



**Fairfield in Feb 2020**

**CLOSING TIME: Midnight**

**CLOSING DATE: Monday 12<sup>th</sup> August 2019.**

The City of Yarra was created in June 1994 following the Victorian Government's restructure of local government.

The new municipality merged the former councils of Collingwood, Richmond, Fitzroy (including North Carlton), and Northcote (Alphington and Fairfield, south of Heidelberg Road only.)

The Wurundjeri-willam people of the Kulin Nation are the Traditional Owners of the land that is now known as the City of Yarra and Council recognises them as the custodians of the cultural heritage of this land. Yarra, particularly Fitzroy and Collingwood, continues to be an important meeting place for Aboriginal people in Victoria.

Yarra's suburbs have a rich and varied history which is reflected in the city's built form, natural environment and diverse community composition. In the early years, Yarra was more industrial and was home to many iconic Australian brands such as Fosters Brewery, Heinz and the Rosella Jam and Sauce factory. Over the years the industrial focus has shifted to a more residential and retail mix as the population and demand for inner city living has increased. As a result, many of the former factories have now been converted into highly sought after warehouse and studio apartments.

Today, Yarra boasts more than 230 hectares of open space. It is renowned for large historical gardens particularly Edinburgh Gardens in North Fitzroy and Darling Gardens in Clifton Hill. The Merri Creek and Yarra River, which form two of Yarra's boundaries, have adjoining linear open space reserves which are highly valued by residents of Yarra and wider metropolitan Melbourne for their recreational and nature conservation values.

Diversity is Yarra's most enduring characteristic and greatest strength. Almost 30 per cent of Yarra residents were born overseas. This contributes greatly to Yarra's cultural life and benefits residents, traders and visitors alike.

Yarra's extensive range of shopping and lifestyle strips are an integral part of the local economy and provide an important attraction for the local community as well as interstate and international travellers.

Yarra Council is committed to building and supporting a strong local economy that provides for an innovative and sustainable community. There are more than 13,600 businesses operating within the municipality, making Yarra home to one of the largest economies in metropolitan Melbourne.

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## **1. SYNOPSIS**

Yarra City Council (Council) is seeking a suitably qualified and experienced event management company and/or manager (Contractor) to deliver Fairfield in Feb for 2020.

The event comprises a series of four free afternoon performances on consecutive Sundays in February at the Fairfield Amphitheatre, Fairfield Park, Heidelberg Road, Fairfield in 2020. Each performance event is to run for approximately two and a half hours in duration.

The Amphitheatre site has a capacity of 350 seated with a 20m x 10m performance arena. There is a wheelchair platform for access. The site includes power, public lighting, public toilets and a kiosk with ticket box facilities.

The summer concert series has offered a selection of World Music performances to deliberately support the contribution of culturally diverse communities to the City of Yarra as well as being open to present diverse musical genres and other artforms, such as spoken word and dance.

## **2. BACKGROUND**

Fairfield in Feb is a much-loved and well attended event in the City of Yarra. Showcasing the natural beauty of the Yarra River and the talents of local and other performing groups, the event is attended by people from all over Melbourne, predominantly between the ages of 25-65 and including many families and young children.

### **COUNCIL CONTEXT**

Fairfield in Feb is managed by Arts and Cultural Services and is intended to reflect the priorities of both the current Council Plan and the Arts and Cultural Strategy (2016 - 2020) by making arts and culture in Yarra:

- (a) Easier to practice;
- (b) Easier to participate in; and
- (c) Prominent in Council's activities.

Yarra's vision is for the City of Yarra to be a creative place where dynamic, diverse, vibrant arts activities thrive and our citizens enjoy arts and culture as an everyday experience.

## **3. AIMS AND OBJECTIVES**

### **3.1 AIMS**

- (a) To develop, promote and deliver a high quality series of outdoor, summer performances at the Fairfield Amphitheatre. The Series will build on the strengths of previous free performances conducted at the Amphitheatre over the past 22 years.
- (b) To develop a program of music and/or arts performances appropriate for the venue and the audience, with wide appeal across a broad range of community tastes.

### **3.2 OBJECTIVES**

The Series should:

- (a) Acknowledge the Wurundjeri people as traditional custodians and consider Aboriginal arts and culture in programming;
- (b) Develop a program which fosters under represented artists including artists who identify as Aboriginal & Torres Strait Islander, Culturally and Linguistically Diverse, LGBTI+, Female and living with a disability.
- (c) Promote an inclusive, tolerant, supportive and involved community;
- (d) Develop a program that showcases and supports local arts and cultural practice within Yarra;
- (e) Develop a program that encourages audience participation; and
- (f) Demonstrate a commitment to attracting new local audiences and increasing community access and participation.
- (g) If applicable partner with local and/or not for profit food and beverage vendors for the supply of catering for the event.

