



**Begin the dream...  
Imagine the possibilities...  
Go for it!**

# **BIG** THE GUIDE

## **OUR VISION**

**'To see our young people converting their great potential into excellent outcomes in their community.'**

## **OUR MISSION 2030**

**'To establish deep and enduring cooperation between business, educational and local government bodies in our community, with a focus on developing the next generation of workers, leaders and innovators.'**



# Part 1 - The *BIG* experience

## Introduction

The *BIG* experience is about bringing big ideas to our local community with the objective of helping us achieve the *BIG Vision* and *Mission 2030*.

We hope you will help do this by sponsoring initiatives or participating in those of others which will provide quality experiences for our young people – experiences which sow and develop “seeds of aspiration”.

But when you’re an organiser, the experience is also about big expectations. Here are the key things you’ll need to review and decide upon in order to best help us together achieve our *BIG* goals and objectives.

## What is a *BIG* event or experience?

Imagine an event which stirs the untapped potential of our youth and where they begin to realise that with hard work and dedication, dreams can become a reality. By organising a *BIG* event or experience, you can create a unique experience in our community that will unleash new ideas, inspire and inform.

The content and design of each *BIG* event or experience is unique and developed independently, but all of them have features in common.

### Community-driven and bias-free content

A *BIG* event or experience is organised by volunteers from the local community, and lacks any commercial, religious or political agenda. Its goal is to spark conversation, inspiration and aspiration towards achieving the *BIG Vision* and *Mission 2030*.

### What a *BIG* event or experience is not...

- A *BIG* event or experience isn’t an industry or marketing event. It isn’t used to sell something.
- A *BIG* event or experience is not organised by or for special-interest political, religious or commercial groups.
- A *BIG* event or experience cannot be used to raise money, not even for a charity.
- A *BIG* event or experience can’t be co-branded with an institution except under specific criteria for a school, college or university or other community service organisations.
- A *BIG* event or experience is not focused solely on entrepreneurship, business or technology. Diversity of topics and experiences is key!

## The basics

You’ll have to make a few important decisions when applying for a *BIG* license. It’s the first step in deciding the kind of experience you’d like to shape for your event or experience.

### Name your event or experience

All *BIG* event names or experiences follow the same convention: a name beginning with *BIG*, followed by a descriptor which signifies the type of experience you are promoting. (e.g. *BIG* Challenge, *BIG* Learning, *BIG* Inspirations, *BIG* Science etc.).

### Choose a tentative date for your event or experience

You’ll want to keep two things in mind when picking the date of your event or experience. First, does the date conflict with any other *BIG* events or experience planned for around the same time?



You can find out by searching for *BIG* events in your area or enquiring with the *BIG Team*. Also, does the date give you enough time to plan the event or experience? Great experiences aren't built in a day!

### **Brainstorm some ideas for your program**

We want to know more about what you're interested in including in your event or experience. *BIG* events should be aspirational and inspirational and be focused on the objectives of the *BIG Vision* and *Mission 2030*.

### **Decide on a theme (or don't!)**

**A theme is not a topic, like “medicine,” or “entrepreneurship” but a broader area of exploration, like “Inspired by science”.** You're not required to decide on one right away.

## **Before you start**

### **So you want to organise a *BIG* event or experience?**

We're thrilled to have you. *BIG* is about building aspiration and achievement in youth in our local community and we welcome anyone, from anywhere, to create their own *BIG* experience.

### **Eligibility**

If you want to organise a *BIG* event or experience, you'll need to apply for a *BIG* license. No one is eligible to organise a *BIG* event or experience using the *BIG* brand without being granted a license by the *BIG Team*.

There are also exceptions when it comes to individuals interested in applying:

- We value and welcome young organisers, but if you're under 18 years old, you must be supervised by an adult.
- *BIG* events or experiences may not be used to promote spiritual or religious beliefs, commercial products or any kind of political agenda.
- *BIG* doesn't grant licenses to individuals associated with controversial or extremist organisations.
- Organisers may not affiliate the *BIG* brand with other commercial endeavours.

Also keep in mind that we reserve the right to revoke any *BIG* license at any time. Renewal to organise a second *BIG* event or experience is not guaranteed.

## **Before you apply**

Here are the three things you'll need to review before you apply for a *BIG* license:

### **1. Learn more about the *BIG* experience**

An essential first step is knowing more about what exactly a *BIG* event or experience is, so you will understand what your responsibilities are. We encourage you to speak with any member of the *BIG Team* or someone who may have already organised a *BIG* event or experience.

