



WELLINGTON
SHIRE COUNCIL

The Heart of Gippsland



S A L E, V I C T O R I A
AIRSHOW

Introduction

Wellington Shire Council is seeking Expressions of Interest from suitably qualified event organisations to deliver the Sale Airshow 2022. The event is to celebrate the completion of 100 years of the RAAF, which has a substantial airbase at East Sale. It is anticipated that the RAAF would be an active participant at the event which is being held on the Council owned and operated the West Sale Airport, approximately 8 km from Sale in Gippsland. The event is scheduled to run on the ANZAC Day weekend, 22-25 April 2022. Council would expect the event deliver to work with council to provide a significant regional event that could become an annual or bi-annual occurrence.

West Sale Airshow – ANZAC Weekend 2022

Wellington Shire Council is in the early stages of planning a two-to-three-day Airshow for the ANZAC weekend 2022. The show will primarily take place over Saturday and Sunday April 23 and 24. We anticipate early arrivals on the Friday as well as visitors staying to take part in ANZAC Day commemorations on Monday 25th.

This event will be designed to showcase the aviation capability and heritage of the Wellington region, acknowledge our long history with the RAAF and expose Wellington to a national audience.

The RAAF base at East Sale and the well-resourced civil airport at West Sale (WSA) provide the opportunity for an Airshow or fly-in style event that has the capacity to attract significant visitation and to provide recognition for the area.

Objective:

- Showcase West Sale Airport, RAAF, Wellington and Gippsland aviation industry and general lifestyle offering
- Reinforce “The Middle of Everywhere Brand”
- Act as an economic driver post drought, bushfire and COVID
- Community connectivity and pride
- Increased overnight stays
- Injection of external money into our economy
- Additional awareness of region and its surrounds
- Activation of the West Sale Airport
- Creation base for an ongoing hallmark event

Why now:

- Help increase and restore the economic activity within the Wellington Shire after drought, bushfire and COVID-19 economic downturn.

- Further promote investment in West Sale Airport, and the Wellington Shire as a business and tourist destination.
- Celebrate locally the centenary of the formation of the RAAF
- Aligns with Council Plan 5.3.3 – Position WSC as an Events Destination. Council Plan 1.2.3 – Assist Local Clubs to deliver a diverse range of events, 5.2 Use a targeted approach to attract new business investment to Wellington Shire, to support population growth.

Target market:

- General Public
- Aviation enthusiasts
- Automotive enthusiast
- Military enthusiasts
- Local businesses
- Non-local businesses
- Past and present RAAF personnel

Future years events will depend on the success of year one, however, Council is willing to stage a biennial event, should the 2022 be deemed a success.

Wellington has always had a strong connection to the RAAF; an event such as this continues to build on that connection and the pride we feel in being the home to the new 1FTS for initial pilot training as well as other training squadrons. The RAAF have agreed to support the event with static display as well as fly overs including planes not usually seen in Gippsland. In addition to standard aircraft static displays, we hope to secure RAAF rescue helicopter, bomb disposal robot and possible bushfire bombing exercises.

In addition to the appeal of an Airshow, this event will be marketed as a “Return to Sale” event to encourage those who have trained/worked at East Sale over the years to return to the region, reconnect and show loved ones around. Sale RSL would act as a hub for the component of the weekend. Tours of the RAAF base East Sale may also be conducted for returning personnel.

Paul Bennett has been booked for the weekend. Paul Bennett Air Shows is a company that specialises in organising and providing stunt and vintage aircraft for Air Shows across Australia.

Potential Air Display Participants:

- Paul Bennet Air Shows
- RAAF – Current RAAF aircraft & static displays
- Yarram Aero Club
- Jeff Trappett Latrobe Valley - DC3, Sabre, Vampire

- Temora aviation museum
- Latrobe Sky Diving
- Fire bombers

Trade show and market will also be in place with defence, aviation, returned service and support groups as well as displays from groups based at West Sale such as the Armed Forces Museum, CFA and ESSO Underwater Training facility. This facility provides underwater escape training for individuals tasked with maintenance and operation of ESSO's off-shore assets and is on site at West Sale.

Local companies such as Defendtex, who specialising in high end defence technology and Bambach Cables (both recent arrivals to Wellington Shire) will be invited to be onsite.