### **4. KEY TASKS**

#### **4.1 DEVELOP THE PERFORMANCE PROGRAM**

The Contractor must develop a program:

- (a) Within the sound constraints of the venue. Any noise generated by this function must comply with the relevant Environment Protection Act Guidelines N-1: Public Address Systems. As a general rule, noise from function should not exceed 65Db at any perimeter of the venue or park being used.
- (b) That meets the stated aims and objectives outlined in point 3.

#### **4.2 COORDINATION OF THE PERFORMANCE PROGRAM**

The Contractor shall be responsible for coordinating the program on behalf of the Council.

The Contractor shall:

- (a) Have an Australian Business Number (ABN) and forward all details including registration of GST (if applicable) to the Council Representative on awarding of the contract;
- (b) Ensure administration and compliance with insurance standards. The Contractor shall submit to Council a copy of the Certificate of Currency for Public Liability Insurance to the value of not less than \$10,000,000 (ten million dollars) at least one month prior to the commencement of the series;
- (c) Ensure no laws are breached in the delivery of the Program, including copyright laws;
- (d) Coordinate and deliver all permit requirements (event plan and risk management), on-site production components, performers and service providers;

(e) Clarify expectations of performers and technicians by entering into a contractual arrangement that specifies:

- i. Liability and insurance cover;
  - ii. Arrangements for provision of technicians;
  - iii. Appropriate sound levels and sound level monitoring;
  - iv. Wet weather arrangements;
  - v. Arrival and departure times and access procedures for performers and their production teams;
  - vi. Sound check arrangements;
  - vii. Payment arrangements in accordance with appropriate industry recognised professional fees;
  - viii. Time frames for issue of payments;
  - ix. Payment arrangements regardless of cancellation by the Contractor including in the event of wet weather; and
  - x. Defined parking and no standing areas.
- (f) Ensure compliance with all relevant Council local laws, policies and guidelines;
- (g) Delegate a staff member to liaise directly with the Council Representative both before and during the performance times.
- (h) Attend site meetings and briefings with Council staff and contractors as required; and
- (i) Ensure that the performances are conducted in a clean, safe and comfortable environment.

#### **4.2.1 EVENT MANAGEMENT**

The Contractor shall:

- (a) Provide all equipment, an appropriate ratio of suitably qualified and experienced staff and volunteers, and any other elements necessary to deliver each performance successfully;
- (b) Ensure all sub-contractors are paid promptly and in full;
- (c) Determine, in consultation with the Council Representative, at 3.00 PM on the day of each performance, whether that individual performance will proceed in the event of adverse weather conditions;
- (d) Display “Event Cancelled” signs (provided by Council), in the occurrence that a performance is cancelled, and remain at the venue until after the publicised starting time of the performance, ensuring that performers and the public are aware of the cancellation;
- (e) Provide an opportunity for a Councillor to speak at each performance;
- (f) Acknowledge the traditional owners, the Wurundjeri, at the beginning of each performance;
- (g) Provide sufficient and appropriate catering at the kiosk or via onsite food vans at reasonable cost;

- (h) Prominently display City of Yarra banners at each performance of the program. Signage is to be returned to Council at the conclusion of the series;
- (i) Ensure that toilets and change rooms are open and monitored during performances and closed and locked after each performance; and
- (j) Ensure that toilets and change rooms are kept clean after each performance.
- (k) Maintain a clearly signed accessible viewing area in a location to be agreed upon with the Council Representative; and
- (l) Coordinate the distribution of Council's waste stations around the event site in prominent locations at each performance.

