

ARTS AND EVENTS

EXPRESSIONS OF INTEREST.

Information Pack

NOVEMBER 2016 -
APRIL 2017



City of
South Perth



The City of South Perth is currently seeking Expressions of Interest (EOIs) from partners who would like to be part of the City's arts and events season occurring from November 2016 to April 2017. Event organisers, community groups, businesses, performing and visual artists are welcome to submit events and activities for possible inclusion. If selected, your activity will be promoted and supported as part of the City's six-month promotional campaign and we may also be able to assist with other event arrangements.

promotion

Activities selected for inclusion will be promoted via the below mediums:

Calendar	Two 'What's On' calendars distributed to all residents to promote Nov 2016 - Jan 2017 activities and Feb 2017 to April 2017 activities. The calendars will coincide with the launch of each quarter and be printed and delivered to all residents across the City of South Perth plus distributed at selected venues in the Perth metro area.
Website event listing	Events included for promotion will have individual event listings on the City's NEW website. The campaign will commence from October and aim at channeling traffic to the website listings throughout the season.
General promotion & media	A significant promotional campaign will coincide with the launch of the events online and the calendar distributions. The campaign will commence from October and will include media releases, promotion in City quarterly publications and much more.
Social media campaign	All events, activities and art will also form part of a social media campaign directing activity and online traffic to further information. Individual media and social media campaigns may also be developed for any permanent artworks or unique activities.

key events and activities

The arts and events season will feature the City's largest iconic events including, the Australia Day Celebrations, Fiesta and the Angelo Street Marketplace. Other events and activities programmed to be promoted include the return of the food trucks at the South Perth foreshore, a pop-up bar, an ephemeral art installation, a selection of Fringe World events, 'Find Me' activities, the opening launch of the Manning Hub Community facility and the launch of an array of permanent public art throughout the City.

Australia Day | Fiesta Concert | Angelo Street Marketplace

The Australia Day Celebration Zone (Thursday 26 January 2017) and the Angelo Street Marketplace (Sunday 26 March 2017) have capacity to host stallholders, workshops and performers. If you are interested in being a part of one of these events, look out for the stallholder EOI packages available on the website under the individual event listing. Alternatively, for notifications and more information subscribe to the City's Facebook page here: [facebook.com/CityofSouthPerth](https://www.facebook.com/CityofSouthPerth). The City's Fiesta Concert (Saturday 25 February 2017) does not have capacity to host any further performers or stalls, however, if you have a children's activity that you think may suit, please contact the City's Culture and Events Officer or email any information to enquiries@southperth.wa.gov.au.

seeking

The City is seeking involvement from multiple partners interested in hosting any type of event, place activation, artwork installation, workshop, seminar or other public activity. The City is eager to hear from you if you are:

- An event organiser,
- Business and/or community group,
- Commercial partner with an interest in our community,
- Musicians, performing artists, visual artists,
- Private permanent public art commissions.

Musicians, Performing Artists, Visual Artists

The City is happy to support artists hosting their own activity and does not require a percentage of the ticket price or promotion fee. The City is seeking EOI's that are creative, unique and address the selection criteria. The experience can be in the form of;

- Live musical performance / live theatre / comedy show / other live and self-promoted performance,
- Workshop, seminar or other creative project,
- Artist in residence – must suggest a venue,
- Other types of performance art or creative project,

Fiesta Concert



- Large or small scale ephemeral public art*.

*Refer to the Ephemeral Art EOI pack.

Professional individuals, performers or musicians seeking a paid opportunity should not apply via this EOI process. Those who wish to get in touch with the City may do so by forwarding their resume, photos, prices or packages direct to enquiries@southperth.wa.gov.au. If there is the possibility of hosting the performance at a City managed event, the City will make contact to discuss this opportunity on a case by case basis.

