

# East Gippsland Shire Council **Community Toolkit**



[www.eastgippsland.vic.gov.au](http://www.eastgippsland.vic.gov.au)



## **Project Details**

This project is designed to equip events, business and community groups with information and skills to maximise the impact of events taking place across the municipality.

Event Toolkits have been developed for Events Organisers, Businesses and Community/Service Groups.

The project and development of the Event Toolkits was facilitated by East Gippsland Shire, participating events, businesses and community groups.

## **Acknowledgements**

The East Gippsland Shire would like to thank community members, event organisers, business owners and service club members from East Gippsland who provided various information and advice.

## **Disclaimer**

The information contained in this publication is provided as a guide only. This publication should not be used as a substitute for professional advice. Whilst East Gippsland Shire Council has made every endeavour to ensure that the information provided is accurate and up to date at the time of publication – no warranty is provided as to the accuracy of the information or the suitability of the information for the purposes of the user.

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## Benefiting the Local Community

Events can bring enormous benefits to local communities. They bring communities together, promote the area, support the local tourism and retail sectors and increase spending in various parts of the business community. Events can build skills and offer new experiences to those volunteering. They are particularly useful for offering young people valuable social and work experiences and for connecting people across the community. Events are a major source of fundraising for many community and service clubs.

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## Service Clubs and Community Organisations

Service Clubs and community groups play a vital role in the success of most events. They bring valuable skills, experience and human resources to the event, provide the local connection and often generate exciting experiences within the event. Events generally provide a great fundraising opportunity for service and community groups. However, many clubs also recognise that it's not always about the money – there are times when groups support events in recognition of the benefits the event brings to the broader community.

## How can Service Clubs and community organisations help support local events?

Become involved with the event:

- ask event organisers about the opportunities available.
- determine the fundraising opportunities.
- hold an event within the event.

Promote the event:

- at your meetings.
- in newsletters and correspondence.
- provide links on your website.
- distribute posters and flyers.
- invite the event organiser to be a guest speaker at your next meeting

Talk to Council and event organisers about how you can fill any skill gaps that may exist.

Sell tickets to the event.

Some events put out expressions of interest to organisations to become involved in their event. Ask event organisers about their process and timelines.

Conduct activities to complement the event (ask the event organisers what will work and check that the proposed event does not cut across other activities).

Conduct a “skills audit” within your group and let event organisers know about the skills you can bring to the event.



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## Case Study - Nowa Nowa Nudes

Over the past ten years the Nowa Nowa Nudes has grown to become one of Australia's most loved art shows. The Nudes, as it's affectionately known, shows there is no shortage of people willing to paint, sculpt or artistically represent themselves in the nude form, attracting hundreds of artists and thousands of visitors.

Nowa Nowa Nudes has a number of local businesses and artists involved in the festival.

From accommodation providers, catering, musicians, artists and other tourism operators. Snowy River Cycling offers fully supported rides to highlight the East Gippsland Rail Trail while Cynthia Boyle from the Orbost feastonart Gallery has in the past co-ordinated drawing sessions throughout the weekend to bring out the budding artist in everyone. These cross promotions help to highlight the region and encourage return visitation at other times of the year.



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## Case Study - Seafarers Multicultural Festival

As a relatively new event, the Seafarers Multicultural Festival has quickly cemented its position as a great community event.

The weekend celebrates East Gippsland's multicultural diversity and highlights Aboriginal arts, performing arts, healthy food, community cultural heritage, literature, music, visual arts and crafts.

The volunteer contribution to the event is vital with hundreds of people assisting at the event and also in the lead up to the event. The event attracts around 10,000 guests with significant benefits to the local and regional economy.

Through the inclusion of a high profile ambassador and the diversity of the Festival highlights the event assists in attracting visitors to the region.

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## Roles within Events

The variety of roles that service and community groups can play is enormous. While each event will have different needs, below are some of the roles available with events.

### Pre-event

- Administrative roles – e.g. mail outs, data entry
- Set up and construction
- Assistance promoting the event
- Packing kits, compiling event materials

### During the Event

- Crowd and event marshals
- Meet and greet
- Event assistants
- Entry gates
- Ticketing
- Money handlers
- Registration
- Food and beverage sales
- Stage management roles
- Marshalling/ushering
- Registering participants

- Traffic controllers\*
- Responsible Serving of Alcohol\*
- Food handling\*
- Children's areas\*
- Supervising areas
- Money handling
- Venue assistants
- Construction crews
- Stage management and assistants
- MC
- Evaluation/market research
- Local Ambassadors/  
Information officers
- Car and bike parking
- Information booths
- Operations
- Waste management
- Construction, electrical  
and gas services\*

\*Roles requiring a qualification, specific skills, or reference (e.g. Police) checks (e.g. Working with Children).

## Post Event

- Evaluation/data analysis
- Dismantling the site
- Clean up

## Other Roles

There are a range of specialised services that clubs may be able to offer. These include (but are definitely not limited to):

- Mobile phone charging services.
- Community information booths.
- BBQ's, catering to spectators and participants.
- Shuttle bus services.
- Laundry services (or collection and delivery)
- Entertainment.
- Guided walks and tours.

## Tapping into “passing” events

Service and community groups are also able to tap into the “passing” events.

Examples include events such as the Tour of Gippsland and the Great Victorian Bike Ride.

Bicycle Victoria provides some great examples on what community groups can do to tap into their events. For more details see page nine of Great Victorian Bike Ride Communities Manual on [www.bicycletnetwork.com.au](http://www.bicycletnetwork.com.au).

While these events may only be in town for a day or two and are not necessarily organised by locals, they can still provide some great opportunities.

These may be at the event itself or in areas nearby that are likely to get passing traffic.

Contact the event organiser or the East Gippsland Shire to find out how you can get involved.

Passing Events in 2012 include:

Lakes Oil Tour of Gippsland

Great Victorian Bike Ride

Alpine Rally



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## Case Study - Victorian Life Saving Championships

The Victorian Life Saving Championships take place each year at a location in Victoria. Surf Life Saving Lakes Entrance hosted the Championships in 2010 and 2011. The Championships have hundreds of volunteers involved to make the event a success.

Community members involved in the event become ambassadors for the town and the region providing a true sense of community within a large scale event. These volunteers assist in promoting the region with their friendly nature.

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## Case Study - Event Management Guide

The East Gippsland Shire identified the need for an Event Management Guide to assist local groups and outside organisations to conduct approximately 250 small to large scale events on public and private land, along foreshores, on Council reserves, parks and in car parks.

This guide assists event managers and committees to plan and manage events successfully and guide organisers through the steps they need to take to minimise risk and maximise the likelihood of a well run and successful event.

The Events Management Guide is available from the Shire website <http://bit.ly/12JarLv>

Other information in the Planning an Event section includes:

- Events permits
- Contact for assistance
- Council grants program
- Business events and conference support
- Book a Council facility for your event

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## Event Tips

It's important to research and understand the event prior to getting involved.

Following are some examples of specific issues which you may need to consider. It is highly recommended that you talk to other clubs (both locally and elsewhere in your state and national networks) to pick up on specific characteristics of individual events. Knowing the event and its audiences can make all the difference in obtaining a successful outcome.

### Tip 1:

If selling food and beverages make sure it is tailored to the audience. For example, mountain bike riders and surf carnival event competitors will be looking for nutritious food (high carbohydrate, low fat) prior to their event however may be a little less fussy at the end of the event. Ask the event organiser for suggestions. Think beyond the sausage sizzle!

### Tip 2:

Event visitors will often be motivated to purchase "locally grown/made" products. For example, if in season, try adding local strawberries or tomatoes to your stand (letting event visitors know they are locally grown).

