

# CONTRACT SPECIFICATION

PROCUREMENT №: TBA

TITLE:

**LIVE & LOCAL 2024-25:  
CURATION & DELIVERY OF LIVE MUSIC MICRO FESTIVAL, WOLLONGONG CBD**

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## 1. Introduction

Wollongong City Council is seeking to engage a Live Music Curator/Producer ('Contractor') to work with businesses and venues to deliver a "micro festival" trail of live music performances in Wollongong CBD. The micro festival ("Festival") will take place across two dates in May 2025, staged within venues and public domain spaces.

This successful Contractor will also be offered a unique mentorship opportunity to boost their capacity as a local live music advocate and increase their understanding of the regulatory frameworks that impact the live music industry.

## 2. Background

Wollongong City Council is partnering with the Live Music Office and APRA AMCOS to deliver the Live and Local Initiative, which will offer live music and contribute to capacity building for local venues and music industry.

Live and Local is part of Wollongong's CBD Sounds program that contributes to the goals of Wollongong's 2032 Community Strategic Plan, including.

- Wollongong is a creative, vibrant city.
- We have an innovate and sustainable economy.

The program objectives include:

- Support businesses and our local live music ecosystem.
- Contribute to a welcoming visitor experience.
- Showcase high quality local talent, inclusive of diverse culture, gender, and disability.

## 3. Scope of the contract

The contractor will curate and deliver the Live and Local micro festival series, including development, delivery, and management of all aspects of the live music performances in consultation with Council, businesses/venues, and their stakeholders.

### Inclusions:

- a) Curate the Live and Local micro festival program in consultation with Council, including:
  - Work with venues/businesses to select suitable music artists.
  - Book the artists and organise the live music programme.
  - Manage all artists and their contracts.
  - Provide the micro festival programme to Council in the agreed format.
  - Pay music artists (refer to Section 5a in this document for more information)
- b) Deliver all aspects of micro festival delivery in consultation with Council and businesses/venues, including:
  - Attend site visits with Council and the Live Music Office

- Visit and engage local businesses/venues to participate in the micro festival
  - Match venues/businesses with suitable musicians
  - Deliver and manage all aspects of the micro festival performances.
  - Identify and manage PA/technical requirements.
  - Develop and distribute venue run sheets and artists worksheets.
  - Provide regular updates to participating venues and businesses.
  - Support and manage communication between music artists, suppliers, subcontractors, venues/businesses, Council, and other relevant stakeholders.
  - Attend micro festival events.
  - Hold relevant insurances.
- c) Participate in a unique mentorship with Council's Live+Local Policy Consultant to develop a broader understanding of local, state, and federal regulatory and policy frameworks that impact the live music industry.
- d) Support promotion of the performances.
- e) Reporting
- Maintain weekly contact with Council's nominated representative, to provide progress updates.
  - Provide a final report to Council's nominated representative as detailed on page 6 of this document.

Exclusions:

- Event staff or technicians' fees
- AV/technical equipment hire fees.
- Marketing campaign / collateral
- Power supply
- Security

## 4. Detailed requirements

- a) Delivery timeframes
- The contract period commences on 4<sup>th</sup> November allowing time to meet with venues and businesses before the busy Christmas and January period.
  - The Live and Local micro festival will take place across two dates in May 2025 (dates TBC). The contract ends on 31<sup>st</sup> May 2025, allowing time for final wrap up, payments and reporting.
- b) Micro festival performance locations
- The two micro festival events will take place within selected Wollongong CBD venues (TBC)
  - A minimum of 12 venues are to be included in the micro festival events.

- Live music performances will also be delivered in up to 3 outdoor, public locations as part of the micro festival.
- c) Curate and the deliver all Live and Local micro festival performances in consultation with venues/ businesses and Council, incorporating consideration of:
- Engaging local music artists
  - Suitable quality and genres of music to be selected for each venue. Considering business/venue brand, their audience, and other business considerations
  - Inclusion of cultural, gender, abilities, and musical genre diversity
  - Consider smaller-scale acts that fit the spaces and budget e.g., solos, duos, trios.
  - Note: the budget for music artists is \$20,000 (refer to artist payment recommendations provided in Section 5a of this document)
- Provide draft programme and budget to Council's nominated representative for review and approval before booking artists, including web links to artists music.
  - Make changes to the programme as required by Council.
  - Book, contract and pay all micro festival music artists
  - Manage all aspects of the performances for the micro festival
  - Finalise the micro festival programme and provide this to Council's nominated representative.
  - Identify, book, and implement AV/production for all venues as needed – only small amps or small sound systems are required. Or artists can perform without a sound system if this is preferred.
  - Provide artist worksheets and run sheets to all booked artists, outlining information and instructions including but limited to information to performance date and times, venue contact details and site constraints, technical and venue access information.
  - Maintain relevant insurances for the activity, including registration with Conserve.
  - Ensure all micro festival artists and contractors have relevant insurances in place.
  - Manage communication with venues/businesses, artists, technicians, Council, and other relevant micro festival stakeholders.
  - Attend micro festival events.
- d) Work with businesses and venues to build their capacity to host live music within their premises, in consultation with Council, including:
- Liaise with the venues/businesses to book suitable live music artists for the micro festival that will work for their brand and business requirements.
  - Select, implement, and manage live music and AV equipment for the micro festival, sharing information with businesses on how to do this.
  - Generate an event management plan, including activity across all performance sites, including logistics and risk management, in consultation with Council, businesses and venues.
  - Connect businesses with local music industry, including musicians, producers, technicians, and AV suppliers.
  - Provide support and information to businesses throughout the micro festival process that will also assist them to host performances in the future.

- e) Support promotion of the performances, including:
- Provide all micro festival performance details via the Wollongong CBD website portal.
  - Co-host social media events created by CBD Wollongong.
  - Provide input into marketing, design, and communication around program. Promote performances to networks.
- f) Production:
- Ensure that all micro festival performances have adequate AV/technical gear, staff and management, including but not limited to:
- Small 'busking' amp or small PA
  - Microphones and stands.
  - Cables, chords, DIs as needed.
  - DJ set up if needed.
  - Technicians and additional event staff if needed.
- Note: Production budget will be provided, as agreed with Council
- g) Participate in a unique mentorship with Council's Live+Local Policy Consultant to build your capacity as a local advocate and develop a broader understanding of local, state, and federal regulatory and policy frameworks that impact the live music industry, including:
- h) Planning regulations
  - ii) Liquor licensing regulations
  - iii) Building and construction codes
  - iv) Sound attenuation and the Environmental Protection Act
  - v) Local Government Laws
- i) Reporting:
- Maintain weekly contact with Council's nominated representative (via phone or in person) to provide updates on the program/festival developments and to share information about successes, challenges, or recommendations. Additional meetings may be required.
  - Provide a final report to Council's nominated representative outlining:
    - A written evaluation of the project that will contribute to fostering long-term collaboration between businesses and the music industry in Wollongong, including a summary of project challenges, learnings, and recommendations.
    - Budget report, including receipts for artist payments.
    - A list of artists and other live music professionals who participated in the micro festival, including their names, postcodes, and pronouns if they are willing to share this information.
    - A minimum of 10 testimonials from participating artists and businesses

## 5. Contract Information

### a) Contract Value

Contracts will be managed in accordance with the relevant Council policies and procedures.

A Service Agreement Contract to the value of \$35,000 excluding GST is available to the successful supplier, including:

- \$15,000 ex GST (Curator/Producer “Contractor” fees)
- \$20,000 ex GST (Music artist performance fees – micro festival)

#### Payment schedule

- 30% payable on contract signing.
- 30% payable on delivery of programme
- 40% payable on completion of all deliverables including micro festival performances.

#### Rates

- Contractor fee is based on approximately 260 work hours across 6 months (@\$57/per hour)
- Artist fees are based on the recommendations outlined in <https://musiciansaustralia.org/the-musicians-australia-minimum-fee/> to engage up to 80 x solo performances.

### b) Contract Period

- Contract start date: 4<sup>th</sup> November 2024 (including initial planning)
- Contract end date: 31<sup>st</sup> May 2025 (includes wrap up)

Optional extensions, exercised at the sole discretion of Council:

The contract is for an initial term of one year, commencing 4<sup>th</sup> November 2024 with one further option for extension of one year for a maximum term of one year, with any such extensions exercisable at the sole discretion of Council.