

EOI - 2025 Lake Mac Festival

Form Preview

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* indicates a required field

About the Event

We are excited to announce that in 2025, Lake Mac Fest are joining forces with Lake Fest, showcasing a spectacular range of on and off shore water events and activities showcasing our beautiful lake through an action packed program!

The event program will run from 1 Jan 2025 until the end of April 2025 and offers an opportunity for community groups and businesses to partner with us in this wonderful event.

Groups participating in the Lake Mac Fest 2025 program will benefit from FREE advertising for their event via an extensive marketing program.

All event organisers who wish to participate are required to complete this expression of interest form, outlining the benefits and conditions of the collaboration.

Expressions of Interest are open now until 1 March 2025 and will be assessed as they are received. Applicants can expect to receive a response to their application within 14 days of receipt.

Selection process:

All applications will be reviewed by a panel of LMCC staff prior to being accepted as part of the Lake Mac Fest program of events.

To be considered for inclusion, events must align with the Lake Mac Fest objectives with a focus on the below criteria;- Community based events and competitions that are inclusive for residents and / or visitors to Lake Mac City Council.- Events that showcase the Lake and key locations within the Lake Mac City Council area- Family friendly and sports based activities that encourage residents and visitors to enjoy Lake Macquarie's natural and built assets.

Community Group / Business details

What is your community group, business or trading name? (Required) *

Organisations address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Do you hold an Australian Business Number (ABN)? (Required) *

- ☐ Yes
☐ No

Please provide your ABN (if you have one)

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Contact Details

Name *

Title

First Name

Last Name

Phone Number *

Must be an Australian phone number.

Email *

Must be an email address.

Please provide a secondary contact person *

Organisation Name

Please provide a secondary contact phone number *

Must be an Australian phone number.

Event details

* indicates a required field

Name of your event**Event date/s****Event start and finish time****Event location (including any Council managed parks and reserves)**

Please provide a detailed description of your event. Please include links to your event website and / or social media pages for reference *

Event Attendee Information

* indicates a required field

Anticipated number of event attendees

What percentage, if known, reside outside of Lake Macquarie City? *

Marketing Support

Events that are successful in applying to be part of the Lake Mac Fest program will receive the following marketing support:

- An event listing on www.lakemac.com.au
- An event inclusion in a Facebook or Instagram what's on post
- Event inclusion in an email newsletter

All successful events will be provided with an event marketing tool kit to assist in maximising your marketing support.

In order to be included in this marketing program, please provide the following information.

Short description of your event for marketing purposes (max. 250 words)

Please provide links to your event website / social media pages including any booking platforms (if applicable)

Ticket costs (if any)

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1 x high resolution photograph or image of event sized to the follow specifications - Website image: 1280pixels wide x 800pixels high (resolution of 72ppi) - Social media image: 1080pixels wide x 1080pixels high (resolution of 72ppi)

Attach a file:

Event Organiser Obligations

Accepted events within the Lake Mac Fest program will be expected to collaborate with Lake Macquarie City Council by agreeing to the following;

- Provide 2025 Lake Mac Fest logo recognition on their event website and relevant social media pages, where possible. LMCC will provide a promotional tool kit to assist with this.
- Support hosting the Lake Macquarie Tourism Visitor Information Kiosk onsite over the course of the event, if requested.
- Provide LMCC with a Post Event Report that outlines basic event information including actual participant numbers and the percentage visiting from outside the region / post code data.

Do you agree to these conditions

- ☐ Yes - I agree
- ☐ No - I do not agree

Event Licence Application

Events that are included in the Lake Mac Fest program may be required to complete and Lake Macquarie City Council event licence application in order to be part of this program. More details around the event licence application process can be found here - [Planning an event - Lake Macquarie City Council](#)

Child Safe Organisation

*** indicates a required field**

Child Safe Organisation

Lake Macquarie City Council is a Child Safe organisation. As part of our commitment to providing a child safe environment we ask at all contractors, volunteers and suppliers, who in the process of their engagement with us provide activities directly to children, understand and observe LMCC Child Safe measures and code of conduct.

All engaged parties must complete the online form available via the link below prior to attending the event - [Child safe organisation - Declaration of understanding - Lifelong learning programming \(openforms.com\)](#)

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I agree to complete this form as part of the application process. *

☐ Agree

Submission

Submission

Thank you for taking the time to complete an Expression of Interest for Lake Mac Fest. All applications will be reviewed as they are received, with a response provided within 14 business days of your EOI submission.

If you have any questions please refer to the [Event Toolkit](#) or contact the Events team on 02 4921 0544 or via email events@lakemac.nsw.gov.au.

By submitting this application, I hereby declare that all the information supplied above is correct, true and valid. I will present the supporting documents as and when required.

Privacy Management Plan

Lake Macquarie City Council is committed to making sure your personal information is managed in accordance with our Privacy Management Plan and relevant laws, such as the Privacy and Personal Information Protection Act 1998 (NSW). For more information about Council's practises relating to the collection, use and storage of personal information, please refer to our [Privacy Statement](#).