

# New Year's Eve 2021



# Industry Engagement

PRODUCED BY



**ACT**  
Government

STRATEGIC PARTNER



Australian Government  
National Capital Authority



# OVERVIEW

New Year's Eve 2021 will be Canberra's first major event following this year's ACT COVID-19 lockdown, and will be an important occasion for the city as it emerges from a challenging year.

Canberrans will be invited to celebrate by enjoying a family and community evening picnicking along the shores of Lake Burley Griffin from 6pm and bringing in the New Year with fireworks displays at 9pm and midnight.

One of Events ACT's key objectives as we emerge from the pandemic is to stimulate economic activity in the city through encouraging industry involvement in Events ACT events.

We are inviting the local hospitality industry and businesses to be part of this year's New Year's Eve celebrations by developing promotional activities, activations, pop up events and special packages targeting event attendees, both Canberra residents and interstate visitors, who wish to picnic at the lake prior to viewing the fireworks, or dine or stay overnight in the city.





# OPPORTUNITIES FOR INDUSTRY INVOLVEMENT

Businesses are encouraged to develop offers, packages and specials to encourage attendance at the event while stimulating business activity.

Here are some ideas to consider:

- Foreshore based hospitality businesses hosting in-house activities with ticketed events, dinners, themed parties
- Hospitality businesses setting up pop up bars or food outlets at locations around the lake
- Hospitality and catering businesses offering take-away food hampers, grazing boxes or cocktail mixes for event goers to purchase for their New Year's Eve picnic
- NYE dinner, drinks and fireworks viewing packages for city and lakeside venues with viewing areas that will have line of sight of the fireworks
- Restaurants around the city and lake to offer NYE specials to encourage people to dine out prior to going to the lake or viewing area to witness the fireworks
- Accommodation properties selling New Year's Eve packages for dinner, drinks, fireworks viewing and overnight stays
- Catering suppliers and operators within lakeside national attractions creating specialty dinners and exclusive New Year's Eve events.





# MARKETING

Participating businesses will be able to capitalize on the Events ACT marketing campaign driving attendance at the event, and reach the Events ACT audience of both residents and visitors through promotion of the NYE offerings on the Events ACT website and social channels.

Marketing activity will include details of industry involvement, local activations, packages and offerings, however participating businesses will be encouraged to also conduct their own marketing activity to promote their individual offerings.

Participating businesses will receive the following:

- New Year's Eve toolkit with promotional assets, social media assets and a style guide
- New Year's Eve poster to promote the event at your premises (if applicable)
- Listing on Events ACT website with details of promotional offer
- Inclusion in Events ACT eDM on New Year's Eve activation or offer



# EVENT DETAILS

Please consider the following event details when developing your ideas for activation.

- The fireworks barges will be located in the central, west and east basins, with synchronised displays across the lake. This will allow for maximum viewing opportunities and reduce crowding around the lake, while the two separate shows at 9pm and midnight will cater for a wide audience including families with children.
- There will be no main stage at any of the locations, but local musicians and performers will be engaged as busker-style entertainment to create a festive atmosphere at various sites on the lake foreshore.
- The event is being organised with the guidance of ACT Health to deliver a COVID safe post lockdown party for the entire Canberra community.



# KEY CONSIDERATIONS

- There is no cost to businesses to be involved. We want you to drive revenue generating opportunities and receive maximum benefit from the night.
- Businesses should be aiming to contribute to the festivities by bringing the city and suburbs to life on New Year's Eve.
- The proposals should promote your business and drive engagement in the New Year's Eve Event.
- Offers should be trackable – for example: using a promotional code or measuring attendance or sales figures.
- This is not a sponsorship or partnership arrangement, and businesses should not promote themselves as such.
- COVID Safety plans and applicable regulatory compliance remain the responsibility of all businesses wishing to be involved.
- Ensure you have an approved COVID Safety plan in place and your event is compliant with the latest ACT Health COVID guidelines – available [here](#)



# NEXT STEPS

## DEVELOP YOUR NYE EVENT

- Be creative, we want Canberra businesses to benefit from the spectacular.

## PERMISSIONS AND PERMITS (continued on next page)

Depending on what you wish to do for the night, you may need further approvals, please check below.

