



2019 Expression of Interest for  
Foreshore and Coastal Activation

## APPLICATION FORM



## PART A.

All applicants are required to complete sections 1 and 2:

### 1. Applicant Details

1	Organisation name		
2	Organisation type	Commercial business	
		Incorporated association	
		Community group	
		Other	(please state):
3	Address of organisation	Address	
		Suburb	
		Postcode	
4	Organisation's online details	Website	
		Facebook / Instagram	
5	ABN / ABN		
6	Does your organisation have current Public Liability Insurance?  Please note: successful applicants will require acceptable insurance noting the interest of the City of Onkaparinga.	Yes	No
7	Contact person	Name	
		Position in organisation	
		Mobile	
		Email	

### 2. Activation Proposal

8	Name of proposal		
9	Proposed location Please attach a site plan of your activation.		
10	Proposed operating hours	Dates	
		Operating times	
11	Please provide a description of the proposed activation:		

12	What are the objectives of the proposed activation?			
13	Describe the target audience(s) for the proposed activation:			
14	How many people do you estimate will attend the proposed activation?	City of Onkaparinga residents		
		Other South Australian residents		
		Interstate visitors		
		Overseas visitors		
15	Is there a cost for people to participate in and/or attend the proposed activation?		Yes	No
15a	If yes, what is the cost to participate in the proposed activation?		\$	
15b	If yes, what is the cost to attend the proposed activation?		\$	
16	Will food and beverages be available at the proposed activation?		Yes	No
16a	If yes, please provide a description of the food and beverages (including any alcohol) that will be available and the approximate pricing for attendees to purchase these items:			
17	Will your proposed activation incorporate any of the following?	PA system / amplified music		
		Stallholders		
		Liquor consumption		
		Marquees / tents		
		Staging / platforms		
		Amusements		
		Animals		
		Fireworks		
		Other		<input type="checkbox"/> (please state):
18	Will your proposed activation require any of the following to be supplied by Council?	Power		
		Water		
		Vehicle access		
		Temporary parking controls		
		Temporary road closures		
		Waste and recycling bins		
		Witches hats		<input type="checkbox"/> (Qty):
		Barrier mesh		<input type="checkbox"/> (Metres):
		Flag bunting		<input type="checkbox"/> (Metres):
		Signs		<input type="checkbox"/> (Type):
		Other		<input type="checkbox"/> (please state):

19	<p>Have you held this activation (or similar) before?</p> <p>Please note: applicants that cannot demonstrate previous experience with delivering activations may be asked to provide information on their organising committee structure and the council may at its discretion request a risk management plan prior to any approvals being granted.</p>	Yes	No									
19a	<p>If yes, please describe your experience with delivering the proposed activation (or similar):</p> <table border="1"> <thead> <tr> <th data-bbox="177 427 314 490">Year</th> <th data-bbox="314 427 770 490">Name of activation</th> <th data-bbox="770 427 1495 490">Description of activation</th> </tr> </thead> <tbody> <tr> <td data-bbox="177 490 314 553"></td> <td data-bbox="314 490 770 553"></td> <td data-bbox="770 490 1495 553"></td> </tr> <tr> <td data-bbox="177 553 314 613"></td> <td data-bbox="314 553 770 613"></td> <td data-bbox="770 553 1495 613"></td> </tr> </tbody> </table>			Year	Name of activation	Description of activation						
Year	Name of activation	Description of activation										
20	<p>How many years are you seeking approval to proceed with your proposed activation?</p> <p>Please note: applicants can express interest to host their proposed activation for a maximum of two (2) years.</p> <p>Any proposals approved in principle to proceed for a period greater than one year will require a full evaluation of the activation to be submitted to Council following the first year. Approval to proceed following the first year will be subject to the outcomes identified in the full evaluation.</p>	One year only										
		Two years										

## PART B.

Applicants are only required to complete sections 3, 4, 5 and 6 if they are seeking funding from Council:

### 3. Economic Benefit

21	Will you source local products and/or services to deliver your proposed activation?	Yes	No
21a	If yes, please provide details:		
22	Will you work in conjunction with any other organisation to plan and deliver the proposed activation? (ie. State / Commonwealth Government departments, local business and/or tourism associations, peak sporting bodies, community groups).	Yes	No
22a	If yes, please provide details:		
23	Will your proposed activation provide local employment opportunities?	Yes	No
23a	If yes, please provide details:		
24	What are the anticipated economic benefits for the region that will be derived from the proposed activation?		
25	How many overnight stays do you estimate will occur in accommodation in the region as a result of the proposed activation?		
26	What initiatives and/or cross promotion of tourist opportunities in the region will you undertake to encourage extended stays (including overnight stays) for people attending your activation?		

## 4. Community Benefit

27	Please describe how the community will benefit from the proposed activation?		
28	Is the opportunity available for anyone in the community to participate/attend the activation?	Yes	No
28a	If yes, how?		

## 5. Marketing and Promotion

29	How do you intend to advertise/promote the proposed activation?		
30	What is the total value of advertising for the proposed activation:	\$	
31	What is the proposed geographic spread/distribution level of advertising/promotion? (ie. local / Adelaide / state wide / interstate / international coverage)		
32	What is the anticipated media coverage of the proposed activation in addition to any paid advertising?		
33	Do you have any partnerships or sponsorship arrangements in place with any media outlets?	Yes	No
33a	If yes, please describe:		
	Name of media outlet	Marketing collateral offered (eg. press advertisement, TV commercial, radio)	\$ value of advertising
			Total \$

## 6. Funding Support

34	<p>What is the total cost of the proposed activation?</p> <p>Please attach an income and expenditure statement for your proposed activation.</p>	\$	
35	<p>What is the funding amount you are requesting from Council?</p> <p>Please note: no more than 50% of the total activation cost can be requested.</p>	\$	
36	<p>Could your proposed activation proceed if only part funding was received?</p>	Yes	No
36a	<p>If yes, what changes will need to be made to enable the activation to still proceed?</p>		
37	<p>What is your strategy for attracting additional cash sponsorship and/or in-kind contributions for the proposed activation (in addition to any support you may receive from the council)?</p>		

## PART C.

All applicants are required to complete this section. Please read and tick the appropriate boxes:

### 7. Checklist and Attachments

I have read and understood the Expression of Interest for Foreshore and Coastal Activation Guidelines	
I have attached a copy of my Public Liability Insurance certificate	
I have attached a site plan of my proposed activation	
I have attached a copy of my income and expenditure statement for my proposed activation (only required for applicants requesting funding support)	