

## Central Coast Council Events Expression Of Interest 26/27

### 1. Background

The Central Coast is a unique destination that is surrounded with natural beauty including beaches, water ways, and hinterland environments, combined with an expansive art, food and cultural scene. Community events are a very important way to showcase these attributes of the Central Coast as well as enhancing the vibrancy of the town centres, connecting the community and contributing to the local economy and tourism industry.

Central Coast Council (CCC) have delivered a host of community events that have become staple annual showcase events for the region that attract thousands of attendees each year and inject considerable money into the local economy including ChromeFest, Love Lanes, The Lakes Festival and Harvest Festival. CCC recognises that events play a critical role in strengthening the region's economy and supporting a thriving, resilient Central Coast. In line with the Central Coast Council Events Strategy 2026–2030, Council strategically invests in events that attract visitors, increase overnight stays and stimulate spending across local accommodation, hospitality, retail and transport sectors.

CCC would like to give the opportunity for capable local event management organisations and companies to apply for, deliver and manage a host of community events that will continue to contribute to the growth of Central Coast visitor economy and add vibrancy to the respective locations they are held.

Council reserves the right to accept or reject any application and is not obliged to fund all EOIs received.

### 2. Available Funding

Expressions of interests are open for the following events:

1 x \$20,000 Australia Day Weekend Event in Toukley

1 x \$20,000 Australia Day Weekend Event in Peninsula

1 Event x \$10,800 - in North of the Central Coast.

1 Event x \$10,800 - in South of the Central Coast.

Subject to available funding and satisfactory performance of the initial event, Central Coast Council may, at its discretion, offer the successful Applicant(s) an extension to deliver the 2027/28 event(s).

Applicants may apply for one or multiple events as outlined in the expressions of interests, however each proposal must address the specific requirements outlined below.

### 3. Key Dates

Applications open 1 May 2026. Closes 20 May 2026.

Events must be delivered within the 2026/27 financial year, being between 1 July 2026 and 30 June 2027.

# CCC Events EOI Application

## Form Preview

**ANY** variation to event scope or timeframe must obtain prior approval in writing from Central Coast Council.

### 4. Eligible Event Categories

The northern and southern events must align with **one** of the following categories: (excluding the Australia Day weekend events which are not required to align with a specific event category).

#### 1. Nature-based, health, wellbeing or sporting

Events that encourage physical activity, connection to the natural environment, and positive health and wellbeing outcomes.

Examples may include (but are not limited to):

- Community sporting events or participation-based activities
- Walking, running or cycling events using trails or foreshore areas
- Surfing competitions, stand-up paddleboard events
- Yoga and wellness festivals Fitness retreats and health expos

#### 1. Cultural and Creative Events

Events that celebrate arts, culture, creativity and shared community experiences.

Examples may include:

- Arts and cultural festivals
- Live music, performance or entertainment events
- Creative workshops, exhibitions or installations
- Community-led cultural celebrations
- Film festivals or storytelling events

#### 1. Food, Beverage and Local Produce

Events that highlight food culture, local producers and hospitality experiences, while supporting local businesses and visitation.

Examples may include:

- Food and beverage festivals or growers markets
- Local produce or maker showcases
- Pop-up dining or tasting experiences
- Gourmet picnic days and pop-up dining trails

### 5. Eligibility

All EOIs will be assessed against the following criteria:

#### 1. Quality of Application

# CCC Events EOI Application

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- Clear and well-defined event concept
- Strong rationale for the proposed event and target audience that aligns with one of the eligible event categories
- Demonstrated community benefit and audience appeal
- Realistic and achievable event planning and marketing plan.
- Delivery of the event in a suburb within the Central Coast Local Government Area.

