



# 2025 EXPRESSION OF INTEREST

**THE DOUGLAS SHIRE COUNCIL** is seeking Expressions of Interest from Businesses, the Community and Event organisers to plan and deliver events for the 2025 Port Douglas Carnivale from Friday 16th May - Sunday 25th May 2025.

## **Carnivale Overview**

Carnivale is one of the signature events in the Douglas Shire and showcases the best of Tropical North Queensland. The festival style event presents a variety of activities that celebrate the Tropical Lifestyle, Beauty of the Region, Visual Arts, Music, Cuisine, Sport and more. Carnivale takes place over ten days, so there are 2 weekends and a full week to present an activity for the program. It's the ultimate party to kick off the tourist season and actively promotes the destination.

## **Council Commitment**

As the primary curator and festival coordinator, Council's - People and Community Services department oversees the delivery of the Carnivale.

During the Carnivale, Council internally manages:

- Friday 23 May - Macrossan Street Parade
- Saturday 24 May - Beach Day
- Marketing of the Carnivale
- Collation of the Carnivale program and event inclusion

## **What Carnivale can provide**

- Marketing of the successful project / event through Carnivales existing promotional platforms.
- Marketing and social media guidelines for cohesion across Carnivale branding (the organiser will also be required to promote their own event / project).
- Advice and support to deliver the project / event in line with compliance and safety where appropriate.

## **Project Brief**

This is your opportunity to create an event that is attractive to both locals and visitors. It's all about the tropical lifestyle, the wonderful people and magic of the region. Food, wine, art, sport, music, theatre and everything in between can be celebrated and experienced at Carnivale.

## **Opportunities for signature Carnivale events.**

- Saturday night concert event
- Sunday afternoon concert event
- Long Lunch event
- Seafood event

## **Marketing and Promotion.**

Council will update and maintain the Carnivale social media channels (Facebook and Instagram) and website. You would need to provide advertising and images of your proposed event for marketing purposes. You will be required to provide finalised event details at a date TBC for inclusion in the Carnivale program.

## What's in it for you?

This is a great opportunity to produce and present an event that drives visitation, instils community pride and celebrates the Carnivale. You have the opportunity to bring back the good old days or introduce new ideas and what you think would add to the celebration. Carnivale has a long history of many celebrated, different events and ideas, and we would love to see some of these events return to be included in the overall program for 2025.

What's Next?

## Part 1. Selection Criteria

Events will be chosen on the suitability and fit within the Carnivale program and meet Carnivale objectives.

- A signature event for the region or capacity to become one.
- Showcase artists and businesses in a new way.
- Showcases the region in fresh ways
- Community benefit / engagement
- Generate media coverage that attracts visitors to the region.
- Alignment with events in the region
- Proven track record of successful event management
- Innovation and creativity

Please provide the following information:

- Name of Business or Company:
- Primary Contact person:
- Address:
- Telephone:
- Mobile:
- Email:
- Concept or project plan detailing the event/s you would like to deliver.
- A brief overview of your experience in delivering events.
- Desired outcomes, what you hope to achieve.

## PART 2. Assessment

For your proposal to be assessed you must address each of the selection criteria set out in Part 1.

“Event Concept – Carnivale 2025”

and **must** be received by Douglas Shire Council at:

enquiries@douglas.qld.gov.au

or

PO Box 723, Mossman QLD 4873

no later than **Friday September 27 2024.**

## Confidentiality

All proposals will be treated as confidential by Council and Council officers. Unsuccessful submissions are not entitled to details of the successful application. Support will be provided to you if you are the successful event organiser.

## Council Contact Details

All enquiries about this EOI and scope:

Events Officer – Douglas Shire Council | 07 4099 9474 | Email: events@douglas.qld.gov.au