### **2. Review and accept the rules**

You will be referring to the *BIG Rules* often while you're organising your event, so it's important to us that you get a head start. In fact, you're required to read them before you apply.

### **3. Learn the basics**

You will want to decide on your event's name, the date and the type of *BIG* experience you wish to promote.



## Becoming a **BIG** Partner

You may want to support *BIG* and its goals but are not in a position to be a *BIG* event organiser.

You can still however play a valuable role in helping us achieve the *BIG Vision* and *Mission 2030* by becoming a *BIG Partner*.

Becoming a *BIG Partner* is simple to do but not something that should not be done lightly. We want the *BIG* brand to be enduring and associated with quality experiences and in order to do this, we need *BIG Partners* who are committed to these values and the *BIG Vision* and *Mission 2030*.

We want partners who will:

- Actively engage with education providers in our local community.
- Engage with cross-sector representatives and work collaboratively.
- Positively uphold contemporary and appropriate work place standards (including health & safety) and attitudes.
- Provide employees with an engaged and supportive workplace free from harassment and discrimination.
- Provide positive learning experiences and support to students.
- Be able to clearly identify and explain the skills they require from students to become the next generation of workers, leaders and innovators.

## Why become a **BIG** Partner?

If we achieve the *BIG Vision* and *Mission 2030*, the outcomes for our community will be significant and we will all benefit.

We believe the *BIG Vision* and *Mission 2030* are too important to be left to chance and it is only through truly committed people including our *BIG Partners* that we can achieve these goals.

If you become a *BIG Partner* you will be letting the community know that you are committed to the *BIG Vision* and *Mission 2030* and that you will be there to assist. It will also mean that *BIG* event organisers know they can call upon you for help with their *BIG* events or experiences.

While financial support is often helpful, for the greater part, *BIG* event organisers won't be calling on you for money – they will be after something far more valuable and powerful than that – they will seek your time, wisdom and valuable experience so that together we can achieve something truly spectacular.



## Part 2 – The *BIG* Rules

### Introduction

*BIG* is about working towards achieving the *BIG Vision* and *Mission 2030* in a high quality and sustainable manner which calls for some ground rules.

Here, you'll find the set of rules for organising a *BIG* event or experience. The rules are non-negotiable and mandatory for all *BIG* event organisers. It's both our job and yours to maintain the integrity of the *BIG Vision*.

The rules are here to make your lives easier. The better you know the *BIG Rules*, the fewer annoyances you'll deal with later on. Our first rule? Don't begin organising an event or experience until after your application for a license has been approved (or your license is renewed) by the *BIG Team*.

You agree to abide by the *BIG* rules when you apply for your *BIG* license and agree to our *License Agreement*. If you have any questions about the rules, please feel free to contact us.

### General

- **Spirit/purpose:** Your event or experience must maintain the spirit of *BIG* itself and be directed towards the achievement of the *BIG Vision* and *Mission 2030*.
- **Location:** *BIG* allocates one location-based license per applicant. Your *BIG* event or experience must happen in the location for which you receive the license. *BIG* events do not travel - a *BIG* license is valid for one locality and for one event.
- **Funds:** *BIG* is a volunteer endeavour. You may not use your event to make money. You may not use your event to raise funds for charities or other organisations.
- **Admission:** Based on the prior approval from the *BIG Team*, you can charge an attendance fee for a *BIG* event or experience featuring live speakers. Tickets prices must be kept to a minimum, especially for students, and should go towards the event operating costs. In order to charge an admission or entry fee, you must first submit your proposed ticket price for approval from the *BIG Team*.
- **Naming:** *BIG* events or experiences are named using a descriptor which signifies the type of experience you are promoting. Event names must comply with the guidelines laid out in "Name your event or experience" in Part 1 of this document.
- **Co-events:** *BIG* events or experiences are stand-alone events. They may not be combined with or integrate into any pre-existing conference or event except with the approval of the *BIG Team*.
- **Co-branding:** We do allow co-branding with a school, college, university or non-profit or other community service organisation sponsored event. We will nominate criteria for such co-branding as requested on a case by case basis.

### Branding & positioning

- ***BIG* logo:** Your *BIG* logo should adhere to the attached "*BIG Identity Guidelines*" and should be used to represent your event at all times.
- ***BIG* naming reference:** You should refer to your event or experience as *BIG* (EventName), and not just *BIG*. Your event name should be written as *BIG* (EventName), with "BIG" capitalised and attached as one word to your experience based name in the font and style set out in the "*BIG Identity Guidelines*".
- ***BIG* logo:** Never use the *BIG* logo in any communications or branding other than as per the "*BIG Identity Guidelines*".



