

Northern Midlands Community Expo – Business Case

1-98

C+S 4

Event name	Northern Midlands Community Expo
Objective of the event	<p>To connect the community with local businesses, organisations, and groups via an annual expo event.</p> <p>To promote the vast array of services, products, and activities in the Northern Midlands to the local community, encourage support of local businesses, volunteering opportunities, and community involvement.</p>
Strategy	To bring together as many as possible of the businesses, organisations, and groups in the Northern Midlands to a location where each sets up a display about what they do, offer, provide, how people can interact, access, become involved.
Why is the event needed	<p>With the visit of the Her Excellency, Professor the Honourable Kate Warner AC, Governor of Tasmania in late 2018, a small Community Expo was held at the Longford Sports Centre, with 17 local community organisations taking part. (A selection of images are shown below). Although very short notice, this was considered a good take up of participants who proudly showcased what they do and what they offer.</p> <p>On being asked for feedback at the end of the event, to such questions as: “would you like to see this as an annual event?” “would you participate in something like this again?”, and “do you think there’s value in an event of this type?” all participants said “yes!” Much feedback was received about how it could be improved, some great ideas.</p> <p>Due to the short lead up to the 2018 event and insufficient time to promote the event to the community, not many members of the public attended. Council officers identified there are thousands of connections to be made within our own community, and the platform of a community expo is a wonderful way to facilitate those connections, with so many added benefits to the community.</p>
Event description	<p>A collaborative partnership between Northern Midlands Council, businesses, sporting clubs, organisations, charities, causes, service clubs, activity groups, interest clubs, community groups, schools, events of the Northern Midlands.</p> <p>This event targets the whole of the Northern Midlands. Groups, clubs, businesses etc. from the entire Northern Midlands region are invited to participate, and every resident in the Northern Midlands is welcome to attend. While it is a whole of municipality event, the event may be held in a different town each year, to equally promote the entire region. (As the event grows, this may not be practical, depending on the size of venue required).</p> <p>The event may run for one or two days (to be determined). Also to be determine is if the event is to be held on a weekend or week day. 10am – 4pm.</p> <p>Family friendly event</p> <p>Free event, for both the exhibitors and the audience.</p> <p>Local street vendors can provide refreshments (Northern Midlands Businesses only), and the eateries on the town can service the public from their shops or set up stalls within the event.</p> <p>Suggested timeframes for the event: mid autumn, possibly early October 2019, or spring or autumn 2020. (Significant events also in October include the Longford Show and the Tasmanian Country Music Festival, and in the March/April period, the Glover Prize. We would aim to not clash with existing significant events).</p>

	<p>Much like a trade show, businesses and organisations might choose to have things for sale, take orders, conduct demonstrations, fund raise, recruit. How each runs their exhibit is entirely up to them.</p> <p>The event could also hold a free raffle. Businesses/organisations may donate items/services which can be used for prizes.</p> <p>Sponsorship could be sought to support the event.</p>
Benefits of the event	<p>Benefits to the community:</p> <ul style="list-style-type: none"> • Encourage ‘shop local’, ‘be local’, ‘consider local’ ‘community pride’ attitudes. • Promoting keeping money moving around the local community. • Businesses can showcase products and services, employment opportunities. • People looking for things to do within their local community can find out what’s available. • Organisations looking to recruit volunteers can showcase. • Clubs and groups looking for members can promote. • Charities and causes can raise awareness. • From a volunteering/sporting/group participation perspective, being involved in their local community helps people connect with others, improves lives and strengthens communities. People involved with their local community are more likely to take action to protect it, resulting in less crime, less litter. It can provide pathways to employment, increase skills and social networks. The psychological benefits include helping to decrease stress, reduce depression, lessen loneliness, general improvement in wellbeing and in overall life satisfaction. A healthier community. <p>Benefits to council:</p> <ul style="list-style-type: none"> • Demonstrates how Council is actively supporting the community. • Show the community that Northern Midlands Council is a can-do council. • Show the wider community and other councils that Northern Midlands Council is a can-do council. • Building the community’s trust, faith, and confidence in their council. • Strengthening relationships between the community and council.
Venue	Suggest that the first event be held in Longford, utilising the Memorial Hall and Village Green.
Participants	<ul style="list-style-type: none"> • Council officers facilitate the event, with the establishment of a working group if required. • All businesses, organisations, groups and clubs as mentioned above in the description. • Partnerships with Northern Midlands Business Association, local progress and tourism groups, district committees, etc., to work with re sourcing database information, and promotion of the event.
Marketing	<p>The event will be promoted via a variety of platforms, to build anticipation, invite participation.</p> <ul style="list-style-type: none"> • Council page in the Country Courier. • Council’s website. • Northern Midlands Facebook page. • A Facebook “Event” page. • A Facebook “Group” page for exhibitors. • Flyers around the municipality (closer to the event). • Writing to all local businesses, clubs, groups etc.

Resources & permits	<p style="text-align: center;">1-100</p> <ul style="list-style-type: none"> • Venue • Tables/chairs • Printing (signage, flyers, posters, banners) • Place of assembly licence • First aid • Banners for the new street poles (these not included in the budget as yet) • Insurance • Food licences
What the planning framework will look like	<p>An extensive list of businesses, groups, clubs, organisations etc.</p> <p>So far an initial list includes 57 community groups, with more to be added, as well as a business list to be developed.</p> <p>A timeframe outlining planned actions, responsible persons.</p>
Logistics	<p>For the exhibitors:</p> <ul style="list-style-type: none"> • Northern Midlands Council provides trestle tables, chairs, power. • An exhibitor's refreshment table with free tea/coffee, bickies may be considered worthwhile(consider if needs manning, or is self-serve) • Provide exhibitors with an Exhibitor's Kit. • Insurance: Northern Midlands Council can cover public liability insurance for the event, exhibitors will need to have own public liability insurance • Time permitting, seek sponsorship for refreshments etc. <p>Exhibitors need to supply:</p> <ul style="list-style-type: none"> • awnings/gazebos if required • Any business/organisation wanting to sell food/drinks must source and fund their own temporary food licences etc. <p>Works Dept:</p> <ul style="list-style-type: none"> • Collect and deliver tables and chairs to the venue, and return them after the event. • Bins to be delivered and emptied/collected during/afterwards • Supply and cleaning of portaloos/public toilets <p>For the audience:</p> <ul style="list-style-type: none"> • Create a program for the day, list of exhibitors, map, facility locations at the venue, evacuation locations. • Some tables and seating around the venue. <p>Things to consider:</p> <ul style="list-style-type: none"> • Site plan. • Risk assessment. • Traffic management, car parking. • St Johns First Aid onsite •
Financials	\$5,035



Volunteer members of the Avoca Museum and Information Centre



Volunteers of Just Cats Tasmania



Coordinator of the Longford Mens' Shed



Member of the Ross She Shed



Members of the Rotary Club of Longford



Members of the Longford Garden Club