

# Major Events - EOI 2027 to 2030 | Application Form

## Form Preview

### Eligibility

#### Conditions

To be eligible for the Major Events - Expression of interest (EOI), your event must be open to the public, and meet one or more of the below:

- Major events with an attendance of 10,000 people or more.
- Events involving complex road closures. (e.g. multiple road closures or closing main roads with multiple detours).
- Events with large infrastructure builds requiring cranes and/or multiple vehicles for set up and pack down.

The event must take place within the City of Melbourne municipality and in a space managed by the City of Melbourne rather than a privately managed spaces. [Visit City of Melbourne Map](#)

#### Key dates for EOI application:

- **Friday 1 May 2026:** Applications for Expressions of Interest open at 9.00am 2026 (AEST).
- **Sunday 31 May 2026:** Applications for Expressions of Interest close at 11.59pm 2026 (AEST).
- **August 2026:** Applicants will receive notification regarding the status of their application.

#### Event timeframes

This EOI process allows you to apply for events up to three (3) years in advance covering the period:

#### 1 July 2027 to 30 June 2030.

Please note:

- Approval may be granted for the first year only.
- Approval for subsequent years is NOT guaranteed and will be dependent on the successful delivery and assessment of the previous years.

#### Applicants who have applied previously:

- If you have applied in previous EOI rounds, please read the form carefully.
- The applications includes a question asking whether you have already submitted an EOI for specific financial year(s).
- Example: If you previously applied for 2026-27 and 2027-28, you should only select 2028-29 as the newly added year.

**Ineligible** - If the event is private, for example, the general public cannot attend the event or it's held before the 1 July 2027, please continue to apply via the [Event Permit Application Form](#)

#### Funding information.

This EOI is not funding related.

The **Major Events EOI is focused solely on managing public open space** in the City of Melbourne and is separate from funding requests.

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Although the application includes a question about funding, it does not relate to the funding process.

Expression of Interest (EOI) submissions are not a funding application.

The EOI process is used to identify event locations and dates for major events only.

If you are seeking financial support, funding for events must be applied for separately through the [Grants and sponsorships | City of Melbourne](#).

## Assessment Criteria

The assessment for the EOI applications will take into consideration the following:

**Sponsored Event:** Has the event received sponsorship or a grant from the City of Melbourne or is intending to apply in 2027?

**Suitability of Event:** Is the event suited for the chosen space, or can it be held at another City of Melbourne public open space? Does the event align with City of Melbourne's goals and priorities? Does the event promote visitation to the City of Melbourne in low or shoulder seasons?

**Community/Cultural Benefits:** Does the event provide something new or innovative to the community? Does it incorporate cutting-edge technology, feature strong cultural programming, or offer a free programming component? Does the event facilitate connections with local businesses or the community?

**Stimulus:** Are attendees likely to engage with businesses before or after the event? Will local businesses have the opportunity to participate in the event? Will the event benefit one or more City of Melbourne precincts?

**Event Engagement:** Does the event capture the interest of a broad audience? Has the event previously been held within the City of Melbourne? Will the event attract visitors to the City of Melbourne? Is the event accessible, affordable, inclusive, safe and engaging?

## Organisation Details

\* indicates a required field

### Organisation \*

Organisation Name

### Organisation Trading Name \*

Please note that some organisations may operate under a different trading name. If the organisation is the same, kindly retype the name to confirm this.

### Organisation ABN \*

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The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

### Organisation Phone Number \*

### Organisation Primary Email \*

Must be an email address.  
Main office email will suffice.

### Organisation Website

Must be a URL.

## Primary Contact

### Contact Name \*

Title	First Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

### Is the event delivery organisation different to the applicant organisation?

- Yes  
 No

To help us understand if the organisation is responsible for delivering the event is different from the organisation.

### Applicant Job Title or Position \*

### Contact Phone Number \*

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### Contact Other Phone Number

### Contact Primary Email \*

Must be an email address.

### Primary Contact Organisation

This is the delivery organisation. The person carrying out the event.

