



Expression of Interest Guidelines

for the closure of the Great Ocean Road to conduct events
2022-2024.

(August 2020)

Contents

1. Background	2
2. Expression of Interest (EOI)	2
3. Who can apply?	2
4. Who cannot apply?	2
5. Key timelines	3
6. Application Process	3
7. Evaluation Criteria	4
8. Conditions	6
9. Governance	6
10. Frequently Asked Questions	7
11. Definitions	9

1. Background

Events are crucial for communities, providing a range of economic, social and environmental benefits for both residents and visitors. The neighbouring Surf Coast Shire Council and Colac Otway Shire Council value events held in their respective regions. Both councils recognise that events contribute to the identity, prosperity and vitality of their region.

The Great Ocean Road is one of Australia's main touring routes, featuring a world-famous coastal drive. Its brand is recognised internationally with some two million people travelling along the iconic stretch each year to experience the unique journey and unforgettable views.

Given the Great Ocean Road's status, any event organiser seeking to secure a road closure to stage their event must display exceptional event management capabilities. They are also required to deliver the host region significant economic, social and environmental benefits that can be quantified.

For those successful in the Expression of Interest (EOI) process, the evaluation panel will consider providing in-principle support for up to three years, which will include annual reviews.

The Expression of Interest Guidelines outline the requirements for organisations seeking to submit an EOI for one – or both – of the two permissible road closures between 1 May and 31 October each year. The road closures will enable the staging of an event of state, national or international significance.

The guidelines provide essential information for potential applicants and outline the EOI process. They should be read in conjunction with the events policies of Surf Coast Shire and Colac Otway Shire.

The significant workload involved in preparing and running an event is appreciated, as is the amount of time required to develop sustainable events. Due to this, events proposed to run on an annual basis for periods of up to three years will be considered more favourably.

Events will be subject to each Host Shire's event management processes and the legislative requirements of Regional Roads Victoria (Department of Transport) and Victoria Police.

2. Expression of Interest (EOI)

Event organisers are invited to submit an Expression of Interest (EOI) to deliver an event on a closed Great Ocean Road. Successful applicants will secure a three year in-principle agreement to deliver an event on the agreed section of the Great Ocean Road.

These Guidelines must be used in conjunction with the online application to complete an EOI.

The in-principle agreement to use the Great Ocean Road is not an event permit – normal agency and authority approvals/authorisations and permits still apply.

Online application forms are available from www.surfcoast.vic.gov.au and www.colacotway.vic.gov.au.

For further information please email info@surfcoast.vic.gov.au or INQ@colacotway.vic.gov.au.

3. Who can apply?

You are eligible to submit an Expression of Interest if:

- Your event is held in the Host Shire area and demonstrates benefits to residents and businesses as contained in the Evaluation Criteria in Section 7.
- Your event footprint includes other municipalities, however has dominant components in the Host Shire area (e.g. start and finish of event and/or key features and aspects of the event).
- The road closure falls within the identified closure area.
- You are an incorporated group, not-for profit group or commercial organisation with an ABN.
- The event is demonstrated to be of state, national or international status.
- The event is staged between 1 May and 31 October.
- Event organisers will be required to quote an Australian Business Number (ABN) or if an exemption applies, to provide a written statement of entitlement to exemption (Statement By Supplier). Please advise the Host Council if you require the form.

4. Who cannot apply?

- Event organisers who do not have an ABN.
- Events which cannot comply with the definition of a 'Closure'.
- Events which do not meet the mandatory assessment criteria in Section 7.
- Events which cannot demonstrate they are of state, national or international significance.

5. Key timelines

The opportunity to secure an in-principle agreement for up to three years will be released in August 2020 via an Expression of Interest process.

All applications must be made via SmartyGrants online grant system by no later than **4pm Friday 9 October 2020**.

6. Application Process

The Expression of Interest process is as follows:



7. Evaluation Criteria

Your Expression of Interest will be assessed using the following criteria. With the exception of the 'Event Management' and 'Environmental Leadership' sections, there is no requirement to meet the entire criteria outlined below. However the ability to accurately demonstrate as many of these attributes as possible with verifiable information will receive stronger preference.

