

New Year's Eve Grant Application Form

If insufficient room, please attach supporting documentation

Organisation/Business Name	COLAB Creative Marketing and Events	
Organisation/Business ABN	26840062282	
Contact person	Matthew Luff	
Phone	0404927566	
Email	matt-luff@hotmail.com	
Brief description of your proposed event and co-operative partners	<p>"Light the Lake" - a community event showcasing Lake Albert Lake with 9.30pm fireworks on the lake. The main event area at Apex Park will feature food stalls, acoustic entertainment, amusements and a public bar. A secondary event at Bosley Memorial Park featuring food stalls, and a ticketed DJ event with a bar. Four additional community sites around the lake featuring buskers, toilets and food vendors</p>	
Venue	Lake Albert Lake	
Event timetable	<p>Event Starts - 4.30pm Fireworks - 9.30pm Event Finishes - 10pm</p>	
Estimated attendance numbers	Going off previous years it is estimated 10,000 locals will attend the event	
Part A experience: 1. Provide examples of past performance and experience in operating quality events ie. photos, videos, websites of past events	Colab Creative is a small Wagga business launched to utilise the extensive skills of three talented Wagga residents who each bring a unique set of skills from all aspects of event management.	
2. Demonstrate an understanding of and adherence to Council regulations, Development Applications and Work, Health and Safety through previous work	All three principles of the business have a thorough understanding of council regulations and Work, Health and safety through previous work which includes <ul style="list-style-type: none"> ● Providing event and security advice to Council events and Council sponsored events including <ul style="list-style-type: none"> ○ Lost Lanes 	

experience or references	<ul style="list-style-type: none"> ○ NRL Games ○ AFL Games ○ Wagga Mardi Gras ○ Both Beach Boys Concerts ○ Elvis Festival by Parkes Council
3. Outline your Business Organisational Structure, and the resources available for these services	<p>Organisational Structure:</p> <p>Matthew Luff - Owner</p> <ul style="list-style-type: none"> - Entertainment - Budget overview - Bar operations <p>Oliver Hoffmann - Operations Manager</p> <ul style="list-style-type: none"> - Hire Equipment Manager - Staff Management - Security/Compliance Management <p>Meagan Vearing - Marketing Manager/Event Planner</p> <ul style="list-style-type: none"> - Content Creator - VIP Area Planning - Bar operations <p>Peter Francis - Designer</p>

4. List of key event team / staff, outlining their qualifications, skills and experience of principal individuals	<p>Oliver Hoffmann (Ollie)</p> <ul style="list-style-type: none"> ● Highly respected security professional ● Diploma of Project Management ● Cert IV Security Risk Management ● Assisted in many regional large events including <ul style="list-style-type: none"> ○ NRL matches ○ AFL matches ○ Beach Boys Concert 1 & 2 ○ Parkes Elvis Festival ● Australia Day Council Committee Chairperson ● Started Wagga's Joint Barred List for licensed premises <p>Matthew Luff</p> <ul style="list-style-type: none"> ● COLAB Creative - Owner ● Truth Events - Director/Marketing Manager ● Soundfits - Event Hires Manager ● Que Wagga - Venue Manager
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	<ul style="list-style-type: none"> Victoria Hotel - Duty Manager/Marketing Capital Nightclub - Audio Technician/DJ <p>Meagan Vearing</p> <ul style="list-style-type: none"> Bachelor of Business with a major in Event Management. worked in hospitality and events for over 10 years and Im currently employed as a full time event coordinator worked on numerous local events including <ul style="list-style-type: none"> Gears and Beers Deni Ute muster international events including Defqon 1.
5. At least 2 references.	Stephen McCoy - Soundfits - 0417446646
Part B Plan for Proposed Service: 1. Proposed Event plan / type of event (including photos or designs)	See event plan
2. Proposed location	At six sites around the foreshore of Lake Albert Lake
3. Proposed event schedule	See event timetable
4. Proposed contingency plans in the event of wet weather, fire danger or other weather related event	See event plan
5. Proposed event budget (including income sources)	See Attached
6. Proposed marketing plan	See Attached
7. Proposed committee or volunteers	<p>We have had meetings with the Wagga Boat Club and they are supporting through volunteers and access for the event in Bosley Memorial Park in terms of running the bar at the event and providing access for the fireworks and the pontoons.</p> <p>We envisage approaching Rotary for assistance with parking and QR sign-ins.</p>

	<p>We are looking at employing local staff for the bar in Apex Park.</p> <p>We will engage a security company to provide guards to patrol the event and assist with covid requirements</p>
8. Risk Management and WHS	Covid in here
9. Sponsorship Prospectus including naming rights	See attached
<p>10. Demonstrated alignment to the Community Strategic Plan 2040 – Wagga View</p> <p>http://www.wagga.nsw.gov.au/city-of-wagga-wagga/council/plansandreports/planning-for-our-community/community-strategic-planwagga-view</p>	<p>In alignment with the Community Strategic Plan 2040 our event will include</p> <ul style="list-style-type: none"> • Additional Disability Parking at Apex Park • Wheelchair accessible exclusive viewing area <p>The five strategic directions in the Community Strategic Plan are relevant to our event in the following ways</p> <ol style="list-style-type: none"> 1. Community Leadership and Collaboration <ol style="list-style-type: none"> a. Involving community and service groups like SES, Rotary, VRA, Wagga Boat Club etc to assist with running the event b. Encouraging local community and service groups to be a food vendor at the event c. Providing opportunities for community groups to promote at the event 2. Safety and Health <ol style="list-style-type: none"> a. Our staff have extensive security background and close working relationships with local police to ensure a safe event b. The popularity of the Lake over covid shows that this area is high on the list of public areas the local community use to maintain a healthy lifestyle c. We will be trying to attract healthy food vendors to the event 3. Growing Economy <ol style="list-style-type: none"> a. We are a local small business showcasing some of the talent the city offers in terms of producing large high quality events b. This event will encourage visitors to the city over christmas to stay in the city longer and enjoy the event which will boost tourism length of stay figures c. Provide through sponsorship, promotion of local business and industries d. Encourages our local entrepreneurial business

	<p>to continue planning events in the local community</p> <p>e. Provides economy boost to Lake Albert retail shops, Wagga Boat Club and Wagga Country Club</p> <p>4. Our Identity and sense of place</p> <p>a. Lake Albert has a big connection to place for the Wagga community</p> <p>b. Our event will be promoting local artists and performers through inviting them to perform at the multiple community areas around the lake</p> <p>c. This event will provide many opportunities for people to connect after the isolation of the past two years with the covid pandemic</p> <p>d. This event showcases the Lake precinct as an asset to the local community</p> <p>5. Our Environment</p> <p>a. This event showcases Wagga as a growing city which is able to put on significant regional events</p> <p>b. Food vendors and attendees will be encouraged to use environmentally friendly products</p> <p>c. A community group will be engaged to ensure the lake foreshore returns to acceptable state following the event</p>
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