- **If you want to hold an event in your existing location / premises**

If you are activating inside your existing premises, you may not need to seek any further approvals. If your event fits within your existing regulatory controls, you should be good to go.

- **I want to activate outside my premises**

It's as simple as contacting the Outdoor Activation Taskforce (OAT) on [oat@act.gov.au](mailto:oat@act.gov.au). Let them know what you are proposing, and they will provide the necessary assistance on regulatory requirements.

- **My business is based in the city, how do I find out more?**

In the first instance contact the City Renewal Authority (CRA) on [cityrenewal@act.gov.au](mailto:cityrenewal@act.gov.au) to discuss your plans.





# NEXT STEPS (cont)

- **I want to create a NYE Event in a lakeside location:**

In the first instance contact the National Capital Authority (NCA) on [NCA.Events@nca.gov.au](mailto:NCA.Events@nca.gov.au) to discuss your proposal and suitable sites.

Contact the Outdoor Activation Taskforce on [oat@act.gov.au](mailto:oat@act.gov.au), let them know what you are proposing, and they will provide the necessary assistance on regulatory requirements.

## PROVIDE DETAILS TO EVENTS ACT

- Follow this [LINK](#) to provide us with details of your activation/promotion and information and images for us to use in our promotions on the Events ACT website and social channels.
- In addition to Events ACT marketing, participants should also promote their offer through their own social media and website.

## IF YOU HAVE FURTHER QUESTIONS

### **Attend a Briefing Session**

- Please follow this [LINK](#) to register your interest in attending an Industry Engagement briefing session. Briefing sessions will take place in November to help answer your questions and assist you to develop opportunities for New Year's Eve.



# FREQUENTLY ASKED QUESTIONS

- **Is there a cost to my business to be involved?**

No, there is no cost. Our intention is to drive economic activity for participating businesses.

- **What do you mean by a self-managed COVID Safe event?**

Events ACT is not operating a defined event site. We are providing the fireworks and some supporting infrastructure (extra toilets, first aid tents, and security at select locations). Attendees gathering at the lakeside to view the fireworks are responsible for their own COVID safety (e.g. abiding by all current ACT Health Public Health Directions, ensuring they picnic a safe distance from other members of the public and generally limit crowding where possible.)

- **Events ACT:**

- will not be actively monitoring the lake side;
- will be working with ACT Policing on crowd control
- will not be responsible for any COVID safety requirements other than for the first aid contractors and those related to the installation and cleaning of extra toilet facilities

- **Will there be crowd control?**

Events ACT has liaised with ACT policing on planning, but no specific crowd control mitigations are being implemented by Events ACT.



# FREQUENTLY ASKED QUESTIONS (cont)

- **Do I need a COVID Safety plan for the night?**

You will need a COVID safety plan, but you may not be required to seek an exemption from ACT Health for your event/activity.

- More information can be located at [COVID safe events - COVID-19 \(act.gov.au\)](https://www.act.gov.au/COVID-safe-events) and you should review the ACT Health website in detail for further information specific to your event or undertaking.
- If your business is providing food/beverage or other business services the ACT Public Health Direction requires all venues, facilities and businesses that are permitted to open to develop and follow a COVID Safety Plan. You should review the COVID-19 [Home - Business Hub \(act.gov.au\)](https://www.act.gov.au/COVID-19-Home-Business-Hub) page for details specific to your business undertaking.

- **Where can I find further information?**

Briefing sessions will take place in November to help answer any additional questions and assist you to develop opportunities for New Year's Eve. We will have representatives from Events ACT, the Outdoor Activation Taskforce (OAT), CRA and NCA present to deal with your enquiries. Please follow this [LINK](#) to register your interest in attending the sessions.



# FREQUENTLY ASKED QUESTIONS (cont)

- **How do I register my activation/promotion?**

Please follow this [LINK](#) to provide the information about your activation. We will use this information in our marketing of your event so please provide information and images as soon as you can.

- **How do I get featured in the Events ACT marketing activity?**

Follow this [LINK](#) to provide copy and images for Events ACT to include on our website. We will also feature as many businesses as possible on our social channels in the lead up to NYE. Please ensure the images are no larger than 2MB. Please submit your information as soon as possible, or by 2 December at the latest.