

# 2024 Geelong Small Business Festival

## Form Preview

### Geelong Small Business Festival (GSBF) 2024 Expression Of Interest (EOI)

#### Conditions of application

The City of Greater Geelong in partnership with the Geelong Chamber of Commerce are seeking expressions of interest (EOI) from suitably qualified and experienced businesses, consultants, and organisations to host events at this year's GSBF.

Expressions of interest are open to all local businesses, consultants and organisations with a current Australian Business Number (ABN) that can deliver events to support local businesses across a range of areas, including:

- Marketing, social media and online promotion
- Business essentials
- Starting a business
- Growing a business, sales and expanding networks
- Career development, leading and managing people
- Health and wellbeing
- Sustainability, circular economy and corporate social responsibility

The Geelong Small Business Festival will be held between 12 - 23 August 2024, and all proposed events will be scheduled during this time.

Events should be free or low-cost and open for anyone to attend.

Events can be held online or in-person.

All in-person events will be held in one of three designated, accessible GSBF Venue Hubs within the City of Greater Geelong and Surf Coast Shire.

Proposed events should offer one (or more) of the following benefits for the local business community:

- Provide an opportunity to support, strengthen and grow local businesses by sharing practical advice, tips and insights based on your expertise
- Offer a platform for local business people to build networks and collaborate
- Connect people with business experts who can educate and advise them on their business
- Help improve the skills and capabilities of local business and their employees
- Empower and support people looking to start or grow a business

#### Application content

If your EOI submission is successful, we will use the information in your submission to create your event listing and event description, so some of the following information will be made public.

A copywriter will be engaged and may provide suggestions regarding your event title and descriptions.

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The Geelong Chamber of Commerce and the City of Greater Geelong are not responsible for applicant content or any omissions. Successful applicants will have the opportunity to update content before the program is available to the public.

### Assessment of EOI submissions

All EOI submissions will be assessed by the Geelong Small Business Festival (GSBF) Working Group, comprising representatives from the Geelong Chamber of Commerce and the City of Greater Geelong.

The GSBF Working Group reserves the right to accept or refuse EOI submissions based on a competitive assessment process, and according to which events they deem most suitable for this year's GSBF.

### Important dates and information

Expressions of interest open 2pm on Monday 29th April 2024 and close 5.00pm on Friday 17 May, 2024.

All applicants (successful and unsuccessful) will be notified via phone or email in the week commencing Monday 3rd June 2024.

Successful applicants will be invited to attend an information session on Thursday 6 June, 2024.

### Successful applicants

All successful applicants must commit to the timeframes set by the GSBF Working Group to assist with managing the GSBF.

Successful applicants are required to provide the GSBF Working Group information at the conclusion of their event, including the number of people who registered and attended.

### Scheduling of Events

**This year the GSBF Working Group will schedule all events within the festival dates 12-23 August 2024.**

**Applicants will have an opportunity to identify any dates/times that they are not available to present.**

Every effort will be made to accommodate successful EOI proposed event date/ time/ venue requests, however the GSBF Working Group reserves the right to propose changes to minimise clashes wherever possible and ensure it fits with the rest of the GSBF calendar of events.

### Event Hubs

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Based on our event feedback, participants expressed a strong preference for attending multiple events during the festival and favoured a central location. To address this, the Geelong Small Business Festival will be expanding its reach this year, running over two weeks from hubs located in Geelong, Torquay, and Drysdale. The majority of events will be held at the City of Greater Geelong Civic Precinct, Wurriki Nyal. This new approach allows us to create a dynamic festival timetable with consecutive and concurrent sessions, fostering a vibrant atmosphere for learning, networking, and engaging with businesses.

### Marketing and promotion

The Geelong Chamber of Commerce and the City of Greater Geelong reserve the right to use any successful applicant's event description and images to promote their events and the GSBF program via various media and promotional channels. We also reserve the right to request an alternative image or provide a stock image for your event if the one you provide is not suitable.