#### **4.2.2 SAFETY MANAGEMENT**

The Contractor shall:

- (a) Ensure the venue and facilities are safe and clean for the public and performers prior to, during and after each performance;
- (b) Provide for appropriate security for performers and public;
- (c) Arrange for first aid services to be present at each performance;
- (d) Notify Victoria Police, MFB, and Parks Victoria at least 14 days prior to the commencement of the Program;
- (e) Ensure a Representative is on site during each performance and is equipped with a mobile telephone which is on at all times during the event. Contact details to be provided to Council's Representative;
- (f) Provide sufficient staff, volunteers, and wardens to usher and assist all patrons including the elderly, people with prams or disabilities to access the venue safely and comfortably;
- (g) Provide sufficient staff or volunteers to monitor safety management including assist in maintaining emergency access on Fairfield Park Drive throughout the duration of each performance including (from bump-in to bump-out);
- (h) Ensure that all equipment is installed appropriately with regard to safety for both performers and the public; to include:
  - (i) Provision of sufficient cable trapping and/or non-slip matting to cover all electrical leads that are run along the ground;
  - (j) Liaise with Council's Representative to ensure the surrounding gardens/environs and venue are appropriately maintained and immediately report any concerns;
  - (k) Ensure the aisles of the Amphitheatre are kept clear for access and egress during each performance of the Series;
  - (l) Ensure adequate insurance, Workcover and superannuation coverage is implemented and promote a safe environment for staff, volunteers and event patrons as required by Occupational Health and Safety Regulations; and

(m) Provide a Risk Assessment and Safety Management Plan to Council no less than two weeks prior to the commencement of the Program.

#### **4.2.3 PUBLIC RELATIONS**

The Contractor shall:

- (a) Establish an efficient system to respond to enquiries and complaints. This system must include the thorough briefing of staff, volunteers and other workers to ensure they are able to appropriately respond to public enquires in a timely manner; and
- (b) Immediately advise the Council Representative of any complaints received.

#### **4.3 PROMOTION OF THE PERFORMANCE PROGRAM**

The Contractor shall be responsible for all matters regarding the publicity and promotion of the Series. The Contractor shall conduct as a minimum requirement, a publicity and promotion schedule as follows:

- (a) Submit a marketing plan to the Council Representative by 3 December 2019;
- (b) Develop and extensively promote both within and outside the City of Yarra, a performance program targeted at a family audience, local residents and potential visitors to Fairfield Park.
- (c) Undertake electronic communications including promotion via email distribution, social media and the listing of performances on Melbourne event websites.
- (d) Coordinate the design of posters and handbills subject to the approval of the Council Representative;
- (e) Coordinate the printing of colour posters and handbills advertising the events;
- (f) Ensure it is acknowledged that the Series is “Presented by the City of Yarra” in all publicity and written material produced for public distribution associated with the Series and ensure Council's logo is clearly and prominently placed in all publications according to Council’s current Corporate Branding Guidelines. The Contractor may be acknowledged as producing the Series;
- (g) Ensure that all advertising and promotional material is approved by the Council Representative prior to publication. The Contractor agrees to provide Council with at least 5 working days to respond to copy/layout/sponsorship recognition proposals;
- (h) Ensure that no illegal bill posting occurs;
- (i) Liaise with Council’s Representative to ensure that the Program is promoted on Council’s website, publications and media opportunities.
- (j) Display signage advertising the performance program and each specific performance at the venue on each performance day;
- (k) Coordinate the design, installation and removal of a colour sign (this may be a sponsor board) at the nominated location on Heidelberg Road nearest to the Amphitheatre advertising performance details including names of acts, times, dates and the Contractor’s enquiries telephone number,



website etc. This sign should be installed no later than two weeks prior to the first performance in the series;

(l) Encourage visitation by transport means other than car and clearly promote alternate and sustainable modes of transport to the event;

(m) Promote the event as glass free; and

(n) Promote appropriate safe sun and heat behaviour.

#### **4.4 SEEK FURTHER FUNDS FOR AN EXPANDED PROGRAM**

The Contractor:

(a) May seek appropriate sponsorship from the private sector to expand the Series in consultation with the Council Representative;

(b) Must obtain approval from the Council Representative prior to finalising sponsorship arrangements including details of all programming, signage and promotion arrangements proposed between the Contractor and a sponsoring body;

(c) Shall fully disclose details of all financial transactions entered into with a sponsoring body;

(d) Shall not enter into a sponsorship arrangement that is in breach of National Competition Policy and Fair Trading laws;

(e) Will ensure that the Council is recognised as presenting the Series and that all advertising material recognises Council as such. No subsequent sponsor shall have naming rights or supersede Council's logo or sponsorship placement; and

(f) Shall not seek or accept sponsorship from any gaming organisation such as the Crown Casino or Tabcorp.

#### **4.5 LIAISON WITH THE COUNCIL REPRESENTATIVE**

Before the commencement of the Series, the Contractor shall provide the Council Representative with:

(a) Details of all staff and sub-contractors;

(b) A detailed program for approval;

(c) The proposed design for handbills, posters and advertisements for approval;

(d) A detailed promotional schedule; and

(e) A Safety Management Plan for the event.