We anticipate trade show support from local aviation companies including:

- Lockheed Martin Australia
- Jet Aviation Australia
- Pilatus Defence Australia
- CAE Australia

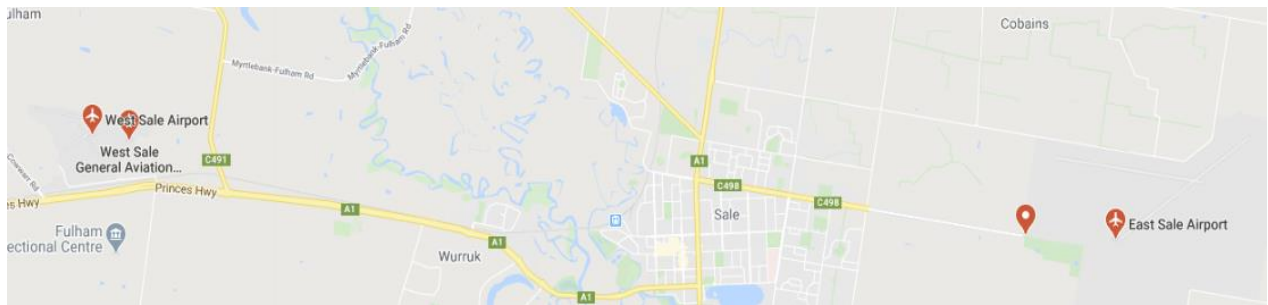
Local club involvement will include:

- Gippsland Vehicle Collection to bring a 'Wings and Wheels' display to the Airshow and possible tarmac races between aerial displays
- Gippsland Sky Photo who specialise in drone photography
- Aeromodellers Club, located in Sale, and involved with flying model aeroplanes
- TAFE Gippsland who have a department dedicated to Aviation training
- Yarram Aero Club a community group from Yarram comprising of members with a passion for aviation
- RaAus, Recreational Aviation Australia

Air Show Event – necessary requirements

Wellington Shire Council regard the air show as a potential hallmark event for the region. The final format of the event is up to the Event Provider. Council have conducted initial investigations and anticipate a multi-day event, with participation by visitors who fly in or arrive by vehicle. As the home of all Defence basic pilot training in Australia, the RAAF have indicated their willingness to take part. In addition to RAAF attendance, there should be aerobatics and air displays, along with trade and static displays on the ground. Over the weekend visitation would exceed 5,000 paying visitors and the event would potentially attract regional and interstate news. A significant

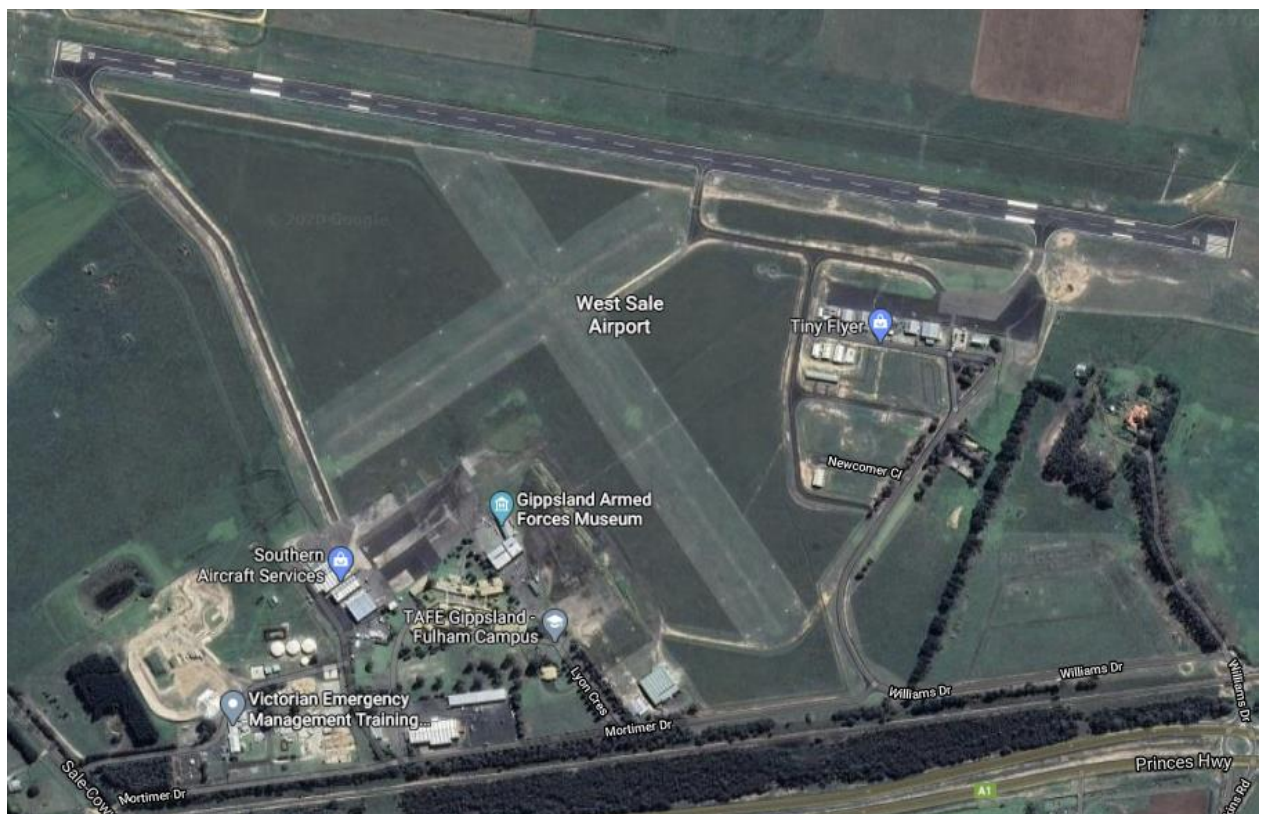
motoring heritage in the region lends itself to incorporating a “wings and wheels” element and initial discussions have been held with the Maffra Motoring Museum.



