



EXPRESSION OF INTEREST: FAIRFIELD IN FEB EVENT PRODUCTION 2025

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1. SYNOPSIS

Yarra City Council (Council) is seeking an Expression of Interest to engage a suitably qualified and experienced event management company, organisation or freelance producer to deliver the Fairfield Amphitheatre Summer Concert Series, advertised to the public as Fairfield in Feb 2025 for \$30,000 ex GST. The series has been a popular community series since the year 2000 as an investment for live music locally in a unique outdoor Yarra venue, featuring emerging and established multicultural performers and emerging cultural producers. It offers free accessible participation in the arts for community - particularly families - and a purposeful activation in this geographic area of Yarra.

The event comprises a series of two free afternoon performances on Sunday 2 and Sunday 16 of February 2025 at the Fairfield Amphitheatre, Fairfield Park, Heidelberg Road, Fairfield.

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

The summer concert series has offered a selection of performances over twenty years to deliberately support the contribution of culturally diverse communities and creatives to the City of Yarra through the presentation of diverse musical genres and other related 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 performing artists, the event is attended by people from the local area and wider Melbourne, predominantly between the ages of 25-65 as well as many families and young children. The program fosters opportunities for local producers, organisations and musicians to develop and present gigs while also developing live music audiences in a key outdoor venue in Yarra with financial support from Council.

The City of Yarra has a long and proud history as a centre of creativity, artistic endeavour and cultural production. Fairfield in Feb is intended to reflect Council's vision 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 25 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 underrepresented artists including artists who identify as Aboriginal & Torres Strait Islander, Culturally and Linguistically Diverse, LGBTI+, Female and gender non-conforming, and/or 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 suitable a food and beverage vendors for the supply of catering for the event, chosen in line with council's policies, for example:

[Proudly Plastic Free | Yarra City Council | Yarra City Council](#)

<https://www.yarracity.vic.gov.au/-/media/files/ycc/about-us/council-taking-climate-action/city-of-yarra-climate-emergency-plan-202430.pdf?la=en>

Council prioritises the sale and supply of plant-based food and drinks for any engaged vendors.

4. KEY TASKS

4.1 DEVELOP THE PERFORMANCE PROGRAM

The producer 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 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 \$20,000,000 (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 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, superannuation 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 at a minimum \$250 payment for each artist a 3 hour call as per the Musicians Australia Minimum Fee;
 - viii. Timeframes for issue of payments;
 - ix. Payment arrangements regardless of cancellation by the Contractor including in the event of extreme wet or hot 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.
- (j) Ensure that all production staff and contractors have current Working With Children Checks.

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 if applicable;
- (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 security to have active first aid certification to be present at each performance or designate a staff member to act as first aid point of contact for the event with suitable accreditation;
- (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 event 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 four 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 2024;
- (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 social media and the listing of performances on suitable Melbourne event websites.
- (d) Coordinate the design of posters and flyers subject to the approval of the Council Representative in line with Council's Corporate Branding Guidelines;
- (e) Coordinate the printing of colour posters and any hard copy material advertising the events;

- (f) Ensure it is acknowledged that the Series is “Presented by Yarra City Council” 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 7 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 for a colour sponsor real estate board at the nominated location on Heidelberg Road nearest to the Amphitheatre advertising performance details including names of acts, times, dates and program 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) Coordinate the permits, sponsorship and installation of 2-3 Fairfield in Feb real estate boards across Yarra once design is supplied and approved.
- (j) Manage event permits for the series on behalf and in conjunction with the contractor including undertaking resident notifications.

(k) Council will supply a Yarra representative for the duration of the event including bump in and out.

6. FEES AND TERM OF CONTRACT

Council will enter into an 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 2025 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 within four weeks following the series.

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

2025 TIMELINE FOR CONTRACTOR DELIVERABLES

15 November 2024: Proposed program to be submitted to the Council Representative for approval.

3 December 2024: Presentation of Marketing and Promotional material.

27 December 2024: Safety Management Plan submitted to Council Representative.

8. FURTHER INFORMATION

Further details can be obtained from the Council Representative:

Penny Kyprianou, Festival and Events Officer Penny.Kyprianou@yarracity.vic.gov.au T (03) 9205 5109

Gabrielle Nolan, acting Festival and Events Officer gabrielle.nolan@yarracity.vic.gov.au (pre Sept 26)

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 companies, arts organisations and/or cultural producers with proven abilities in event management and music 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/FIF2025>

Applications must be received by 11 October 2024, 5pm.

Late applications will not be accepted.

11. EOI TIMELINE

EOI advertised September 13, 2024

EOI Closes October 11, 2024.

Submissions Assessed October 11-18, 2024

Successful Contractor selected October 18, 2024.

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.