



Western Sydney
Parklands Trust

CALLING FOR EXPRESSIONS OF INTEREST FOR THE CRESCENT LIVE in Parramatta Park

It's one of Sydney's newest and most beautiful outdoor spaces – a natural amphitheatre riverside in the World Heritage-listed Parramatta Park.



Some of our biggest rock 'n roll legends have played there over the years. And each summer it hosts the magical sounds of Sydney Symphony Orchestra, under the stars.



Now a purpose-built event space with stage platform, power and water points, The Crescent is a premier venue for audiences of up to 18,000.

And in the warmer months, it turns into The Crescent Live...

Parramatta Park Trust is looking for the right operator to take The Crescent Live forward and establish this amazing site as Sydney's most sought-after outdoor performance space.



@thecrescentlive #parrapark thecrescentlive.com

Request for Tender

PART A AND B: TENDERING CONDITIONS and STATEMENT OF REQUIREMENTS



The Crescent Live in Parramatta Park

Procurement ref: PPT 2017/02

Tender Issue Date: *March 15, 2017*

Closing Date: *April 21, 2017*

Closing Time: *COB*

Lodgement: <https://tenders.nsw.gov.au/oeh/>

Contact Officer

Tenderers should refer requests for information or advice regarding this RFT to:

CONTACT NAME [Joanna Savill](#)

CONTACT EMAIL ADDRESS Joanna.savill@wspt.nsw.gov.au

Any information given to a Tenderer to clarify any aspect of this RFT will also be given to all other Tenderers if in the opinion of the Agency it would be unfair not to do so.

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PART A – TENDERING CONDITIONS

1. Scope of RFT

1.1 Suppliers

This Request for Tender (RFT) is issued by The Crown in right of the State of New South Wales, acting through the Parramatta Park Trust.

This Request for Tender (RFT) PPT 2017/02 seeks tenders from suppliers to supply to the Agency the Goods/Services described in the Statement of Requirements in the Tendering Conditions and Statement of Requirements.

1.2 Contract and Duration

The Agency proposes to enter into a Contract based on the Deed of Agreement supplied.

It is envisaged that the Contract will be in place for a term of 12 months, with an option for a further 24 months.

1.3 Appointment of Suppliers

The Agency reserves the right to appoint more than one supplier under the proposed contract to provide the Goods/Services.

2. RFT Structure

2.1 Parts of RFT

This RFT comprises the following:

(a) **Part A - Tendering Conditions -**

This provides the terms, conditions and processes governing the tender phase of the RFT.

(b) **Part B - Statement of Requirements**

A detailed description of the Goods/Services to be provided by the successful Tenderer/s including specification, service levels and performance framework. Taken together with the accepted parts of the Tender, it will form part of the Contract.

(c) **Part C - Tender Response**

This is the response prepared by the Tenderer to enable the Agency to evaluate the Tenderer's offers. The response may be in a form prescribed by the Agency.

(d) **Part D - Form of Agreement**

The Contract will be based on the terms and conditions set out in the Form of Agreement issued with this RFT.

2.2 Inconsistencies

If there is inconsistency among any of the parts of this RFT, the following order of priority will apply so that the higher ranked document will prevail to the extent of the inconsistency:

(a) the Statement of Requirements; then

(b) the Form of Agreement; then

(c) the Tendering Conditions.

3. Tender Preparation

3.1 Tenderer to inform itself

Before submitting its Tender, a Tenderer must:

(a) examine all information relevant to the risks and contingencies and other circumstances having an effect on its Tender; and

(b) satisfy itself:

- (i) that the Tender, including the price offered is correct; and
- (ii) that it is financially and practically viable for it to enter into and perform the proposed Contract.

3.2 Assumptions made by Tenderer

Where a Tenderer has made assumptions in preparing its Tender, such assumptions must be set out in a supporting statement and submitted with the Tender.

3.3 Information Supplied

The information contained in the Statement of Requirements has been provided with due care and is intended only for the Tenderer's guidance, but is not guaranteed as being accurate for future needs and expenditure by the Agency.