Permanent Public Art

Any business or developer (with a policy P316 commitment) planning to commission a mural or other permanent arts venture is encouraged to apply. The launch of any artworks on private land will be included in the calendar and promotions.

our support

Depending on the submission, the City may provide in-kind support for your activity. As a guide the City is willing to offer the below support for select events;

- Promotional support that spans from Oct 2016 – April 2017 (see promotion).
- In-kind support with reserve hire or venue hires, administration and/or amenity provision.
- Depending on the activity, we may offer additional logistic support such as bin provision, basic equipment (marquee/s, tables and chairs, etc.) volunteers, staffing or security to assist.
- Not-for-profit community groups or organisations may be eligible to apply for funding through one of the City’s community funding opportunities (up to \$2000). More information is available here: <http://www.southperth.wa.gov.au/Services/Community-Funding>

selection criteria

If your EOI is successful, you will be asked to submit more detail. More than one submission will be chosen and considerations will be given to the following event/activity/project:

Essential:	Desirable:
<ol style="list-style-type: none"> 1. It occurs within the City of South Perth boundaries. 2. It is inclusive by being: <ol style="list-style-type: none"> a. A public event (not restricted to invitation only), b. Low cost / value for money and/or c. Targets/attracts a demographic or minority that City events may not. 3. There is a uniqueness of concept/experience. 4. There is a benefit to the City, the local area and/or the community. 5. The event/activity proposes to be well planned. 	<ol style="list-style-type: none"> 6. It can be cross promoted as a City partnered or co-hosted event. 7. It offers printed or visual opportunity for City acknowledgement, I.e. “Presented by City of South Perth” in programs and print material or opportunity to display City logo and/or banners at the activity.

Considerations:

Venue & Location	Ensure you identify the type of venue best suited to your concept. There are also a variety of walls, laneways and unused spaces that you may wish to activate. The City may be able to negotiate the use of these spaces on your behalf. If you have an event or activity in mind, but may not have a venue space, contact us to discuss your ideas.
Insurance & Additional Info	If your EOI is successful, you will be required to provide us with a copy of your Public Liability Insurance certificate relevant to the activity and further information. See ‘What to submit’.
Acquittal	All partners will be expected to complete the City’s post event survey.

A panel will determine the final submissions. The City reserves the right to accept or refuse applications, all decisions are final and no further correspondence will be entered into and canvassing of elected members is not permitted.

what to submit

At the initial stage, the City is only seeking a completed EOI Form in line with the selection criteria.

If successful, you will then be required to submit the following:

- All final details including date, time, duration, location, cost, ticketed/un-ticketed etc.
- Two photographs for promotional use.

- Up to 70 words describing the activity for promotional use.
- A copy of your Public Liability Insurance certificate that provides cover for the intended activity.

timeline

12 Aug 2016	Expressions of Interest open for events occurring at any time.
Sept 2016 - April 2017	Promotion period.
16 Feb - 25 Feb 2017	Fiesta 2017

Nov – Jan Calendar

16 Sept 2016	Deadline for EOI's for any activities occurring from 1 Nov 2016 to 31 Jan 2017
20 Sept 2016	Successful EOI applicants notified, applicants to prepare final event/activity detail
30 Sept 2016	Deadline for final event/activity information (see what to submit)
Oct 2016	All events launched on website and Nov to Jan calendar developed
Oct - Nov 2016	Calendar printed and distributed to local businesses, cafes, precincts etc.
7-11 Nov 2016	Calendar distributed to all residents with the City's Peninsula magazine.

Feb – April Calendar

4 Nov 2016	Deadline for EOI's for any activities occurring from 1 Feb 2017 – 30 April 2017
9 Nov 2016	Successful EOI applicants notified, applicants to prepare final event/activity detail
23 Nov 2016	Deadline for final event/activity information (see what to submit)
Dec 2016 - Jan 2017	All events launched on website and Feb to April calendar developed
Late Jan 2016	Calendar printed and distributed to all residents, local businesses, cafes, precincts etc.

contact

We encourage you to call us to discuss your ideas! We may be able to assist and can offer advice on the planning of your event or activity. Please return all submissions via email or complete the online form.

EOI Submissions

Email: events@southperth.wa.gov.au

Online Form: [Click Here](#)

Queries to Cultural Development

Phone: (08) 9474 0777