



## QUOTATION NO: RFQ 39/2024

# SPECIFICATION FOR SUPPLY OF 2025 GRENFELL HENRY LAWSON FESTIVAL OF ARTS EVENT MANAGEMENT & MARKETING CO- ORDINATOR

Request for Quotation (RFQ) Closing Time and Lodgement Instructions

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**RFQ Issue Date:** 10 December 2024

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**RFQ Closing Date:** 10 January 2025, 5pm

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**RFQ Closing Time:** 5PM

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**RFQ Lodgement Instructions:** Quotations shall be submitted via email to Weddin Shire Council, attention of Claire McCann  
[mail@weddin.nsw.gov.au](mailto:mail@weddin.nsw.gov.au)

Subject: RFQ 39/2024: 2025 GRENFELL HENRY  
LAWSON FESTIVAL OF ARTS EVENT MANAGEMENT  
& MARKETING CO-ORDINATOR

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Weddin Shire Council is seeking quotes for the following:

**LOCATION:**

Weddin Shire Local Government Area is located in the central west region of New South Wales and located approximately 345Km West of Sydney and 185Km North of Canberra. Grenfell is the main town within the shire. Grenfell is the birthplace of Henry Lawson, one of Australia's most famous poets, who was born on Grenfell's gold fields in 1867.

**PROJECT AIM / OVERVIEW:**

Weddin Shire Council ("Council"), by way of this RFQ, is seeking quotes from experienced consultants in event management and marketing to support the committee in the delivery of the of the 2025 Grenfell Henry Lawson Festival of Arts (HLF). The Committee is a section 355 committee of Council. **The HLF will run from the 5 to the 9 June 2025.**

Council's delegated representatives and president from the HLF committee will assess the quotations based on the established evaluation criteria. A final evaluation report will be prepared by incorporating any comments made. They will then either make recommendation to the Council at Council meeting based on the outcome from the evaluation report or approve directly. Following the approval, Council will enter into a contract with the consultant in accordance with this RFQ.

To commemorate Henry Lawson's birth and his contribution to the arts, Grenfell hosts the annual HLF on the June long weekend. The Festival promotes and recognises aspiring Australians in their artistic endeavours. The Festival is one of the longest running arts events in NSW, celebrating 68 years in 2025. The event includes exhibitions, a parade, street performers and rides. There are competitions in verse, short story, painting and photography. For further information visit [www.henrylawsonfestival.com.au](http://www.henrylawsonfestival.com.au)

**SCOPE OF WORKS:**

The HLF Committee require assistance by a professional event management and marketing consultant to support the Committee to deliver the 2025 HLF. Applicants should have experience in delivering festivals and events from start to finish with a proven track record. It is anticipated that the consultant would start immediately to work on delivering the 2025 HLF.

The President of the HLF Committee will be the designated contact for the contractor, and responsible for the management of the project.

**Role description includes:**

- Generating ideas for the event
- Experience in developing and managing external partnerships in the delivery of projects
- Managing event budgets - A proven track record of controlling costs within budget
- Managing logistics and event venues
- Managing audio and virtual event companies
- Event marketing plans
- Experience of developing marketing strategies and identifying new areas of growth / income / exposure
- Actively identify marketing and promotion opportunities
- Manage all aspects of production, receipt and distribution of marketing material
- Coordinate market research to identify interest
- Deliver all marketing activity within the agreed budget and within agreed sustainability criteria
- Post-event communication, reporting & analysis
- Analysing feedback and report data to measure whether the event goal was achieved

- Understanding of the requirements of the Festival and use creative processes and ideas to deliver.

### **Delivery requirements:**

You will work with the HLF committee that require assistance in the following areas:

#### **1 Event Management – March 2025 to July 2025**

##### **a. PLANNING & DEVELOPMENT**

- Develop the events from proposal right up to delivery - End to end project management including full activation budget management and reporting
- On-the-day management of Festival program delivery for 5 days
- Implement systems with the website administrator to manage ticketing, competition entries and Festival information
- Deliver events on time, within budget, that meet (and hopefully exceed) expectations
- Set, communicate and maintain project timelines and priorities
- Liaise with local external suppliers including venues, caterers, etc
- Capture input from varied stakeholders to finalise full festival activation concept for delivery
- Work with stakeholders and negotiate prices and equipment requirements for concept delivery
- Stallholder engagement and management
- Assist committee with applying for any appropriate grants
- Share and discuss concepts with relevant businesses for further buy-in

##### **b. APPROVALS**

- Work with the Festival committee on compiling and submitting all approvals required for the full festival program eg traffic management plans, fireworks approvals etc

##### **c. REPORTING**

- Post Festival event report 1 month post event – distribute to key stakeholders including the committee, sponsors, council and funding bodies
- Acquit any funding received for the 2025 HLF
- Prepare and distribute survey to patrons
- Collage and provide data, analytics and statistics from media, social media and digital campaign
- Development of HLF Sponsor Report developed in consultation with festival committee