### Applicant Organisation \*

## Event Details

\* indicates a required field

### Funding

#### Have you applied for a City of Melbourne sponsorship or grant for this event? \*

- Yes  
 No

### Type of Funding

**IMPORTANT: City of Melbourne sponsorships and grants are not managed as part of the Major Events EOI.**

#### Type of sponsorship or grant from City of Melbourne for this event? \*

- Event Partnership Program

#### Can the event proceed if you are unsuccessful in your application for sponsorship from City of Melbourne? \*

- Yes  
 No

This will not impact your application for sponsorship from City of Melbourne.

## Event Details

### Name of event \*

### Estimated number of attendees \*

Must be a number.

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### How did you calculate the estimated attendees? \*

### Ticketed event? \*

- Yes  
 No

### Does the event include free programming? \*

- Yes  
 No

## Percentage of Free Programming

### What percentage of the event includes free programming?

Must be a number.

## Background

### Event Description \*

Word count:

Must be between 50 and 100 words.

Provide a short description (100 words recommended) of your project - what are you out to do?

### Considering the event's target audience what groups will be included? \*

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> First Nations People      | <input type="checkbox"/> Young Adults (18yrs - 30yrs) | <input type="checkbox"/> People with Disability                     |
| <input type="checkbox"/> LGBTIQ+ Community         | <input type="checkbox"/> Older Adults (65yrs +)       | <input type="checkbox"/> People facing social and economic barriers |
| <input type="checkbox"/> International Students    | <input type="checkbox"/> Adults (31yrs - 64yrs)       | <input type="checkbox"/> Precinct Associations                      |
| <input type="checkbox"/> Students                  | <input type="checkbox"/> Childcare Centres            | <input type="checkbox"/> Sports / Recreation Clubs                  |
| <input type="checkbox"/> Schools                   | <input type="checkbox"/> Teenagers (13yrs - 19yrs)    | <input type="checkbox"/> Hospitals                                  |
| <input type="checkbox"/> International Visitors    | <input type="checkbox"/> Young Kids under 18          | <input type="checkbox"/> Other: <input type="text"/>                |
| <input type="checkbox"/> Multicultural Communities | <input type="checkbox"/> Families                     |   |

At least 1 choice must be selected.

### Is the event accessible and affordable? \*

- Yes  
 No

Is the event easily accessible? And is it reasonably priced to cater to a wider audience? For example, does the event consider accessibility such as physical access, sensory considerations, accessible amenities, communication and wayfinding.

### Cultural or community benefit \*

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**Word count:**

Must be between 30 and 80 words.

Please provide a comprehensive description of the community cultural benefit taken from your event. Include specific details about how it positively impacts the community, fosters cultural engagement, and contributes to the overall cultural enrichment of the community within the location at City of Melbourne.

**Background support documentation for the event.**

Attach a file:

Limit to 25MB

**Website or social media for the event.**

Must be a URL.

### Event History

**Has this event been delivered before? \***

- Yes
- No

Event new to City of Melbourne

**Is the event new to City of Melbourne? \***

- Yes
- No

Event not held in the City of Melbourne previously

**Where was the event held previously? \***

Please provide details of where the exact location of the event was held. For example Sydney at Centennial Parklands, NSW, or held at Empire Polo Club in Indio, California

Event Location Previously held at City of Melbourne

**Where was the event previously held within the City of Melbourne? \***

- |  |   |
|--|---|
| <input type="checkbox"/> Birraung Marr     | <input type="checkbox"/> Treasury Gardens   |
| <input type="checkbox"/> Alexandra Gardens | <input type="checkbox"/> Street Location  |
| <input type="checkbox"/> Kings Domain      | <input type="checkbox"/> Other: <div style="border: 1px solid #ccc; width: 80px; height: 15px; display: inline-block;"></div> |

For now, we only need the general park location or the main street.