- **Name abbreviation/variation:** Name abbreviations and variations are not allowed. You must always refer to your event or experience with the name you were approved to use.

## Licensing

- **License holder:** *BIG* considers the primary license holder the primary organiser of a *BIG* event or experience. If this is found to not be the case, *BIG* reserves the right to revoke or not renew a license. Individual licensees under the age of 18 must have a supervising adult co-organiser listed on their application.
- **License term:** Your *BIG* license is valid for one year from its date of approval, or until the conclusion of your event or experience, whichever comes first. You must re-apply for each subsequent event.
- **License transfers:** *BIG* licenses are non-transferable. You cannot transfer your *BIG* license to another individual or organisation. If you want to relinquish your license to allow another organiser to have it, you'll need to notify us first. The new licensee will need to fill out their own application.

## Speakers

If your *BIG* event or experience involves speakers:

- **Selection:** *BIG* Organisers are responsible for procuring and handling their own speakers.
- **Payment:** *BIG* events may never pay speakers except with the prior approval of the *BIG* Team.
- **Content:** If talks violate the guidelines below, we reserve the right to insist on their removal from *BIG* branded events and license renewal is unlikely.
  - **No commercial agenda.** Speakers should not promote their own products, books, or businesses or those of a company which employs them.
  - **Avoid pseudoscience.** It's important we retain the respect of the scientific community. Speakers should avoid the misuse of scientific language to make unsubstantiated claims.
  - **No talks with an inflammatory political or religious agenda, nor for polarising “us vs them” language.** We seek to build consensus and provide outside-the-box thinking to create inspiration and aspiration in our youth, not to revisit familiar, unresolvable disputes on these topics.

## Sponsors & Funding

- **Funding:** *BIG* is a volunteer endeavour. You may not use your event for the primary purpose of making money. While your event may run at a small surplus, the bulk of any funds raised should go towards the running of the *BIG* event or experience.
- **Unacceptable sponsors:** Under no conditions will *BIG* allow companies or organisations who deal in the following to sponsor *BIG* events or experiences:
  - Weapons/ammunition
  - Tobacco/cigarettes
  - Adult-oriented products/services
- **Approval:** As a *BIG* organiser you may approach any sponsor, with the exception of sponsors on *BIG*'s list of Unacceptable Sponsors. Sponsors that do not fall under our list of Unacceptable Sponsors are automatically approved.
- **Editorial control:** Sponsors have no editorial control or veto power over your program.



## Media

- **Logos:** Use your event's *BIG* logo. Supply journalists and media outlets with your customised *BIG* logo.
- **Comments on *BIG*:** The *BIG Team* should be the sole official spokespeople for *BIG* and the program as a whole; any journalist seeking comment from *BIG* should be routed through to the *BIG Team*.
- **Interviews:** If you are interviewed for broadcast TV or radio, we encourage you to clearly state that your event is a *BIG* event, and explain what that means (it is independently organised, etc.). Represent yourself as a participating organiser in your specific *BIG* program.
- **Interview requests for *BIG*:** Route requests for interviews with *BIG* to the *BIG Team*.

While we appreciate any coverage, we kindly ask that all journalists and/or bloggers be respectful of the difference between your organisation's brand and the *BIG* brand.



## Part 3 – License Agreement

Before submitting an application to register a *BIG* event or experience, you are required by the *BIG Team* to agree and accept the following license. Make sure you have read and understand all of the *BIG Rules* before you agree to this license.

### 1) Limited License

When you accept the terms and conditions below, the *BIG Team* will grant you a limited, non-exclusive, revocable license ("License") to use the *BIG* name, logo, trademarks and the specific event name ("Event Name") assigned to your *BIG* event or experience (collectively, the "Intellectual Property") only in connection with one *BIG* event or experience. Your use of the Intellectual Property must comply with the rules set forth here and you must abide by the *BIG Rules* set out in the *BIG Guide* as modified from time to time by the *BIG Team* in its sole discretion, which are incorporated in this License. If you wish to hold any additional *BIG* events or experiences, you must submit another application for each such event or experience.

The term of this License will begin upon the *BIG Team* giving you its approval to conduct your *BIG* event or experience under the *BIG* banner and will end upon the earlier of (i) the *BIG Team's* termination of your License at any time if you should breach any of the terms of this License or termination by the *BIG Team* for any other reason, in their sole discretion; (ii) the conclusion of your one *BIG* event or experience; or (iii) twelve months from the date of commencement of the term of the License (the "Term").