The Site

West Sale Airport is approximately 180 hectares, located on the Princes Highway, 8 Kilometres West of Sale and approximately 2.5 hours from Melbourne.

The site includes sealed roads, some parking areas, power and water.



Requirement

- Work closely with Council and Councils Airport Manager to ensure the success of the event
- Plan and design the Event including development and management of the program taking into account the work Council has already done in this space

- Prepare and approved COVID safe plan
- Manage Bump-in/out – including site supervision, safety, installation to the approved plan
- Manage the event during operation, including all aspects of the event
- Manage or direct air displays
- Create and implement the event safety plan under the management of a safety officer
- Engage with all identified stakeholders including:
 - o Airport Manager, CASA, RAAF, local aero clubs and other regular air operators such as RFDS and Air Ambulance
 - o Onsite aviation businesses to minimise any disruption
 - o Emergency services and the creation of an Event Emergency centre.
- Ensure safe crowd management and movement
- Co-ordinate Staff and Volunteers
- Ticket sales and Ticketing on the event days
- Deliver marketing and communications
- Liaise with necessary authorities and stakeholders (VicRoads, Council etc.)
- Manage all Funding and Sponsorship
- Report the budget and expenditure

Desirable Attributes of an event delivery company

- Experience in successful Event delivery
- Experience in Air shows and/or motor vehicle shows
- Demonstrated Financial Capacity
- Staff experience and capacity
- Ability to work with Stakeholders to deliver an event
- Necessary Insurances and Accreditation
- Uses local resources where possible

Finance

The response to the EOI should outline an event budget.

It is expected the Event Deliverer will raise the necessary funds from ticket sales, sponsorship, site sales and funding applications to the relevant funding bodies. The event deliverer must demonstrate the ability to raise the necessary funds. The event deliverer will be financial responsible for ensuring all funds are collected and paid out.

Paul Bennet costs as per quote to be covered by WSC.

The response should include an estimate of unique attendees broken up by categories of Local, Intrastate, Interstate and International. A major driver for the event is the economic benefit associated with visitors and the effectiveness in attracting visitors to the region will be a key performance indicator.

Use of local suppliers and partners is preferred and your response should outline the policy and any specific local event partners.

Insurance and mitigation requirements

Public Liability – min \$20 million

Professional Indemnity – min \$5 million

Event Insurance – covering the event period

Volunteer and staff Insurance

Evaluation Criteria

1. Ability to satisfy Essential Criteria
2. Financial Capacity
3. Experience

Expressions of Interest to be received by 5pm June 4th via email: ashleys@wellington.vic.gov.au

For all enquiries, please contact:

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