

## Request for Quotation – Vivid Sydney Festival Director 2021 & 2022

Destination NSW is seeking applications and itemised quotations from a suitably qualified and experienced **Festival Director** for Vivid Sydney 2021 (August) and 2022 (May/June).

**Please note: this is not a position of employment but a contract for the supply of services. Companies can propose a person for this contract.**

### **Destination NSW**

Destination NSW is the lead NSW Government agency for the New South Wales (NSW) tourism and major events sectors. Our role is to market Sydney and NSW as the premier tourism and major events destination in the Asia Pacific; to secure major sporting and cultural events; to work in partnership with Business Events Sydney to win major international conventions and incentive travel reward programs; to develop and deliver initiatives that will drive visitor growth throughout the state; and to achieve the NSW Government's 2030 Visitor Economy Strategy targets.

### **Vivid Sydney**

Vivid Sydney is owned, managed and produced by Destination NSW and is the largest festival of Light, Music and Ideas in the Southern Hemisphere.

Established in 2009 as part of the NSW Government's strategy to generate economic growth through tourism and major events, Vivid Sydney has been integral in cementing Sydney's position as the creative capital of the Asia-Pacific and, instrumental in growing the visitor economy through delivery of a world-class festival.

### **RFQ Timeline**

Deadline for receipt of clarification requests	10:00am on Monday 1 February 2021 (Sydney time)
<b>RFQ closing date</b>	<b>10:00am on Monday 8 February 2021 (Sydney time)</b>
Interviews	Week beginning 15 February 2021
Successful contractor notified	Week beginning 22 February 2021
Unsuccessful contractor(s) notified	Week beginning 1 March 2021
Commencement of Contract	March 2021 – exact date to be confirmed
Completion of Contract	End August 2022

### **Selection criteria:**

Evaluation of all submissions will be based on the following criteria:

<b>Criteria</b>	<b>Weighting (%)</b>
Value for money	20%
Demonstrated experience in creating/curating festival programs and, setting the future strategy for an international inter-disciplinary festival	20%
Extensive event management experience in the delivery of complex, large scale, multi-day events including event planning and implementation, budgeting, production and, operations	20%
Extensive experience in negotiating and securing high value commercial sponsorships and partnerships. Excellent communication skills with demonstrated ability to develop and manage strong internal and external relationships at senior levels	15%

Effective leadership and management skills, demonstrated experience in managing multi-disciplinary teams and, proven ability to motivate staff to ensure high level performances	10%
Excellent business acumen and demonstrated experience in developing, managing and monitoring complex, finite budgets, superior project management capability	10%
Compliance with the request for quotation, certification and accreditation	5%
<b>TOTAL</b>	<b>100%</b>

### **What Destination NSW requires**

1. A written response which addresses the **Selection Criteria** and, **Accountabilities** outlined in Annexure A
2. An itemised all-inclusive quotation for the Contract Period (March 2021 – August 2022) via provision of a weekly rate (exclusive of GST) but inclusive of all charges, contributions, expenses and other work-related inclusions
3. Current curriculum vitae including details for two (2) referees

### **Clarification of requests:**

If you require clarification of this Request for Quotation, please contact via email only: Julie Turpie, Acting General Manager, Events: [julie.turpie@dnsw.com.au](mailto:julie.turpie@dnsw.com.au)

Please note that any clarification/s will also be granted to any/all other interested contractors and will be available on [www.vividsydney.com](http://www.vividsydney.com) – work with us webpage.

### **Lodgement Details:**

Please email your application, quotation and supporting documentation to:  
Neville D’Costa, Director, Procurement & Legal: [neville.dcosta@dnsw.com.au](mailto:neville.dcosta@dnsw.com.au)

## **Annexure A**

### **Primary Purpose**

The Festival Director is accountable for developing and articulating the Festival’s creative vision and strategic plan; leading and managing festival planning, program development and operational delivery, on time and within budget, ensuring Destination NSW maximises the economic and social benefits and return on investment in Vivid Sydney.

### **Accountabilities:**

- In consultation with the General Manager, Events, develop the Vivid Sydney strategic plan in line with Destination NSW’s business objectives, to grow and evolve Vivid Sydney as a world class festival of creative excellence and innovation.
- Prepare an annual business plan outlining the curatorial vision and program rationale for the creation and implementation of a world-class, cutting-edge, innovative annual festival, balancing artistic integrity and excellence within a finite budget.
- Identify and oversee strategic partnerships, leveraging existing Vivid Sydney partnerships whilst assessing and building a pipeline of new commercial partners. Lead the negotiation of contracts and, oversee the development of the commercial partnerships program.
- Responsible for the preparation, monitoring and management of a complex Event budget including scoping and forecasting; financial management, reporting and reconciliation.
- Responsible for the overall planning, management and implementation of all Vivid Sydney operational and programming requirements including but not limited to:
  - Oversee the engagement of artists, venues, promoters and producers for the annual Vivid Sydney program/content

- Strategic planning and project management
  - Stakeholder management
  - Contracts management and procurement
  - Resourcing and personnel management (including third-party suppliers and contractors)
  - Event management including event operations, risk management, logistics and site management
  - Post-event assessment and reporting
- Direct and provide leadership, support and guidance to the Vivid Sydney operations team in achieving business outcomes and festival delivery. Oversee the recruitment, induction and ongoing management of the Vivid Sydney event operations team.

### Organisational Relationships

The Festival Director reports to the General Manager Events, Destination NSW.