### Reinstatement

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### Did the event incur a reinstatement cost? \*

- Yes
- No

This will not deter you from receiving a booking. This will help determine how long the reinstatement period may have lasted, and whether another booking can proceed in the same space. Please see Reinstatement Fact Sheet. <https://www.melbourne.vic.gov.au/SiteCollectionDocuments/reinstatement-factsheet.pdf>

## Repeat Event

### How many years has the event been running for?

### Do you have a copy of an Economic Impact Report for previous year's event?

- Yes
- No

This helps understand the position for the event and the financial progress.

## Economic Background

### Please provide a copy of your most recent Economic Impact Report

Attach a file:

Only if available, as this will help with assessment.

## Knowledge and Innovation

### Does the event incorporate cutting edge technologies to foster innovation? \*

- Yes
- No

Does the event utilise the latest technologies to encourage innovation. For example does the event incorporate advanced or modern technologies to promote creative thinking and development.

## Knowledge and Innovation Background

### What opportunities does your event provide for attendees to network and share innovative ideas with each other? \*

Word count:

Must be no more than 50 words.

For example does the event include networking sessions, workshops or technology showcases.

## Economy

### Are attendees likely to engage with city businesses before or after attending the event? \*

- Yes
- No

For example are attendees likely to buy breakfast or a coffee after a fun run.

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### Does the event collaborate with local businesses? \*

- Yes
- No

Is the event planning to invite businesses to participate in the event in some capacity.

### How will you actively engage residents and encourage local precinct participation in the event?

- Workshops aimed for the demographic and precinct.
- Local performers
- Theme trails and experiences to connect back to the event location
- Other:

## Economy Background

### How does the event collaborate with local businesses? \*

Word count:

Working with businesses as stallholders at the event site, or to engage with businesses so they theme their venue to align with the event.

## Programming

### Please indicate what activities will be proposed as part of the event. \*

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Live Music   | <input type="checkbox"/> Run/Walk                    |
| <input type="checkbox"/> Performances | <input type="checkbox"/> Fireworks                   |
| <input type="checkbox"/> Workshops    | <input type="checkbox"/> Laser/Drone Show            |
| <input type="checkbox"/> Displays     | <input type="checkbox"/> Food Vendors                |
| <input type="checkbox"/> Parade       | <input type="checkbox"/> Other: <input type="text"/> |

Only select activities which will be included in the event.

### Will the event require major road closures, or minor road closures or impact public transport? \*

- Yes
- No

Major roads include roads such as Swanston Street, St Kilda Road, Collins Street whilst minor roads include laneways.

## Food and Drink

### Food and drink please select all that apply

- BYO
- Catered
- Sales

## Trading

### Trading please select all that apply

- Food

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- Drink - soft drink
- Drink - alcohol
- Merchandise

### Infrastructure

Please provide the numbers of infrastructure and an **approximate** quantity for each. Note: We understand that forecasting exact numbers can be challenging, so approximations are perfectly acceptable. The purpose of this question is to assess whether the space is suitable for your event type.

**Marquees \***

Must be a number.

**Generators \***

Must be a number.

**Gantries**

Must be a number.

**Stages \***

Must be a number.

**Water Stations (incl bars and cool rooms) \***

Must be a number.

**Scaffolding**

Must be a number.

**Food Trucks \***

Must be a number.

**Amusement Rides \***

Must be a number.

**Site Sheds**

Must be a number.

**Portable Toilets \***

Must be a number.

**Inflatables**

Must be a number.

**Other**

Infrastructure type and quantity

### Vehicle Movement

Please specify types of vehicles and approximate numbers to be used for each type.

**Standard Vehicle (ute,van,trailers) \***

Must be a number.

**Access and Lifting Equipment (fork lift, scissor lift, boom lift) \***

Must be a number.

**Trucks (3 tonne, flat bed, semi-trailer) \***

Must be a number.

**Other**

Vehicle type and quantity

### Applied for EOI previously

**Have you applied for the Major Events EOI previously? \***

- Yes
- No
- Unsure

### EOI Applied in Previous Years

**Select the financial year you have applied for \***

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- 2026 to 2029
- 2027 to 2028
- 2028 to 2029

### Applying for Years

**Select the years you wish to apply for. \***

- 2027 to 2028
- 2028 to 2029
- 2029 to 2030

You must select at least a minimum of one Financial Year. Also note, select only the financial year you need. For example, if you've applied in previous years, do not select those years again.