### Tip 3:

Ask the event organiser who else and what else is involved with the event. Ensure you coordinate your activities and involvement with others at the event. Call a meeting of all suppliers/clubs to ensure you are not overlapping, duplicating or leaving a gap.

### Tip 4:

If providing products for sale, don't over commit – better to be sold out than left with unsold goods. Or where possible, buy products on consignment rather than being left with unsold goods.

### Tip 5:

Try to not over-price items. While it may be tempting to maximise returns from the event audience, event participants will come away from the event and the region feeling less than impressed if they have over-paid for goods and services. This may impact on return visitation in future years.

**Tip 6:**

Talk to other community and service clubs about their experiences and ideas. Exchange ideas and experiences. Why not coordinate a once per year forum of community/ service clubs to talk about events and share what works?

**Tip 7:**

Consider what activities will work within the theme of the event. For example, if the event involves cars, trucks and bikes, can a tour be organised around this theme?

**Tip 8:**

Consider the timing of the event – when will people be arriving, have spare time, be leaving etc. Make sure you roster people on your activities accordingly and make the offer to the event visitor at the appropriate time.

**Tip 9:**

Is there something your club/ organisation can do to enhance the location to ensure the event continues to appeal to audiences year after year? For example, can it assist with street banners, bud lighting, entrance signs, ambassador programs etc.

**Tip 10:**

Realistically assess the resources you have available within your club/group and participate accordingly. Consider combining resources with other groups where resources are limited.

**Tip 11:**

Encourage your members to get involved with events on organising committees or sub-committees. Events are often seeking the skills and experience that members of service/ community groups can bring.

**Tip 12:**

Keep it fun and enjoyable. While events are often hard work, event organisers value the spirit of fun and enjoyment that service and community groups can bring to events.

## Utilising events to achieve your outcomes

Utilising events to achieve your outcomes

Tapping into events and festivals can be a great way to generate income and awareness of your organisation or specific causes.

There are many ways you could become involved including:

- Become the official charity/cause.
- Book a stall/stand at the event.
- Distribute information (ensure permission has been obtained from the event organiser in advance as they may have a nominated charity/cause).
- Sell raffle tickets.
- Negotiate an advert in the event program or flyer.

Note: Fundraising activities are regulated by State Government and permits and authorisation may be required. Fundraising appeals are administered by Consumer Affairs Victoria, while activities such as raffles, bingo, fundraising events, and selling lucky envelopes are administered by Victorian Commission for Gambling Regulation. If planning to sell liquor at a fundraising event, a liquor license is required (from Consumer Affairs Victoria).

Victorian Commission for Gambling Regulation, Minor Gaming Unit

Web: [www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)

Phone: 03 9651 3630

Email: [minor.gambling@vcgr.vic.gov.au](mailto:minor.gambling@vcgr.vic.gov.au)

Consumer Affairs Victoria

Web: [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

Phone: 1300 558 181

Email: [consumer@justice.vic.gov.au](mailto:consumer@justice.vic.gov.au)

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## Getting involved with events

When you have decided to get involved with an event, it is important to ensure that you receive clear information from the event organiser about their requirements. For all roles, your club/ organisation and the event organiser should be clear about:

- Job title and roles
- Number of people required
- Duties and responsibilities
- Dates and times required
- Experience, qualifications, skills, personal attributes required
- Special requirements – e.g. heavy lifting
- Decision making authority and reporting requirements
- Performance criteria/ standards required
- Rewards/incentives/ recognition provided
- Event policies and procedures (the event rules)
- Insurance coverage
- Training/inductions
- Feedback/evaluation mechanisms (during and after event)

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## Event Benefits

In addition to the community and fundraising opportunities capable of being generated by events, there are a wide range of businesses that benefit. These include (but are definitely not limited to) the following:

- Retailers: supermarkets, cafes, restaurants, fast food outlets, chemists, clothing, gift, office supplies, petrol stations, butchers, green grocers, bakers, sports stores, trophy suppliers
- Equipment and party hire
- Sound, light, staging companies
- Communication suppliers (radios, phone, internet)
- Traffic management
- Helicopter charter
- Construction industry
- Electricians
- Plumbers
- Builders
- Fencing contractors
- Information technology
- Printers
- Graphic designers

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- Sound, light, staging companies
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- Traffic management
- Helicopter charter
- Construction industry
- Electricians
- Plumbers
- Builders
- Fencing contractors
- Information technology
- Printers
- Graphic designers
- Sign writers
- Media (radio, newspaper, TV)
- Caterers

- Laundromats
- Public and private transport providers
- Cleaners
- Waste management
- Garden suppliers
- Safety and other event experts
- Entertainers
- Casual staff – e.g. ticketing, waiting, marshalling
- Accommodation providers, hotels, clubs
- Attractions

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## Calendar of Key Events and Markets

East Gippsland hosts a wide range of events. On the next page are a few of the key events. For a more detailed Calendar of Events, please contact the East Gippsland Shire Council on 5153 9500, email [feedback@egipps.vic.gov.au](mailto:feedback@egipps.vic.gov.au) or refer to Council's website [www.eastgippsland.vic.gov.au](http://www.eastgippsland.vic.gov.au)

<b>Event</b>	<b>Phone</b>	<b>Website</b>
<b>January</b>		
Marlo Triathlon	5154 1999	<a href="http://rivieratriclub.com.au">rivieratriclub.com.au</a>
Bairnsdale Convention Centre Kids Day Out	5152 4057	<a href="http://bairnsdale.countryracing.com.au">bairnsdale.countryracing.com.au</a>
Gippsland Triathlon Championships	0429 404 280	<a href="http://rivieratriclub.com.au">rivieratriclub.com.au</a>
Jazz at Domain	1300 362 481	<a href="http://domainprincipal.com.au">domainprincipal.com.au</a>
<b>Bairnsdale Pro Am</b> Australia Day	5156 6252	<a href="http://bairnsdalegolfclub.com.au">bairnsdalegolfclub.com.au</a>
Audax Alpine Classic	0405 223 406	<a href="http://alpineclassic.com.au">alpineclassic.com.au</a>
<b>February</b>		
Bruthen Blues Festival		<a href="http://bruthenblues.org">bruthenblues.org</a>
Bairnsdale Motor Expo	0418146126	<a href="http://bairnsdalemotorexpo.com">bairnsdalemotorexpo.com</a>
East Gippsland Corporate Triathlon	0429 404 280	<a href="http://rivieratriclub.com.au">rivieratriclub.com.au</a>
Bairnsdale Pro Am	5156 6252	<a href="http://bairnsdalegolfclub.com.au">bairnsdalegolfclub.com.au</a>
Lake Tyers Fishing Competition	5156 5648	<a href="http://laketyersbeach.net.au">laketyersbeach.net.au</a>
Lakes Entrance Fishing Comp	5155 1236	<a href="http://lakesentrancefishingclassic.com.au">lakesentrancefishingclassic.com.au</a>
ABT Daiwa/Hobie Kayak Fishing Series		<a href="http://hobiefishing.com.au">hobiefishing.com.au</a>
Falls Creek Triathlon/ Trail Run Festival	9595 3000	<a href="http://supersprint.com.au">supersprint.com.au</a>
Capture Cann Expo		
East Gippsland Bream Series	0409 823 070	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>
Paynesville Music Festival		<a href="http://visitpaynesville.com.au">visitpaynesville.com.au</a>