After the performance program, the Contractor shall provide the Council Representative with an Acquittal Report that includes, but is not limited to:

(a) A report including audience attendance numbers, weather conditions, description of performances, details of performers and publicity (including copies of advertisements, handbills etc);

- (b) A financial report outlining all income and expenditure associated with the development, publicity and management of the performance program and any expanded program; and
- (c) All information regarding consumer complaints, including any negative and/or positive audience feedback.

#### **4.6 DAMAGE AND REPAIRS**

In the event of damage to buildings or surrounds due to the Contractor's negligence, mismanagement or unapproved installations, the Contractor will be responsible for repairing the damage and will incur the expense for any repairs.

Any damage must immediately be reported to the Council Representative. All repairs will be undertaken in consultation with the Council Representative.

#### **5. COUNCIL RESPONSIBILITIES**

The Council Representative shall:

- (a) Establish the initial planning meeting with key internal and external stakeholders;
- (b) Introduce and provide contact details of all key organisations, relevant Council staff and contractors;
- (c) Provide all necessary support documents such as maps, contact lists, and technical specifications;
- (d) Coordinate the provision of a suitable number of waste stations (regular and recycling bins) at each performance;
- (e) Provide keys and access to the power outlets, kiosk and change room building;
- (f) Coordinate an electrical inspection of the site (Council is responsible for payments for electricity usage but is not responsible for payment of additional and ancillary costs); and
- (g) Coordinate the cleaning of toilets, change rooms and kiosk.
- (h) Coordinate with the horticultural team for the clearing of any branches or obstacles within the Amphitheatre and public access areas.
- (i) A City of Yarra staff member will be present onsite during each event.

#### **6. FEES AND TERM OF CONTRACT**

Council will enter into a one-year agreement with the Contractor, subject to a satisfactory application submitted by the Contractor against stated Aims and Objectives (Points 3 and 4).

The total fee for the agreement is \$30,000 (ex GST) in total for the delivery of the 2020 Program.

The annual payment schedule to the Contractor is:

- (a) 40% upon presentation of a confirmed program;

- (b) 50% upon the submission of Event and Emergency Management plans;
- (c) 10% on presentation of a report to the Council Representative eight weeks following the performance series.

The basis of payments to the Contractor is payment within 30 days of receipt of an invoice.

### **2019 TIMELINE FOR CONTRACTOR DELIVERABLES**

<b>Date</b>	<b>Activity</b>
15 November 2019	Proposed program to be submitted to the Council Representative for approval
3 December 2019	Presentation of Marketing and Promotional material
4 January 2020	Safety Management Plan submitted to Council Representative

### **8. FURTHER INFORMATION**

Further details can be obtained from the Council Representative Olivia Allen, Arts & Cultural Services on 9205 5038 or [olivia.allen@yarracity.vic.gov.au](mailto:olivia.allen@yarracity.vic.gov.au) or Festival and Events Officer Penny Kyprianou on 9205 5109 or [penny.kyprianou@yarracity.vic.gov.au](mailto:penny.kyprianou@yarracity.vic.gov.au)

Link to venue information and maps

<https://www.yarracity.vic.gov.au/facilities/fairfield-amphitheatre>

### **9. APPLICATION AND ASSESSMENT**

Applications are sought from interested event management, arts companies and/or event managers with proven abilities in event management and program design. Applications will demonstrate the capacity to develop, promote and deliver a coherent program and a commitment to best practice in Risk Management and technical production.

**An Assessment Panel comprising internal and external representatives will assess the submissions and applicants will be notified once their decision is made.**

#### **Evaluation Criteria**

1. Event management experience
2. Quality and diversity of programming
3. Capacity: staff resources and skills base
4. OHS and Risk Management

### **10. SUBMISSION OF APPLICATION**

Applications are to be submitted online via SmartyGrants:

<https://cityofyarra.smartygrants.com.au/FairfieldFeb>

Applications must be received at the City of Yarra by midnight  
Late applications will not be accepted.

## **11. EOI TIMELINE**

EOI advertised	Monday July 15, 2019
EOI Closes	Monday August 12, 2019.
Submissions Assessed	August 13-17, 2019.
Successful Contractor selected	August 19, 2019.

## **12. NOTIFICATIONS**

The successful respondent will be notified in writing that their application has been accepted.

Unsuccessful respondents will be notified in writing that their application has not been accepted.

The Council shall not be compelled to accept any responses outlined in this document and reserves the right to accept or reject any part of any submission at its sole discretion.

