



Australian Celtic Festival Strategic Plan Brief

Purpose of this Brief

The Australian Celtic Festival (ACF) committee in conjunction with the Glen Innes Severn Council (GISC) wishes to appoint a consultant to facilitate and develop a Strategic plan to provide the Australian Celtic Festival with clear direction over the next 3 – 5 years.

The plan will require working in conjunction with the Australian Celtic Festival committee, Glen Innes Severn Council and key stakeholders and is required to be completed by the 4th August 2010.

Scope

The ACF Strategic Plan is expected to consider the following issues: -

- The event's future sustainability and economic growth
- Evolving the event to continue to meet customer expectation
- Building community partnerships
- Succession Planning

Timing

A suggested timeframe for the completion of individual elements and the final plan is below.

Submission of proposal	26 March 2010
Engagement of Consultant	9 April 2010
Pre plan stakeholder workshop	12 – 16 April 2010 (One day TBC)
Attendance at Australian Celtic Festival	1 May 2010 (primary event day)
Post event stakeholder workshop	May 2010 (Date TBC)
Preparation of Draft Strategic Plan	May 2010 (Date TBC)
Review of Draft Plan by Stakeholders	June 2010 (Date TBC)
Completion/committee and Council adoption of ACF Strategic Plan	August 2010 (Date TBC)

The consultant shall provide a timeline of stages linking to payment in their submission. Any amendments to timeframes, following acceptance of proposal must be submitted in writing and agreed to by both parties.

Project Outputs

The outputs of a successful consultancy will be: -

- A Strategic Plan that provides a clear, achievable framework and strategy for the ACF over the next 5 years.
- The Strategic plan should align with Glen Innes Severn Council's Management Plan, Economic Development Strategy, Tourism Development and Marketing Plan 2010/2015 and Events Policy.
- Recommendations to meet likely challenges and opportunities over the next 5 years.
- An achievable and clear implementation plan for all actions that identifies responsibilities and preliminary costs.

Characteristics and Challenges

The Australian Celtic Festival has many positive characteristics that present a number of future opportunities: -

- The ACF is held at the Australian Standing Stones, which are classified as a national monument. Due to the unequalled location the event is a Hallmark event of Glen Innes.
- The ACF links with the cultural heritage of the district and it also links to the districts branding as "Celtic Country".
- The event has the full support of Council and is gaining increased support from the community.
- Community voluntary engagement to deliver the event.

There are a number of potential challenges facing the ACF. These include: -

- Lack of a strategic focus prevents long term investment e.g. site works, sponsorship, developing future product to meet customer needs, government funding opportunities limited.
- Currently the festival is run primarily by a volunteer committee. This level of commitment will be difficult to sustain if the reducing number of volunteers continues.
- Industry limitations e.g. available accommodation and hospitality restricts the growth of event attendance, hence, focus needs to be on increasing customer yield.

Budget

An indicative budget for the ACF Strategic Plan development is approximately \$14000 (GST exclusive). In addition agreed to travel and accommodation will be provided.

Submissions

The nature and extent of any submissions will be largely at the discretion of the principal firm involved, however it should contain at least the following information: -

- A statement of availability and capability.
- An outline of the intended approach to the execution of the required project.
- The names of persons undertaking the project, including details of their qualifications and experience.
- Project implementation including stakeholder consultation
- An hourly cost for additional agreed to activities.

Selection Criteria

Selection of the consultant for the Strategic Plan will be based on the following criteria: -

- Clear understanding of the project brief, the tasks to be undertaken and the outcomes required.
- Demonstrated ability to produce Strategic plans.
- Demonstrated ability in community stakeholder consultation.
- Understanding of Event delivery under a Local Government structure.
- Capacity to complete within timeframes.

Ownership of information

Glen Innes Severn Council shall own the copyright of all information prepared in conjunction with this package and intends to use this as a pro forma for duplication as necessary. The consultant shall relinquish any rights to the use of the information prepared without the written permission of Council in each case.

Contacts

For further information please contact Wendy Fahey, Economic Development & Tourism Manager, (02) 67302 403 or wfahey@gisc.nsw.gov.au

Proposals can be sent via email wfahey@gisc.nsw.gov.au

or mail: - Wendy Fahey
Glen Innes Severn Council
PO Box 61
Glen Innes NSW 2370