

## EXPRESSION OF INTEREST

### – PARTNERSHIP EVENTS FOR ADULT AUDIENCES

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As per our *Sponsorship and Partnership - Policy and Guidelines (July 2020)*, Geelong Regional Library Corporation (“GRLC”) will identify and plan partnership events and activities with corporations or other business, government or community organisations to either support existing programs or to develop and implement new programs which align with the vision and mission of GRLC.

#### OUR AIM

GRLC is committed to offering events that are responsive to the community and aim to increase reading, information and digital literacies, lifelong learning, build skills, enhance social connectedness and enable the sharing of knowledge.

As outlined in our *Connecting and Thriving GRLC Library Plan 2021-2025*, events, programs and activities held within our libraries should contribute to the following strategies:

- Community – address local needs and provide local solutions – customise aspects of library collections and programs to support local priorities and issues.
- Places and Spaces – actively reflect the unique character, stories and cultural heritage of local places through library programs, collections and spaces.
- Our People – build a culture of inspiring regional leaders – maintain our digital literacy and communication skillset, instilling confidence in the delivery of in-house and outreach programs across all platforms.
- Regional Leadership – in digital access, learning and creative expression – host innovative digital programs and events that connect thought leaders and contemporary ideas, resulting in new regional opportunities.

#### SELECTION CRITERIA

GRLC considers events which:

1. Enhance access and connect audiences with the Geelong Regional Library Corporation’s Collections and the region’s history
2. Engage the community in public conversation on contemporary issues of importance to them
3. Promote the library as a place of innovative thinking and robust discussion
4. Contribute to our emphasis on lifelong learning and community engagement
5. Involve prudent use of public resources and work within our events program schedules

Of particular consideration should be:

- Potential to engage with the community and support the development of a vibrant, culturally connected community within the broader Geelong region
- Relevance of the Event for Aboriginal & Torres Strait Islander and/or CALD (Culturally and Linguistically Diverse) people in our community
- Aspects of inclusivity and accessibility, including suitability for people living with disabilities

- Community enthusiasm for the event topic/content
- Focus on our communities' health and well-being

## **ELIGIBILITY**

- This Expression of Interest ("EOI") process is aimed at community groups and organisations wishing to hold events designed for an adult audience. These EOI's are open for a set period at the beginning of each calendar year.
- If you are an individual wishing to hold an event with us, please see our [Adult Event Expression of Interest form](#), available on our website and submittable on an on-going basis throughout the year.
- If your event is aimed at a children's or youth audience, we have a [separate EOI process](#) and information is available on our website or by emailing [cysmanager@grlc.vic.gov.au](mailto:cysmanager@grlc.vic.gov.au)
- Due to the high demand, Partnership Events are usually limited to one event per organisation per year.
- Preference is given to groups and organisations operating within the region serviced by GRLC (on behalf of our five member councils: Borough of Queenscliffe, City of Greater Geelong, Colac Otway Shire, Golden Plains Shire and Surf Coast Shire).
- In line with our emphasis on inclusivity and accessibility, Partnership Events offered by GRLC are traditionally offered free of charge (or at very low cost) to attendees.
- We encourage all attendees to our Partnership Events to be GRLC Members. Library Membership is free and it's quick and easy to sign up online.

## **FEES**

If your event is selected to be presented as part of our Adult Events Program there is usually no fee to hire event space. Depending on the details of your event request, a contribution towards staffing costs may be required.

Event presenters are responsible for all external costs associated with their event and for any launch expenses relating to catering/refreshments. Please note there are catering restrictions at Geelong Library & Heritage Centre, please email [events@grlc.vic.gov.au](mailto:events@grlc.vic.gov.au) for more information.

Please note, GRLC will not administer sales or facilitate payment for any goods on behalf of the presenter.

## PARTNERSHIP EVENT APPLICATION FORM

### CONTACT INFORMATION

Organisation or Business Name: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Company ABN: \_\_\_\_\_

### EVENT DETAILS

Proposed Event Title: \_\_\_\_\_

Event Description (100-200 words please):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event Preferred Date and Time: \_\_\_\_\_

\_\_\_\_\_

Event Preferred Location/s:

\_\_\_\_\_

\_\_\_\_\_

If Online, preferred delivery platform (eg. Zoom): \_\_\_\_\_

**N.B. Event Recording** - Many of GRLC's online and in-person events are recorded. Please tick the below boxes to confirm that you agree for us to record and share the video/audio recordings via our website and our YouTube channel for availability on demand

I agree to the sharing of video content     I agree to the sharing of audio content

**ABOUT THE PRESENTER**

What other events have you held? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What professional training have you undertaken? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Have you received any awards or media coverage for your area of interest? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**FEES**

Are you proposing to charge a fee for participants (please note the majority of GRLC events are free of charge)? \_\_\_\_\_

\_\_\_\_\_

**RISK ASSESSMENT**

Please identify any possible risks and suggest strategies to minimise risks \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have your own public liability insurance to cover this event/activity? \_\_\_\_\_

**STRATEGIC OBJECTIVES**

Please indicate how your event aligns with the GRLC’s strategic objectives for adult events, as outlined above: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## CROSS-PROMOTION

Please note that the GL&HC will include details of the Partnership Event on our website and where practicable in other marketing materials.

What marketing activities will you be undertaking to promote the event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please provide your social media links:

Website \_\_\_\_\_

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

We agree to including the acknowledgement “Presented in Partnership with Geelong Regional Libraries” in all marketing and promotional material

We agree to the inclusion of the GRLC logo as supplied, where possible, in all marketing and promotional material

## SUPPORT MATERIAL

Please note, you will be required to submit supporting material including high resolution images (of at least 1MG in size) upon acceptance of your request.

Feel free to attach further documentation to support your expression of interest.

Please send your completed Partnership Event Expression of Interest form to [events@grlc.vic.gov.au](mailto:events@grlc.vic.gov.au) and we will respond as soon as possible. Incomplete application forms cannot be considered.