4. Eligibility to Tender

4.1 Legal Entity of Tenderer

Tenders must be submitted by a legal entity or, if a joint Tender, by legal entities, with the capacity to enter into a Contract. The Agency may ask a Tenderer to provide evidence of its legal status or capacity to contract. If Tenders from entities propose to contract in their capacity as trustees, such evidence may include copies of the relevant trust deeds. Any evidence requested is to be provided within three working days of the request.

If a Tender is to be jointly submitted by more than one legal entity, a reference to Tenderer in this RFT means all legal entities submitting the joint response. If the legal entities to a joint Tender are successful, the Contract must be entered into by all legal entities to the joint response.

4.2 Financial Capability of Tenderer

The Agency reserves the right to reject any Tender if the Agency judges the Tenderer not to have appropriate financial capability.

Where the Agency forms the view that the Tenderer does not have the appropriate financial capability, the Agency reserves the right to make acceptance of any Tender conditional upon the tenderer entering into a bank, parent company or personal guarantee, or an unconditional performance bond in a form satisfactory to the Agency.

4.3 ABN Requirements

Tenderers must have an Australian Business Number (ABN) and be registered for GST.

4.4 Subcontractors

If any part of the Goods/Services is to be supplied by a subcontractor, the Tenderer must identify the subcontractor and clearly state which Goods/Services are to be provided by the subcontractor. If the Tenderer is successful, the Contract would be entered into by the Tenderer and the Tenderer will be responsible for the subcontractor's performance of the Contract.

5. Tender Process

5.1 Conditions of tender

Each Tender should be submitted in accordance with:

- (a) these Tendering Conditions;
- (b) the requirements set out in the Statement of Requirements (except in the case of an Alternative Tender delivered in accordance with section **Error! Reference source not found.**);
- (c) all other attachments to this RFT; and
- (d) any additional terms and conditions that the Agency may notify on the NSW Government eTendering system website, or otherwise provide to Tenderers in connection with this RFT.

Otherwise the Agency may not consider the Tender or may reject the Tender on that basis.

5.2 Provisional RFT Program

Given below is the Agency's provisional RFT program. The Agency may, at its absolute discretion, amend the provisional RFT program.

Milestone	
RFT issue	15.03.17
Site visit/briefing	w/c 27.03.17
RFT Close Date	21.04.17
Execution of Contract	w/c 08.05.17
Commencement of supply of Goods/Services	17.05.17

5.3 Tenderer Briefing

A Tenderer briefing will be held on the date, time, and place, indicated below. The Contact Officer of the Agency will be available at that time to answer any queries regarding this RFT and the tender process generally. Names of persons attending the Tenderer briefing must be provided to the contact officer at least three working days prior to the date. No more than 2 persons from each Tenderer will be permitted to attend the Tenderer briefing.

Location: The Crescent
Date: w/c March 27
Time: Date and time TBC

5.4 Conformity of Tenders

Non-Conforming Tenders may be excluded from the Tender process without further consideration at the Agency's absolute discretion.

5.5 Alternative Tenders

Tenderers may, if they choose, submit an Alternative Tender. Alternative Tenders will only be considered if submitted in conjunction with a Conforming Tender. An Alternative Tender must be clearly marked "Alternative Tender".

5.6 Tender Lodgement

Tenders (including all supporting information, if any) must be fully received by the Closing Date and Closing Time. Tenderers must complete the entire Tender Response document and must not amend any of the questions provided. Prices, responses and other information provided in the Tender must be in writing and in English. The Tender price must be in Australian dollars and must clearly identify any included Goods and Services Tax (GST) if it is payable.

The Tender must be submitted electronically to the electronic tender box for this RFT via the Agency e-tendering website as indicated on the cover page of this RFT.

Tenderers should notify the Contact Officer in writing on or before the Closing Date and Time if they find any discrepancy, error or omission in this RFT.

5.7 Electronic Tenders

A Tender submitted electronically will be treated in accordance with the Electronic Transactions Act 2000 (NSW), and given no lesser level of confidentiality, probity and attention than Tenders lodged by other means.