### Dates 2027 to 2028 (First Preference)

Only include dates for locations managed by the City of Melbourne. If the event also takes place in privately managed spaces, exclude those dates. For example, if setup begins at the MCG on 1 January but starts in Birrarung Marr on 15 January, enter 15 January in the "Set Up Date" field.

**Set up date \***

Must be a date and between 1/7/2027 and 30/6/2028.

**Event start date \***

Must be a date and between 1/7/2027 and 30/6/2028.

**Event finish date**

Must be a date and between 1/7/2027 and 30/6/2028.

**Dismantle date \***

Must be a date and between 1/7/2027 and 30/6/2028.

### Dates 2027 to 2028 (Second Preference)

Your preferred date will be reviewed as your first choice. In the instance that your first preference is unavailable, instead of declining your application, we kindly request that you provide an alternative date for consideration. If an alternative date is not possible, please leave blank and understand your first choice is not guaranteed.

**Set up date**

Must be a date and between 1/7/2027 and 30/6/2028.

**Event start date**

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Must be a date and between 1/7/2027 and 30/6/2028.

### Event finish date

Must be a date and between 1/7/2027 and 30/6/2028.

### Dismantle date

Must be a date and between 1/7/2027 and 30/6/2028.

## Dates 2028 to 30 June 2029

Events proposing to return for dates from 1 July 2028 to 30 June 2029, will be considered pending the success of the event in the preceding year (2027-2028), or when it was last held at City of Melbourne.

Only include dates for locations managed by the City of Melbourne. If the event also takes place in privately managed spaces, exclude those dates. For example, if setup begins at the MCG on 1 January but starts in Birrarung Marr on 15 January, enter 15 January in the "Set Up Date" field.

### Set up date \*

Must be a date and between 1/7/2028 and 30/6/2029.

### Event start date \*

Must be a date and between 1/7/2028 and 30/6/2029.

### Event finish date \*

Must be a date and between 1/7/2028 and 30/6/2029.

### Dismantle date \*

Must be a date and between 30/6/2028 and 30/6/2029.

## Dates 2029 to 30 June 2030

Events proposing to return for dates from 1 July 2029 to 30 June 2030, will be considered pending the success of the event in the preceding year (2028-2029) or when it was last held at City of Melbourne.

Only include dates for locations managed by the City of Melbourne. If the event also takes place in privately managed spaces, exclude those dates. For example, if setup begins at the MCG on 1 January but starts in Birrarung Marr on 15 January, enter 15 January in the "Set Up Date" field.

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### Set up date \*

Must be a date and between 1/7/2029 and 30/6/2030.

### Event start date \*

Must be a date and between 1/7/2029 and 30/6/2030.

### Event finish date \*

Must be a date and between 1/7/2029 and 30/6/2030.

### Dismantle date \*

Must be a date and between 1/7/2029 and 30/6/2030.

## Event Location (First Preference)

When selecting a park location, please specify a particular lawn. [View a list of locations and lawns here](#). Refer to the [City of Melbourne Interactive Map](#) for more details.

### Event Location (First Preference) \*

At least 1 choice must be selected.

### Will your event require the use of other public open space locations in the city? \*

- Yes - Street Location
- Yes - Other Location
- Not Applicable

### Do you intend to use all selected locations throughout your event dates? \*

- Yes
- No

Select "Yes" if activity will take place at the same locations over your proposed event dates. Select "No" if you plan to activate different locations on different dates throughout your event.

## Use of street locations

### If you selected Street Location, please provide exact location and street segment \*

Include street and area between street. For example Swanston Street between Collins Street and Flinders Lane.

## Use of other public open spaces

### If you selected Other, please specify: \*

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### Event Location (First Preference) - Various Dates

If your event requires multiple locations booked over different dates, please provide details below.