The Intellectual Property may only be used to promote your *BIG* event or experience, and in no event shall you use the Intellectual Property, or the *BIG* name, logo or trademarks for any commercial purpose (including, but not limited to, the sale of books, articles, publications, audio recordings, videos or other media) without the written consent of the *BIG Team*. This prohibition shall survive the termination of the License.

You may not transfer, sublicense or assign the License and/or your rights to use the Intellectual Property. The *BIG Team* may require you to stop using the Intellectual Property in connection with your *BIG* event or experience.

If you do not use the *BIG* name or trademarks according to the quality control guidelines set forth in the *BIG Guide*, your License may be terminated. The *BIG Team* may modify, amend, supplement and/or replace the terms and conditions of this License in writing at any time.

### 2) Event Names

Event names must comply with the *BIG Guide* including the naming rules. You will have the right to use your event name solely during the Term. After the Term, you will have no further rights to use the event name provided however, if you apply for another *BIG* event or experience prior to the end of your Term you may request to use the same event name for the term of your new license. Should the *BIG Team* find that you have not actually used the event name for a *BIG* event or experience, either at the end of your Term or up to the point of your application for another *BIG* event prior to the end of your Term, they reserve the right to terminate your use of that event name.

Notwithstanding the foregoing, the *BIG Team* reserves the right to terminate your use of a particular event name at any time, in which case all your rights to use the event name will cease and the *BIG Team* may use such event name in its sole discretion.

### 3) Waiver of Liability

- a) You will be responsible for all resources, equipment, staff, lodging, food, or other materials necessary or required for your *BIG* event or experience. The *BIG Team* will not be responsible or liable for providing you with any resources, personnel or materials other than any resources expressly made available by the *BIG Team*.



- b) You must have personal medical and/or health insurance coverage while participating in or conducting any physical or athletic activities at your *BIG* event or experience. You must maintain sufficient insurance to cover liability for bodily injury, property damage, death, product liability and advertising injury arising out of your activities related to your *BIG* event or experience. The policy must contain a combined single limit of liability of not less than Ten Million Dollars (\$10,000,000.00) in the aggregate.
- c) You agree to assume full responsibility for any and all injuries or damages you may sustain or cause others to sustain in connection with any *BIG* event or experience, and to indemnify, defend and hold harmless the *BIG Team* and its members, partners, volunteers, affiliates, licensors, and suppliers from and against any liability arising from such injuries and/or damages.

#### **4) Forum and Choice of Law**

The terms of this License Agreement and the rights, obligations and performance of the parties to this agreement shall be governed by the laws of the State of Tasmania.

You agree that the terms of this License are the entire agreement between you and the *BIG Team* and supersede all communications of any kind between you and the *BIG Team* with respect to the License and any guidelines, rules or policies incorporated in this License.

By submitting an application to run a *BIG* event or experience, you are indicating your acceptance of the terms and conditions of this License and your review and approval of the *BIG Rules*.



## Part 4 - Attachments

- **BIG** “A4” Summary
- **BIG** *Event* Application Form
- **BIG** *Partner* Application Form
- **BIG** *Identity Guidelines*

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**Begin the dream...**

**Imagine the possibilities...**

**Go for it!**

### **What is BIG?**

**BIG** is a coalition of business and educational leaders who aim to support creative endeavours which build the aspirations of Burnie citizens of all ages with a particular focus on young people as the future leaders and owners of our community.

The **BIG** vision is to see our young people converting their great potential into excellent outcomes in their community.

The **BIG** team seeks to achieve this vision by establishing deep and enduring cooperation between business, educational and local government bodies in our community, with a focus on developing the next generation of workers, leaders and innovators.

**BIG** aims to support our young people to

**Begin the dream...  
Imagine the possibilities...  
and Go for it!**

**BIG** aims to:

- Sow the seeds of aspiration with children in the early years of education.
- Build strong and active connections between education providers and business in the community that create pathways for our children.
- Create a community attitude that values the importance and role of education and pathways for our children.
- Embrace a contemporary approach to learning and the changing role of technology.





## Why BIG?

It has become clear to many community leaders that despite the best efforts of traditional social programs and approaches, we (as a community) struggle to make inroads into entrenched disadvantage and generational welfare dependence.

Burnie and its economy is currently in a state of transition from one that has historically relied on large scale manufacturing towards one that embraces high end niche manufacturing and employment opportunities which are premised on innovation, creativity and entrepreneurialism.

The **BIG** team believes that the best gift we can provide for our young people is a supported pathway to a vocation, and as a community, we need to develop a strong regional skills base to support emerging economic opportunities.