Evaluation category	Evaluation weighting
<p>Event Management</p> <p>If you or your event is unable to meet all of the listed Event Management criteria the EOI will be deemed ineligible.</p> <ul style="list-style-type: none"> • Demonstrated capacity in staging and managing events of state, national or international significance. • Adequate governance systems in place including an event refund policy. • Demonstrated capacity to provide required emergency management and traffic management plans and documentation in a timely manner. • Adequate coverage levels of public liability and professional indemnity insurance. • Demonstrated financial stability over the past three financial years, and • Capacity to undertake risk management assessments in accordance with ISO 31000:2009. 	<p>Mandatory Prequalification</p> <p>Pass or Fail</p>
<p>Economic development opportunities</p> <p>Closing the GOR for events can create disruptions within townships. Event organisers must demonstrate the capability of their proposed event to generate a minimum economic benefit of \$2 million in the host region (Surf Coast Shire / Colac Otway Shire). This may be demonstrated by past event impact analysis or comparable events that display an economic benefit.</p> <p>Event organisers must address the following as part of their demonstrated economic impact:</p> <ul style="list-style-type: none"> • Boosting off-peak visitation, overnight stays and expenditure • The amount of visitation/tourism from outside the host region and the length of stay during the event • Demonstrate high levels of expenditure ('yield') per visitor/ participant • The level of pre training or visitation that the event will generate in the host region in the lead up to the event • Marketing/PR value of the event to a state/national/global audience and how this could be leveraged to promote the host region • The level of expenditure these visitors will generate (or have generated historically) and its distribution in the region • The opportunities where the host shires and/or host townships can be promoted, including the nature of this promotion and the marketing reach • The level of involvement of local business in the event both pre-event (supply chain expenditure in event set up) or during the event (local business integration) • The ability of the event to trigger repeat visitation to the host region • The ability for the region to be promoted to participant databases • The ability of the event to reinforce and/or strengthen the desired 'brand' of the host township or host shires in a positive way. 	<p>70%</p>

Evaluation category	Evaluation weighting
<p>Social opportunities</p> <p>Detail the community benefits provided by the event – short-term and long-term - including:</p> <ul style="list-style-type: none"> • How the event will create social gathering opportunities • The level to which people of diverse groups, abilities and ages are brought together • How the event will positively impact the host community • How the host community will be acknowledged or supported if the event is to cause inconvenience (e.g. access removed for residents). • If the social opportunities are short-term (event specific) or long-term (ongoing benefits) in nature • Level of involvement by local volunteers (number of people and hours) • Tangible legacy outcomes for the host community as a result of the event • How the event caters for needs of all abilities (including people with a disability), and • How the event will engage with the host community to develop local “ownership” 	<p>30%</p>
<p>Environmental leadership</p> <p>The natural environment is a major asset in attracting people to visit the Great Ocean Road. It is a privilege for event organisers and participants to have access to the road to conduct their activities and in return, it is expected that these stakeholders contribute to the ongoing protection of the environment and sustainable visitation through their actions and approach.</p> <p>To be considered for an in-principle licence for one of two possible road closures to conduct an event, applicants must demonstrate best practice in environmentally sustainable event delivery, including:</p> <ul style="list-style-type: none"> • Minimising the carbon footprint of the event, for example minimising energy use, using renewable energy sources, using sustainable transport options, offsetting emissions through certified programs, prioritising low emission intensive products and activities, and avoiding waste • Fully comply with Surf Coast Shire Council’s Plastic Wise Policy, including elimination of all single use plastic bottles, plastic bags, plastic straws, plastic packaging and balloons • Demonstrate a commitment to minimising waste being sent to landfill, including waste avoidance measures, recycling and annual targets for the percentage reduction of waste associated with the event • Develop a communications plan specific to environmental sustainability measures, including how the event organiser will influence and manage participants’ behaviour in relation to waste – for example, minimising transport or disqualifying participants who are seen to drop food wrappers or water bottles on the road • Provide evidence of positive environmental outcomes in the post-event report • Where the applicant has not previously run an event on the Great Ocean Road, the applicant must provide credible modelling or research that describes the potential environmental impact/s of the proposed event and how these will be managed. <p>The co-ordinating Road Authority or Municipality may impose a bond as part of the conditions of any permit under Section 99B(1) of the Road Safety Act (1986) or through municipal event plans to recover costs involved in cleaning up after an event where this hasn’t been carried out appropriately by the organiser.</p>	<p>Pass or Fail</p>

8. Conditions

Successful EOIs will be required to enter into an agreement with the Steering Committee which will include the following conditions.

8.1 Legacy

Agreement of an appropriate legacy delivered by the Event to the Host community/region

8.2 Promotion and Marketing

- Surf Coast Shire and Colac Otway Shire signage at all activities relating to the events (or mutually agreed with event organisers).
- Recognition of Host Shires in all advertising, promotional and social media.
- Surf Coast Shire or Colac Otway Shire funded groups to recognise the Surf Coast Shire or Colac Otway Shire as a funding source on all project and publicity materials (Please contact the events units to obtain the relevant logos and to ensure that the Shire approves proofs of all materials prior to production).
- Unauthorised use of the Shire logos on other material is not permitted.
- All printed material including invitations, flyers, posters and programs must include Host Shire logos.
- An opportunity for a Shire representative to speak at events and activities.
- Inclusion of Host Shire message in the event program at no charge.
- Flags or banners may be required by Council to be erected in designated positions (or as mutually agreed with event organisers).
- Agreement of event organiser to implement 'Survey Monkey' or similar survey tool for evaluation purposes.

expenditure and PR coverage of event and key businesses). Non-compliance with this requirement will result in the withdrawal of any permits to conduct the event.