<b>March</b>		
Hinnomunjie Picnic Races & Kids Day Out	5159 4520	<a href="http://hinnomunjieraces.com.au">hinnomunjieraces.com.au</a>
3 Peaks Challenge Bicycle Victoria		<a href="http://bicyclenetwork.com.au">bicyclenetwork.com.au</a>
Orbost Agricultural Show	5154 2550	<a href="http://orbost.countryshows.com.au">orbost.countryshows.com.au</a>
Bairnsdale Relay for Life	1300 65 65 85	<a href="http://relayforlife.org.au">relayforlife.org.au</a>
East Gippsland Bream Series	0409 823 070	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>
Frais Farm Lindenow Cup Easter Saturday	5152 4057	<a href="http://bairnsdale.countryracing.com.au">bairnsdale.countryracing.com.au</a>
Omeo Rodeo	5159 1516	<a href="http://omeoregion.com.au">omeoregion.com.au</a>
Metung Seafood Festival	5156 4436	<a href="http://metung.com.au">metung.com.au</a>
Cobungra Station Polo	1300 734 365	<a href="http://visitdinnerplain.com/polo">visitdinnerplain.com/polo</a>
Buchan Rodeo		<a href="http://buchan.vic.au">buchan.vic.au</a>
Vic Bream Classic	0409 823 070	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>
Festival of Food and Culture		<a href="http://egtafe.vic.edu.au">egtafe.vic.edu.au</a>
East Gippsland Bream Series	0409 823 070	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>

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**April**

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Cycle Pink	0439 680 021	
Tambo Valley Picnic Races and Family Fun Day	5159 4362	<a href="http://tambovalley.countryracing.com.au">tambovalley.countryracing.com.au</a>
Gippsland Lakes Race Week	0488 055 462	<a href="http://sailglyc.com">sailglyc.com</a>
Boating and Lifestyle Show	0418 579 404	<a href="http://gippslandlakesboatshow.com.au">gippslandlakesboatshow.com.au</a>
Anzac Day		
Vic Bream Classic	0409 823 070	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>
Mount Nowa Nowa Fun Run		
East Gippsland Field Days	0427 878 645	<a href="http://egfielddays.com">egfielddays.com</a>
		<a href="http://nowanowa.com.au">nowanowa.com.au</a>

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**May**

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Mothers Day Classic	0427 524 240	<a href="http://mothersdayclassic.com.au">mothersdayclassic.com.au</a>
Creative Gippsland Be Inspired Festival		<a href="http://creativegippsland.com.au">creativegippsland.com.au</a>
E.G. Stages Vic Rally Rnd 1 Championships		
East Gippsland Bream Series	0409 823 070	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>
Rotary Schools Art Show	0418 595 093	<a href="http://lakesentrancerotary.org.au">lakesentrancerotary.org.au</a>
Paynesville Food and Garden Festival	5156 6334	<a href="http://paynesville-ps.vic.edu.au">paynesville-ps.vic.edu.au</a>

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<b>June</b>		
Thunderbirds Hot Rod Tour	5155 1136	lets gocruisin.com.au
Rotary Riviera Art on Show	0418 595 093	lakesentrancerotary.org.au
Whiters Street Cranes Lakes Entrance Cup Day	5152 4057	bairnsdale.countryracing.com.au
Mt Hotham Opening Weekend		mthotham.com.au
<b>July</b>		
Twin Rivers Bream Classic	5156 8422	twinriversgippsland.com.au
<b>August</b>		
Lakes Oil Tour of Gippsland		caribou.net.au
Long Tan Day		
September		
Wall to Wall Ride		walltowall.com.au
<b>September</b>		
Rowing Regatta Weekend	0412 595 666	
East Gippsland Bream Series	0409 823 070	vicbreamclassics.com.au
<b>October</b>		
Patties Foods Bairnsdale Cup	5152 4057	bairnsdale.countryracing.com.au
Vic Bream Classic	5256 3773	vicbreamclassics.com.au
Barry Sheene Tribute Ride		

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**November**

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East Gippsland Bream Series	5256 3773	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>
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Dahlsens Melbourne Cup Day	5152 4057	<a href="http://bairnsdale.countryracing.com.au">bairnsdale.countryracing.com.au</a>
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Vic Bream Classic	5256 3773	<a href="http://vicbreamclassics.com.au">vicbreamclassics.com.au</a>
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Great Victorian Bike Ride		<a href="http://bicyclenetwork.com.au">bicyclenetwork.com.au</a>
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Bairnsdale Show		<a href="http://bairnsdaleshow.com.au">bairnsdaleshow.com.au</a>
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**December**

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Seafarers Multicultural Festival	0427 817 960	<a href="http://seafarersfestival.com.au">seafarersfestival.com.au</a>
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En Plein Air

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Paynesville Lions Club Christmas Carols	5156 0441	
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Community Christmas Carols Bairnsdale Lions	5153 0058	
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Bairnsdale Toy Run	0419 505 410	<a href="http://bairnsdaletoyrun.com.au">bairnsdaletoyrun.com.au</a>
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Rotary Club of Orbost, Orbost Christmas Eve Festival	5154 3135	
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Lakes Entrance Sky Show	0416 837 785	<a href="http://lakesentrancerotary.org.au">lakesentrancerotary.org.au</a>
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## Markets

Market	Schedule	Time	Venue
East Gippsland Farmers Market	1st Sat	8.00 am - 12.00 noon	Bairnsdale Secondary College Oval
Mallacoota Artisans and Produce Market	1st Sat	8.00 am - 12.00 noon	Mud brick Pavilion, Mallacoota
Johnsonville Community Market	1st Sat	8.00 am - 12.00 noon	Johnsonville Hall, Johnsonville
East Gippsland Makers Market	1st Sat	9.00 am - 2.00 pm	Boucher Hall, Bairnsdale
Lakes Entrance Surf Club Market	1st Sun	8.00 am - 12.00 noon	Foreshore Rotunda, Lakes Entrance
Metung Farmers Market	2nd Sat	8.00 am - 1.00 pm	Village Green, Metung
Paynesville Market	2nd Sun	8.30 am - 1.00 pm	Gilsenan Reserve, Paynesville
Bairnsdale Uniting Church Car Boot Market	3rd Sat	8.00 am - 1.00 pm	Great Alpine Road, Bairnsdale
Paynesville Farmers Market	3rd Sat	8.00 am - 1.00 pm	AJ Freeman Reserve, Paynesville
Bairnsdale Artisans Bazaar	3rd Sun	9.00 am - 2.00 pm	Bairnsdale
Bruthen Village Market	4th Sat	9.00 am - 2.00 pm	Mechanics Hall, Bruthen
Lucknow Market / Howitt Park Market	4th Sun	8.30 am - 1.00 pm	Howitt Park, Bairnsdale
Omeo Local Produce Market	Last Sat (April to Sept)	9.00 am - 1.00 pm	Courthouse Gardens, Omeo
Omeo Region High Country Market	Last Sat (Oct to May)	9.00 am - 1.00 pm	Colonial Gardens, Omeo

## Passing Events and Passing Event Traffic

Note: These events will not necessarily occur each year, and dates vary from year to year.

