Important information about this year's festival

* indicates a required field

Before completing this application, please read the following:

ABOUT THE GEELONG SMALL BUSINESS FESTIVAL
This year the Geelong Small Business Festival will celebrate its 10th anniversary.
Proudly presented by the City of Greater Geelong, in partnership with the Victorian Government, the festival brings together experts, businesses and people from across the region looking to improve and grow their existing businesses or even start a new business.
While things will be a bit different - and most events will be online - we still want to offer a range of practical, interactive and inspiring events for our region's businesses.
We aim to provide opportunities for businesses to reconnect and network, share their experiences, and improve their skills and knowledge.

KEY THEMES FOR THIS YEAR'S FESTIVAL:
- Business essentials post COVID-19
- Health and Wellbeing
- Growing your business, sales and expanding your networks
- Marketing, and promoting your business online (social and digital media)
- Starting a business
- Career development, leading and managing people

EVENTS AIMS:
- Support, strengthen and grow local businesses
- Provide opportunities to support local businesses through COVID-19
- Provide a platform for businesses to build networks, partnerships and collaborate
- Provide businesses with access to experts who can help drive and grow their business
- Help improve skills and capabilities of businesses and their workforce
- Provide opportunities to learn about improving business capability through innovation and creativity
- Empower, improve knowledge and support people looking to start or grow a business.

WHEN IS THE FESTIVAL HELD?
Normally throughout August, this year the festival will be held from 1 - 18 September.

HOW CAN MY BUSINESS OR ORGANISATION GET INVOLVED?
Consider hosting an event at this year's festival. To do so, your business or organisation needs to stage an event that:
1) Our business community will find inspiring, useful and practical
2) Aligns with our EVENT AIMS (above)
3) Is held online or can be delivered in a COVID safe way - subject to the latest Victorian Government health directions.

WHY SHOULD I HOST AN EVENT AT THE FESTIVAL?
There are many reasons, but here's a few:

- **Help** Geelong businesses recover and succeed post COVID-19
- **Grow** your business network
- **Build** your brand, profile and reputation to a ready-made audience
- **Showcase** your skills

**WHAT SUPPORT CAN I EXPECT?**

The City of Greater Geelong will provide a range of marketing and event support for event hosts.

**HOW ARE DECISIONS MADE ABOUT WHAT EVENTS ARE APPROVED?**

All expressions of interest are evaluated and assessed by a City of Greater Geelong working group. The group will consider:

- The type of event and topic proposed
- How it meets the themes and aims of the festival (listed above).

**IMPORTANT DATES AND INFORMATION**

- All applications are due by **5.00pm Friday 17 July 2020**
- Late applications cannot be accepted
- All relevant sections of the application form must be completed to be eligible
- Forms must be lodged online

* ○ Yes, I have read the information above

**Applicant's details**

* indicates a required field

**Name of group/organisation** *

**ABN**

Must be an active/current ABN

**Mailing address of host organisation** *

Address

Suburb State Postcode

**Email address of organisation**
Have you hosted an event at this festival before?

○ Yes
○ No

Key contact person's details

Name: *
Title
First Name
Last Name

Position

Day time contact number *
Must be an Australian phone number. Please include area code. Do not use brackets or hyphens

Mobile

Email *

Eligibility criteria

All event submissions will be reviewed and assessed by a City of Greater Geelong working group.

To be eligible to host an event as part of the Geelong Small Business Festival, your organisation must have an active ABN.

Key criteria for your event(s):

1. Your event can be hosted anywhere in Greater Geelong, as well as Torquay and Queensliff. Any proposed in-person events will need to be managed in accordance with the latest government health directions and in consultation with the City of Greater Geelong
2. Events are to be open for anyone to attend
3. Events are to be held at an accessible venue
4. Hosts are to use our centralised Eventbrite booking system for their event
5. Event hosts are to commit to Timeframes set by the City of Greater Geelong, to assist us with managing the Festival
6. Event hosts should be prepared to host their event online - if directed
7. Event hosts should actively promote their event(s) as well the wider Festival Program
8. Businesses or organisations should have a high-level of expertise and desire to share their knowledge and skills to help benefit others

What won't be approved:

• Product or sales pitch events
**Event submission (mandatory)**

* indicates a required field

Some of the information provided in this section will be made public. The City of Greater Geelong is not responsible for content (or omissions) listed by the applicant.