- The Host Shires or State Government are not responsible for meeting any shortfall should the event run over budget.
- The Council, its agents and employees shall not be responsible at any time for any liabilities incurred or entered into by the recipient organisation as a result of, or arising out of that organisation's responsibilities under the EOI.
- The recipient shall release and indemnify the Council, its agents and employees against any claim, demand, liability, costs, expenses, actions arising out of or in any way connected with the activities of the recipient, or the recipient's agents in consequence of the in-principle authorisation except where the claim, demand, liability, costs or action are caused by the Council, its servants or agents.
- If the event is to be held on Council property, approval must be sought from the Host Council through the relevant department(s).
- The event must be listed on the Australian Tourism Data Warehouse (ATDW) website.
- The event organisers must participate in a debrief process post event and report on event delivery, identified improvements and key event outcomes.
- Provide evidence of the impact/success of the event including survey data, photos and media exposure.
- All applicants need to disclose any pre-existing contractual agreements with any external parties that may impact on the timing of an event, or could cause a conflict or perception of a conflict of interest with the Steering Committee members.
- The evaluation panel reserves the right to refuse an EOI from applicants that have practices or sponsorships from organisations which are inconsistent with the Host Council or State Government's values.

9. Governance

- Event organisers will need to complete an annual event acquittal report as provided by the Steering Committee. The acquittal report must be completed at the end of the event and be received within two months of conducting the event. The organisation will be ineligible for any further road closures if this report is incomplete.
- The event acquittal process will include a requirement to demonstrate that the overall economic benefit to communities along the Great Ocean Road outweighs the overall economic cost of closing the road (e.g. survey of participants'

10. Frequently Asked Questions

Which authorities do I require approval from to close the Great Ocean Road?

Within the meaning of the Road Management Act 2004, Department of Transport is the Responsible Road Authority for the Great Ocean Road and in accordance with the Road Safety Act 1986 Section 99B, has authorising powers to issue a permit for the closure of the Great Ocean Road for a non-road activity.

Victoria Police provide permission for an event to be held on a road in accordance with the Road Safety (Traffic Management) Regulations 2009. (Part 3 – Activities on Roads).

Closures will only be approved with the agreement of the Steering Committee.

What other policies are relevant?

These Guidelines are to be used in conjunction with existing municipal event policies. Suitability of events should be considered by both municipalities in accordance with their own existing event policies/strategic plans.

In assessing events, impacts on neighbouring municipalities should be considered and appropriate community and stakeholder engagement undertaken.

Contact either Surf Coast Shire **03 5261 0600** or Colac Otway Shire **03 5232 9400** to determine the co-ordinating municipality.

How many road closures are allowed?

The number of events permitted to conduct a closure of the Great Ocean Road shall be no greater than two per year and must be in the low season. Events must be subject to each municipalities Event Approval process.

In the context of these Guidelines any request to conduct an additional event would be considered as an exception.

Every six years an additional permit may be issued to accommodate the Great Victorian Bike Ride outside of the low season.

When is off peak season?

For the purposes of the EOI process, off peak events are considered to be held between 1 May and 31 October.

Closures are to be restricted to the off peak season between 1 May and 31 October. Support for events in the low season is a key element of the relevant State Government departments and the Host Councils.

What other road closure restrictions exist?

Events will not be considered if they involve Great Ocean Road closures during school holidays, public holidays or long weekends.

The duration of closures should be kept to a minimum and conducted at times that minimise their impact on traffic.

What if I need to close other roads?

Each event is to be considered on an individual basis in relation to the location of closures on the Great Ocean Road and any other closures on the wider network related to the event (e.g. inland routes). The closure of inland routes should be avoided wherever possible or co-ordinated in such a way to minimise any adverse impacts. This also applies in particular to the land-locked five hamlets located on the Great Ocean Road - Wongarra, Kennett River, Wye River, Sugarloaf and Separation Creek. Events that minimise closures, particularly in regard to inland routes, will be considered more favourably.

How long can a road closure be?

The duration of a closure of the Great Ocean Road for an event shall be limited to no greater than eight hours in one day, with rolling opening times strongly encouraged to minimise community disruptions. Times will be staged and sections clearly advertised.

Events with a closure duration of greater than eight hours will not be considered.

What types of events will be considered?

The types of events to be considered as warranting closure of the Great Ocean Road shall be limited to events of international, national or state significance where coverage of the event and participation is available to a wider audience, and must be able to demonstrate significant benefits to the local communities.