<b>Date</b>	<b>Event</b>	<b>Website</b>
Alpine Rally	3 – 4 Nov 2012	<a href="http://alpinerally.org.au">alpinerally.org.au</a>
Great Victorian Bike Ride	24/11-2/12 2012	<a href="http://bicyclenetwork.com.au">bicyclenetwork.com.au</a>
Lakes Oil Tour of Gippsland	1-5 Aug 2012	<a href="http://caribou.net.au">caribou.net.au</a>

Events, not held in our region, but impacting us: Motorcycle Grand Prix at Phillip Island, Superbikes at Phillip Island

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## New Event Opportunities

If you identify a new event opportunity or would like to tap into existing events, there are a number of organisations that may be able to assist you. These include:

<b>Organisation</b>	<b>Phone</b>	<b>Email</b>
East Gippsland Shire Economic Development Unit - Events	5153 9500	economic.development@egipps.vic.gov.au
East Gippsland Regional and Business Tourism Association	0419 099 968	egrbta@telstra.com
Bairnsdale Chamber of Commerce and Industry	5152 4937	secretary@bccci.com.au
Orbost Chamber of Commerce and Industry	5154 1999	egl@bigpond.com
Mallacoota and District Business Tourism Association		
Lakes Entrance Business Tourism Association		admin@lebta.com.au
Twin Rivers Business Tourism Association		

Omeo Region Business Tourism Association		secretary@omeoregion.com.au
Metung Business Tourism Association		secretary@metung.com.au
Buchan Business Tourism Association		
Paynesville Business Tourism Association		
Nowa Nowa Business Tourism Association		
East Gippsland Marketing	1800 755 456	info@egmi.com.au
Destination Gippsland	5655 2044	phoebe@destinationgippsland.com.au
Various Service Clubs and Community Groups; Lions, Rotary, RSL, Schools, Sporting Clubs. Visit <a href="http://eastgippsland.vic.gov.au">eastgippsland.vic.gov.au</a> for a full list		

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## Local Organisations

The East Gippsland Shire Economic Development Unit is focused upon resourcing the capacity of the Shire's business community through the development of initiatives and programs that:

- Advocate for regional partnerships and collaboration;
- Continue investment in local community and infrastructure; and
- Facilitate industry and business engagement in workforce planning and development issues.

As part of the Economic Development Unit the East Gippsland Shire works in partnership with the local and broader community to provide innovation and progress in the areas of activities, events and festivals. This is achieved through:

- Facilitation of opportunities to attract major external events;
- Dissemination of relevant information regarding some current event practices;
- Facilitation of funding applications for community event and festival organisations.
- Permits; and
- Other Advice

## East Gippsland Regional and Business Tourism Association

The EGRBTA is a not-for-profit organisation established in 2005 as the peak industry body for the East Gippsland local government area. The EGRBTA directly represents the Local Business and Tourism Associations and Chambers of Commerce (LBTA / CCI) in East Gippsland and works to support its members through the promotion of business and tourism, and small business programs.

The EGRBTA plays an important role in communicating between the local Business and Tourism Associations and Chambers of Commerce and various organisations including East Gippsland Marketing Board, East Gippsland Shire, VECCI, Destination Gippsland, Parks Victoria and Regional Development Victoria.

### Structure

There are currently nine member LBTA/CCIs who in turn represent the micro businesses and tourism community throughout East Gippsland.

- Orbost Chamber of Commerce
- Bairnsdale Chamber of Commerce
- Mallacoota BTA

- Lakes Entrance BTA
- Twin Rivers BTA
- Omeo Region BTA
- Metung BTA
- Buchan BTA
- Paynesville BTA
- Nowa Nowa BTA

### **Role**

EGRBTA has some clear responsibilities:

- To promote business and tourism in the East Gippsland region.
- To identify business and tourism opportunities and lobby relevant authorities.
- To act as a co-coordinating body to facilitate the sharing of information between member organisations within the East Gippsland Region.
- To provide assistance to member organisations.
- To liaise with other organisations impacting on business and tourism across East Gippsland.
- To keep member organizations informed on key issues impacting on business and tourism in East Gippsland.

- Liaise with and / or develop partnerships for the benefit of the Association and its members.
- Support the provision of small business programs.

### **Communication**

EGRBTA ensures a strong communication channel is provided to members so that they are in receipt of relevant and up to date information on all industry events and issues.

## **Local BTA's and Chambers of Commerce**

The nine local Business and Tourism Association's consist of business people working together to:

- Promote and devise opportunities for the development and expansion of businesses in their towns and surrounds.
- To promote and develop tourism in their towns and surrounds.

These organisations in conjunction with EGRBTA aim to:

- Promote economic prosperity and opportunities in the region.
- Provide businesses with tools to grow.

- Work with state and local government to improve our region's economic climate.
- Serve as an advocate for business, a community partner and a resource to grow your business.
- Work to support businesses by providing professional development, networking and marketing opportunities, and employee benefit and cost-saving programs.
- Offer networking programs, events, skill development programs for small business professionals.
- Offer numerous marketing opportunities, including networking events and sponsorship opportunities designed to co-brand your company.
- Help ensure that East Gippsland's regional and local economic climate is conducive to growing a business.
- Commit to ensuring that local state politicians are given the full facts about how their decisions affect the quality of life and businesses within East Gippsland.

## East Gippsland Marketing

East Gippsland Marketing is a not-for-profit organisation that acts on behalf of the East Gippsland community to promote the many strengths of our diverse region. Their primary goals are to:

- Raise the profile of the East Gippsland region as a desirable destination to visit, live, work and invest.
- Increase local awareness of the region and its attributes to encourage residents and stakeholders to act as ambassadors for the region.

All marketing activities conducted by East Gippsland Marketing are funded by the local business community, East Gippsland Shire Council, and where available, State Government grants.

### Structure

East Gippsland Marketing activities are overseen by a volunteer Board of Management who all share a passion for sustainable economic development in the East Gippsland region. They recognise that this cannot be achieved without a co-ordinated approach to regional marketing, and as such work with the business community to encourage this level of co-operation and involvement.

## Role

East Gippsland Marketing has some clear responsibilities:

- Development of Marketing plan and annual plan outlining projects, key performance indicators and use of membership, sponsorship and public funds.
- To undertake internal and external marketing activities in conjunction with activities undertaken by Destination Gippsland.
- To coordinate in conjunction with the East Gippsland Shire, the regions approach to achieve high quality visitor services and experience for visitors.
- Communicate the development of new tourism product and experiences enhancing the local region's competitive strength.
- To affect communication and industry networks that fosters the growth of tourism through a cooperative, professional approach.

## Visitor Information Centres

The Bairnsdale and Lakes Entrance Visitor Information Centres are operated and coordinated by the East Gippsland Shire. The Council's Information Centre's staff work closely with industry members to ensure members gain maximum benefits from their membership. We would encourage members to maintain regular contact with the Centres to update them on any information relevant to their business.

For information and ideas about activities and tours, visit one of East Gippsland's Visitor Information Centres where you can find maps, transport guides and a range of useful brochures and publications.

Call us for helpful, free advice and accommodation and tour bookings.

Freecall: 1800 637 060

### [Bairnsdale Visitor Information Centre](#)

240 Main Street, Bairnsdale

Phone: +61 3 5152 3444

### [Lakes Entrance](#)

#### [Visitor Information Centre](#)

2 Marine Parade, Lakes Entrance

Phone: +61 3 5155 1966

### [Bruthen Art and Information Centre](#)

79 Main Street, Bruthen

Phone: +61 3 5157 5111

### Cann River Tourist Information

Cann River Café, Princes Hwy, Cann River  
Phone: +61 3 5158 6255

### Mallacoota Visitor Information Shed

Old Wharf, Mallacoota  
Phone: +61 3 5158 0800

### Metung Visitor Information Centre

50 Metung Road, Metung  
Phone: +61 3 5156 2861

### Omeo Visitor Information Centre

Country Colours, 157 Day Street,  
Omeo Phone: +61 3 5159 1679

### Orbost Visitor Information Centre

Slab Hut, Nicholson Street, Orbost  
Phone: +61 3 5154 2424

## Partnerships

East Gippsland Shire Council continue to forge strong partnerships with relevant tourism industry bodies and other local tourism associations to ensure we are continuing to provide members with new opportunities and generating exposure for their products into the marketplace. Some of our major partners include;

- Destination Gippsland
- Tourism Victoria
- Other Councils

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## Events in East Gippsland

Events in the East Gippsland region are about living life to the fullest.

We simply provide the excuse for you to have a great time. Indulge in food and wine festivals or visit a local event and join in with seasonal community celebrations. From the skies to the land, mountains to the sea – you must plan to be part of the enthusiastic throng.

