

2.5 TENDER FOR EVENTS & EVENTS RISK MANAGEMENT AND EVENT SPONSORSHIP COORDINATION
(CF2019192: JD)

Responsible Director: Julie Salomon

RECOMMENDATION

That Council:

- 1. Awards the tender from Fruitbowl Productions for Event & Event Risk Management for Carols by Candlelight and Event Sponsorship Coordination for Carols by Candlelight, Contract No. 2019192 for a fixed Lump Sum of \$51,140 (GST exclusive) plus 25% commission on all cash sponsorship received.*
- 2. Accepts the Schedule of Daywork Rates ranging from \$45 - \$90 per hour for additional services as required.*
- 3. Accepts that the event and risk management for Clayton Festival, along with the sponsorship coordination for Clayton Festival, be managed internally by the Arts & Cultural Development team instead of awarding a contract for these services to an external provider under this tender process.*
- 4. Approves a budget allocation of \$50,528.13 per year (adjusted annually for CPI) for employment of a temporary event officer to support the Arts & Cultural Development team to manage the Clayton Festival and to coordinate sponsorship.*
- 5. Authorises the Chief Executive Officer to execute the contract agreement;*
- 6. Notes that the contract will commence on 1 August 2019, with an initial term of one (1) year nine (9) months and that the contract has two (2) extension options of one (1) year each and authorises the Chief Executive Officer to approve extension options subject to satisfactory performance. The expected completion date is 30 April 2023 including all extension options.*
- 7. Notes that the total contract expenditure budget including the fixed Lump Sum and Sponsorship Commission is \$230,779.02.*

INTRODUCTION

Council has tendered for Event & Event Risk Management and Sponsorship coordination for Carols by Candlelight and Clayton Festival. This report seeks Council's approval to appoint the recommended contractor to deliver Carols by Candlelight in support of the Monash Arts & Culture department to deliver Council's annual program of events.

BACKGROUND

The City of Monash delivers an annual calendar of free festivals and events for the community. Council requires the services of a suitably qualified event manager to provide Event and Event Risk Management Services, as well as provision of Sponsorship Coordination services, to support the annual delivery of Carols by Candlelight and Clayton Festival.

Council has for many years engaged a contractor to provide event management services for Carols by Candlelight and Clayton Festival, procured under a tender process. The most recent contract has been with Fruitbowl Productions, with their contract ceasing on 30 June 2019. The decision to not offer a contract extension under the existing contract was made in light of recent changes to industry standards for event risk management and public safety, Council's internal processes regarding event management and the current structure and capacity of the Arts & Culture department. The opportunity to re-tender for these services has also provided Council with an opportunity to test the current market.

The scope of works advertised under this separable tender includes:

Category 1 – Event & Event Risk Management Carols by Candlelight

Total event management services for the Monash Carols by Candlelight where tasks will include as a minimum: project management, programming, stallholder management, logistics and operations, risk management, marketing and communications.

Category 2 – Event & Event Risk Management Clayton Festival

Total event management services for the Clayton Festival where tasks will include as a minimum: project management, programming, stallholder management, logistics and operations, risk management, marketing and communications.

Category 3 – Event Sponsorship Coordination

Coordination of proposal development, negotiations and approvals associated with sponsorship partnerships for Carols by Candlelight and Clayton Festival.

CONTRACT PERIOD

The tender specification defined the contract term as being an initial one (1) year and nine (9) months contract period (1 August 2019 – 30 April 2021), with an additional three (3) x one (1) year optional extensions (1 May 2021 – 1 May 2022, 1 May 2022 – 1 May 2023 and 1 May 2023 – 1 May 2024) subject to satisfactory performance.

NOTIFICATION

A public notice was placed in The Age newspaper on Saturday 25 May 2019 and the tender closed on Friday 14 June 2019.

TENDERS RECEIVED

One (1) tender submission was received from Fruitbowl Productions by the appointed closing time.

Tender Conformance:

The submission was assessed for compliance with the tender conditions including the contractual terms and conditions and the requirements of the response schedules and was deemed conforming.

TENDER EVALUATION

All members of the evaluation panel signed Conflict of Interest and Confidentiality forms and no conflicts were raised.