### 1.Experience in Delivering Events

- Demonstrated experience delivering similar-scale events
- Evidence of successful past event delivery
- Capability to manage logistics, risk and compliance requirements

### 1.Environmentally Sustainable

Applicants must demonstrate a practical approach to environmentally responsible event delivery. Proposals should outline achievable, sustainability responsible initiatives such as:

- Provision of adequate waste and recycling bins
- Engagement of cleaners to maintain site cleanliness during and after the event
- Encouraging reusable or compostable service ware where feasible
- Minimising single-use plastics
- Promoting walking, cycling or public transport to attend the event
- Protection of natural assets and public spaces

### 1.Accessibility and Inclusion

Events must be welcoming and accessible to all community members. Proposals should include:

- A clear accessibility statement
- Consideration of accessible venues, surfaces and pathways
- Accessible parking and transport options
- Inclusive programming and audience considerations

### 5. Event budget and financial management

- Clear, realistic and itemised, with costs appropriate to the scale and scope of the event
- Demonstrates value for money and efficient use of Council funding
- Shows the event can be delivered within the proposed budget
- Demonstrates sound financial planning and risk management, including contingencies where appropriate
- Aligns with the proposed event outcomes and delivery approach
- Drives economic growthPotential to attract visitorsContribution to local businesses, including use of local suppliers, vendors, artists etc
- Alignment with Regional Economic Strategies to strengthen the visitor economy by increasing visitation

### 6. The following are Ineligible

# CCC Events EOI Application

## Form Preview

- 6.1 Late or incomplete applications.
- 6.2 Proposals from Government Departments, agencies or any Council with the exception of Central Coast based community run emergency service entities.
- 6.3 Proposals from employees or Councillors of Central Coast Council (both in a paid or voluntary capacity).
- 6.4 Expenditure for equipment not related to the specific project proposed.
- 6.5 Events, projects or activities with a religious, political or sectarian purpose, where that purpose may exclude or offend members of the broader community.
- 6.6 Applications seeking funds for projects of a commercial nature that is for profit or that raise funds for philanthropic purpose for other organisations.
- 6.7 Proposals that are for funding the core business of the organisation.
- 6.8 Applications for purchases or expenses related to privately owned items.
- 6.9 Applications that do not have asset owner consent, if applicable.
- 6.10 Applications seeking funds for projects which may have an adverse impact on neighbouring residents or businesses.
- 6.11 Applications seeking funds for existing salaried or waged positions not related specifically to the proposed project.
- 6.12 Applications seeking funds for benefits such as travel, meal or accommodation costs including costs to undertake activity outside or to the Local Government Area.
- 6.13 Applications seeking funds for goods or services to 'on-sell'.
- 6.14 Applications seeking funds for prize money and gift vouchers.
- 6.15 Funds for fees to attend a conference, congress or seminar.
- 6.16 General fundraising events/appeals.
- 6.17 Existing projects or programs that require additional funding.
- 6.18 A project, event, service or activity which primarily benefits a single individual or business.
- 6.19 Works to buildings or property.
- 6.20 Purchase of land or buildings.
- 6.21 Applicants who have an unresolved debt to Council.
- 6.22 Applicants with an overdue acquittal or who have failed to appropriately acquit a previous Council grant.
- 6.23 A project, event, service or activity which in the opinion of the assessment panel does not comply with [Council's Sustainable Event Management Policy](#) and [Sustainable Events guidelines](#).

**Where alternative funding options exist for any of the above exclusions, applicants will be advised accordingly.**

## 7. Assessment Criteria

EOIs will be assessed against the following criteria listed in item 5. Eligibility:

# CCC Events EOI Application

## Form Preview

1. Quality of Application
2. Experience in Delivering Events
3. Environmentally Sustainable
4. Accessibility and Inclusion
5. Event budget and financial management

The Northern and southern events must align with one of the following categories: (excluding the Australia Day weekend events)

1. Nature-based, health, wellbeing or sporting
2. Cultural and Creative Events
3. Food, Beverage and Local Produce

## 8. Assessment Process

8.1 Applications are only accepted online through Central Coast Council's Smarty Grants and the appropriate online application form. Assistance is provided to any group or individual if requested to ensure access and support with the online system.