Events bring the very best in performance, discussion, creative arts, food, wine, live music and agricultural experiences. Each year across our region, over 200 small to large-scale events are held. From spectacular concerts and arts festivals, to international sporting challenges there is plenty for you to see and experience while travelling around our region. Bring your competitive nature as you watch football, cricket or tennis matches. Participate in one of the many fishing events. See how heritage melds with the present or celebrate rural life by mixing with the locals.

Experience a choice of unique activity based events, with a distinct East Gippsland flavour and your journey will become an experience to remember.

# Gippsland Lakes Boating and Lifestyle Expo

**Date:**

14 and 15 April 2012

**Contact:**

Paynesville Motor Cruiser Club

**Phone:**

0408 545 581

**Email:**

paynesvillemcc@bigpond.com

**Web:**

[www.gippslandlakesboatshow.com.au](http://www.gippslandlakesboatshow.com.au)

**About the Event**

This action packed boating weekend was held on the sparkling Gippsland Lakes, Australia's largest inland waterway. Situated in Paynesville, the heart of the Lakes, the weekend's events had something for everyone including power boat racing, boating/ marine and camping displays.

As part of this event, the East Gippsland Power Boat Club conducted exciting power boat racing competitions, including the National 1.6L Championship and the legendary Open Unlimited "Paynesville Gold Cup" with \$8,000 in prize money on offer.

Over 70 high level boats from Australia's top circuit racing teams competed over the weekend with the magnificent machines reaching speeds of up to 90 miles per hour. They tend to perform better in a saline environment than they do in freshwater, hence the incentive for competitors across Australia to attend. To further encourage participation from interstate competitors, generous towing assistance was available to approved competitors. The competition was supported by the Australian and Victorian power boat clubs and over the past two years has attracted high level boats from Australia's top circuit racing teams.

The expo also included display and sales of trailable boats, marine accessories, canoes, kayaks, fishing equipment, caravans and camper trailers. Additionally, there were static and on-water displays of the latest boats, all with a spectacular view of McMillan Straits from the Paynesville Motor Cruiser Club. To further highlight the Gippsland Lakes to non traditional users, a replica of Portuguese Man-o-War was docked at the Paynesville Cruiser Club throughout the Expo and guided tours were conducted for the week following the Expo due to crowd demand.

David Talko-Nicholas of Gippsland Ports reported that the weekend was one of the busiest of the year on the Gippsland Lakes. Expo organisers worked closely with Gippsland Ports, the Coast Guard and Gippsland Water Police to ensure a safe event for competitors and spectators.

### Benefits

This event encouraged greater use of the Gippsland Lakes and highlighted Gippsland as a great boating and lifestyle destination. Scheduled during the shoulder of the peak Summer to Easter period the event has increased spending in the region at this time of year especially amongst hospitality suppliers.

The Expo also provided local residents with the opportunity to purchase products from the Expo with a range of suppliers all located in one convenient place with over 50 exhibitors from across Victoria showcasing their wares.

### Audience Details

Over the weekend the Expo attracted around 3000 spectators, 50 exhibitors and a large number of competitors in the scheduled water activities. The event attracted families, couples, singles, retirees and boat enthusiasts.

## Opportunities be a part of the Gippsland Lakes Boating and Lifestyle Expo

Opportunity	Details
Traders	Marine traders, caravan, camping and boating merchandisers have the opportunity to sell goods on site. 4WD retailers and some local wineries also had the opportunity to exhibit.
Cooperative Advertising	Event has high media coverage with sponsors advertised in TV, radio, papers, magazines, signs and banners.
Volunteers	Volunteers are required for a number of roles including ticketing, parking, setting and packing up.

### **Other ways to help promote and grow the Gippsland Lakes Boating and Lifestyle Expo**

- Advertise the event on your website.
- Mention the event in your own marketing (e.g. advertising, media releases etc)
- Put up a poster and distribute event fliers

### **Sponsorship Opportunities**

- A sponsorship package provides local businesses with a unique opportunity to reach the population of Paynesville, the East Gippsland Region, Victoria wide and interstate.
- Organisers are always willing to discuss how a sponsorship package can be tailored to your individual requirements.

## **Seafarers Multicultural Festival**

### **Date:**

30 November,  
2 and 3 December 2012

### **Contact:**

Rosemary Kavadis

### **Phone:**

0427 817 960

### **Email:**

[rosemary@seafarersfestival.com.au](mailto:rosemary@seafarersfestival.com.au)

### **Web:**

[www.seafarersfestival.com.au](http://www.seafarersfestival.com.au)

### **About the Event**

The Seafarers Multicultural Festival is an annual festival promoting the Lakes Entrance and district region, its attractions and the seafood industry. Each year the event attracts a high profile ambassador, Paul Mercurio is the 2012 Ambassador, while in 2011 Stefano di Pieri held the honour.

Each year the Seafarers Multicultural Festival includes a feast in honour of St Nicholas.

## Benefits

The festival draws over 10,000 guests over two days and three nights to Lakes Entrance. Logistically, this benefits accommodation providers, transport operators (V/Line, buses, taxi) and food and beverage providers as well as our local seafood industry.

Lakes Entrance has a mix of local businesses and while some businesses don't benefit directly from the festival through sales over the weekend, all businesses gain significant exposure throughout the event and from return visitation.

The festival also provides a highly social occasion for local residents to introduce and reconnect friends and family to the community while providing an activity for tourists to East Gippsland Shire.

## Audience Details

With growing attendance figures each year - last year's festival saw over 10,000 people attend over the weekend. The Seafarers Multicultural Festival provides a great opportunity to showcase your business to a wide cross-section of the public.

Organisers have been successful in obtaining a major sponsorship with East Gippsland newspapers which assists in promoting the event throughout the year.

## Opportunities be a part of Seafarers Multicultural Festival

Other ways to help promote and grow the Seafarers Multicultural Festival:

- advertise the event on your website.
- mention the event in your own marketing (e.g. advertising, media releases etc).
- put up a poster and distribute event fliers.
- offer an incentive for event visitors to use your service, product (e.g. free boat ride, mini golf game).
- volunteer you or your employee's time during the weekend and network with community members (e.g. help out on a food stand, road traffic marshal etc.).

## Sponsorship

The Seafarers Multicultural Festival is an example of how community-minded groups together with the support of sponsorship and funding grants, can help promote a particular region and what it has to offer to potential visitors.

Therefore, the organising committee offers various ways and opportunities for businesses to participate in the Seafarers Multicultural Festival.

From major sponsor of the festival or sponsorship of a particular event, to contributions of cash prizes or trophy presentations, businesses can be sure that their sponsorship dollars will be well recognised during the lead-up to, and throughout the festival weekend.

Sponsorship can also be in the form of a cash donation, to be used at the discretion of the organising committee.

Alternatively, events may be co-sponsored or multi-sponsored by various corporate, government and business entities.

Opportunities for sponsorship exposure may include recognition via press releases, banners, internet, local government event calendars, visitor information centre web sites and various promotional materials. Every effort will be made to ensure the festival event will be marketed throughout the entire region of East Gippsland and beyond.

Some events will have the capacity to attract more attention for longer periods than others. It is anticipated that those events will offer maximum exposure for corporate beneficiaries not only over the weekend of the festival, but for all of the summer season and beyond.

Sponsorship may be offered 'in kind' as well as in actual dollars. 'In-Kind' sponsorship may include cost of advertising, printing and promotional materials, postage, travel and accommodation expenses etc.

Sponsors of the large sand sculpture have been able to prominently display their corporate signage for a period of up to four months over the busiest time of the year.