The *Making Burnie 2030* Strategic Plan outlines a number of “future directions”. *Future directions 3* is concerned with Burnie becoming a “centre for information, knowledge and learning”.

The work of the BIG team is directly designed to support the achievement of the *Making Burnie 2030* goals and *future directions 3*.

## How does BIG work?

The **BIG** team wants to engage business, education and civic leaders to create the space for the economy to grow and diversify in order to take full advantage of local and global opportunities and secure an innovative and diverse economy.

**BIG** seeks to create a range of experiences for people of all ages which promotes the value of learning and the importance of completing Year 12 and gaining qualifications in preparing for “new world” employment opportunities.

**BIG** aims to harness the expertise that exists in our business community to create enthusiasm for stimulating work and to mentor and motivate our young people.

**BIG** seeks to partner with business, schools and other organisations to provide stimulating experiences which mobilises aspirations and supports the exploration of personal potential.

## Who is BIG for?

**Begin the dream...** is aimed at children from birth to 7

Focuses on the early years with an emphasis on “launching into learning” and the notion that everyone in a young person’s life is a teacher who must promote and value learning.

**Imagine the possibilities...** targets young people between the ages of 8 and 16

Focuses on the middle years and seeks to enhance and build on a range of existing activities with an emphasis on enhancing aspirations through creative challenges and projects that connect to the world of business and industry.

**Go for it!...** focuses on those who are 17 and older

Supports the attainment of tertiary qualifications and the transition to the workforce through stronger coordination of existing pathways and activities.





# EVENT APPLICATION FORM

By submitting an application to run a **BIG Event** you are indicating your acceptance of the terms and conditions of the **License Agreement** and your review and acceptance of the **BIG Rules** as set out in **The BIG Guide** (as may be updated from time to time).

## SECTION 1: LICENSE APPLICATION

I/We are applying for:  NEW LICENSE  LICENSE RENEWAL

I/We confirm I/we have read and accept the terms and conditions of the **License Agreement** and the **BIG Rules** as set out in **The BIG Guide**.  Yes  No

Signature of Contact Person: .....

Name of Contact Person: Date:

## SECTION 2: YOUR CONTACT DETAILS

Contact Name: Organisation:  
Telephone: (Daytime) (Mobile):  
Email:

### Secondary Contact (if applicable):

Name:  
Telephone: (Daytime) (Mobile):  
Email:

## SECTION 3: THE EVENT

Event Name: Proposed Date of Event:

Event Location:

Event/Experience Details:

*For example: What is the purpose of your event? Why are you organising it? Who do you expect to attend? What outcomes are you hoping to achieve and how do these support the BIG Mission and Values 2030?*

## SECTION 4: SUBMITTING YOUR APPLICATION

Please submit the completed form with any relevant supporting documentation to:

Email: [big@burnie.net](mailto:big@burnie.net)

Telephone enquiries in relation to this application may be directed to:

Vince De Santis xxx xxxx Judith Fahey xxx xxxx



# PARTNER APPLICATION FORM

## SECTION 1: YOUR CONTACT DETAILS

Contact Name: \_\_\_\_\_ Organisation: \_\_\_\_\_  
Telephone: (Daytime) \_\_\_\_\_ (Mobile): \_\_\_\_\_  
Email: \_\_\_\_\_

### Secondary Contact (if applicable):

Name: \_\_\_\_\_  
Telephone: (Daytime) \_\_\_\_\_ (Mobile): \_\_\_\_\_  
Email: \_\_\_\_\_

What type of organisation are you?  Business  
 Not For Profit Organisation  
 Government Body  
 School  
 Community Group  
 Other – please state: \_\_\_\_\_

## SECTION 2: CONTRIBUTION DETAILS

*Please provide details of ANY specific contribution and/or resources that you would be willing to OFFER as a BIG Partner.*

*Please also include details of any ideas you have for a BIG event or experience and how you would like to be involved.*

## SECTION 3: COMMITMENT

By submitting this application to become a BIG Partner, you are committing to support the *BIG Vision* and *Mission 2030* together with the principles of what it means to be a BIG Partner as described in The BIG Guide.

## SECTION 4: CONSENT

I/We consent to my/our details being shared with other persons or organisations preparing or participating in BIG events and activities.

## SECTION 5: SUBMITTING YOUR APPLICATION

Please submit the completed form with any relevant supporting documentation to:

Email: [big@burnie.net](mailto:big@burnie.net)

Telephone enquiries in relation to this application may be directed to:

Vince De Santis xxx xxxx Judith Fahey xxx xxxx

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