8.2 All applications will be assessed by a Council's Review Panel.

8.3 CCC reserves the right to request further information in considering any application as well as the right to reject any application that does not meet the criteria.

8.4 Council reserves the right to award an amount less than that applied for if it is assessed that the amount requested is not justified by the information provided in the application or the full amount is not available at the time of the request.

8.5 As funding is limited, not every application that meets the assessment criteria will be successful. Up to four events will receive funding through this expression of interest.

8.8 All decisions of Central Coast Council are final, and no negotiations will be entered into.

## 9. Notification and Payment

9.1 All applicants will be notified of the outcome of their application.

9.2 Unsuccessful applicants are encouraged to seek feedback from Council's Evaluation Panel on their application.

9.3 Successful applicants will be required to sign a Funding Agreement outlining the requirements of their funding. This Funding Agreement must be signed with any funding conditions met, prior to funding being provided. Council reserves the right to withhold funding if stipulated funding conditions as per the Funding Agreement are not met.

9.4 All events must be completed as agreed upon within the Funding Agreement. Please note that Council funding may only be used as agreed with Council and may not be diverted to other budget line items, events or purposes. A request to divert funds must be submitted in writing for approval.

9.5 The organisation will provide to Council a final project/event report (grant acquittal). The report due date is within six (6) weeks of the end of the event, as per application, or date of payment, whichever is latest. The report must detail the outcomes and expenditure of funds granted and must include evidence of expenditure as detailed in the acquittal template.

9.6 Applicants who do not complete and return an acquittal report by dates agreed in their Funding Agreement will be ineligible for any future funding.

### 10. Additional Information

10.1 In addition to the completed application form, the following must be provided:

- Evidence of other funding secured or applied for (if relevant).
- A copy of your organisation's Public Liability insurance certificate or a written quotation for Public Liability insurance cover for \$20 million.

10.2 Offer of funds by Council in no way implies any ongoing funding commitment or obligation by Central Coast Council.

10.3 Approval of funding does not imply that Central Coast Council has given any other consent. Applicants should note that many activities require approvals and consents from Central Coast Council, NSW Police and other state government agencies.

10.4 To ensure an accountable and transparent assessment process is maintained, Council staff and funding assessors are required to declare any potential pecuniary or non-pecuniary conflict of interest.

10.5 All written and verbal communication regarding an application will only be with the applicant or the contact person listed in the application.

10.6 Any grant agreement involving Council funding of an event must demonstrate compliance with Council's [Sustainable Management Policy](#).

### 12. Key Contacts

**EOI Enquiries** Kristy Potts, Events Officer **E-mail:** [events@centralcoast.nsw.gov.au](mailto:events@centralcoast.nsw.gov.au) **P:** 0429 779 194

### Contact Details

\* indicates a required field

#### Organisation Details

**Organisation Name \***

Organisation Name

**Organisation Postal Address \***

Address

  

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

**Organisation Primary Phone Number \***

# CCC Events EOI Application

## Form Preview

Must be an Australian phone number.

### Organisation Primary Email \*

Must be an email address.

### Website link

Must be a URL.

### Which of the following best describes your organisation:

- Registered Charity
- Incorporated not for profit/body
- Australian Public Company Limited by Guarantee
- Business
- Cooperative
- Charitable Foundation
- Auspiced by a legally constituted not for profit

### Are you auspicing this project/event? \*

- Yes  No

No more than 1 choice may be selected.

If yes, the organisation is the auspicing body and the contact is the group being auspiced

### Does your organisation have an ABN? \*

- Yes  
 No  
 Unsure

## Auspice

### Name

- Individual  Organisation

Organisation Name

Title      First Name      Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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### Email

Must be an email address.

### Phone Number

Must be an Australian phone number.