Tables 1 and 2 below detail the evaluation criteria used to assess the confirming tender against each of the three categories as published in the tender documentation. Quality Systems, Occupational Health and Safety and Insurance criteria were assessed as pass/fail.

Table 1: Evaluation Criteria for Carols by Candlelight and Clayton Festival

	KEY SELECTION CRITERIA CATEGORY 1 and 2	CRITERIA WEIGHTINGS	SUB WEIGHTINGS	SUB CRITERIA/RETURNABLE SCHEDULES LINK
40% NON-PRICE CRITERIA	Experience Capacity and Capability	25%	10%	Relevant Event Management Experience
			5%	Resources / Staff
			5%	Risk & Emergency Management
			2%	Community Engagement
			2%	Performance and Innovation
			1%	Marketing Experience
	Project Timelines	10%	4%	Start and Completion timeframe
			6%	Proposed Program
	Sustainability	5%	3%	Environmental Sustainability
			1%	Local Sustainability
1%			Social Sustainability	
PRICE (60%)	Price*	60%	60%	Comparison of Whole of Life Cost or Total Project Cost or Estimated Annual Cost

Table 2: Evaluation Criteria for Sponsorship

	KEY SELECTION CRITERIA CATEGORY 3	CRITERIA WEIGHTINGS	SUB WEIGHTINGS	SUB CRITERIA/RETURNABLE SCHEDULES LINK
40% NON-PRICE CRITERIA	Experience Capacity and Capability	25%	10%	Relevant Sponsorship Experience
			2%	Resources / Staff
			5%	Sponsor Relationship management
			5%	Performance
			3%	Understand of Marketing Experience
	Project Timelines	10%	4%	Start and Completion timeframe
			6%	Proposed Program
	Sustainability	5%	3%	Environmental Sustainability
			1%	Local Sustainability
			1%	Social Sustainability
PRICE (60%)	Price*	60%	60%	Comparison of Whole of Life Cost or Total Project Cost or Estimated Annual Cost

DISCUSSION

A total of one (1) tender submission was received from Fruitbowl Productions. Fruitbowl Productions submitted a conforming tender and addressed all key areas of the scope of works. Following the final evaluation ranking (including the price and non-price evaluation criteria) is was the Evaluation Panel's recommendation to contract Fruitbowl Productions under Category 1 (Event & Risk Management Carols by Candlelight) and Category 3 (Event Sponsorship Coordination for Carols by Candlelight only).

Clayton Festival

In evaluating the cost to Council and the outcome which might represent the best value for money, officers have considered the feasibility of Clayton Festival being fully managed internally by Council staff, as an alternative to awarding contracted services under Category 2 Event & Event Risk Management Clayton Festival.

It is more cost effective for Council to employ a seasonal (temporary short term employment contract) staff member than it is to contract services for the delivery of Clayton Festival.

In the time since the previous event and risk management services contract was executed in 2016 there has been significant change within Council's Arts & Culture department, as well as developments in the way in which Council manages its internally delivered events. The current skills, experience and capacity of the team means that it is now feasible that the internal team could lead the event management of Clayton Festival in-house.

This alternative event delivery model will also offer Council greater opportunity for community cultural development through the festival by enabling officers to work directly ~~Event & Risk Management and Sponsorship Coordination Contract~~

within the community and leverage their existing community relationships. Through festival outcomes, Council has the opportunity to facilitate stronger community connections and develop its ongoing partnerships and engagement with the people of Monash.

To support the revised internal management model for Clayton Festival, this report seeks approval for an allocation of \$50,528.13 for the temporary (seasonal) employment of an events officer to support the existing Arts & Culture staff with the delivery of the Clayton Festival. This allocation of funds will represent a potential \$13,721.87 saving in the cost of contracting all categories under this tender.

FINANCIAL IMPLICATIONS

The lump sum value of this contract is consistent with the existing Arts & Culture operating budget for 2019-20, adjusted annually for CPI.

By bringing the coordination of Clayton Festival in-house will represent cost saving for Council of approximately \$13,721.87 per annum.

CONCLUSION

The recommended way forward for the delivery of two of Council's major festivals represents the best value for money while at the same time offering greater opportunity for the team to facilitate community engagement and participation in the arts through the Monash annual festivals program.

It is recommended that Council approves the recommendations contained within this report.