

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

EXPRESSIONS OF INTERESTED CALLED FOR THE
CONTRACT OF
CO-ORDINATOR - Project Description

Expressions of interest are sought for the following Project:

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

The individual or company contracted to provide the services of Event Co-ordinator will be expected to work in developing and implementing the 2011 Harvest Celebration in Beechworth in consultation with a Harvest Celebration Committee selected by the Executive members of the Beechworth & District Chamber of Commerce & industry.

The position is an opportunity for the individual or company 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.

Reporting to:

Harvest Festival Chairperson who reports to the Executive of the Beechworth & District Chamber of Commerce & Industry.

Major Responsibilities:

- Development of a strategic plan for the 2011 event and beyond (the brand), with input from the organizing committee, listing the strategies required to achieve the objectives 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.
- Liaise with outside organizations eg government bodies, tourist authorities/bodies, print/TV media etc which will assist in strengthening the brand and event.
- Assist in the development of initiatives for off site promotional activities which will assist in the growth of the business and the brand.
- Assist with 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 for the Beechworth & District Chamber of Commerce as required.
- Source information and initiate methods to expand event opportunities eg through expanded events, customer clubs, newsletters, on line etc.
- 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.
- Participate in the Harvest Festival committee at meetings which are to occur at least monthly.
- Provide a written report for to the Beechworth & District Chamber of Commerce & Industry on a monthly basis one week before executive meetings which are held on the first Wednesday of every month.
- 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
- To assist with “special projects” and other duties as directed to implement overall festival strategies.

Generic Responsibilities:

- Maintain accurate records, comply with administrative controls which meet Chamber procedures and policies, submit written reports where appropriate or required.
- Maintain a friendly and communicative demeanour to volunteers and ensure participation as part of the team.
- Maintain a high standard of housekeeping in all associated work areas
- Ensure that equipment and environs during the event are maintained in a clean and safe working condition without risk to health and meet the requirements of Occupational Health & Safety legislation.

Person specific responsibilities – essential

1. Excellent interpersonal and communication skills (written and verbal)
2. A sound understanding of strategic planning, event development, financial, grant seeking, tourism and marketing concepts.
3. The ability to interpret instructions, budgets, plans, data and trends and identify opportunities to implement strategies which will assist in the events growth.
4. The ability to plan, prioritise and coordinate multiple operations including complex, 'business as usual' operations and special projects and tasks.
5. Experience in editing, writing, layout and printing of grants, articles, press releases, newsletter articles, general promotional material etc.
6. Experience in organising promotional activities such as events, exhibitions, product launches etc.
7. An understanding of communications and volunteer management and a generic knowledge of record management systems.
8. Knowledge of MS Office applications.
9. Website administration and development of e-commerce/electronic direct marketing.

Person specific responsibilities – desirable

1. An interest in the food and wine and or tourism industry.
2. Ability to learn new software programs.
3. Experience in a tourism, event management, customer service, sales or marketing role.
4. Familiarity with general office procedures and machinery.
5. Telephone/reception experience.

Desirable Qualifications – A tertiary degree in one or more of the following:

Event Management
Marketing
Business Administration
Tourism
Communications, creative writing, journalism
Publicity

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 tertiary qualifications, work history or experience in relevant or similar positions and an ability to manage and solve problems.
2. Demonstrated experience and past results in the areas of event management, marketing, sales and business development with easily demonstrated results
3. Ability to work as part of a small innovative volunteer team, both independently and as directed by the team and with a range of others
4. Ability to accommodate diversity amongst different stakeholders and accomplished written and verbal communication skills.
5. Ability to research and develop strategies and plans in order to develop the event and then implement strategies and actions
6. Creativity in developing strategies and solutions to complex event requirements and conditions and ability to implement strategies
7. Knowledge of domestic and global food and wine events or markets and emerging trends in the tourism sector
8. Ability to set and achieve goals and report on business development performance
9. 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,

The contract will be a consulting arrangement therefore the successful applicant or business will need to have an existing ABN or be prepared to register for an ABN and supply invoices for services provided for the role.

The successful applicant will need to supply a copy of their personal accident insurance as no Workcover provisions apply to this project role.

The successful applicant will be covered for personal indemnity insurance by the Chamber of Commerce & Industry provided they are operating within the framework of the project guidelines and descriptions.

Drivers license & own vehicle required.

Access to their own computer, email and internet, and office space.

Performance Criteria

The successful individual or business will be expected to achieve a set work plan with major and generic responsibilities.

Should the Harvest Festival Committee or the Executive of the Beechworth & District Chamber of Commerce feel that plans and timeframes are not being achieved a corrective action process shall be put in place.

The individual or business will be given opportunity to implement the required actions within a three week time period with weekly report meetings occurring between the parties.

Should the required outcomes not be achieved the Beechworth & District Chamber of Commerce & Industry reserve the right to terminate the contract with payment being made for services provided to that point on a pro rata time basis.

Location of the project

The successful applicant or business will need to provide their own work space and be able to provide a suitable location for meetings.
They must be prepared to make themselves available physically within a 100 km radius of Beechworth at least two days per week in order to achieve the requirements of the role.

Duration of the project ie number of weeks

As a guide it is anticipated that there will be between 350 and 450 hours of work involved in the project and this work will need to be spread from the commencement of the position until the finalization of the project 1 month after the event.

Date of commencement of the project

13th September or as negotiated

Payment provided

The successful applicant will be paid on a total project basis and not on an hourly rate.
Should additional hours be required in order to achieve the required outcomes of the project no additional monies will be provided.
The total base project fee will be \$15,000
Should the success of the project achieve the following criteria:
Visitor number increase to 10,000 and Festival profit exceed \$10,000 then a bonus payment of \$5000 will apply
Communication expenses, phone, email, internet and fuel are paid for within the agreement
Superannuation and personal accident insurance are the responsibility of the successful applicant

Accommodation assistance provided

Not available

Transport assistance provided

Not available

How to apply

Your application will require a letter addressing the key selection criteria and a resume. You will need to supply four phone referees and may include other support information setting out your relevant experience and how you propose to meet the festival objectives.

Closing Date 30th August 2010**Return applications to**

Three hard copies of your application must be sent to:
The Secretary

Beechworth & District Chamber of Commerce & Industry

PO Box 172
Beechworth Vic 3747

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

Further Information can be obtained from:

By email to executive@beechworthchamber.com.au