# CCC Events EOI Application

## Form Preview

### Applicant Organisation ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

### Contact for Application- the person responsible for the event

#### Contact Name \*

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

#### Name of Organisation \*

#### Applicant Position \*

#### Contact Number \*

Must be an Australian phone number.

#### Contact Email Address \*

Must be an email address.

#### Are you an employee or Councillor of Central Coast Council? \*

Yes  No

No more than 1 choice may be selected.

If yes, you are not eligible to apply

# CCC Events EOI Application

## Form Preview

### Event Details

\* indicates a required field

**Event Title: \***

**Brief event description: \***

Word count:

Must be at least 0 character no more than 0 word.

Provide a short description of your project - what are you out to do?

**Event Start Date - The date you intend to start spending funds \***

Must be a date and between 1/7/2026 and 30/6/2027.

**Event End Date - The date all funds will have been spent \***

Must be a date and between 1/7/2026 and 30/6/2027.

**Does your event run over multiple dates?**

- Yes  
 No

**Event Start Date: \***

Must be a date and between 1/7/2026 and 30/6/2027.

**Event End Date: \***

Must be a date and between 1/7/2026 and 30/6/2027.

**Event Date: \***

Must be a date and between 1/7/2026 and 30/6/2027.

**Main suburb the event will take place: \***

**What venue (if any) will the event be located at? \***

# CCC Events EOI Application

## Form Preview

**Detailed event description of what you are applying for? e.g- plan/scope and goals \***

Word count:

Must be at least 5 characters equal to 0 words.

**Please attach an Event Management Plan \***

Attach a file:

If you do not already have an Event Management Plan [please click here to download a basic Event Management Plan template](#) to fill out and attach above.\*

**Proposed events must align with one of the following categories. Please select the relevant category for your event:**

- Nature-Based, Health, Wellbeing or Sport       Cultural and Creative Events       Food, Beverage and Local Produce

Please refer to number 4 Eligible Event Categories, of the Application for further details.

**Does your event meet the Assessment Criteria?**

- Yes  
 No

Please refer to number 7 Assessment Criteria

**How many attendees do you anticipate will attend the event?**

**If a marketing plan has been developed, please attach:**

Attach a file:

**How will you promote your project to the community? e.g marketing plan**

Considerations

**To the best of your knowledge, what type of approvals, permits, licences will the event need to obtain?**

- Development Consent



# CCC Events EOI Application

## Form Preview

- Yes
- No

**Evidence of other funding sought:**

Attach a file:

**Is the funding confirmed? \***

- Yes
- No
- Unsure

No more than 1 choice may be selected.

**Amount of funding from other source/s: \***

\$

Must be a dollar amount.

If no funding sought, insert \$0

**Which budget item/s will this funding contribute to? \***

## Documentation Check List - These documents are MANDATORY.

\* indicates a required field

**Public Liability Insurance - Place attach a copy of Public Liability Insurance Certificate of Currency, or a written quote, for this project, for a minimum \$20 million \***

Attach a file:

Support Material: please ensure all documents are aptly titled for identification

If applicable, please attach any support material.

**Attach Files:**

Attach a file:

**Please note: If your funding submission is incomplete, that is, if any of the required documents are missing without explanation, your application will be withdrawn from consideration and you will be notified accordingly.**

## Declaration and Privacy Statement

# CCC Events EOI Application

## Form Preview

\* indicates a required field

Declaration and Privacy Statement:

I certify that all details supplied in this application and in any attached documents are true and correct to the best of my knowledge, and that the application has been submitted with the full knowledge and agreement of the management of my organisation/group.

I have read the accompanying guidelines for applicants provided with this application form.

I agree that I will contact Central Coast Council immediately if any information provided in this application changes or is incorrect.

I understand that the information above will be used in accordance with relevant legislation and declare that this information is correct to the best of my knowledge.

**I am authorised to complete this application and have read and understood the declaration and privacy statement \* \***

Yes

**Name \***

Title      First Name      Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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**Position held \***

**Date of declaration \***

Must be a date.