If your event is approved there will be an opportunity for you to update this section with more information.

**IMPORTANT INFORMATION**

Due to space and time limitations in this year's program, we cannot guarantee that repeat events will be listed. We **strongly urge** you to consider whether a repeat event is genuinely necessary.

We will also engage a copywriter who may make suggestions or changes to your event title and description.

<table>
<thead>
<tr>
<th>Event title *</th>
<th>Must be no more than 35 characters.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presented by (name of organisation/s) *</td>
<td></td>
</tr>
<tr>
<td>Date(s) of event(s) *</td>
<td>Please use this date format: SAT 15 OCT. Please separate multiple dates with a comma.</td>
</tr>
<tr>
<td>Start and finish times *</td>
<td>Please use this time format: eg 9.00AM - 10.00AM</td>
</tr>
<tr>
<td>Additional date and time information (if required)</td>
<td>If times vary between different event dates please list details here</td>
</tr>
<tr>
<td>Will your event be held in person OR online? *</td>
<td>☐ In person</td>
</tr>
<tr>
<td>Is your event free to attend *</td>
<td>○ Yes</td>
</tr>
<tr>
<td>If your event is not free to attend please list the cost</td>
<td></td>
</tr>
<tr>
<td>Are bookings required? *</td>
<td>○ Yes</td>
</tr>
</tbody>
</table>
It is generally advisable to request bookings to assist with planning and provide you with a means to reach prospective attendees should the details of your event change. If your event is approved the City will provide an eventbrite booking link for your event.

Contact number for bookings and general enquiries

Secondary contact number

Must be an Australian phone number. Please only list a secondary contact number if necessary

Contact email (if applicable)

Must be an email address.

Website (if applicable)

Must be a URL.

Event Description *

Must be no more than 250 words.

Anticipated event outcomes (mandatory)

* indicates a required field

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

a number

How will your event meet the aims of the Festival and benefit the business community? *

Agreement and Privacy Statement (mandatory)

* indicates a required field

THIS AGREEMENT MADE BETWEEN GREATER GEELONG CITY COUNCIL ABN 18 374 210 672 ("the Council") of 30 Gheringhap Street, Geelong and 'THE APPLICANT' named on this online form.
AGREEMENT

1. This agreement will only take effect if the Applicant’s submission is approved by the City of Greater Geelong.

FOR ALL APPLICANTS

1. The Council, its servants, agents and employees shall not be responsible at any time for any liability incurred or entered into by the Applicant as a result of or arising out of the Applicant’s responsibilities under this agreement.
2. The Applicant shall release and indemnify the Council, its servants, agents and employees against any claim, demand, liability, costs, expenses, actions arising out of or in any way connected with the activities of the Applicant, or the Applicant’s agents in consequence of this agreement except where the claim, demand, liability, costs or action are caused by the Council or its servants or agents.
3. The Applicant is required to recognise the Council as the coordinator of the Geelong Small Business Festival. Contact must be made with the appropriate Council officer to obtain the relevant logo and to ensure that the City sights and approves proofs of all materials prior to production.
4. Any variation of this agreement shall only be made in writing between the parties.
5. The Applicant will obtain any necessary Council permits or other permits for the event/program to take place. Any event/program/project that is to be held on Council property (this includes council owned buildings, parks and all other open space areas including the Geelong Waterfront) is required to have the approval of the Council Department that has asset management responsibility for the property.
6. Events must take place within the City of Greater Geelong, Queencliff or Torquay

PRIVACY COLLECTION STATEMENT

The personal information requested on this form is being collected by City of Greater Geelong for the purpose of compiling the Geelong Small Business Festival Program and/or assessment. If the personal information is not collected, we will not be able to include the event or assess eligibility for inclusion to the Geelong Small Business Festival. We will not disclose your personal information without your consent, except where required 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

PLEASE NOTE: Council does not provide funding support to organisations for the Geelong Small Business Festival events. This is the responsibility of the event holder.

Certification

I certify that to the best of my knowledge the information contained within this application is true and correct.
I confirm that I am authorised by my organisation to submit this application.

I agree
○ Yes
○ No

Your Name *

Your position *
Such as Program Officer, Chief Executive Officer

**Date you completed this form**