#### **2 Marketing – January 2025 to June 2025 - The event manager should include the following marketing services, but is not limited to:**

##### **a. DIGITAL MARKETING – Facebook, Instagram, website**

- Initial meeting – platform access granted, Ad account creation, Google Ads accounts including set up of Ad payment gateways
- Advertising plan - Campaign set up
- Maintaining and updating website content for Festival and events
- Facebook Pixel set up and integration
- Campaign management
- Ad development (content creation & design)
- 10 x digital display assets to be used across social media and Google Ads
- Publishing & monitoring
- Digital Reporting - 2 weeks, 5 weeks and end of campaign
- Fortnightly phone call touch base between marketing team and committee

##### **b. FESTIVAL MARKETING COLLATERAL**

- Develop promotional materials
  - A3 poster design and printing (x250)
  - Digital collateral
  - Festival program design
- c. PR CAMPAIGN & MEDIA LIAISON
- Identification of publications, writers and bloggers that provide a festival fit. Which would be a mix of lifestyle and travel writers
  - 1 x long lead media and save the date
  - Festival overview
  - 1 x short lead focus on key ticketed events
  - Media release follow up and media liaison in providing support with regards to access to festival committee, performers as well as festival images

### Insurance of Employees

Workers Compensation or Personal Accident and Illness Insurance:

Insurance against any death of or injury to persons employed by the Service Provider as required by the Workers Compensation Act 1987.

Insurance Company	Amount of Coverage	Policy Number	Expiry Date

### Insurances

The following insurances will be required. The Quoter shall state details of its current policies for these insurances

#### Public Liability Insurance

Insurance against the death or injury to any third party or parties or loss of or damage to any property including loss of use of property whether it is damaged or not whatsoever caused during the course of the contract. The policy shall contain a cross liability clause and a “principal’s clause” and shall have a limit of indemnity of not less than the amount indicated for any one occurrence, but shall be unlimited in the aggregate.

Insurance Company	Amount of Coverage	Policy Number	Expiry Date
	<b>\$20 million</b>		

#### Motor Vehicle Insurance

In the case of any motor vehicle used in the performance of the contract, a Motor Vehicle Insurance covering accidental damage, fire and theft. The policy shall be for a sum not less than the full market value of the vehicle. In addition, where such vehicles are:

#### Registered Vehicles

Insurance against any injury to any third party or parties under a Compulsory Third Party Insurance as required by the NSW Motor Accidents Act 1988; and Insurance against loss of or damage to any property whatsoever caused by the use of the vehicle when being driven by the Service Provider, its employees or any person not employed by the Service Provider. The policy shall have a limit of indemnity of not less than \$20,000,000 and shall be extended to include “CTP Gap Coverage Endorsement” cover and shall note the interest of the Principal as an insured.

<b>Insurance Company</b>	<b>Amount of Coverage</b>	<b>Policy Number</b>	<b>Expiry Date</b>
	<b>\$20 million</b>		

**Unregistered Vehicles (Plant)**

Note: Any damage arising as a result of the plant being used as a “tool of trade” is to be covered by either an extension of the Service Provider’s Comprehensive Motor Vehicle Insurance or the liability endorsed onto the Service Provider’s Public Liability Insurance.

**Professional Indemnity Insurance**

Professional Indemnity insurance for a limit for any one claim of not less than the amount indicated. The policy shall be maintained from the completion of the contract for the period indicated.

The policy shall include the following extensions:

Unlimited retroactive date; Automatic reinstatement clause; Libel and slander; Consultants clause; and Trade Practices Act (Commonwealth) and Equivalent Fair Trading Acts (State) Clause.

<b>Insurance Company</b>	<b>Amount of Coverage</b>	<b>Policy Number</b>	<b>Expiry Date</b>
	<b>\$10 million</b>		

**Signature of Authorised Officer of Quoter:** \_\_\_\_\_

### **Previous Experience**

Describe the organisation's experience in projects of a similar nature to the contract completed in the last 3 years:

<b>Project (name)</b>	
<b>Client:</b>	
<b>Contact details: Phone</b>	
<b>Contract Value</b>	
<b>Date</b>	
<b>Description of the project or task</b>	

<b>Project (name)</b>	
<b>Client:</b>	
<b>Contact details: Phone</b>	
<b>Contract Value</b>	
<b>Date</b>	
<b>Description of the project or task</b>	

<b>Project (name)</b>	
<b>Client:</b>	
<b>Contact details: Phone</b>	
<b>Contract Value</b>	
<b>Date</b>	
<b>Description of the project or task</b>	

## **Evaluation**

Council and the president of the HLF Committee will assess quotations to identify the quotation that it considers to be the most advantageous.