## Geelong Small Business Festival 2024 Submission

\* indicates a required field

### Applicant details

#### **Name of applicant business/organisation/group \***

Organisation Name

#### **Primary address**

Address

  

Any, but at least one field is required.

#### **Preferred contact number \***

Must be an Australian phone number.

#### **Email \***

Must be an email address.

#### **Website**

Must be a URL.

#### **Social Media Links**

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### Facebook

### Instagram

### Linkedin

### Have you hosted a GSBF event before? \*

- Yes  
 No

### If yes, please specify year and event name

## ABN Details

You must have an ABN to be eligible.

### ABN \*

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

## Contact Person

**Note:** This is the person that the GSBF Working Group will contact, if required, in regards to this application.

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**Name \***

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Position \***

**Preferred contact number \***

Must be an Australian phone number.

**Email \***

Must be an email address.

### Event details

**Event title \***

**Presented by (name of organisation) \***

**Event description \***

Word count:

Must be no more than 250 words.

**Please select one or more of the following GSBF aims that your proposed event will provide to local business/people \***

- Provide an opportunity to support, strengthen and grow local businesses by sharing practical advice, tips and insights based on your expertise
- Offer a platform for local businesspeople to build networks and collaborate
- Connect people with business experts who can educate and advise them on their business
- Help improve the skills and capabilities of local business and their employees
- Empower and supporting people looking to start or grow a business

**Please explain your selection/s from above \***

**The year the festival will be held during the 12th - 23rd August. Please advise any dates/times during the festival which you are UNAVAILABLE to present \***

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**Will your proposed event be held: \***

- in-person  
 on-line

**If in person, please specify your preferred GSBF Venue Hub**

- Geelong CBD - City of Greater Geelong (Wurriki Nyal)  
 Drysdale  
 Torquay

**Is your event free? \***

- Yes  
 No

**If no, please list the cost**

**Please attach event promotion image (high resolution image greater than 1080 pixels, please do not include a logo on image)**

Attach a file:

**Approximately how many people do you expect to attend your event?**

Must be a number.

## Certification and Privacy Information

\* indicates a required field

### Certification

I have read and agree with the EOI Conditions of application

**I agree \***

- Yes

**Name \***

Title      First Name      Last Name

  

**Date \***

Must be a date.

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### Privacy Collection Statement

The personal information requested on this form is being collected by the City of Greater Geelong (and shared with Geelong Chamber of Commerce\*) for the purpose of seeking suitable hosts to present at the Geelong Small Business Festival (GSBF) in 2024. If the personal information is not collected, we will not be able to assess eligibility for inclusion to the Geelong Small Business Festival. We will not disclose your personal information without your consent, except where required or authorised to do so by law. Our [privacy policy](#) is available on our website. If you wish to alter any of the personal information you have supplied to City of Greater Geelong, please contact us by sending an email to [privacy@geelongcity.vic.gov.au](mailto:privacy@geelongcity.vic.gov.au).

*\*The Geelong Small Business Festival is being run in partnership with the Geelong Chamber of Commerce, we will only disclose the information you provide to us to Geelong Chamber of Commerce. Your personal information will be disclosed to Geelong Chamber of Commerce only in relation to the primary purpose of collection. View the following link for Geelong Chamber of Commerce Privacy <https://www.geelongchamber.com.au/wp-content/uploads/2022/06/Privacy-and-Credit-Reporting-Policy-August-2015-unsigned-copy-.pdf> or contact [reception@geelongchamber.com.au](mailto:reception@geelongchamber.com.au)*

### Feedback

\* indicates a required field

#### **Where did you hear about the Expression of Interest for the 2024 Geelong Small Business Festival? \***

- Geelong Small Business Festival website
- Geelong Chamber socials
- City of Greater Geelong socials
- Eco Dev Geelong socials
- Newspaper
- Geelong Chamber newsletter
- City of Greater Geelong Eco Dev newsletter
- Geelong Chamber website
- City of Greater Geelong website
- Other: