

Request for Quotation – Curator/ Producer, Vivid Music, Vivid Sydney 2025, 2026 and 2027.
Request:

Destination NSW is seeking applications and itemised quotations for the provision of **Curator/ Producer, Vivid Music** services for Vivid Sydney 2025, with an option to renew for Vivid Sydney 2026 and Vivid Sydney 2027.

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. Individuals with an ABN as either sole trader or company can also submit a response to this RFQ for the supply of the services.

Destination NSW:

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government.

Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events.

Investing in a world-class events calendar to maximise economic and social benefits and position NSW as the events capital of the Asia Pacific, is a key strategic pillar of the Visitor Economy Strategy 2030.

Vivid Sydney, the largest festival of light, music, ideas and food in the Southern Hemisphere and the largest event in Australia, is owned, managed and produced by Destination NSW. Vivid Sydney has been integral in positioning Sydney as the creative capital of the Asia-Pacific and, instrumental in driving visitation to Sydney and stimulating the city's visitor economy (the 'Event'). For more information visit: www.vividsydney.com

Timeline:

Deadline for receipt of clarification requests	10:00am Monday 8 April 2024 (AEST)
RFQ closing date	10:00am Monday 15 April 2024 (AEST)
Interviews	Week commencing 22 April 2024
Successful supplier notified	Week commencing 29 April 2024
Unsuccessful supplier(s) notified	Week commencing 6 May 2024
Commencement of Contract	Monday 2 September 2024

Selection Criteria:

Evaluation of all received proposals will be based on the following criteria:

Criteria	Weighting (%)
Value for money	20%
<p>Demonstrated extensive experience and relevant tertiary qualifications in successfully developing, curating and producing high profile and emerging contemporary music programs for large scale public events with a focus on;</p> <ul style="list-style-type: none"> - attracting broad and diverse audiences - delivering positive financial results - creativity and innovation <p>Demonstrated understanding of the creative, financial, operational, logistical and technical requirements of multi-day, events and festivals.</p>	20%
<p>Exceptional relationship management and communication skills, including experience in collaborating and negotiating with a wide range of stakeholders including international, national and local agents, promoters, venues, artists, Government, business, and community and media.</p> <p>Demonstrated contacts and existing networks with artists, creatives, manufacturers, suppliers, designers and companies who exemplify innovative, contemporary and sustainable practise, alongside general industry trends.</p>	20%
<p>Proven entrepreneurial experience in identifying and engaging innovative artists and creatives to work to a brief and the ability to attract and secure high profile industry talent both nationally and internationally.</p> <p>Proven detailed knowledge of and insight into contemporary and emerging music, including but not limited to relevant artists, DJs, bands, promoters, producers, companies, genres, emerging trends, venues and labels both nationally and internationally.</p>	15%
<ul style="list-style-type: none"> • Proficient in the development and management of complex P&L, financial reporting, forecasting, procurement and contract management. • High-level computer literacy skills, proficient with MS Office suite, experience in specialist software such as CRM programs. • Demonstrated experience and knowledge of ticketing systems and box office operations. 	10%

<ul style="list-style-type: none"> Highly developed and proven project and time management skills, ability to effectively prioritise, meet deadlines and to balance competing priorities in a dynamic and high-pressure work environment. Able to work both autonomously and within a team. Outstanding written and verbal communication skills 	10%
Compliance with Request for Quotation	5%
TOTAL	100%

What Destination NSW requires:

Destination NSW requires an itemised quotation which addresses the items in Annexure A, i.e. Specification of Services, Key Considerations and General Items. Attention must also be directed towards the Selection Criteria.

1. A written response of no more than two (2) pages which addresses the Selection Criteria and Specifications of Services outlined in Annexure A.
2. Proposed curatorial approach of no more than two (2) pages for the three (3) year period with an emphasis on the first year.
3. An itemised all-inclusive separate quotation for Vivid Sydney 2025, Vivid Sydney 2026 and Vivid 2027 exclusive of GST but inclusive of all other taxes and charges. The Supplier should anticipate that the Services will require ongoing commitment of 4 days per week during pre and post Festival periods with 6-day weeks for the 6-week festival period to include Bump in, Festival and Bump out and should quote accordingly, whether that be on a daily basis or for the completion of Services required as a whole.
4. The payment schedule will be based upon a schedule for delivery of the Services with payments made against milestones/deliverables/outputs achieved. The milestones will be set out in the contract to the Supplier. Applicants note that payments will may be on a monthly basis but rather on completion of outcomes and tasks.
5. Current curriculum vitae including details for two (2) referees.