A Tenderer, by electronically lodging a Tender, is taken to have accepted the Conditions and rules on the Agency e-tendering website.

Electronically submitted Tenders may be made corrupt or incomplete, for example by computer viruses. The Agency may decline to consider for acceptance a Tender that cannot be effectively evaluated because it is incomplete or corrupt. Tenderers must note that to reduce the likelihood of viruses, Tenderers must not include any macros, applets, or executable code or files in a Tender response. Tenderers should ensure that electronically submitted files are free from viruses by checking the files with an up to date virus-checking program before submission.

The Agency will not be responsible in any way for any loss, damage or corruption of electronically submitted Tenders.

If a Tenderer experiences any difficulty with submitting a Tender, it is encouraged to contact the Contact Officer.

5.7.1 Items provided by the Tenderer in support of its Tender that cannot be lodged electronically should be:

- (a) clearly designated as supporting items to the Tender;
- (b) delivered in a sealed package or envelope during normal building opening hours of 9:00am to 4:30pm Monday to Friday (excluding public holidays) to Level 7, 10 Valentine Avenue, Parramatta, NSW 2150.

5.7.2 If a package is large in physical size and cannot be separated into more than one package, or delivery personnel require a signature as evidence of delivery, the package must be delivered only by prior arrangement with the Contact Officer. The Agency's personnel will not take delivery of any packages that present a work health and safety risk in terms of size or weight.

5.8 Tender Validity Period

The Tender will remain open for acceptance by the Agency for a period of three months from the Closing Date and Closing Time for tenders.

5.9 Late Tenders

A Tender received after the Closing Time and Date will not be considered by the Agency unless the Agency is satisfied that the integrity and competitiveness of the tendering process has not been compromised.

5.10 Extension of Closing Date and Closing Time

The Agency may, in its discretion, extend the Closing Date and Closing Time.

5.11 Corruption or Unethical Conduct

Tenderers must comply with the requirements of the OEH Statement of Business Ethics, which is available at the link below and must disclose any conflicts of interests in Tender Response.

A Tenderer must provide information in its Tender Response concerning any findings of dishonest, unfair, unconscionable, corrupt or illegal conduct against it, its directors or management.

If a Tenderer, or any of its officers, employees, agents or subcontractors is found to have:

- (a) offered any inducement or reward to any public servant or employee, agent or subcontractor of the Agency or the NSW Government in connection with this RFT or the submitted Tender;
- (b) committed corrupt conduct in the meaning of the Independent Commission Against Corruption Act 1988;
- (c) committed dishonest, unfair, unconscionable, corrupt or illegal conduct; or
- (d) a record or alleged record of unethical behaviour; or not complied with the requirements of the OEH Statement of Business Ethics available at:

<http://www.environment.nsw.gov.au/commercial/businessethics.htm>

This may result in the Tender not receiving further consideration.

The Agency may, in its discretion, invite a relevant Tenderer to provide written comments within a specified time before the Agency excludes the Tenderer on this basis.

If the Agency becomes aware of improper conflict of interests by a successful Tenderer after a Contract has been executed, then the Agency reserves the right to terminate the Contract, including any orders placed under that Contract.

5.12 NSW Government requirements

Tenderers must comply with the requirements of the NSW Government Code of Practice for Procurement, which is available at the link below and must disclose any conflicts of interests in Tender Response.

Lodgement of a Tender Response is evidence of the Tenderer's' agreement to comply with the Code for the duration of any subsequent Contract that is awarded. If any Tenderer fails to comply, the Agency may take the failure into account when considering this or any subsequent Tender Response by the Tenderer and may reject such a Tender Response.

http://www.procurepoint.nsw.gov.au/sites/default/files/documents/code_of_practice_for_procurement_2013_ir_guidelines_0.pdf

5.13 Multiple lodgements

5.13.1 If a Tenderer provides multiple lodgements, the last Tender received before the Closing Time and Date will be the Tender to be considered unless the Tenderer provides clear directions to whether the lodgement is:

- (a) an Alternative Tender;
- (b) supporting items to a Tender; or
- (c) a further part of a Tender that has previously been lodged.

