

LOVE LIVERPOOL: BUSINESS EVENTS GUIDE – EXPRESSION OF INTEREST

Located just 40 minutes south-west of the Sydney CBD, Liverpool is a conference city that ticks all the boxes. It's home to Western Sydney International (Nancy-Bird Walton) Airport, the Western Sydney Aerotropolis and the Liverpool Innovation Precinct, established in partnership between Liverpool City Council and local health, education and research institutions to harness the city's strengths and support economic growth.

Liverpool City Council is collaborating with other levels of government and the private sector to enhance Liverpool's standing as a great place to live, work, invest, study and visit.

Council's Destination Management Plan (DMP) is a five-year strategy which details Council's priorities for the development of the visitor economy in Liverpool, capitalising on the city's multicultural culinary and speciality retail offerings, vibrant arts scene and various recreation offerings that are enjoyed by people from all walks of life.

Marketing and promotion cemented in the DMP serves to enhance the profile of the Liverpool Local Government Area (LGA), building and strengthening community pride and raising investor confidence.

Council recognises that business events have the potential to deliver significant economic impact on a region, including increasing visitation and tourism spend, destination awareness and in boosting the visitor economy. To allow local businesses to reap the benefits of this industry, Council is seeking to secure and attract business events to Liverpool by showcasing the variety of facilities we have available.

About the Guide

The 'Love Liverpool: Business Events Guide' will be a key resource to assist event organisers in running a successful business event in Liverpool.

The guide will showcase Liverpool's potential as a business events destination and encourage the meeting, incentive, conference and events sector to choose Liverpool to host their event.

Council is providing advertising opportunities for local venues, accommodation, catering and event providers (details below) to be featured in this guide. The professionally designed document (up to 15 pages) will be available on Council's website and distributed to a range of organisations to consider Liverpool as the home of their next event. The guide will also be distributed to local companies to encourage them to 'support local' when running their events.

Expressions of Interest

Liverpool City Council is seeking expressions of interest from local businesses to be featured in our Love Liverpool: Business Events Guide. There is no cost associated with being included.

We are accepting EOIs from the following categories:

- Venues – with capacity to host a minimum of 50 people in a private space
- Accommodation - with a minimum capacity of 50 people

Applicants must be based in the Liverpool Local Government Area and are subject to Liverpool City Council approval.

Applications will be assessed based on the following criteria:

- Capacity – Venues & Accommodation providers must meet the above capacity requirements
- Location – Venues & Accommodation providers must be located in the Liverpool Local Government Area
- Social Media Presence – Venues & Accommodation providers must have a social media presence
- 3 star accredited accommodation rating (for accommodation providers) and overall quality of online ratings
- Testimonials – Two testimonials from clients on a business event that was held at the venue (to be provided in expression of interest). Council reserves the right to carry out due diligence when assessing applications, including but not limited to determining the validity or reliability of testimonials or any other information provided by the applicant in its application
- The total number of venues and accommodation providers received

All interested businesses are to submit an expression of interest to Jessica Bono, Business Events Officer, at BonoJ@liverpool.nsw.gov.au by 5pm, Wednesday 30 September 2020.

Successful expressions of interest will be contacted by 16 October 2020, upon which applicants will be required to provide more detailed information on their offerings.

Terms and conditions

By submitting an EOI, the applicant agrees to the following Terms and Conditions:

- The applicant acknowledges that submission of an EOI is used as an expression of interest only and does not guarantee that their activity will be included in the Business Events Guide (**Guide**). Council has the right to accept or decline EOIs
- The applicant acknowledges that their placement in the Guide is at the discretion of Council
- The applicant acknowledges and agrees that Council is not affiliated with the applicant in any way and that Council receives no benefit or interest from the applicant's services or business, whether or not the applicant's EOI is successful. Council has not independently reviewed the quality or regulatory compliance of any goods or services offered by the applicant and does not guarantee that the applicant's inclusion in the Guide will result in any trade or business
- The applicant further acknowledges and agrees that Council is creating the Guide in good faith and it is not Council's intention to promote any specific trade or business to the exclusion of others, and the Guide is not to be construed as such. The EOI has been offered to all businesses in the Liverpool LGA and applications assessed on set criteria
- The applicant agrees that it will not make any claim against Council should their application be unsuccessful and releases Council accordingly. Further, unsuccessful applicants must not do anything which, in Council's reasonable opinion would bring Council's reputation into disrepute or deemed detrimental to the success of the Guide
- The applicant agrees to cooperate with Council on all matters related to the delivery of the Guide

- Successful applicants agree to supply Council with high quality images, logo and relevant information for Council to design the Guide. Council will provide the applicant with a proof of the design
- The applicant must adhere to all deadlines set by Council which will be provided to applicant at the acknowledgement of a successful EOI
- Image and content requirements – successful applicants will be contacted with the image specifications to feature in the Guide. This includes bleed, resolution, colour, ink coverage, type. The successful applicant must be able to deliver images according to Council's required specifications

The applicant understands that Council reserves the right to cancel the application (and its inclusion in the Guide) if the applicant does not comply with Council's requirements or these terms and conditions.

Please complete the EOI form on the next page and submit to Jessica Bono, Business Events Officer, at BonoJ@liverpool.nsw.gov.au.

Submissions are due by 5pm, Wednesday 30 September 2020.

Expression of Interest – Love Liverpool: Business Events Guide	
Business Trading Name	
Australian Business Number (ABN)	
Contact Name	
Contact Number	
Contact Email	
Business Address (to be published in guide)	
Business Phone Number (to be published in guide)	
Business E-mail (to be published in guide)	
Social media links: (Instagram, Facebook, website)	
<p>What service do you provide?</p> <p><i>Please highlight/circle the relevant category</i></p>	<ul style="list-style-type: none"> • Venues – with capacity to host a minimum of 50 people in a private space • Accommodation - with a minimum capacity of 50 people
<p>Business Description</p> <p><i>Please provide a 250-word description of your services and what you offer</i></p>	
<p>Promotional Images</p> <p><i>Please provide a minimum of 3 high resolution images (300 dpi, at least 1MB) of your offerings. These will be included in the guide</i></p>	<p><i>Please attach images to the email with the completed Expression of Interest form.</i></p>
<p>Additional Documents to provide (if applicable)</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Certificate of Currency for Public Liability Insurance <input type="checkbox"/> Most recent Health Inspection Report (less than 12 months old) <input type="checkbox"/> High resolution Business Logo (.eps or .png file) <input type="checkbox"/> Accommodation providers– Details on number of rooms and room configuration <input type="checkbox"/> Accommodation providers– Accredited Accommodation Star Rating <input type="checkbox"/> Venue providers – Breakdown of spaces including capacities under different room configurations e.g cocktail, banquet <input type="checkbox"/> Venue providers - Two testimonials from clients on a business event that was held at the venue

<p>Would you like to be included in Council's online Local Business Directory?</p>	<p>YES NO</p>
<p>Terms and Conditions</p> <p><i>By submitting an EOI, you agree to the Terms and Conditions outlined here.</i></p> <p><i>Please indicate your acceptance of the Terms and Conditions by putting your name and the date below</i></p> <p>Applicant name:</p> <p>Date:</p>	<p>By submitting an EOI, the applicant agrees to the following Terms and Conditions:</p> <ul style="list-style-type: none"> • The applicant acknowledges that submission of an EOI is used as an expression of interest only and does not guarantee that their activity will be included in the Business Events Guide (Guide). Council has the right to accept or decline EOIs • The applicant acknowledges that their placement in the Guide is at the discretion of Council • The applicant acknowledges and agrees that Council is not affiliated with the applicant in any way and that Council receives no benefit or interest from the applicant's services or business, whether or not the applicant's EOI is successful. Council has not independently reviewed the quality or regulatory compliance of any goods or services offered by the applicant and does not guarantee that the applicant's inclusion in the Guide will result in any trade or business • The applicant further acknowledges and agrees that Council is creating the Guide in good faith and it is not Council's intention to promote any specific trade or business to the exclusion of others, and the Guide is not to be construed as such. The EOI has been offered to all businesses in the Liverpool LGA and applications assessed on set criteria • The applicant agrees that it will not make any claim against Council should their application be unsuccessful and releases Council accordingly. Further, unsuccessful applicants must not do anything which, in Council's reasonable opinion would bring Council's reputation into disrepute or deemed detrimental to the success of the Guide • The applicant agrees to cooperate with Council on all matters related to the delivery of the Guide • Successful applicants agree to supply Council with high quality images, logo and relevant information for Council to design the Guide. Council will provide the applicant with a proof of the design • The applicant must adhere to all deadlines set by Council which will be provided to applicant at the acknowledgement of a successful EOI • Image and content requirements – successful applicants will be contacted with the image specifications to feature in the Guide. This includes bleed, resolution, colour, ink coverage, type. The successful applicant must be able to deliver images according to Council's required specifications • The applicant understands that Council reserves the right to cancel the application (and its inclusion in the Guide) if the applicant does not comply with Council's requirements or these terms and conditions