



Yarra City Council

Fairfield Amphitheatre Summer Series #Q667

2015, 2016 & 2017

CLOSING TIME: 4:00PM

CLOSING DATE: 12 November 2014

Yarra in profile



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.

TABLE OF CONTENTS

1. SYNOPSIS
2. BACKGROUND
3. AIMS AND OBJECTIVES
 - 3.1 AIMS
 - 3.2 OBJECTIVES
4. KEY TASKS
 - 4.1 DEVELOP THE PERFORMANCE PROGRAM
 - 4.2 CO ORDINATION OF THE PERFORMANCE PROGRAM
 - 4.2.1 EVENT MANAGEMENT
 - 4.2.2 SAFETY MANAGEMENT
 - 4.2.3 PUBLIC RELATIONS
 - 4.3 PROMOTION OF THE PERFORMANCE T PROGRAM
 - 4.4 SEEK FURTHER FUNDS FOR AN EXPANDED PROGRAM
 - 4.5 LIAISON WITH THE COUNCIL REPRESENTATIVE
 - 4.6 DAMAGE AND REPAIRS
5. COUNCIL RESPONSIBILITIES
6. FEES AND TERM OF CONTRACT
7. PROPOSED 2015 PERFORMANCE TIMETABLE
8. FURTHER INFORMATION
9. APPLICATION AND ASSESSMENT
10. SUBMISSION OF APPLICATION & NOTIFICATION OF OUTCOME

1. SYNOPSIS

Yarra City Council (Council) is seeking a suitably qualified and experienced event management company and/or manager (Contractor) to deliver the Fairfield Amphitheatre Summer Series (the Series) for three years.

The Series comprises a series of four free afternoon performances on consecutive Sundays in February at the Fairfield Amphitheatre, Fairfield Park, Heidelberg Road, Fairfield in 2015, 2016 and 2017. Each performance within each series of four 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.

Historically the Summer Concert Series offered a selection of World Music performances to deliberately support the contribution of culturally diverse communities to the City of Yarra.

For the next three years, the genre and style of performances is being opened up and can include a diversity of musical genres and other art forms, such as dance and spoken word.

2. BACKGROUND

The Fairfield Amphitheatre Summer Series 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 Series is attended by people from all over Melbourne, predominantly between the ages of 25-65 and including many young children.

COUNCIL CONTEXT

The Fairfield Amphitheatre Summer Series 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 (2011 - 2015) 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 18 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 traditional custodians the Wurundjeri and consider Aboriginal arts and culture in programming;
- (b) Promote an inclusive, tolerant, supportive and involved community;
- (c) Develop a program that showcases and supports local arts and cultural practice within Yarra;
- (d) Develop a program that encourages audience participation; and
- (e) Demonstrate a commitment to attracting new local audiences and increasing community access and participation.

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 includes an interval duration for each performance not exceeding 20 minutes; and
- (c) 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 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 at reasonable cost. Any profits generated by the kiosk may be retained by the Contractor;
- (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 an annual marketing plan to the Council Representative by 5 January 2015;

(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 Series;

(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. 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.

6. FEES AND TERM OF CONTRACT

Council will enter into a three-year agreement with the Contractor, subject to annual review and the satisfactory performance of the Contractor against stated Aims and Objectives (Points 3 and 4).

The total fee for the agreement is (ex GST) and shall be paid across three years: \$30,000 for delivery of 2015 Program; \$30,000 for delivery of the 2016 Program; and \$30,000 for the delivery of the 2017 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 each annual performance series.

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

7. PROPOSED 2015 PERFORMANCE TIMELINE

Dates	Activity
3 December 2014	Proposed program to be submitted to the Council Representative for approval
5 January 2015	Presentation of Marketing and Promotional material
19 January 2015	Safety Management Plan submitted to Council Representative

8. FURTHER INFORMATION

Further details can be obtained from the Council Representative Michael Ward, Arts and Cultural Services on 9205 5109 or Michael.ward@yarracity.vic.gov.au

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.

10. SUBMISSION OF APPLICATION

Applications are to be submitted online via the Yarra City Arts website:

<http://yarracityarts.com.au/2014/10/20/fairfield-amphitheatre-summer-series-programming-now-open>

Applications must be received at the City of Yarra by 4.00pm on Wednesday 12th November 2014.

Late applications will not be accepted.