

PRESENTED BY

Central
Coast
Council

live well

Central Coast

**CENTRAL COAST COUNCIL
LIVE WELL CENTRAL COAST 2021**

Program Expression of Interest
21 March – 28 March

**FREE
EVENT**

1. INTRODUCTION

Live Well Festival is back again in 2021, with the proposed festival running over a week period commencing on Sunday March 21.

NSW government restrictions will be monitored in the lead up to the event to determine whether the event can progress in it's current live format including the week of programming and event day or whether this will need to adjusted to deliver a safe COVID-19 program for community to enjoy!

Regardless of the event format, the festival still aims to deliver on the same objectives for the Central Coast Community including:

- Getting the Central Coast more active and healthier.
- Driving business for local health and wellbeing businesses.
- Giving businesses a platform to showcase their business offerings.
- Offering engaging content and activities to the Central Coast Community.
- Driving participation in health based activities.

If government restrictions permit, the event day will be on Sunday March 28 and will showcase a full day program centred around fitness, meditation, spiritual health, healthy food, and education through key-note guest speakers, activities, workshops plus more.

This expression of interest is seeking:

- Businesses to be involved in Live Well week through offering sessions or workshops at their place of business, which will be promoted in the program.
- Guest speakers and physical activities in the outlined event zones for the event day.
- Involvement in an adjusted format to be confirmed pending NSW Government restrictions.

LIVE WELL EVENT HUBS

The program will be broken down in the following HUBS:



- **EAT** – Learn about good nutrition and the role of food in your everyday life.



- **MOVE** – Get your body moving with an array of physical activities and sessions.



- **THINK** – Learn how to look after you on the mental, physical and spiritual level.



- **EARTH** – Take a look at how we live and the ways we can love our earth.

Please consider which hub would be most suitable to your activity and identify this in your application.

2. WANT TO BE INVOLVED?

WEEK PROGRAM

- Businesses are encouraged to incentivise involvement in the program such as discounted memberships or free sessions which will be included in the program. Organisation is to manage this process.
- Businesses can look to put a maximum of three entries in the week of programming. Session timings to the discretion of business, however around one-hour sessions are recommended.
- Businesses will to be involved in an alternate concept.

EVENT DAY

Stage Speakers and Activity Zones

- Organisations can apply for the below areas;
 - Stage programming - focused on the THINK and EAT concepts.
 - Activity Zones – focusing on MOVE concept, with a kids and adult area.
- Presentations should be around 30 minutes in length, with Central Coast Council (CCC) reserving the right to adapt timings to fit within overall program.
- CCC will provide basic audio visual and staging, with exact specifications communicated to successful applicants. Please consider staging and power needs, as well as any other requirements (i.e. cooking preparation areas). This should include sound, lighting, footprint and space requirements etc.
- All utensils and ingredients to conduct the session must be provided by organisation.
- Topics should be of a relevant nature to the event, or event hubs and stages identified above.

All above considerations addressed in the on-line application, and organisations can apply to be involved with both.





3. BENEFITS

As part of your involvement in the event you will receive the below:

- Your session or workshop included in the program.
- Event poster to be distributed to local business and cafes around the Central Coast.
- Social media exposure to an audience of over 35,000 people including 1 x social media post per organisation on the Live Well Facebook event page.
- Exposure on event day to over 3,000 event attendees.
- All organisations involved will receive a complementary 3x3 space for a stall on the event day.

4. TIMELINE

EOI's are now open and close 30 October 2020 at 2pm. Please allow one month after the closing date for us to confirm whether you have been successful.



5. PROPOSAL

This year the application has moved to an online form.
To lodge your application please **click here**.

All applications are to be submitted by 30 October 2020
at 2pm.

The application process will require:

- A description of the concept, session and any other activity.
- The proposed hub or stage the session is relevant to and proposed timings.
- Social media channels, website and following of the organisation.
- Any technical, sound, lighting or other requirements from CCC, noting the clause above.
- Risk assessment for your activity and risk waivers to provided.
- Upload all documentation including public liability, workers compensation (if applicable), general terms and conditions for your members, waivers etc.

6. CONTACT

Please contact Jesse Canning if you have any questions:

E: jesse.canning@centralcoast.nsw.gov.au

P: 0447 527 083