5.14 Tender Amendments

If, for any reason the Agency, at its sole discretion, requires the RFT to be amended before the Closing Date and Time, a Tender Amendment will be issued. In each case, a Tender Amendment becomes part of the RFT. It is the responsibility of all Tenderers to verify if any Tender Amendments were issued prior to the Closing Date and Time, to read such Tender Amendments, and if necessary, to respond to the

Tender Amendments even if a Tender has been submitted by the Tenderer. Failure to respond to Tender Amendment may mean the Tender is a Non-Conforming Tender.

Tenderers must check the e-tendering web site and download the Tender Amendment.

5.15 Costs of Tenderer participating in the RFT

The Tenderer acknowledges it is participating in the RFT at its sole risk and cost and that the Agency will not be liable to it for any expenses or costs incurred by it as a result of its participation in this RFT, including where the RFT has been discontinued.

5.16 Use of Tenders

By submitting the Tender, the Tenderer consents for the Agency to use and make copies of the Tender (including to give 3rd parties access to it) for any purpose in connection with this RFT (including to exercise rights under section **Error! Reference source not found.**), and for the Agency's internal procurement purposes.

5.17 Discontinuance of Tender Process

The Agency reserves the right to discontinue the Tender process at any point, without making a determination regarding acceptance or rejection of Tenders.

5.18 Variations to Tenders

A Tenderer may only vary its Tender with the consent of the Agency provided that in the Agency's view, it would not:

- (a) substantially alter the original Tender; or
- (b) result in the revising or expanding of a Tender in a way that would give the Tenderer an unfair advantage over other Tenderers.

5.19 Evaluation Process

Tenders will be assessed against the Evaluation Criteria listed below which are not indicated in order of significance or equal weight. Information supplied by the Tenderer in the Tender Response will contribute to the assessment against each criterion.

Tenderers are advised to respond clearly to all the evaluation criteria listed in this RFT. Tenders that do not include a fully completed Tender Response, in particular those Tenders which do not contain sufficient information to permit a proper evaluation to be conducted, or electronic tenders that cannot be effectively evaluated because the file has become corrupt, may be excluded from the tender evaluation process without further consideration at the Agency's discretion.

The Agency may assess an Alternative Tender against the evaluation criteria where submitted with a Tender which conforms to all of the mandatory requirements in the Statement of Requirements.

5.20 Evaluation Criteria

The Evaluation Criteria for this RFT (which include but are not limited to) are:

Pass / Fail Criteria	<ul style="list-style-type: none"> (a) Record of ethical behaviour and any findings of dishonest, unfair, unconscionable, corrupt or illegal conduct against it, its directors or management. (b) Insurances. (c) Financial capacity and stability. (d) Compliance with the Statement of Requirements. (f) Compliance with the proposed conditions of the Deed of Agreement including demonstrated compliance with risk management, WHS and other terms outlined in the Deed of Agreement
Non Price Criteria	<ul style="list-style-type: none"> a) Programming concepts and plans, including minimum key deliverables b) Capability and capacity to perform the Contract including: demonstrated understanding of the project scope, evidence of successful delivery of previous projects of a similar nature, proposed approach and methodology, licences/certifications, insurances, proposed timelines, reporting, previous experience,

	referees
Price Criteria	Financial offer: this may include a mix of hire fee, percentages of ticket sales, sponsorships or other revenue opportunities

5.21 Site Inspections and Presentations by Tenderer

The Agency may, at its absolute discretion, during the evaluation of Tenders, undertake site inspections of a Tenderer's or their subcontractor's proposed premises or examples of past work undertaken. The Agency, may in its discretion, and as part of the evaluation process, invite any or some of the Tenderers to make personal presentations regarding their Tender.

The Tenderer shall make any presentations at its own cost. However, receiving a presentation by a Tenderer in no way represents a commitment by the Agency to accept any aspect of the Tender. All information obtained during the course of presentation or site inspection may be taken into consideration in the evaluation of Tenders.

