



Christmas in Winchelsea
PO Box 43
WINCHELSEA VIC 3241
secretary@growingwinchelsea.com
www.growingwinchelsea.com

Tender Brief – Project Coordination Services

Project: *Christmas in Winchelsea – A Season to Sparkle*

Issued by: Growing Winchelsea Inc.

Date of Issue: 14 October 2025

Closing Date for Expression of Interest: 5.00 pm, 30 October 2025

1. Background

Christmas in Winchelsea – A Season to Sparkle aims to become an annual community celebration, bringing together residents, visitors, community groups, and local businesses through a series of festive events, including:

- Winchelsea Christmas Elf Trail
- Christmas Market
- Lions Club Christmas Lights Competition
- Carols by the Barwon
- Twinkle Trees on Main
- Carollers around the Town

The 2025–26 program will run from **November 2025 to February 2026**, fostering community spirit, supporting local business engagement, and promoting Winchelsea as a vibrant regional destination. Organising has commenced with a number of planning committees already working hard.

2. Purpose of Tender

Growing Winchelsea Inc. invites submissions from suitably qualified individuals or organisations to provide **Project Coordination Services** for the *Christmas in Winchelsea – A Season to Sparkle* campaign.

The appointed Project Coordinator will oversee planning, coordination, stakeholder engagement, and reporting to ensure the successful delivery of the initiative. Collaboration with local businesses, community groups, and event partners will be essential.

All processes and supporting documentation developed must be designed for future use by subsequent committees. Any intellectual property created during the project will remain the property of **Growing Winchelsea Inc.**

3. Scope of Work

The Project Coordinator will:

- Develop a **detailed project plan** in partnership with event organisers, outlining key timelines, resource requirements, and delivery methods.
- Finalise sponsorship agreements and ensure sponsor expectations are met.
- Oversee all campaign activities from **November 2025 – January 2026**, liaising with stakeholders, planning committees, and managing logistics.
- Collaborate with *Elf on the Shelf* organisers and the *Winchelsea Star* to promote participation and advertising opportunities in a special feature (including 500 extra copies for community distribution).
- Work with community organisations including:
 - Winchelsea Lions Club
 - Winchelsea Men's Shed
 - Surf Coast Shire Council
 - Growing Winchelsea Inc.
- Coordinate marketing and publicity through social media (including the *Christmas in Winchelsea* Facebook page), press releases, and community newsletters—working closely with **Nogueira Photography**.



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- Liaise with the Secretary/Treasurer of Growing Winchelsea regarding **budget tracking** and ensure adherence to approved funding.
- Provide **progress updates** at agreed milestones.
- Deliver a **final report** including evaluation, outcomes, and handover documentation.

4. Deliverables

- Approved detailed project plan – *by 10 November 2025*
- Mid-term progress report – *by 16 December 2025*
- Final report, evaluation, and handover documentation – *by 1 February 2026*
- Evidence of stakeholder engagement and participation levels

5. Indicative budget / Payment Schedule

An indicative budget for coordination services is \$2,500 - \$3,500. Payments will be made in three instalments:

- On engagement – **20%** of total contract value
- At mid-term milestone (December 2025) – **50%**
- Upon presentation of final reports & documentation – **30%**

6. Expression of Interest Requirements

Submissions must include:

- Australian Business Number (ABN)
- Evidence of current insurance cover (Public Liability and Professional Indemnity, as applicable)
- Details of relevant experience in event coordination, community engagement, and stakeholder management
- A proposed methodology and plan for delivering outcomes
- Demonstrated capacity to collaborate with diverse community organisations
- Proposed timeline and availability
- Fee proposal (inclusive of GST), aligned with the payment schedule

7. Evaluation Criteria

Submissions will be evaluated based on:

- Relevant experience and demonstrated success in similar projects
- Quality, clarity, and feasibility of the proposed delivery plan
- Understanding of project objectives
- Value for money
- Capacity to effectively collaborate with community stakeholders

8. Contact for Queries and Submissions

Elaine Atkinson

Secretary / Treasurer – Growing Winchelsea Inc.

0458 009 616

secretary@growingwinchelsea.com