-supported by industry;

### Expression of Interest (EOI)

ASW is seeking professional event management companies to express interest in submitting a proposal for the licensing and management of a signature event in the Great Southern region from 2025 onwards.

The Expression of Interest should include a demonstrated:

- understanding of the project and pathway to achieving the objectives for a signature event in the Great Southern region;
- capacity to deliver the event project and examples of similar projects delivered to a high standard, from concept development through to event delivery and reporting; and
- experience and qualifications by the nominated project Lead (and team) that will be assigned the project (CVs).

### Guidelines for Submission:

- Aim to be as concise as possible whilst addressing the demonstrated criteria
- Provide enough detail to clearly demonstrate your understanding of the project, your capacity to deliver, and your qualifications. This includes outlining your approach, methodologies, relevant experience, and any unique value propositions.
- No more than 10 pages

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For those responses that meet the EOI criteria, they will be invited to a Request for Proposal (RFP) which will allow the respondents to deliver a more detailed proposal inclusive of;

- early creative vision that encompasses the background context provided and potential directions of the festival;
- understanding of the factors which affect tourism markets across the Great Southern and Western Australia;
- articulation of proposed event management methodology, including local stakeholder management and integration; and
- a clearly defined event budget.

### Submission Deadline:

- Please send your Expression of Interest to the following;
  - Glen Thompson <[glen.thompson@australiassouthwest.com](mailto:glen.thompson@australiassouthwest.com)>
  - Lisa Spencer <[lisa.spencer@australiassouthwest.com](mailto:lisa.spencer@australiassouthwest.com)>
- By 12pm on Monday 5 February 2024

### Project Timeline

To assess the opportunity for your business we have provided an overview of the project timeline below.

Open for Expressions of Interest	Thursday 25 January 2024
Expression of Interest Deadline	Monday 5 February 2024
Request for Proposals	8 February 2024
Request for Proposals Deadline	7 March 2024
Selection of preferred proponent	2 April 2024
Term negotiation with preferred proponent	w/c 2 April 2024
Event funding (REP) Submission to Tourism WA	June 2024
Event Announcement (tbc)	Approx Oct 2024
Signature Event (tbc)	May 2025

### Important Notes:

- The continuation of a signature event in the Great Southern region is contingent upon securing a 3-year funding agreement from Tourism WA.
- All stakeholder consultation information will be provided in confidence to ensure development of the event that is in line with local stakeholders and industry.
- A detailed RFP submission guideline will be provided including the evaluation criteria.

### For More Information, Please Contact:

Lisa Spencer | 0427 933 441 | E: [lisa.spencer@australiassouthwest.com](mailto:lisa.spencer@australiassouthwest.com)

Consultant to Australia's South West