Clarification of Requests for Quotes:

If you require clarification of this Request for Quotation, please click [here](#) to email the Vivid Sydney team.

Please note that any clarifications will be given to other suppliers that have been offered the opportunity to provide a quote. Clarification Addendums will be posted via the [Work with Us](#) page on the Vivid Sydney website.

How to respond to a Request for Quotation (RFQ):

Please review the relevant RFQ documentation, Clarification Addendums, Frequently Asked Questions and Terms & Conditions prior to preparing your response.

Respondents should address the specific requirements of the services and, the selection criteria detailed within the RFQ documentation. Answers and supporting documentation will need to be uploaded via the Vivid Sydney Website using the [Apply Now](#) button.

NB: This form cannot be saved or changed after submission, please ensure that you check the accuracy of your information prior to submitting.

ANNEXURE A

Specifications of Services:

Vivid Music comprises an extensive series of live performances and cross genre musical collaborations featuring some of the world's most renowned musicians. The program includes a cutting-edge contemporary music program featuring collaborations and performances from local and international acts at various venues across the city.

The **Curator/ Producer, Vivid Music** will work collaboratively with the Festival Director, Vivid Sydney, Guest Vivid Music Curators, relevant Vivid Sydney staff and Destination NSW teams, and engages as required with external stakeholders including promoters, curators, artists, agents, talent, corporate partners, venues and external partners to develop and curate an innovative, accessible and progressive Vivid Music program that may consist of:

- Live contemporary music events with Vivid Music partners or external stakeholders
- Live contemporary music events produced by Vivid Sydney with an external promoter
- Live music events within Vivid Music's program in collaboration with the City of Sydney
- Live music events curated and produced by third-party event owners, promoters or venues
- Musical entertainment at Vivid Sydney activations, hospitality and stakeholder events.
- Other activations, performances and events as required

(Note: This scope of work explicitly excludes programming within Vivid LIVE at the Sydney Opera House and Vivid Sydney at Carriageworks).

This service specification includes scope for collaborative programming with Vivid Ideas, Vivid Light and Vivid Food to encompass music/light/food/ideas industries and technology or similarly centric programming or other events within the Vivid Sydney program. Increasing results in collaborative programming of this nature is desirable and encouraged.

Selected content for Vivid Music should achieve a diverse program of both free and ticketed events which presents credible, high profile, inspiring and innovative contemporary live performance across a variety of music genres/collaborations for the purpose of attracting intrastate, interstate and international creative practitioners and visitors alike. The program must align with Destination NSW's key strategic objectives and the festival direction.

The **Curator/Producer, Vivid Music** is responsible for the scoping, curation, research, design, development and delivery of an innovative, accessible and progressive Vivid Music program, on time and within budget. This includes contracting and management of Vivid Music artists, venues, suppliers and contractors to effectively plan, organise and deliver the Vivid Music program.

Program content for Vivid Music is also developed through:

- Vivid Music annual Expression of Interest
- Vivid Sydney Commercial, Government and Industry Partnerships

Reports to: Festival Director, Vivid Sydney

Roles reporting to this position: Associate Producer/s – Music, Ideas and Food, Guest Music Curators, Casual event assistance, contracted event suppliers.

Major Responsibilities include but are not limited to:

- Development of curatorial rationale in line with Vivid Sydney festival and creative direction
- Curation of Vivid Music ticketed and free events (excluding Vivid Live at Sydney Opera House and Carriageworks program) accessible to a broad range of audiences
- Project planning and management
- Program research, development, modelling and implementation
- Financial modelling, budgeting, contracts management, procurement and resourcing of the Vivid Music programs (including third-party suppliers and contractors)
- Production and technical oversight Stakeholder engagement, management and communications
- Contribute towards overall Vivid Sydney program

Key Accountabilities:

The **Curator/Producer, Vivid Music** responsibilities and accountabilities will include but not be limited to:

- Develop a program rationale and annual plan as directed by the Festival Director outlining suggested Vivid Music developments/ initiatives and partnerships, and program alignment with the festival's creative direction and strategic objectives.
- Undertake research to advise and inform the Festival Director in the selection, evaluation and/or development of new and existing programs, event proposals, strategies and opportunities culminating in the development of the final Vivid Music program.
- In consultation with the Vivid Sydney Head of Projects, be responsible for the project management of the Vivid Music global Expression of Interest (EOI) program requiring the review, refinement and development of EOI documentation including Salesforce CRM systems
- Participate in all Vivid Music Expression of Interest (EOI) and/or other evaluation panels, along with Destination NSW nominated representatives, including attending all panel meetings to evaluate and confirm program content.
- Provide ongoing curatorial development and guidance to selected program proponents and prepare and maintain a detailed dossier highlighting key information of each element of the Vivid Music program for Destination NSW and Vivid Sydney teams' reference.
- Manage the development and implementation of Vivid Music project plans including key milestones, project timelines, event schedules, programming matrixes, program guide and calendar, post event reports etc.
- Manage the procurement and contract management process for Vivid Music ensuring all selected program content is procured in line with the relevant NSW Government Procurement Guidelines including management of external contracting suppliers
- Prepare, manage and monitor pre-approved and finite Vivid Music budget including scoping and forecasting, financial reporting and reconciliation in consultation with the Festival Director and Head of Projects
- Drive the ongoing management of all confirmed Vivid Music events, venues and artists including, where required, visas and customs, freight, travel and transport and insurances
- Identify, scope and cost suitable new activations and locations for the development of the Vivid Music program in consultation with the Festival Director and relevant team members ensuring optimal visitor experience, maintenance of key safety principles and minimal impact on the non-event community.
- Collaborate with the Head of Projects, Technical Manager and Operations Managers to prepare and make recommendations on the feasibility (creative, technical, operational and

financial) of each proposed activation and overall Music program. This information is to be presented to the Festival Director to determine the annual Vivid Music program.

- Develop and manage agreed creative briefs and content approvals for the Music program in consultation with the Festival Director
- Recommend appropriate guest curators to the Festival Director for Vivid Music and oversee their contract management and deliverables.
- Liaise with all third-party event owners, venues, producers, promoters and participants regarding all aspects of their participation within the Vivid Music program.
- Ensure that all relevant personnel are, at all times, fully briefed on all aspects of the proposed program. This includes collaborating with Destination NSW's Marketing and Communications Divisions to ensure content information is secured and accurate for the purpose of marketing and communication strategies such as biographies, images/renders, event descriptions, assets and logos. This includes assisting artists to ensure all material is provided in the required file formats and sizes.
- Work collaboratively with Destination NSW's Marketing and Communications Divisions and other relevant staff to develop and produce all necessary program specific collateral e.g., design and content development for the Vivid Sydney website.
- In consultation with the Technical Manager, oversee the scoping and project management of all production elements required for the preparation, installation, operation and removal of Vivid Music events produced by Vivid Sydney, this includes ongoing liaison with artists, venues, promoters, suppliers and contractors.
- Contribute to Vivid Sydney initiatives including but not limited to Access and Inclusion and Sustainability programs.
- Engage with external stakeholders including creative practitioners, artists, agents, promoters, tertiary institutions, commercial partners, precincts/venues, Local and State Government agencies to develop the Music program with the Curator - Vivid Music.
- Provide ongoing guidance to selected Vivid Music proponents including meetings and site visits.
- Programming and management of music artists appropriate to Vivid Sydney owned or produced events or functions such as program launch, opening night, corporate hospitality and other similar contributor/stakeholder functions.
- Collaborate with the Festival Director, Producer and Commercial Partnerships Manager, Vivid Sydney to identify and secure Vivid Sydney commercial and industry partners relevant to the Vivid Music program in accordance with Vivid Sydney sponsorship guidelines.
- Assist the Festival Co-ordinator, and collaborate with the Producer – Vivid Ideas, Producer – Vivid Light and Producer – Vivid Food to scope procure and implement the event ticketing program including the development of ticketing classes, pricing and packages for Vivid Sydney programs where required.
- Assist the Festival Co-ordinator to manage the CRM functionality of the ticketing database; provide ticket reporting and sales data, where required.
- Assist the Festival Co-ordinator to lead and drive the end-to-end ticket sales operations including responding to ticketing inquiries from event owners and the general public, managing the seating allocation and setup, staffing resources including training of volunteers and the 'on the day' ticket sale operations to ensure the customers are dealt with in an efficient, accurate and timely manner, where required.
- Ensure the Festival Director, Vivid Sydney is fully briefed on all aspects of the proposed Vivid Music program at all times.
- In consultation with the Festival Director, Head of Projects and relevant Destination NSW business units including Marketing and Communications contribute to the development, implementation and management of event delivery plans for key Vivid Sydney programs

including Program Launch and Opening Function, with the Producers – Vivid Ideas, Vivid Light and Vivid Food.

