City of Maribyrnong
Creative Director Brief
Inaugural Arts Festival 2017

Council is seeking to engage a suitably qualified and experienced person or organisation to curate and deliver a new Arts Festival (the Festival) across the City of Maribyrnong in August 2017.

The successful person or organisation will manage all elements of the planning and delivery of the festival including stakeholder engagement, programming, production, marketing and promotion, risk management and budget acquittal, in consultation with Council.

The 2017 festival will build on existing artistic activity in development across the City of Maribyrnong with scope for the creation and presentation of new work to fill strategic gaps identified and ensure the festival meets its desired outcomes.

It is recognised that the 2017 festival will be of a smaller scale than anticipated for future years and will build a strong platform for the development of an ongoing annual arts festival into the future.

Upon successful completion and review of this contract, and subject to funding, Council may offer a further contract to program and deliver the 2018 Arts Festival.

Introduction

The City of Maribyrnong is a growing arts and cultural centre in Melbourne's West, reinforced by Council's designation of Maribyrnong as a 'Festival City'.

The arts, creative industries and festivals are recognised by Council as an important contributor to improving the well-being of our residents and the liveability, community harmony and economic prosperity of the City of Maribyrnong.

Council has a dedicated Festival City Policy, Arts and Culture Strategy, Public Art Strategy and a range of funding programs that assist in shaping the City's reputation as a vibrant and creative place to live, work and visit.

Arts Festival Purpose

To deliver a high quality three week long multi art-form festival that bolsters the City's identity as the centre of Melbourne's arts community and presenter of memorable world class festivals.

Focus and Key Outcomes of Festival

The festival will:
- focus on the arts and will work to connect artists with audiences.
- focus on artists and creative industries based in the western suburbs, on works generated in and from the western suburbs, placing the festival firmly in the context of its place.
- encourage and assist artists to create new works of excellence, relevant to our community.
- encourage and assist with opportunities for community members to work with artists at an engaged level.
- concentrate on artists of a high professional standard, including artists who may work with amateur, community or student artists on specific projects.
- provide opportunities for local venues and arts organisations to showcase their activities and facilities.
Content and Delivery of Festival

The festival will be a curated three week multi-art-form festival from 10 to 27 August 2017

The festival will:
- build upon existing artistic activity already in development across the City
- include some scope for the creation and presentation of new work to fill strategic gaps identified and ensure the festival meets its desired outcomes
- include at least one new event with a significant public outcome as the opening or closing event of the festival
- include a range of price points and artistic offerings including free events
- build to create a platform for development of an ongoing annual arts festival

Initial programming plans for the 2017 festival include:
- enhancement of the music venue based program West Set
- enhancement of the outdoor installations of West Projections
- inclusion of relevant events programmed in Council venues the Bluestone Church Arts Space and Artsbox
- invitation to local artists and arts organisations for inclusion of content
- one large scale, free to public event

Festival content from artists or organisations from outside the City will be by invitation only, and will be programmed to complement local artistic offerings, to provide world-class experiences and/or to offer development opportunities for artists and participants.

Location of Festival

It is envisaged the festival would occur in multiple locations across the City taking into account the current spread of festivals. The festival will focus on venues and locations with existing infrastructure to minimise production and logistic costs and to showcase the diversity of ‘place’ that Maribyrnong has to offer.

Timeframe for Festival

- Applications for Creative Director close – 12 May 2017
- Creative Director engaged – 16 May 2017
- Program finalised – Late June 2017
- Marketing and Promotion start – 3 July 2017
- Arts Festival delivered – 10 till 27 August 2017
- Festival wrap up, debrief/s and acquittal – 28 August – 15 September 2017
- Creative Director finishes – 15 September 2017

Conditions of Contract

This is a fixed term contract commencing 16 May 2017 and finishing 15 September 2017 (total 18 weeks).

The position is regarded as the probationary period for consideration of a further contract for the 2018 festival (pending budget).

The Creative Director is expected to supply and cover the costs of her/his own mobile phone, transport and office facilities.

The Creative Director will be remunerated by invoice to Maribyrnong City Council at agreed milestones.

The Creative Director will work with an internal Arts Festival Project Steering Group which will include the Manager City Business, Coordinator Activation and Festivals, Coordinator Arts and Cultural Services and the Festival Officer.
Insurance

The successful applicant will be required to provide evidence of current insurance policies for:

- Public liability cover $20 million
- Professional Indemnity cover of at least $5 million
- Work cover or work cover exemption for all employees and sub-contractors on the project

Intellectual Property and Copyright

The title to and intellectual property (including copyright) in all contract material developed during the consultancy shall vest upon its creation in the City, and on the expiration of the contract the consultant shall deliver to the City all contract material brought into existence as part of, or for the purposes of performing the consultancy service including, but not limited to, reports, documents, information and data stored by any means.

Disclosure of Information

The consultant, its employees or agents shall not disclose or make public any information or material acquired or produced in connection with or by the performance or the consulting service without prior approval from Council, in writing.

Canvassing

Canvassing of Councillors or Council employees is not permitted and the submission of any consultant which seeks to canvass a Councillor or Council employee will not be considered.

Applicant Process

Applications will be evaluated against the following criteria:

- Understanding of the brief and associated outcomes
- Demonstrated experience/knowledge of the programming and delivery of arts festivals
- Demonstrated capacity to complete the project within the agreed time frame

In response to the brief applicants should provide:

1. A quote for your services as a fixed fee (GST exclusive) including a breakdown against your proposed project milestones
2. Proposed methodology, project milestones and timeline
3. Evidence of having undertaken similar work previously including links to examples
4. Business name and ABN
5. Referees – please nominate up to three (3) referees

Lodgement of Application

Submit your completed application including any supporting material by 4.00 pm Friday 12 May 2017 via email to susie.wickes@maribyrnong.vic.gov.au or post to Maribyrnong City Council, PO Box 58, Footscray 3011.

Please Note:
Any applications received after the closing time and date will not be considered.

Any questions regarding the brief may be directed to: Katy McMahon, Manager City Business on 9688 0200.