The event must demonstrate a capacity to support, enhance and reflect community values including health and wellbeing and State and Local Government policies.

Events that allow the general public to access and participate in the event will be considered more favourably than closed or restricted events that do not allow this participation.

However, events able to generate a wider community participation and ancillary participation outside of the direct event shall not preclude the event from being considered.

What is the approval lead time?

The Steering Committee shall establish a calendar of approved events for an 18 month rolling period on the Great Ocean Road – based on the competitive EOI application process.

Event proposals are required to take into consideration enough lead time to provide consultation and approvals for events.

Risk management and agency/community capacity.

A risk assessment must be undertaken for each event in accordance with ISO 31000:2009, and provided as part of the EOI and event application. All risk management plans must be developed by a suitably qualified professional to the satisfaction of the Steering Committee and/or Emergency Services agencies.

Event organisers must develop an Emergency Management Response Plan to the satisfaction of Emergency Service agencies.

An evaluation must be undertaken to ascertain the level of support required from the agencies for the event. It must also identify impacts on local communities should the event require use of local essential services.

The event should aim to be self-sufficient and demonstrate no impact on existing local services that cannot be managed (eg medical, logistical, infrastructure, crowd management, traffic management, emergency management, access etc). This must also be considered by the event applicant as a part of the Event Application.

Do I need to conduct an environmental impact assessment?

An assessment of the impact that the event will have on the local environment must be considered and included with the submission of the Event Application.

The co-ordinating Road Authority or Municipality may impose a bond in accordance with Section 99B of the Road Safety Act (1986) or through municipal event plans to recover costs involved in cleaning up after an event where this has not been carried out appropriately by the organiser.

Each municipality may introduce an event bond to ensure the environmental impacts are minimised by each event (refer to the Shire Event Policy and Event Management Plan or individual Council events units for further details).

Will I need a communication plan?

Following in-principle approval, a draft communication plan for notification of traffic disruption on the Great Ocean Road will need to be developed and approved by the Steering Committee six months prior to the proposed event date.

The draft communication plan will outline the process that will be undertaken to consult with all affected communities.

Event organisers are to coordinate a pre event community meeting and a debrief post event in the township most affected by the road closure, as agreed by the Steering Committee. Municipalities are able to assist with database information. Event organisers will cover the costs of facility hire and other associated costs. Event organisers must liaise with the Steering Committee to structure the format of both meetings.

Typical expectations for additional community consultation include information mail outs and community signage and other promotional information such as media articles, letters, posters and associated websites.

Am I required to undertake an event debrief?

Where an event is approved and completed, an assessment will be carried out every year. It will analyse the impacts/benefits to the broader community and the event outcomes. A summary must be provided to the Steering Committee within two months following the event at a Debrief Meeting.

If an event organiser wishes to run an event on an annual basis, any matters raised in the event debrief must be included in the Risk Management Plan and mitigated appropriately. If this is not completed to the satisfaction of the Steering Committee, the in-principle agreement to the event shall be revoked.

Are there confidentiality requirements?

Until in-principle approval is formally provided, the event application or the event shall remain confidential.

What happens if there is an incident on the Great Ocean Road that impedes access?

Should the Great Ocean Road not be safe for purpose, an agreed contingency plan will apply. Authorities will not be liable or held responsible for incidents that impact on Great Ocean Road access. It is advised Event Organisers have adequate insurance.

11. Definitions

<u>Great Ocean Road</u>	For the purpose of the guidelines, the Great Ocean Road is defined as the section of road between the two townships of Anglesea and Apollo Bay (from O'Donohue Road, Anglesea to Cawood Street, Apollo Bay).
<u>Event</u>	The types of events covered by the guidelines include triathlons, fun runs, marathons, community sporting events, cycling, motoring and other on-road events. Roadworks are not classified as events for the purpose of this document.
<u>Closure</u>	Where public traffic is restricted from travelling in one or both directions of the Great Ocean Road for a duration of greater than 20 minutes. Note: <ul style="list-style-type: none"> • Closure does not include hold and release type management. • Closures in townships where a reasonable detour is available will not be classified as closures for the purpose of this document • One day is defined as no greater than eight hours
<u>Inland Route</u>	Roads providing a connection between the Princes Highway and the Great Ocean Road.
<u>Steering Committee</u>	The steering committee comprises Regional Roads Victoria (Department of Transport), Department of Jobs, Precincts and Regions (DJPR), Colac Otway Shire, Surf Coast Shire Council and Victoria Police. Regional Roads Victoria is the secretariat of the Steering Committee.
<u>Low Season</u>	For the purposes of this document, the Low Season is defined as the period from 1 May to 31 October.
<u>Yearly</u>	Calendar year not financial year.
<u>Document Name</u>	The 'Great Ocean Road Event Closure Guidelines' are referred to as 'the guidelines' for the remainder of this document.