City of Maribyrnong
Project Brief
Evaluation of Due West: Immersive Arts Festival

Purpose
Maribyrnong City Council is seeking to engage a qualified and experienced consultant in evaluating festivals and/or cultural events, to undertake an independent and comprehensive qualitative and quantitative evaluation of the City of Maribyrnong’s new arts festival Due West.

Introduction
The City of Maribyrnong is a growing arts and cultural centre, reinforced by Council’s designation of Maribyrnong as a ‘Festival City’. Festivals, arts and the creative industries are recognised by Council as an important contributor to the well-being of our residents and the liveability, community harmony and economic prosperity of the City of Maribyrnong.

Guiding Council’s work in this area is the Festival City Policy and Arts and Culture Strategy, as well as a range of funding programs that assist in shaping the City’s reputation as a vibrant and creative place to live, work and visit.

Maribyrnong City Council proudly supports a broad range of festivals each year. As ‘Festival City’ we regularly attract and nurture activities which contribute to the cultural and civic richness of the City. From 10 – 27 August 2017 the City of Maribyrnong is proud to present Due West. Due West is a new immersive multi-arts form festival that will showcase work from local artists, organisations and venues across the city. The program will be focused on immersive arts experiences allowing participants to interact, engage and participate.

Festival Purpose and Key Outcomes

Purpose: a high quality three week 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.

Anticipated key outcomes include:

- Focus on artists and creative industries based in Maribyrnong, on works generated in and from Maribyrnong, placing the festival firmly in the local context.
- Encourage and assisting artists to create new works of excellence, relevant to our community.
- Encourage and assisting 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 and alongside amateur, community or student artists on specific projects.
- Focus on the arts and connecting artists with audiences.
- Opportunities for local venues and arts organisations to showcase their activities and facilities.
- A range of price points and artistic offerings including free events.
### Scope of Works

A comprehensive qualitative and quantitative evaluation of the City of Maribyrnong’s new arts festival Due West in August 2017. The consultant will report back to Council on the Economic, Social, Civic and Cultural impacts of the festival with a particular focus on the festivals impacts for the Cities arts community.

Evaluation tasks include:

1. Consultation with key stakeholders including:
   - Councillors and Council Officers
   - Council’s Festival Advisory Panel
   - Creative Victoria
   - Arts West
   - Victoria University
   - Local artists
   - Local business
   - Festival participants
   - General public
   - Festival Creative Directors

2. Financial analysis of the completed festival budget to ensure festival viability long term

3. Marketing and branding analysis to ensure the festival is reaching the intended market and branding is appropriate

4. Programming analysis to ensure the festival is meeting its intended purpose and its key outcomes (as listed above)

5. Location analysis to ensure the festival is impacting all areas of the City of Maribyrnong

### Project Outputs

The Consultant will deliver the following:

1. Transcripts and analysis of all consultations
2. A report incorporating the Economic, Social, Civic and Cultural impacts of the festival addressing the Festival Purpose, Key Outcomes and Scope of Works
3. Recommendations for future festivals

### Timeframe

- Festival evaluation brief open 16 June 2017
- Applications close – 2:00PM, 7 July 2017
- Review of applications completed – 16 July 2017
- Consultant appointed – 24 July 2017
- Due West Festival dates – 10 - 27 August 2017
- Festival wrap up and debriefs – 28 August -15 September 2017
- Evaluation report due to Council – 22 September 2017
Project Management

The Consultant will work with an internal Due West Festival Steering Group which will include the Manager City Business, Coordinator Activation and Festivals, Arts and Culture Coordinator and Festival Officer. The consultant will also work with the festival’s 2017 Creative Directors, The Background.

Budget

This is a fixed term contract commencing 24 July 2017. The successful consultant will be expected to supply and cover all costs associated with the evaluation as well as transportation and office facilities. The consultant will be remunerated by invoice to Maribyrnong City Council at the agreed milestones.

When commissioning the project Council will take into account robust consultation methods, relevant experience in undertaking such projects, and the ability to deliver on time.

The budget for this project is $15,000, to be paid as follows:

- 50% on the commencement of the Contract
- 50% on delivery of the final report

Evaluation of Applicants

Applicants will be evaluated against the following criteria:

- Understanding of the project brief and associated outcomes
- Demonstrated experience and knowledge of festivals and/or cultural evaluations
- Capacity to complete the project within the agreed time frame and budget

In response to the project brief applicants should provide the requested information in the Quotation Schedules:

1. A quote for your services as a fixed fee (GST exclusive) including a budget breakdown
2. A proposed methodology including identification of key tasks, milestones, and timeframe
3. Evidence of having undertaken similar work previously including details of referees
4. Business name and ABN.

Insurance

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

- Public liability cover $20 million
- Professional Indemnity cover of at least $2 million
- Work cover or work cover exemption for all employees and sub-consultants 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.
Lodgement of Quotations

- Quotations will be received only until the time and date stated in the Quotation Details ("Closing Time for Quotations").
- Quotations must be lodged in the electronic tender box through Maribyrnong City Council's e-tendering website at https://www.tendersearch.com.au/maribyrnong ("Electronic Tender Box").
- If the quoter experiences any difficulties logging on, downloading or uploading any documents from the e-tendering website, the quoter should contact TenderSearch on 1800 836 337.
- Quoters should be aware that the electronic lodgement of files may take time, and the quoter must make its own assessment of the time required for full transmission of its offer.
- The Principal expressly disclaims any liability for any failure of the electronic tendering service, or any failed, rejected, incorrect or incomplete lodgement or lateness of a quotation arising from the quoter’s use of the electronic tendering service.

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.

Enquiries
Enquiries should be directed to:
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