



Mildura Rural City Council

Specification Expressions of Interest The Great Australian Vanilla Slice Triumph

Expression of Interest

Version 1.0

SCHEDULE 1 - SUMMARY

Context

The story of the Great Australian Vanilla Slice Triumph is renowned after former Premier Jeff Kennett declared that the Mallee Bakery vanilla slice was the best that he had sampled. Dennis Gniel, the baker at the time and the inaugural Chairman of Ouyen Inc, was chuffed at Mr Kennett's declaration but nothing prepared him for what was about to happen, which was the excited interest of a far reaching media who had the phone ringing off the hook after Mr Kennett announced the first vanilla slice competition would be held in Ouyen in 1998. The Great Australian Vanilla Slice Triumph is now etched into the history of Ouyen having been a feature of their annual calendar of events for 14 years.

In 2012, Ouyen Inc made a decision to no longer produce the event. MRCC sought expressions of interest from other local organisations and the event was held for five years in Merbein by the Merbein Development Association (subsequently Merbein Vanilla Slice Inc). Subsequent to this, a further EOI process was undertaken, and the event has been held for the last three years in the Mildura City, by Mildura City Heart. The agreement with Mildura City Heart expires after the August 2019 event, and they have advised they will not be seeking an extension of this agreement.

Mildura Rural City Council has provided significant financial support over the 21 years to assist with the promotion and delivery of the event. The Great Australian Vanilla Slice Triumph is one of Sunraysia region's most significant events.

This EOI

Mildura Rural City Council is seeking Expressions of Interest from suitable organisations interested in ensuring the event remains in the municipality.

The successful respondent will be offered a three year Memorandum of Understanding with Council with options to extend. The first year of the event will be eligible for funding of \$5K from Council (GST exclusive). For event funding in subsequent years, the respondent will need to apply for funding through Events Funding and Support Grants or the relevant grant program in place at the time. Respondents should note that this grants program is competitive and funds and/or amounts are not guaranteed.

Mildura City Heart has indicated its full support for the incoming event organiser to ensure a smooth transition, offering to share its knowledge and documentation. Incoming event organisers will also be encouraged to be part of the 2019 Great Australian Vanilla Slice Triumph as volunteers, providing a chance to gain an insight into the event.

Objectives

Applicants are invited to submit an Expression of Interest addressing the following: Submissions should address how the following objectives will be met:

- Contribute to making the Mildura LGA a great place to live, creating a sense of pride and cultural identity.
- Bringing people together to celebrate and share meaningful experiences.
- Provide opportunities for participation and engagement.
- Creation and delivery of new and innovative programming
- Contribution to the development and capacity of the community.

Submissions

The event requires significant skills including financial and human resources to be appropriately planned and produced.

Submissions will be required to demonstrate the capacity to plan, organise and produce a significant community event in a public space at a suitable time to align with the local events calendar.

EOI from organisations planning to hold the event outside of the municipality will not be considered.

Submissions should identify and address the role of major stakeholders:

Name	Role / Description
Mildura Rural City Council	Land Manager (if applicable) Facilitation Funding Partner
Baking Industry	Promotion Funding Partner
Mildura Tourism	Promotion
Ouyen Inc.	Owner of registered name Technical Advice

Timeline

- EOI issue: May, 2019
- Shortlist EOI: June, 2019
- EOI Review: (1 week)
- Preferred Contractor Negotiations: (1) week
- Contract Award: July, 2019

Enquiries

All enquiries should be directed in writing to the Events & Projects Unit – events@mildura.vic.gov.au

The time and date by which EOI must be lodged are (clause 1.2.2):

2:00PM on Tuesday, 18 June, 2019

The documents and information to be supplied by the respondent:

Completed Expression of Interest Documents. Including a proposed Marketing Plan for the event.

How to lodge

Completed expressions of interest may be lodged as follows:

- Emailed to events@mildura.vic.gov.au by the due date.
- Hard Copy submitted to a Council Customer Service Centre by the due date.
- Mailed to Council so that the document is received by Council by the due date. Respondents should ensure that documents are mailed in sufficient time to be received and takes no responsibility for delay in mail delivery.

Timeframe

The contract is expected to be awarded in July, 2019.

Expression of Interest Evaluation

The evaluation criteria are:

Demonstrated skills and experience of personnel in producing a similar event	20%
Detailed budget plan, detailed marketing plan, detailed event management plan	40%
Total contribution made by applicant	20%
Recognition of Ouyen Inc.'s ownership of the registered event name	5%
The social and sustainable outcomes provided to the community through this procurement activity (applicants are encouraged to consider the objectives detailed above in their response.	15%

Please ensure your submission addresses each evaluation criteria listed above.