



INVITATION TO QUOTE
2020 BEGONIA FESTIVAL
ENTERTAINMENT COORDINATOR



OVERVIEW

The City of Ballarat (Council) invites quotations from entertainment companies to develop, implement and manage the entertainment for the 2020 Ballarat Begonia Festival.

The Ballarat Begonia Festival is one of the largest and most popular regional events. The three-day festival is held over the Victorian Labour Day long weekend in March within the picturesque Ballarat Botanical Gardens. This award-winning festival attracts over 60,000 patrons annually.

ENTERTAINMENT BRIEF

Event Details

- Event: 2020 Ballarat Begonia Festival
- Date: 7, 8 and 9 March 2020
- Time: 10am – 5pm daily
- Venue: Ballarat Botanical Gardens

The 2020 festival will be held on Saturday 7, Sunday 8 and Monday 9 March. The largest market segments who attend the festival are 35 to 50-year-old couples and family groups. This encompasses horticultural enthusiasts, visitors with culinary interests and family fun-seekers. The City of Ballarat conducts an extensive marketing campaign to promote the festival that focuses on the Ballarat region, large sections of regional Victoria, extension into Melbourne as well as interstate to Adelaide.

Entertainment Precincts

Following the success of previous festival years, Council will again set up several small ‘entertainment precincts’ throughout the festival.

Precincts typically consist of a small stage, food outlets, seating and a festival activity.

International Food Lawn Stage

- 4.8m x 2.4m x 0.5m high + high-top stage cover (6x3m)
- Located in the International Food Lawn (primary food and beverage precinct)
- Be entertained whilst you try food from around the world
- This precinct should offer big, up-beat entertainment for large crowds

Potter’s Stage

- 2.4m x 2.4m x 0.5m high + high-top stage cover (3x3m)
- Pot-a-plant with BotaniKids and listen to the sounds from the Potter’s stage
- Kids entertainment
- This precinct should offer fun, up-beat entertainment and engage with kids in the area

Beaumont Stage

- 2.4m x 2.4m x 0.5m high + high-top stage cover (3x3m)
- Located under the shade of the trees on the Beaumont Lawn
- Kick back on bean-bags and enjoy the relaxed music
- This precinct should offer chilled vibes, relaxed entertainment

Begonia Stage

- 2.4m x 2.4m x 0.5m high + high-top stage cover (3x3m)
- Main Stage for Celebrity Guests; also utilized by festival partners
- (Central Highlands Water, Grampians Central West) for horticultural talks / presentations
- Activate the presentation stage with live music during scheduled presentation breaks
- This precinct should offer a big live entertainment act to entertain a large crowd, can be live music or other entertainment, i.e. magician / comedian / children's entertainment

Roving Entertainment

- No stage or infrastructure; roaming the event precinct
- Be amazed by the magic of a magician / circus performer / stilt walker / juggler etc.
- The roving entertainment will also be utilized for pre parade entertainment on the Monday morning of the Begonia Parade (Wendouree Parade)

NOTE: all stages include a set of steps at the back or the side and a black stage skirt. The stages are usually decorated with plants and / or flowers.

2019 Festival Map (for reference only):



KEY OBJECTIVES

- To encourage and support local and regional talent, appointing 50% local / regional artists to align with actions of Council's Creative City and Live Music Strategies.
- To provide a range of entertainment to cater for the various festival audiences.
- To deliver all operational and logistical components of the Begonia Festival Entertainment in a safe and effective manner.
- To deliver entertainment outcomes within outlined budget.

KEY DELIVERABLES

City of Ballarat to provide:

- Staging infrastructure and cover as per above
- Stage dressing including plants and / or flowers
- Power to each stage
- Green room for the performers to retreat prior to / post or in between sets
- Catering, snacks and water for the performers daily
- Mirrors, clothing racks and seating within the Green Room

Entertainment contractor to provide:

Stakeholder Management

- Regular meetings with Council to provide progress reports on the entertainment planning (including event budget updates).
- Coordinate and liaise with an existing artist database, plus any new interested artists.

Entertainment

- Book all entertainment acts across the precincts for the 3-day festival.
- Provide Council the opportunity to review the line-up of performers prior to formally booking the acts (Council reserves the right to veto proposed performers).
- Ensure all artists execute appropriate family friendly performances and remove all expletives and inappropriate language from performances.
- Management of each of the entertainment acts in the lead-up and throughout the festival; includes all on-stage and off-stage performances.
- Management of the green room / backstage spaces.
- Provide Schedule of Entertainment for marketing and promotional purposes.

Equipment

- Provide all AV including but not limited to PA's, speakers, mixing desks, electrical equipment and extension leads.
- Ensure all equipment has in date testing-and-tagging by a qualified electrician.
- Provide public liability insurance (minimum \$20million).
Please Note: In addition to the successful contractor providing PLI, all performers also need to be covered. This can be achieved by listing each performer under the contractor's policy, via the performers own PLI or via applying to sit under the City of Ballarat's PLI (fee's applicable, conditions apply)
- Ensure all contractors complete the City of Ballarat's compulsory online contractor induction prior to the festival.

Marketing

- All marketing will be undertaken by Council. The successful contractor will be responsible for providing timely and accurate information to assist with the promotion of the live entertainment component of the festival. No direct communication with the media by the contractor is required.
- Provide high-res images of each of the artists for marketing.
- Provide a bio for each of the artists for marketing and promotional purposes.

Budget

The budget for delivery of the above is **\$30,000 ex GST**.

- The above objectives and deliverables must be achieved within a total event budget of \$30,000 (excl. GST).
- The budget is to be inclusive of your Event Management fee.
- Except for the Event Management fee, all operational components of this event budget must be clear and transparent and provided in a budget spreadsheet to Council.
- The event budget is to remain confidential and not to be released.
- The budget will be paid in monthly installments in accordance with the schedule of key milestones.

Insurances

The successful contractor will be required to provide documentation of the following:

- A current public liability insurance policy with a minimum limit of indemnity of \$20million.

Credentials

- CV / Resume / Biography of Company / Individuals
- Details of similar events and / or projects coordinated
- Valid Working with Children check(s)
- Photos of similar events coordinated previously (optional)

CONTRACTOR OBLIGATIONS

Provide a detailed brief outlining the proposed concept and content of your proposal, including;

- Outline of your proposed strategy for facilitating and managing all live entertainment.
- Operational ability to deliver and resources available to you.
- Manage and deliver all aspects of this contract to current Australian Standards and / or Local, State and Federal Laws.
- Induct all companies and persons working (paid / unpaid) at the event into Council's Occupational Health and Safety online course.
- Be familiar and comply with the City's Child Safe Policy.
- Ensure any persons working (paid / unpaid) who may encounter children have a valid Working with Children Check. This includes but is not limited to activity providers, entertainers, performers, event staff and volunteers.

EVALUATION CRITERIA

- Relevant experience in developing and managing a live entertainment event and schedule
- Ability to actively engage with council on an on-going basis
- Ability to complete this event on time and on budget
- Ability to attract quality, family friendly entertainment
- Capacity to meet objectives and deliver the event
- Locality of event management company to Ballarat
- Detailed budget

All correspondence to be addressed to:

Email: events@ballarat.vic.gov.au

Mail: Community Events Unit
City of Ballarat
PO Box 655 Ballarat
VIC 3353

For further enquiries regarding the Begonia Festival entertainment and the quotation process you are invited to contact the events unit on (03) 5320 5500.

Applications close: Sunday 8 September 2019