### Direct Reports:

The Festival Director will lead a diverse team of direct reports and contractors, to be confirmed in line with budget allocation and event planning, including:

- Curators - Vivid Light, Music & Ideas
- Operations Manager
- Production Manager, Vivid Light
- Program Manager, Ideas & Music

### Indirect Reports:

- x 3

### Key challenges

- Balancing a range of competing priorities and multiple projects in a constantly changing environment and working within very tight decision-making deadlines imposed by senior management, Government and industry stakeholders.
- Keeping abreast of relevant industry trends, programs and legislative requirements.
- Applying a high degree of analytical problem solving and creative reasoning skills to operate effectively in a rapidly changing environment and initiate and develop innovative ideas.
- Identifying and managing the varying interests and agendas of stakeholders and obtaining their co-operation in working together to achieve common goals.
- Taking a pro-active and strategic approach to challenges that are often of a complex and sensitive nature and developing creative and innovative solutions to resolve them.
- Being strongly customer-focussed and able to prioritise and manage multiple tasks/demands including matters with critical turnaround times required by partnerships and Government.

### Key relationships

Stakeholder	Key Objectives
CEO & Leadership Team	Work collaboratively with the CEO and Leadership Team to ensure Vivid Sydney delivers on organisational objectives, strategies and business plans.
General Manager, Events	<p>Receive advice and guidance on complex issues, priorities, organisational and work of project team.</p> <p>Maintain and evolve Vivid Sydney as a world class festival of creative excellence and innovation. Develop and advise on appropriate creative strategies for Vivid Sydney for the purpose of achieving Destination NSW outcomes.</p>
Vivid Sydney Operations Team incl. Curators	<p>Monitor and review performance, provide leadership and guidance.</p> <p>Demonstrate best practice and inspiring the team to achieve the festival vision and objectives in developing and delivering the program.</p>

	Encouraging and modelling a culture of respectful communication, mutual support, collaboration and high-performance.
Directors, managers and staff across DNSW	<p>Engage and consult to build the Vivid Sydney brand, maintaining the festival's distinctive positioning and building the festival identity and profile both locally and nationally.</p> <p>Contribute to the development and implementation of a highly effective marketing, PR, communications and content plan.</p>
<b>External</b>	
Key external stakeholders including event owners / creatives/artists / venue owners / corporate partners / promoters / arts bodies / key public sector agencies	<p>Develop and maintain effective relationships and open channels of communication to foster liaison, consultation, and engagement in the acquisition, leveraging and delivery of Vivid Sydney.</p> <p>Ensure all aspects of festival operations are conducted with integrity and in compliance with all regulatory and legal requirements, demonstrating high regard for all stakeholders.</p> <p>Deliver best practice and excellence in partnership and sponsor servicing and relationship management.</p>

## **Annexure B**

### **General Items**

- The contractor must provide appropriate public liability insurance noting Destination NSW as an Interested Party. Minimum \$20 million
- The contractor must provide appropriate professional liability insurance. Minimum \$10 million
- The contractor must provide appropriate workers compensation insurance – as required by law
- The contractor must provide an Australian Business Number or Australian Company Number

### **Key Considerations**

The successful contractor will be required to enter a Contract of Engagement with Destination NSW which includes, but is not limited to the following terms:

- Ownership of all intellectual property (including copyright) in any project material will vest in and/or be assigned to Destination NSW on a royalty free, for use worldwide, free of charge in perpetuity basis. The contractor will agree to execute all documents and do all things required for the purposes of giving effect to this. The project material once assigned will be used by Destination NSW, tourism trade stakeholders, media and the NSW Government
- Indemnifying Destination NSW for all work undertaken
- Abiding by a contractor's code of conduct as issued by the NSW Government
- Termination Clause, Destination NSW may at any time terminate the contract without cause and for any reason by giving 30 days' notice in writing to the contractor, such termination being effective upon expiration of the 30-day period. Destination NSW is not liable for any payments to the contractor beyond the 30-day notice period, and such amount will be received by the contractor in full satisfaction and discharge of any claims of any nature whatsoever in connection with this contract. Destination NSW would not be liable for any further/pro-rata payments
- If the contractor does not perform the services required, the contractor is not entitled to receive any further payments and must if so required by notice in writing to the contractor by Destination NSW, repay to Destination NSW all payments made under this contract or such part of the payments as so demanded by Destination NSW with respect to expenses already incurred and services rendered to date and must make such repayment within 7 days of the date of such demand by Destination NSW or within such longer period as specified by Destination NSW.
- During the contracted period and subject to any flexible work arrangements in place, the contractor will be required to work full-time on the premises of the Destination NSW offices located at Level 2, 88 Cumberland Street, The Rocks within standard business hours (9am – 5:30pm). Flexibility with work hours will be required, this includes after hours and weekend work. No overtime will be paid or time in lieu provided. Please note: this role will be required to be onsite during the event period(s) and will be required to work as part of a rolling roster during the Event (including bump-in, Event and bump-out periods).

- Office facilities to be provided. Parking is not provided however approved and agreed demonstrated work-related travel costs may be reimbursed. A mobile phone is not provided however demonstrated work-related telephone costs may be reimbursed.

**Leave**

Destination NSW provides for a set number of days of unpaid leave to be taken (20 days per annum), commensurate with the contracted period and position scope. All leave is to be taken as agreed with the General Manager, Events. Any unpaid leave not taken by the conclusion of the contracted period will be forfeited. Destination NSW acknowledges that the successful contractor is not required to work public holidays except those falling within the Event periods.

Destination NSW may also close for the Christmas and New Year period as part of NSW Government arrangements. The General Manager, Events will advise of dates accordingly.

Paid recreation leave, public holiday pay, overtime, sick leave and other paid leave entitlements are not payable as this is not a position of employment. Deductions will be made on a pro-rata day basis based on the quoted per day rate.