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<p>Support Partner</p> <p>\$15,000</p> <p>Major Sponsor of the Festival</p>	<ul style="list-style-type: none"> <li>• Sign at the Sand Sculpture for the duration of the Sculpture print, multi-media and press releases</li> <li>• Welcome address at the opening ceremony</li> <li>• Logo to appear on official apparel</li> <li>• Opportunity to erect marketing booth at event site</li> <li>• Public verbal recognition at sponsored events</li> <li>• 10 complimentary tickets to the Feast of St Nicholas</li> <li>• Free accommodation for four people</li> <li>• Soft weblink from Seafarers website</li> </ul>
<hr/>	
<p>Platinum Sponsor</p> <p>\$7,500</p> <p>Main Sponsor of an Individual Event</p>	<ul style="list-style-type: none"> <li>• 2m x 1m sign at the individual event sponsored</li> <li>• Print, multi-media and press releases</li> <li>• Logo to appear on official apparel</li> <li>• Opportunity to erect marketing booth at event site</li> <li>• 60cm x 60cm sign at the Sand Sculpture</li> <li>• Public verbal recognition at sponsored events</li> <li>• 4 complimentary tickets to the Feast of St Nicholas</li> <li>• Free accommodation for 2 people</li> <li>• Soft weblink from Seafarers website</li> </ul>

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Gold Sponsor \$5,000	<ul style="list-style-type: none"> <li>• 2m x 1m sign at the individual event sponsored</li> <li>• Print, multi-media and press releases</li> <li>• Logo to appear on official apparel</li> <li>• Opportunity to erect marketing booth at event site</li> <li>• 60cm x 60cm sign at the Sand Sculpture</li> <li>• Public verbal recognition at sponsored events</li> <li>• 2 complimentary tickets to the Feast of St Nicholas</li> <li>• Soft weblink from Seafarers website</li> </ul>
Silver Sponsor \$3,000	<ul style="list-style-type: none"> <li>• Print, multi-media and press releases</li> <li>• Logo to appear on official apparel</li> <li>• Opportunity to erect marketing booth at event site</li> <li>• 60cm x 60cm sign at the Sand Sculpture</li> <li>• Public verbal recognition at sponsored events</li> <li>• 2 complimentary tickets to the Feast of St Nicholas</li> <li>• Soft weblink from Seafarers website</li> </ul>
Bronze Sponsor \$1,000	<ul style="list-style-type: none"> <li>• 60cm x 60cm sign at the Sand Sculpture</li> <li>• Public verbal recognition at during Festival</li> <li>• Public recognition in Festival Program</li> </ul>
Brass Sponsor Up to \$1,000	<ul style="list-style-type: none"> <li>• Public recognition in Festival Program</li> </ul>

# Gippsland Lakes Boating and Lifestyle Expo

**Date:**

March 2010 and 2011

**Contact:**

Kristine Cordery

**Phone:**

03 5156 5607

**Email:**

[tac\\_kac@bigpond.net.au](mailto:tac_kac@bigpond.net.au)

**Web:**

[lakesentrancesurflifesaving.org.au](http://lakesentrancesurflifesaving.org.au)

**About the Event**

Lifesaving Victoria's biggest event the Victorian Life Saving Championships were held at Lakes Entrance in 2010 and returned in 2011 before heading to Lorne in 2012.

The event is presided over by Life Saving Victoria with Surf Life Saving Lakes Entrance the host for the event. The junior and senior competition was held together at the event for the first time in Australian Surf Life Saving Championship history.

While the event moved to Lorne this year, Surf Life Saving Lakes Entrance is confident the Championships will be again held in Lakes Entrance and they will continue to bid for state and national championships.

**Benefits**

The Victorian Life Saving Championships brought many competitors and spectators to the region with accommodation, hospitality and retail businesses reporting excellent trade over the weekend.

The opportunity to host the state Championships was beneficial for the whole community in encouraging activity, healthy competition and a respect for our waterways. It was a fun, family event that will encourage future generations to consider becoming a part of Surf Life Saving Lakes Entrance community.

## **Opportunities be a part of Surf Life Saving Lakes Entrance**

- Become a member by contacting the Secretary
- Join your children up as a nipper
- Do your adult bronze
- Join up as a social member and participate when required

## **Sponsorship**

### **Competition**

Has the potential to expose your branding to 100,000 people, including club members, Lakes Entrance and tourists who visit the township through the following mediums:

- Naming rights to key Lakes Entrance carnivals during the Carnival Season
  - Branding of all promotional material relating to the partnership including take home resources such as caps, drink bottles etc
  - Branding of instructor and referee uniforms and resources
  - Presence and sales by way of an exhibit/food stand at events
- Leverage opportunities using Life Saving Victoria as a channel to a large membership
  - Surf Life Saving Lakes Entrance website and monthly newsletters
  - Visiting Tourists to the patrolled beaches

Lakes Entrance lifesavers engage in regular competition to maintain their skills and fitness. These competitions include beach, pool and Inflatable Rescue Boat (IRB) competitions and Surf Boats.

Competitions are held at club, state and national levels. Competition is both fun and fierce and conducted in the highest standard of sportsmanship; lifesavers are regarded by many as pillars of the Australian community.

Competition is provided in varying levels of intensity for a comprehensive range of age categories, male and female. Members from Under 8s to Masters (30 years and over) enjoy the sporting events in a variety of disciplines, such as march passes, R & R, sand sprints, beach relays, surf skis, surf boats, both open water and pool swimming.

## Nippers

Over 150 young Lakes Entrance kids are actively involved in the Nippers program. In a fun environment, children meet new friends and learn essential water safety and survival skills.

Surf Life Saving Lakes Entrance is a wonderful setting for Surf Education and Youth Development. From the age of five, kids can access lifesaving programs that develop their skills in lifesaving and life. The nipper program acts as a stepping stone for our juniors to become lifesavers whilst promoting a healthy and active lifestyle.

Nippers as a group always proves popular with the media and other promotional outlets, thus making them an attractive proposition for sponsors looking to promote themselves as supporting active and healthy life styles for our youth.

- Endorse commitment to life saving product quality and pursuit of excellence.
- Support for a Public Benevolent Institution.
- Opportunity to tap into Surf Life Saving Lakes Entrance membership and branch out state wide – increased market penetration.
- Linked to a State Government supported initiative with a well-recognised organisation as well as two renowned national bodies.
- Exposure of brand to over 5000 Lakes Entrance residents and 100,000 tourists and carnival spectators – improved brand awareness.
- Access on demand of lifesaving imagery to enhance marketing and promotional strategies to consumers.
- Surf Life Saving Lakes Entrance endorsement.

# Bruthen Blues and Arts Festival

**Date:**

15 - 17 February 2013

**Contact:**

Bruthen Blues

**Email:**

bruthenblues@yahoo.com.au

**Web:**

www.bruthenblues.org

**About the Event**

For one weekend every February, the sleepy town of Bruthen wakes up to the sound of house rockin' rhythm and blues at the Bruthen Blues and Arts Festival. The Festival is now in its fourteenth year and still going strong. The town puts on a showcase of stalls, music in the street, workshops, garage sales and of course music at the Bruthen Inn Hotel that is the best in its class. Bruthen sure loves its blues music and they know how to put on a good show. Bruthen deserves its title as the "Victoria's Premier Blues Town".

The event features fabulous music,

market stalls, kids' music workshops, the annual Duck Race on the Tambo River (not real ducks) and street performers. Local retailers open their doors to festival patrons.

**Benefits**

The event brings more than 3,000 visitors to Bruthen over the festival weekend, with many returning at other times of the year. It receives thousands of dollars worth of positive national and state wide exposure for Bruthen, including a cross in 2012 to the popular Channel Nine breakfast program, Today. A number of community and service clubs have the opportunity to fundraise and contribute to the event.