Example:

#### **2026-2027**

*Alexandra Gardens (Dorchester Lawn & Star Lawn)*

- *Bump in from: 1 July*
- *Event live: 3 July - 7 July*
- *Bump out by: 10 July*

*Birrarung Marr (Lower Terrace)*

- *Bump in from: 1 July*
- *Event live: 3 July - 12 July*
- *Bump out by: 15 July*

*Other Street Location - Flinders Street*

- *Bump in from: 3 July*
- *Event live: 4 July*
- *Bump out by: 5 July*

*Repeat for each year you are applying for.*

#### **Provide locations and dates \***

### Event Location (Second Preference)

Your preferred location will be reviewed as your first choice. In the instance that your first preference is unavailable, instead of declining your application, we kindly request that you provide an alternative location for consideration. If an alternative location is not possible, please leave blank and understand your first choice is not guaranteed.

#### **If your preferred event location is unavailable, is there a suitable alternative location? \***

- Yes
- No

### Event Location Venues (Second Preference)

When selecting a park location, please specify a particular lawn. [View a list of locations and lawns here](#). Refer to the [City of Melbourne Interactive Map](#) for more details.

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### Event Location (Second Preference)

### Will your event require the use of other public open space locations in the city? \*

- Yes - Street Location
- Yes - Other Location
- Not Applicable

### Do you intend to use all selected locations throughout your event dates? \*

- Yes
- No

Select "Yes" if activity will take place at the same locations over your proposed event dates. Select "No" if you plan to activate different locations on different dates throughout your event.

## Use of street locations

### If you selected Street Location, please provide exact location and street segment \*

Include street and area between street. For example Swanston Street between Collins Street and Flinders Lane.

## Use of other public open spaces

### If you selected Other, please specify \*

## Event Location (Second Preference) - Various Dates

If your event requires multiple locations booked over different dates, please provide details below.

Example:

### **2026-2027**

#### *Alexandra Gardens (Dorchester Lawn & Star Lawn)*

- Bump in from: 1 July
- Event live: 3 July - 7 July
- Bump out by: 10 July

#### *Birrarung Marr (Lower Terrace)*

- Bump in from: 1 July
- Event live: 3 July - 12 July
- Bump out by: 15 July

#### *Other Street Location - Flinders Street*

- Bump in from: 3 July
- Event live: 4 July

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- *Bump out by: 5 July*

Repeat for each year you are applying for.

### Provide locations and dates

Primary Location is non negotiable

**Please provide a clear reason as to why the event can only be located in the first preference location. \***

Clearly state the reasons for why choosing an alternative location is not a viable option.

Return Location

**Do you intend to host the event in the same location as the previous year? \***

- Yes  
 No

Intending to use the same location as previous years.

Event Location Venues (Alternate)

If you intend to host the event in an alternate location, please provide venues.

When selecting a park location, please specify a particular lawn. [View a list of locations and lawns here](#). Refer to the [City of Melbourne Interactive Map](#) for more details.

**Event Location Venues (Alternate) \***

**Does your alternate event location require the use of other public open space locations in the city?**

- Yes - Street Location  
 Yes - Other Location  
 Not Applicable

**If you selected Street Location, please provide exact location and street segment**

**If you selected Other Location, please provide details**

Reference Details

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Reference section provides an opportunity for us to cross check past event experience and qualifications.

**Estimated number of people involved in the delivery of this event? \***

Must be a number.  
Include volunteers.

**What previous experiences does your organisation/team have to deliver the event? \***

**Reference Name \***

Individual  Organisation

Organisation Name

Title      First Name      Last Name

  

Ideally, the referee should be the approving authorities for this event or associated with events you have previously organised and delivered.

**Name \***

**Role \***

**Email \***

Must be an email address.

**Phone Number \***

**Reference Letter**

Attach a file:

If available, kindly submit a reference letter.

## Terms and Conditions

[Event permit terms and conditions](#)

**I have read and agree to be bound by the terms and conditions attached in respect of this application and any bookings, activities or permits arising from it.**

\*

Yes