

EXPRESSION OF INTEREST – MAREEBA MULTICULTURAL FESTIVAL EVENT COORDINATOR

Mareeba Shire Council is inviting written expressions of interest from a suitably qualified and experienced Event Coordinator to be considered to work with the Mareeba Multicultural Festival Advisory Committee to plan and deliver the 2022 Mareeba Multicultural Festival.

1.0 FESTIVAL HISTORY

The Mareeba Multicultural Festival is held annually in August, in 2022 the Festival will be held on Saturday, 27 August.

With a program that runs from 10am – 4pm and includes non-stop entertainment including Aboriginal, Torres Strait Islander, PNG, Filipino, Italian, Spanish, Albanian, Greek, Polynesian and Australian performers. Crowds flock to the Festival for the entertainment and the impressive variety of food stalls from a range of cultures, and the perfect weather in Mareeba at this time of the year, make this a day out not to be missed.

This signature event in the Mareeba Shire’s calendar is free to enter, with a range of donated prizes drawn throughout the day. This is a chance for visitors to attend a major local community event.

The Mareeba Shire is home to people from some 64 different nationalities and cultural backgrounds, who have lived in harmony for many years before “multiculturalism” became popular. The festival highlights this diversity and harmony.

2.0 EVENT FUNDING

The Mareeba Multicultural Festival is proudly funded by the Department of Children, Youth Justice and Multicultural Affairs under the ‘Celebrating Multicultural Queensland’ program and is supported by Mareeba Shire Council.

3.0 EVENT COORDINATOR RESPONSIBILITIES

The Event Coordinator is responsible for:

- 3.1 Committee Meetings & Support
- 3.2. Stallholder & Performance Management
- 3.3 Marketing & Publicity
- 3.4 Sponsorship & Prize Donors

3.1 Committee Meetings & Support

The Event Coordinator will provide support and services to the Committee, including:

- Attending all meetings of the Mareeba Multicultural Festival Advisory Committee – held at 7pm, on a monthly basis (note: meeting frequency may increase closer to the event).

Mareeba Shire Council will continue to provide secretariat support to the Committee.

3.2. Stallholder & Performance Management

The Event Coordinator is responsible for taking enquiries from potential performers and planning the performance schedule. This includes:

- Oversight of the planning and approval of food stallholders.
- Managing all aspects of the performance schedule including contacting previous performers, responding to enquiries from potential performers and planning the performance schedule for the event.
- Liaison with the Master of Ceremonies.

- Liaison with the Traditional Owners to invite representatives to conduct a Welcome to Country at the event.
- Organising amusement rides for the event.
- Liaison with community volunteers who provide assistance either before or during the event.

3.3 Marketing & Publicity

The Event Coordinator is responsible for implementing a marketing and publicity plan which will include:

- Newspaper advertisements;
- Radio advertisements;
- Development and publishing of the Event Program;
- Facebook promotions;
- Planning and requesting website updates.

3.4 Sponsorship & Prize Donors

- Working with the Committee to approach previous and potential sponsors and prize donors.

4.0 EXPRESSION OF INTEREST

A written proposal for the Event Coordinator role should address the following specific items at a minimum.

4.1. Event Management

Please describe your experience and capabilities at delivering successful community events, with consideration of items 3.1 – 3.4 above, and including providing culturally appropriate advice and support to a broad range of stakeholders.

4.2. Event Management Planning & Reporting

The Event Coordinator must demonstrate an ability to document the required processes the plans for the event, as well as the ability to provide progress reports to the Committee.

4.3 Quote for services

Please provide a quote for the cost of providing event coordination services for the 2022 Mareeba Multicultural Festival.

This quote should allow for the attendance of all Committee Meetings (monthly from April – June, with the potential for fortnightly meetings during July and August), as well as the work required outside of the meetings to plan and manage the event. The Event Coordinator must also attend on the day of the Festival from 6am until approximately 6pm.

5.0 FURTHER INFORMATION

For further information, please contact Council's Corporate Communications Officer, Lindie Boonzaaier, on 4086 4722 or via email to info@msc.qld.gov.au.

Upcoming Committee Meetings are scheduled to take place at the Council Boardroom in Mareeba on:

- Tuesday, 26 April 2022
- Tuesday, 24 May 2022
- Tuesday, 28 June 2022

The remaining dates will be confirmed at a future meeting of the Committee.