



## 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 4<sup>th</sup> 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**

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