

**Beechworth & District Chamber of Commerce & Industry
HARVEST CELEBRATION AT BEECHWORTH**

EXPRESSIONS OF INTERESTED CALLED FOR THE

2011 HARVEST CELEBRATION ORGANISING COMMITTEE –

Volunteer Position Description

Expressions of interest are sought for the following:

Description of the organization & event

The Harvest Celebration at Beechworth is an event overseen by the Beechworth & District Chamber of Commerce and Industry.
The Harvest Celebration commenced in 1993 and has evolved in North East Victoria's premiere food and wine festival.
The vision for the Harvest Celebration is that it will become known as one of Victoria's "must attend" food and wine events and through its idyllic location in Beechworth in the centre of an exceptional food and wine producing area, be able to differentiate itself to leverage opportunities both from and for the region.

Web address

www.beechworthchamber.com.au

www.harvestcelebration.com.au

Brief description of the work/project

Nominations are being called for interested persons to be part of a small organizing committee to comprise :

2 - 3 Chamber of Commerce Executive Member Representatives

1 North East Valleys Food & Wine Representatives

3 - 5 Food and Wine operators or persons with relevant interest in building the 2011 event

Being part of the 2011 organising committee is an opportunity for dedicated food and wine operators or other interested persons to work within a committee whose ambition it is to build from the success of the festival to date and take it to the next level. The project will involve taking the festival information and success to date and building on this to secure additional funding for the event, build the festival program and ensure the festival is implemented to a highly professional standard.

The 2011 Harvest Celebration Committee will be responsible for overseeing and ensuring the following is achieved by a suitably qualified and experienced co-ordinator in order to bring about a highly successful 2011 event :

- Development of a strategic plan for the 2011 event and beyond (the brand) listing the strategies required to achieve the objectives with input from the organizing committee and other relevant key contacts
- Development and implementation of an agreed work plan with input from the organizing committee with agreed deadlines and standards.
- Development and implementation of a communications plan and strategies to build the event.
- Development of press releases and industry specific media articles to build positive publicity and promotional opportunities.
- Liaison with outside organizations eg government bodies, tourist authorities/bodies, print/TV media etc which will assist in strengthening the brand and event.
- The development of initiatives for off site promotional activities which will assist in the growth of the business and the brand.
- Fostering external exhibitor relationships that leads to increased food and wine businesses participating in the event for 2011.
- Management and co-ordination of the 2011 event including securing and co-ordination of volunteers, food and wine businesses, event service providers, media and visiting key personnel, and subcommittees.
- Management of the 2011 event to ensure the agreed budget is met and that good financial management practices are implemented at all times and appropriate financial records are kept and submitted to the Beechworth & District Chamber of Commerce as required.
- Sourcing of information and initiate methods to expand event opportunities eg through expanded events, customer clubs, newsletters, on line etc.
- Working to ensure all policies and procedures are reviewed and updated and implemented to comply with FSANZ requirements, Food Standards codes, State and local council Food Acts, and other quality or safety standards
- Notify the Chair of the Harvest Festival Committee immediately of any risk identified that may impact on the success or reputation of the festival along with a recommendation on what should be done to mitigate the risk
- Assist with “special projects” and other tasks as agreed to implement overall festival strategies.

Generic Responsibilities:

- Maintain a friendly and communicative demeanour to volunteers and ensure participation as part of the team.

Person specific requirements

1. Experience in any relevant aspect of the the local, state or national food and wine industry
2. A strong interest in the local food and or wine industry
3. A genuine interest in seeing the festival grow and develop and build from its success to date.
4. Sound interpersonal and communication skills
5. A willingness to work as part of a diverse team in a co-operative manner
6. A willingness to contribute individual skills or strengths which would benefit the festival.
7. A positive and enthusiastic approach and ability to find solutions to problems.

Personal Qualities

1. Well developed communication and social skills with a professional demeanor.
2. A desire to provide friendly, courteous and efficient service to all.
3. Flexible, with a positive attitude to change and a desire to achieve results.
4. A logical thinker who enjoys being dead-line orientated.
5. A creative person who enjoys being innovative and has a flair for design.
6. Willingness to make a contribution to the event, the community and the region.

Key Selection Criteria:

1. Relevant work history or experience in food and or wine industry and an ability to manage and solve problems.
2. Ability to work as part of a small innovative volunteer team
3. Creativity in developing strategies and solutions to complex event requirements and conditions and ability to assist to implement strategies
4. Ability to demonstrate a realistic attitude in terms of developing business within the structures of an innovative, country based volunteer event team and community.

Special requirements,

Willingness to work as a volunteer without financial remuneration for time spent working on the project.

Duration of the project ie number of weeks

As a guide it is anticipated that the planning for the 2011 event will begin for the 2011 committee by mid to late August and finish one month following the 2011 event.

It is envisaged that monthly meetings will occur and at certain times meeting may be more frequent. Whilst it is desirable for members to attend as many meetings as possible it is understood that this will not always be possible and that different individuals will be able to make different contributions.

How to apply

Please submit a short and informal email or written letter outlining your relevant experience or involvement in the food and wine industry and three key things you believe you could contribute to the committee. The Beechworth & District Chamber of Commerce & Industry may seek further information as required by phone or email.

The Secretary**Beechworth & District Chamber of Commerce & Industry**

PO Box 172
Beechworth Vic 3747

Along with an electronic copy to executive@beechworthchamber.com.au