- Contribute to and or manage the preparation and dissemination of all Vivid Music documentation and information including but not limited to;
 - Liaise with the Operations Managers to ensure all Vivid Music documentation (where required) is prepared for the timely integration into overarching Traffic, Transport and Pedestrian Management; Event Security, Emergency and Crowd Management; Event Medical and Volunteer Management plans with Destination NSW's nominated third-party contractors.
 - Creative and production documentation including but not limited to production requirements, artist dossiers, equipment lists, technical specifications and event plans
 - Effective development, documentation, planning and delivery of program activity, including effective communications and notifications to stakeholders regarding the Event.
 - A range of relevant correspondence including copywriting, presentation development, and reports as required.
 - Maintain all event specific documentation including historical documentation of the planning process and project administration tasks, and critical documents using appropriate document templates and document register system including records management.
 - Other relevant event documentation such as project plans, strategy documents, critical path/timeline documents as necessary and directed.
- In consultation with the Festival Director, actively collaborate with Vivid Light, Vivid Ideas and Vivid Food to produce cross art form activations, cross-promotion of events, ideas, innovative practice and creative outcomes.
- Ensure the Vivid Sydney and Destination NSW teams are fully briefed regarding the Vivid Music program in order to develop and deliver program content to ensure compliance with the artists creative and delivery specifications and Festival Director's direction.
- Attendance at Vivid Music events as required throughout the bump in, event period and bump out ensuring the effective management and oversight of the appointed production, equipment, catering and hospitality services.
- Ensure Vivid Music products and programs are compliant with Destination NSW and Vivid Sydney Strategic Risk Management Framework.
- Maintain all event specific documentation and critical documents using appropriate document templates and document register system including records management.
- Maintain confidentiality and ensure safe custody of all relevant documents, IP, budget and contract information pertaining to the Event.
- Oversee the return of all Destination NSW owned and managed assets to storage, including undertaking post-event stocktake and damage reporting.
- Maintain and ensure the post event filing, invoicing, documentation finalisation and general administration work as required.
- Manage and ensure the effective review, tracking, and response to any general enquiries received by Vivid Sydney, including following correct escalation procedures where required.

- Manage the facilitation, collection, collation and/or presentation of all post event reports from relevant contractors and stakeholders.
- Represent Destination NSW and Vivid Sydney through pre-approved electronic and verbal presentations on the Vivid Music program including acting as a media spokesperson from time to time (where requested and as pre- approved by Destination NSW).
- Develop, implement and manage the post event reporting of the Vivid Music event owners.
- Any other general administrative work that would be required to deliver on the above services/duties/outcomes and/or as directed by Destination NSW.

General Items:

The successful supplier must provide:

- Appropriate public liability insurance. Minimum \$20 million (AUD).
- Appropriate workers compensation insurance as required by law
- An Australian Business Number or Australian Company Number

Key Considerations:

The successful supplier will be required to enter into 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 supplier 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 carried out.
- Abiding by a supplier'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 supplier, such termination being effective upon expiration of the 30-day period. Destination NSW is not liable for any payments to the supplier beyond the 30-day notice period, and such amount will be received by the supplier 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 supplier does not perform the services required, the supplier is not entitled to receive any further payments and must if so required by notice in writing to the supplier 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
- Given the nature of the Event and the need for ongoing collaboration across Vivid Sydney team members, Destination NSW will supply office facilities as set out below and asks that the Supplier work no less than three days per week in the office (9am to 5:30pm) to allow for WIP and other meetings, collaboration and ongoing works. 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).

Destination NSW will provide the following:

- Office facilities to be provided include: desk, chair, computer and printing facilities, phone line, and internet access.
- Parking is not provided however pre-approved and agreed work-related travel costs can be reimbursed.
- A mobile phone is not provided however demonstrated work-related telephone costs can be reimbursed.

Period:

Destination NSW requests three (3) separate and itemised quotations, for the services detailed in this document, for each of the following Periods.

Period 1: Vivid Sydney 2025	1 September 2024 – 11 July 2025
Period 2: Vivid Sydney 2026	31 August 2025 – 10 July 2026
Period 3: Vivid Sydney 2027	30 August 2026 – 9 July 2027

Destination NSW will advise the successful supplier in writing within 30 days of the contract period ending if it wishes to exercise the option to renew the contract for the Option. If the Option is not exercised, Destination NSW has no further liability to the successful supplier. If the Option is exercised, the terms and conditions set out in the contract will remain in full force and effect unless otherwise varied by agreement in writing.

Leave:

Destination NSW acknowledges the successful contractor is not required to work public holidays except those falling within the Event periods.

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. Destination NSW may also close for the Christmas and New Year period as part of NSW Government arrangements. Destination NSW and the Festival Director, Vivid Sydney will advise of dates accordingly.