### **Evaluation Governance**

Council and the president of the HLF Committee will evaluate the quotations and submit the evaluation report to the Director Corporate Services. They may seek clarification from, and enter into discussion with, any or all the applicants in relation to their quotations. It is not permissible for Council delegated representatives to negotiate with applicants during the evaluation process.

### **Technical worth (Evaluation Criteria)**

For each quotation, a quantitative (score: 1 to 10) and qualitative (comment) assessment of the quotation will be undertaken to determine the degree of effectiveness against the following weighted Evaluation Criteria:

<b>No.</b>	<b>Item</b>	<b>Description</b>	<b>Score</b>	<b>Weighting</b>
1	Pricing	Project cost	1 to 10	40%
2	Experience	Demonstrated experience in projects that were of a similar nature and type works that the applicant had previously successfully completed.	1 to 10	30%
3	Capacity	Available resources such as staff, sub-Consultants, labour, plant and equipment and demonstrated that the applicant had the capacity to complete the works	1 to 10	10%
4	Reputation	Industry recognition and track records	1 to 10	10%
5	Local content	Demonstrated benefits to the local community	1 to 10	10%
				<b>100%</b>

## **Pricing**

### **Schedule of Lump Sum Rates**

The schedule of lump sum rates must be submitted with the quotation. Payment shall be made for all activities associated with completing the work detailed in this RFQ in accordance with pay Items set out in the schedule of lump sum rates.

<b>ITEM</b>	<b>DESCRIPTION</b>	<b>AMOUNT (\$)</b>
1		\$
2		\$

The Schedule may be used for the purpose of progress claim assessment and as a basis for negotiations for variations under the contract.

The Service Provider shall be responsible for the completion of all contract activities and this Schedule shall not restrict completion. Line items against which no amounts are stated, whether quantities or rates are given or not, shall be regarded as covered by other line items in this Schedule.

This Schedule shall be read in conjunction with all other parts of the contract.

## **Notes**

1. Fees may not exceed those nominated on this schedule without the prior written approval of the Principal.

2. Suppliers that are not registered suppliers under GST legislation, i.e. not able to issue a valid tax invoice, will have their Quotation pricing weighed by a 10% increase in the assessment of Quotation price.
3. This is a fixed lump sum Contract.
4. Fees may not exceed those nominated on this fee proposal form without the prior written approval of the Principal.

**Please provide a price meeting specification.**



## CONDITIONS OF QUOTATION

1. The canvassing of Councillors at any time in respect to this quotation will not be permitted. Any firm or representative canvassing or approaching Councillors shall be disqualified from the quotation being considered. Unethical or inappropriate conduct will result in the quotation being disqualified.
2. Quotation documents received from suppliers will become confidential items.
3. Suppliers are advised that Council or a Committee of Council shall not communicate with any outside person or authority except through the General Manager, or person authorised by the General Manager.
4. It is the responsibility of the Supplier to familiarise himself/herself with the requirements of these Conditions of Quotation and Specification and to ensure that all the requirements are met. Failure to do so may result in the quotation being rejected.
5. A notice posted to the Supplier's address given in the quotation will be deemed to be good service of the notice and the time mentioned in these conditions for doing any act after notice shall be reckoned from the time of posting the notice.
6. The word "Supplier" in these Conditions shall be deemed to include two (2) or more persons. Words in the singular shall include the plural and words in the plural shall include the singular, according to the requirements of the context. The word "Council" shall mean the Weddin Shire Council.
7. In consideration of being permitted to quote, the Supplier promises as a fundamental condition that:
  - (a) it has no knowledge of the price of any other Supplier for the work under the Contract;
  - (b) except as disclosed in the quotation, it has not entered into any Contract, arrangement or understanding to pay or allow any money directly or indirectly to a trade or industry association (above the published standard fee) or to or on behalf of any other Supplier in relation to the quotation or any other Contract to be entered consequent thereon, nor paid or allowed any money on that account;
  - (c) it has not paid or allowed or entered into any Contract, arrangement or understanding to pay or allow any money directly or indirectly to or on behalf of any other Supplier nor received any money or allowance from or on behalf of any other Supplier in relation to this quotation or any Contract to be entered consequent thereon, nor will it pay or allow or receive any money as aforesaid;
  - (d) in the event of the Supplier receiving any money or allowance from or on behalf of another Supplier in relation to this quotation, such money or the value of any allowance shall be held in trust for and become immediately payable to the Principal; and
  - (e) in the event of the Supplier paying or allowing to on behalf of a trade or industry association or another Supplier any money in breach of these conditions, the Principal shall be entitled to withhold from any payment due to the Supplier on any account an equivalent sum as liquidated damages.
8. Prices and fees listed in this quotation must include all allowances for the cost of paying Goods and Services Tax. If a supplier does not provide an Australian Business Number (ABN) indicating that the supplier will pay GST on any taxable supply made under the Contract, the quotation price will be weighted by a 10% increase in the assessment of quotation price relativity.

