



Mackay Tourism and key stakeholders are seeking Expressions of Interest from professional event management firms to deliver a refreshed version of the Mackay Beach Horse Races from 2021-2023.

### **Introduction and context**

Mackay is an event friendly destination. Mackay Tourism and Mackay Regional Council understand that this present time for the events industry is a particularly uncertain and unsettling one. Mackay Tourism is looking for an event delivery partner to take the Mackay Beach Horse Races to market in August 2021, and then for a further two years in 2022 and 2023. To that end, we offer this Expression of Interest with the underlying trust that by the time key decisions need to be made around selection of parties invited to tender, and indeed around the decision to award a tender in time, the worst of the current COVID-19 pandemic will be behind us.

We thank you for your consideration at what is a very challenging time for one and all involved in the events and tourism space.

### **Objective**

Mackay Tourism is seeking a qualified event management company to develop and deliver a refreshed version of the Mackay Beach Races over a three-year period. Guiding this delivery will be the overarching framework and direction provided by three key documents provided as part of this EOI:

- i. *Mackay Beach Horse Races – Business Plan and Three-year Strategy,*
- ii. *The Mackay Regional Council’s Mackay Region Event Strategy - 2020-2025,*
- iii. *Tourism and Events Queensland’s TEQ Events Strategy 2025*

Pending the review of responses received from the EOI, Mackay Tourism may subsequently release a Request for Tender to chosen companies for the delivery of the Mackay Beach Horse Races over a three-year period, 2021-2023.

## **Background**

First run in 2012, the Mackay Beach Horse Races was a highlight in the Mackay and Queensland events calendar from its inception in 2012 through until 2017, the last year it was staged. As a result of several factors, the event was unable to continue beyond 2017.

Towards the end of 2018 a thorough review of the event, and the circumstances that led to it stopping was conducted. A key outcome of that review was the writing of a Business Plan and three-year strategy. This Business Plan articulates the event's core key strengths and weaknesses, and puts forward a view on how the event may be brought back to life. Whilst this document is broadly accepted by key stakeholders, part of the response to this EOI will seek the view of event management companies on the Plan, its accompanying three-year strategy and the extent to which it would likely provide a foundation for a refreshed version of the event.

## **Event delivery requirements**

Whilst the event delivery partner will have support from Mackay Regional Council and Mackay Tourism, they are expected to be the primary point of contact for the event and foster healthy relationships with key stakeholders. Key roles will likely include:

- Coordination of all stakeholders including management of sub-contractors,
- Creation of event program in partnership with key stakeholders,
- Provision of event staff to support delivery and ensure a high standard of attendee experience,
- Coordination and support of local community and business involvement to ensure expectations are met,
- Site bump in, pack down and clean up

Financial support or sponsorship for the event has not at this time been committed by Tourism and Events Queensland or Mackay Regional Council, however the EOI response and any subsequent tender from the chosen company may form the basis for seeking such support or sponsorship.

### **EOI response requirements**

- Provide background on organisation's general approach, philosophy and track record of delivering major events,
- Demonstrate experience in providing the event delivery requirements including:
  - a. Details of similar services undertaken in the past three years,
  - b. Organisations for whom the services were undertaken, and
  - c. Provision of examples of issues encountered in delivering events with likely similarities to the Mackay Beach Horse Races, description of those issues, and resulting solutions that addressed those issues.
- Explain demonstrated experience and track record in writing and executing event tactical plans including operations, community engagement and marketing & communications plans,
- Review and provide feedback on the Mackay Beach Horse Races Business Plan and three-year strategy including the extent to which it would or wouldn't be used to underpin the approach to event delivery

Potential respondents should note that previous versions of the event have proven that it can be run in a financially sustainable manner.

### **Assessment of responses to EOI**

1. Experience and track record in delivering major events (40%),
2. Experience in writing and delivering on tactical event plans (25%),
3. Feedback on event Business Plan and rationale behind the extent to which it would assist in delivery (20%)
4. Local connection and content (15%)

### **Timeline**

Expression of Interest released	Tuesday, April 28
Final questions accepted and answered	12 noon, Tuesday May 26
Responses close	12 noon, Tuesday June 1
Respondents notified of outcome and next steps	Mid June

### **Questions**

Any questions in relation to this EOI should be directed towards Mackay Tourism CEO, Tas Weber

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