The economic impact of the Bruthen Blues and Arts Festival is significant.

The Bruthen Blues Festival has also raised the profile of the town, its creative community and friendly atmosphere which has resulted in a number of new residents to the region.

**Audience Details**

This non-for-profit festival has grown to delight and entertain families, friends and international visitors. Many patrons attend the event with family and friends.

## Opportunities be a part of the Gippsland Lakes Boating and Lifestyle Expo

Opportunity	Details
Traders	The festival welcomes all ideas from traders on how to improve the event. We welcome new traders for our market stalls and encourage retailers to benefit from the festival atmosphere.
Volunteers	With a large number of events throughout the weekend we welcome sporting and community groups and individuals to nominate their interest in assisting us with our event.
Musicians	New artists are encouraged to contact the Committee to discuss opportunities for the 2013 event.

## Ways to help promote and grow the Bruthen Blues and Arts Festival

- Advertise the event on your website
- Encourage your kids to be a part of the music workshops so we can continue to inspire our children through the gift of music
- Help fundraise by purchasing a duck in the Duck Race
- Offer an incentive or sale for event visitors to use your service - now or in the future
- Put up a poster

## Sponsorship

Each sponsorship agreement is individual and tailored to meet the sponsor's desired requirements. These sponsorships may include cash or in-kind donations with some of the benefits of sponsorship including:

- Logo and links on festival website, advertising and programs.
- Promotional opportunities at the festival including stalls, signage etc.

Event sponsors enable the Bruthen Blues and Arts Festival to provide low or no cost events over the weekend to the whole community and visitors.

Local community groups such as the Lions Clubs, Bruthen Football Club, Bruthen CFA, Bruthen Primary School and Tambo Upper Primary School all assist with the catering over the weekend and it is a major fundraiser for each of these organisations.

## SkyFest

**Date:**

31 December 2012

**Phone:**

0418 595 903

**Email:**

[info@lakesentrancerotary.org.au](mailto:info@lakesentrancerotary.org.au)

**Web:**

[www.lakesentrancerotary.org](http://www.lakesentrancerotary.org)

### About the Event

For over 60 years (1946) residents and tourists have flocked to the Lakes Entrance foreshore to be captivated by SkyFest as we celebrate the end of a year and the next one beginning.

This event is proudly brought to you by the Lakes Entrance Rotary club following strong support from the Lakes Entrance Community. Each year \$50,000 needs to be raised to support this event. SkyFest is a local event run by the community for the community.

## **Benefits**

Up to 15,000 people watch the spectacular fireworks display that caps off SkyFest. Of these around 12,000 are stationed within the main area with a further 3,000 watching from other vantage points in Lakes Entrance.

The average length of stays for those surveyed as part of last year's event was eight days which contributes significantly to the regions economic benefit. Local musicians are also showcased at the event.

The two key benefits of the event are a safe, all ages event providing high level entertainment on one of the biggest party nights of the year together with the opportunity to showcase Lakes Entrance and the lengths it will go to ensure visitors and residents are entertained.

The event provides a low cost event for families, brings visitors to the town and promotes the area as a holiday destination.

## **Audience Details**

A large proportion of the spectators are visitors to Lakes Entrance, many of whom are staying with one of the accommodation providers in Lakes Entrance or in surrounding towns, and most are visiting for more than one night. Others are residents and day visitors to town. The event attracts a large cross section of patrons including families, couples and young adults.

## **Opportunities be a part of SkyFest**

Events are scheduled throughout the year to raise funds to be able to hold SkyFest. This is in addition to the great support from sponsors and a helping hand from volunteers.

Ways to help promote SkyFest

- Advertise the event on your website
- Help fundraise throughout the year
- Offer an incentive or sale for event visitors to use your service - now or in the future
- Put up a poster

## Sponsorship

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Major Sponsors	<p>LJ Hooker, Eastcoast Plumbtec, Bellevue on the Lakes and Esplanade Resort and Spa were the major sponsors of the event in 2011. Their main reasons for being involved included:</p> <ul style="list-style-type: none"> <li>• family friendly emphasis of the event</li> <li>• the associated tourism benefits</li> <li>• quality of the entertainment and two fire-works display upholding the tradition of the event's history</li> </ul> <p>The event was also granted a \$10,000 State Government Grant for the 'Putting Locals First' fund to assist in the success of the festivities.</p>
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Event Sponsors	Commitment of \$1,000 or more
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General Sponsors	<p>All levels of sponsorship were greatly appreciated. Individuals and businesses donated cash and in-kind support for the event. The in-kind support was utilised at the event and also as prizes for the many fundraising activities in the lead up to the event.</p>
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# Twin Rivers Bream Classic Fishing Competition

**Date:**

21 and 22 July 2012

**Contact:**

Ken Robinson

**Phone:**

03 5156 8422

**Web:**

[twinriversgippsland.com.au](http://twinriversgippsland.com.au)

**About the Event**

The Twin Rivers Bream Classic is a fishing competition for recreational anglers. It has a variety of competition categories including secret weight, heaviest bag and a special catch and release section for this year's competition.

The competition is based on up to four people fishing over two days. The event is open to all people and age groups. There are over \$25,000 in prizes to be won.

Events are held throughout the weekend with a BBQ function on Saturday, held in the early evening to attract as many families as possible before the main weigh in and prize draw on the Sunday at the Johnsonville boat ramp.

**Benefits**

The Twin Rivers Bream Classic Fishing Competition brings many benefits to many towns on-route to Johnsonville together with the local area. Many competitors return to the region throughout the year to fish and enjoy the East Gippsland Lakes and Rivers.

The Twin Rivers Bream Classic promotes sustainable fishing methods, further educating competitors and spectators. All competitors must comply with licence and safety regulations.

**Audience Details**

Last year's event attracted almost 700 anglers and organisers are expecting a similar number this year. The event also attracts many families and friends as they support each other in trying to win first prize. A number of competitors stay with family and friends and make the annual pilgrimage to the event.

## Opportunities be a part of Twin Rivers Bream Classic Fishing Competition

Opportunity	Details
Traders	<p>Traders have the opportunity to be involved through sponsoring the event or providing a point for registration.</p> <p>The Bream Classic Committee welcomes all ideas from traders on becoming involved in the event.</p>
Volunteers	<p>With a large number of events throughout the weekend we welcome sporting and community groups and individuals to nominate their interest in assisting us with our event.</p>

Accommodation Venues	<p>To encourage competitors to stay at local accommodation venues a Lucky Draw Prize is awarded to a guest at one of the participating accommodation venues</p>
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The Bream Classic Committee welcomes sponsorship of the event and currently receives support from a number of suppliers. Prizes are provided by sponsors in conjunction with funds from the Twin Rivers Business and Tourism Association.

Organisers are always willing to discuss how best to tailor a sponsorship package to meet your needs. Please note sponsors are confirmed for the 2012 event.

Benefits include:

- company logo on registration forms, programs, advertisements and via website
- acknowledgement of your support by public announcements at the BBQ function and main weigh-in

# East Gippsland Field Days

**Date:**

19 and 20 April 2013

**Contact:**

Peter Treasure

**Phone:**

03 5153 1398

**Email:**

info@egfielddays.com

**Web:**

www.egfielddays.com

**About the Event**

As the biggest event on the East Gippsland Calendar, the East Gippsland Field Days attracts thousands of patrons and hundreds of exhibitors.

With East Gippsland encompassing a diverse range of agricultural and rural industries this event attracts a wide range of exhibitors showcasing their products in a number of industries including beef, wool, dairy, vegetables and cropping, flower growing, viticulture, fishing and timber. With such wide ranging product and service needs in the region it isn't surprising that all the exhibition sites were fully booked in 2012. The event attracted 225 exhibitors over 332 sites.