9. If a Supplier shall have complied with these conditions and is the successful Supplier, a letter notifying the acceptance of the quotation, subject to the conditions stated in such letter, will be addressed to that Supplier.

The exercise of any or all the rights of the Council in the event of failure or neglect of a Supplier to comply with all or any of the Conditions of Quotation shall not affect the rights of the Council to institute proceedings at law or equity for damages or specific performance against such a Supplier, or to exclude such a Supplier from competition for works and services of the Council.

10. This is a lump sum quotation with no rise and fall.

11. The Council will not necessarily accept the lowest or any submission.

Payment will be made within fourteen (14) working days of delivery of the items subject to it being delivered to the full satisfaction of the General Manager.

As the authorised officer named below, I certify that;

- I am authorised to submit the Supplier's response as the Supplier's representative/
- The Supplier understands and has complied with the requirements of this Request for Quote.
- The Supplier's response is complete, accurate and not misleading in any way.

Quotation Submitted By: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Details: \_\_\_\_\_

Signed by Authorised Representative: \_\_\_\_\_

Date: \_\_\_\_\_

GENERAL TERMS AND CONDITIONS FOR SUPPLY OF GOODS, SERVICES OR WORKS	
INVOICE/QUOTE PRICE	The Price of goods or services includes: 1. All taxes, duties and other imposts for which the Supplier is liable; and 2. All amounts payable for the use of patents, copyright, registered designs, royalties, trademarks and other intellectual property rights
GOODS	All goods supplied pursuant to this Order shall be new and unused unless otherwise specified.
SERVICES & WORKS	All services provided pursuant to this Order shall be in accordance with the specification. The Supplier shall indemnify Weddin Shire Council against all suits, claims and actions arising in any way whether directly or indirectly for the performance of the services. The Supplier must establish and maintain a safe working environment.
TERMS OF PAYMENT	Payment will be made only on a correctly rendered invoice (under ATO Guidelines). Payment is due <b>28</b> days from receipt of invoice or acceptance of goods, whichever is later. Early settlement will be considered for discounts offered but without prejudice to the standard <b>28</b> day payment period. Claims for payment (invoices) shall be submitted through <b>the project officer</b> .
PACKAGING & MARKING	All goods must be suitably packed at the Supplier's expense to ensure delivery in good order and condition. Each item shall be marked indicating the Weddin Shire Council Purchase Order number and full delivery point details.
PRICE VARIATIONS	No price variations will be accepted, unless the Supplier has notified the project officer <b>and</b> that officer or designated authority has accepted the variation.
SPECIFICATION	All goods, services or works supplied against the Order shall be free from defects in materials and workmanship and at least of merchantable quality and shall conform to any specifications and descriptions set out on the Order.
DELIVERY	All goods, services or works are to be delivered at the time and place detailed in the Order. Delivery will be Free Into Store unless otherwise specified.
INSPECTION & ACCEPTANCE	All goods are subject to check and inspection before acceptance, which shall take place at Weddin Shire Council delivery point and Weddin Shire Council may reject any goods supplied incorrectly, damaged in excess of quantities specified on this order, or otherwise found not to be in accordance with these terms and conditions. If Weddin Shire Council rejects any goods, the Supplier must, at no expense to Weddin Shire Council, remove the goods and, at Weddin Shire Council's sole discretion: 1. Replace the rejected goods; 2. Refund any payment for the rejected goods; or 3. Repair the goods to the satisfaction of Weddin Shire Council.
CANCELLATION	Weddin Shire Council reserves the right to cancel this Order in whole or in part if delivery is not made by the due delivery date specified in the Order or if the Supplier is in breach of any other term or condition of the Order or if the Supplier becomes insolvent or any formal action is taken against the

	Supplier in respect of insolvency.
TITLE AND RISK	Risk of loss or damage to goods and title shall pass to Weddin Shire Council on acceptance by Weddin Shire Council.
INDEMNITY – INTELLECTUAL PROPERTY RIGHTS	The Supplier indemnifies Weddin Shire Council against all loss, damage or expense arising in respect of any action or claim for alleged infringement of any patent, copyright, registered design, royalty, trade mark or any other intellectual property rights, by reason of the purchase, possession or use of the goods.
HAZARDOUS MATERIALS	The Supplier shall provide material safety data sheets for any hazardous substances to be supplied against this Order.
ASSIGNMENT	The Supplier must not, without consent in writing from Weddin Shire Council, assign the Supplier's rights under the Contract.
APPLICABLE LAW	The Order will be governed by and construed in accordance with the laws in force in New South Wales.