This is an iconic event on the East Gippsland calendar proudly run by the Lindenow Lions Club since its inception in 1986.

The 2011 event had record crowd attendances indicating the importance of the continued growth of this event.

**Benefits**

The opportunity to see, compare and purchase a wide range of products and services in one location encourages spending in the region.

With over 225 exhibitors this also means an increase in accommodation, hospitality, fuel and associated services throughout the event.

The East Gippsland Field Days is the biggest fundraising event for the year for the Lindenow Lions Club and it is responsible for investing thousands of dollars back into local community groups and charities.

**Audience Details**

Over 8,000 visitors are attracted to the event each year, most of them on the lookout for new products, services and information. There are many famers, couples and families at the event. The wide range of products and services on offer means the event appeals to farming and non-farming families.

**Opportunities be a part of East Gippsland Field Days**

<b>Opportunity</b>	<b>Details</b>
Traders	New exhibitor registrations open in September 2012. Exhibitors are encouraged to book early as all sites were booked in 2012.
Volunteers	The event relies on a large volunteer base; to discuss opportunities please contact the Lindenow Lions Club.

The East Gippsland Field Days has a number of sponsorship opportunities available each year.

The Lindenow Lions Club founded the event and continues to be involved as a major presenting partner working tirelessly to ensure the event continues to grow and prosper.

Naming Rights Partners sponsor various exhibitions including Craft on Show and the Food Producers Expo.

Generous in-kind donations are also provided by a number of predominantly local sponsors.

Sponsors enjoy extensive signage benefits both at the event and in the lead up with logos on all marketing materials including website and print advertising.

# Nowa Nowa Nudes

**Date:**

Traditionally Melbourne Cup weekend - no event in 2012

**Contact:**

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Inc - Andrea Lane

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**About the Event**

The Nudes has become a much loved, iconic exhibition. The Nowa Nowa Nudes traditionally held over Victoria's Melbourne Cup weekend is a nationally recognised art exhibition attracting hundreds of exhibitors and thousands of spectators over the weekend.

This event has proved how a little imagination mixed with a lot of creativity, commitment and hard work can become a draw card each year for some of Australia's best artists. Over 11 years ago the first prize consisted of a weekend away, now over \$10,000 in prizes is up for grabs.

Nowa Nowa's image has become that of a town to visit - especially during the Melbourne Cup long weekend but also at other times of the year. It is hard to drive through it without stopping to see for yourself some of the local artists and artwork.

The weekend consists of a number of organised event with the main attraction Friday's opening night. A small entry fee is required to assist in funding the prizes.

The art exhibition is also supported by a number of complementary events each year and these have included life drawing sessions and a social petanque tournament which have been proved popular amongst the crowds.

Throughout the weekend local businesses support the exhibition by providing meals, accommodation and other services to visitors to the town. Snowy River Cycling has in the past offered fully supported bike rides in and around the Nudes on Saturday and Sunday mornings. The East Gippsland Rail Trail is a fantastic way to travel to the Nudes and local residents and tourists alike are encouraged to visit all the attraction of the Nudes via bike.

The event continues to grow and prosper with a dedicated committee and a load of volunteer support. While there is no Nowa Nowa Nudes scheduled for 2012 keep an eye on the website for future plans and other activities on offer in Nowa Nowa.

**Benefits**

The Nudes is a completely non-profit event and every cent goes back to participating artists. The benefits to the town are significant.

Over the past decade, the town’s landscape has changed dramatically with the further beautification of the town with a range of site specific art installations.

**Audience Details**

The event attracts hundreds of artists and thousands of visitors including art lovers, families and couples. Each year the event attracts artists from further afield.

**Opportunities be a part of Nowa Nowa Nudes**

<b>Opportunity</b>	<b>Details</b>
Traders	The Nudes welcomes all ideas from traders on how they can be further involved in the event.
Volunteers	With a large number of events throughout the weekend volunteers are welcomed throughout the year.
Musicians	The Nudes love work that is contemporary and clever - why not enter your own Nude.

## Sponsorship Opportunities

Sponsorship allows businesses direct access to a desirable demographic while enhancing your corporate image as a supporter of the arts.

The Nowa Nowa Nudes organising committee are always willing to discuss how a sponsorship package can be tailored to suit your needs.

## Fundraising

Launched to celebrate the tenth anniversary, the Nowa Nowa Nudes retrospective playing cards at \$20 per pack gave supporters a chance to purchase a product to assist in funding the future of the Nudes.

## Paynesville Corporate Triathlon

### Date:

17 February 2013

### Contact:

Ryan Cross

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### Email:

rivieratriclub@hotmail.com

### Web:

[www.rivieratriclub.com.au](http://www.rivieratriclub.com.au)

## About the Event

The Corporate Triathlon brings the whole East Gippsland community together. It's a great day for competitors, their family and friends.

The Corporate Triathlon reinforces the importance of staying active and healthy and anybody interested should get a team together and sign up for the 2013 event. It motivates colleagues, family, friends and sporting teams to compete in a fun, friendly challenge.

While some take it seriously others are willing to dress up and have fun while completing the course. Teams are encouraged to dress in team colours or themes.

In 2012, organisers had to change the format from a run, ride, swim component to a run, ride, run leg due to the threat of Blue Green Algae in the Gippsland Lakes.

To encourage teams and workplaces to bond and increase tourism benefits to the Gippsland Lakes and Paynesville, a non-compulsory carbo-loading dinner is held at The Boathouse on the Esplanade at Paynesville.

### **Benefits**

The corporate Triathlon provides opportunities for businesses of all sizes to compete as teams only require three members which increases the participation rate amongst businesses.

The event is staged on a Sunday with the incentive for teams to stay in town with registrations and a pre-event dinner held on the Saturday before Sunday's 8am start.

This is a great morale boosting community event, it brings together people of all abilities and provides an incentive to get or keep fit.

### **Audience Details**

In 2012 the Corporate Triathlon attracted 120 teams (360 competitors) with the majority of competitors from East Gippsland. Entrants are aged 12 upwards with a large number of corporate staff involved from a large range of businesses. You may even spot a local politician or two.

Around 25% of teams are based outside of Bairnsdale and district with teams entered from Orbost, Sale and the Latrobe Valley.

There were over 600 spectators on the day made up of family, friends, colleagues and local residents who turned out for a morning of fun. Additional spectators watched from different vantage points along the route.

## Opportunities be a part of the Corporate Triathlon

Opportunity	Details
Special offers to teams or visitors	Opportunities for accommodation deals, hospitality, tours and activities for that weekend or for return visitors.
Volunteers	The event relies on a number of marshalls at each transition and along the route to ensure a smoothly run event and safety for all participants.
Attendance at the event	Local businesses, community groups, schools, family and friends are encouraged to come and support their friends. Marquee hire and marquee site hire is available along the foreshore - contact the Tri Club for further details.
Catering	The Sunrise Rotary BBQ and a mobile coffee van cater to the crowds while local businesses report a good morning trade.

## Event Sponsors

The Riviera Triathlon Club works with a number of sponsors to ensure the success of the event and to keep the event costs to a minimum.

These partners provide cash and in-kind donations and include overall event sponsors and naming rights sponsors for each leg.

Sponsors have the opportunity to provide donated products for inclusion in each of the team's race kits. They gain exposure in the lead up to and on the day of the event where the MC profiles each sponsor and their involvement.

2012 sponsors included:

- Workways
- Riviera Properties Limited
- East Gippsland Catchment Authority
- Bendigo Bank - Paynesville and District Community Bank Branch
- Captains Cove
- Bulls Cruisers
- East Gippsland Newspapers

Contact Riviera Tri Club to discuss sponsorship for 2013.



**East Gippsland Shire Council**

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