5.22 Acceptance or Rejection of Tenders

The Agency is not bound to accept the lowest priced Tender.

If the Agency rejects all the Tenders received it may invite fresh Tenders based on the same or different criteria (specifications and details contained in Alternative Tenders will not be used as the basis for the calling of new tenders).

The Agency expressly reserves the right to accept, in its discretion, either or both of the following:

- (a) any Alternative Tender or part of an Alternative Tender, when submitted with a Conforming Tender; and
- (b) any other Non-Conforming Tender or part of a Non-Conforming Tender (not, in either case, being an Alternative Tender or part of an Alternative Tender) that, in the Agency's opinion, is substantially a Conforming Tender.

5.23 Post Tender Negotiations

Before making any determination as to acceptance or rejection of Tenders the Agency may, at its discretion, elect to conduct negotiations with preferred Tenderers, including those who have submitted Alternative Tenders or who have submitted Conforming Tenders, to mutually improve outcomes.

The Agency may at its absolute discretion elect to conduct post Tender negotiations under **Error! Reference source not found.** with more than one Tenderer.

5.24 Exchange of Information between Government Agencies

By lodging a Tender, the Tenderer will authorise the Agency to make information available, on request, to any NSW Government agency. This includes information dealing with the Tenderer's performance on any prior contract that has been awarded. Such information may be used by the recipient NSW Government agency for assessment of the suitability of the Tender for pre-qualification, selective tender lists, expressions of interest or the award of a contract.

The provision of the information by the Agency to any other NSW Government agency is agreed by the Tenderer to be a communication falling within section 30 of the Defamation Act 2005 (NSW), and the Tenderer shall have no claim against the Agency and the State of New South Wales in respect of any matter arising out of the provision or receipt of such information, including any claim for loss to the Tenderer arising out of the communication

5.25 Method of Acceptance

Acceptance of a Tender or part Tender will be subject to the execution of a Contract based on the Form of Agreement. Until the Agency and the successful Tenderer(s) execute a Contract there will be no legally enforceable agreement concluded between them.

5.26 Confidentiality Statement

The contents in this document (including any attachments) contain confidential information of the Agency and must only be used by the Tenderer for the purpose of preparing the Tender Response, and if successful, providing the Goods/Services. It must not be disclosed to a third party without the Agency's prior consent, unless required to do so by law.

5.27 Disclosure Information

Following the Agency's decision, all Tenderers will be notified in writing of the outcome of their Tenders.

Details of this Tender and the outcome of the tender process will be disclosed in accordance with the *Government Information (Public Access) Act* (NSW).

5.28 Complaints Procedure

It is the NSW Government's objective to ensure that industry is given every opportunity to win Government contracts. Should any entity feel that it has been unfairly excluded from tendering or unfairly disadvantaged by the Form of Agreement or the Statement of Requirements, it is invited to write to:

Executive Director
Parramatta Park and Western Sydney Parklands Trusts
PO Box 3064 Parramatta NSW 2124

6. Dictionary

Unless the context indicates otherwise, the following terms, where used in this RFT, have the meanings set out below.

Agency	means the agency set out in section 1.1 of this document.
Alternative Tender	a Non-Conforming Tender that is intended to offer a different method of meeting the object and intent of the Statement of Requirements.
Closing Time and Date	means the closing time and date for receipt of Tenders specified on the cover page of this document.
Contract	means the contract entered into between the Agency and the successful Tenderer(s) for the provision of the Goods/Services based on the Form of Agreement.
Conforming Tender	means a Tender that conforms in all aspects to all mandatory requirements in the Statement of Requirements and the Form of Agreement.
Form of Agreement	means the agreement in the form described in section 2.1 of this document.
Goods/Services	means the goods or services sought under this RFT, as detailed in the Statement of Requirements.
Non-Conforming Tender	means a Tender that does not conform in all aspects to all mandatory requirements in the Statement of Requirements or the Form of Agreement.
Requirements	means the detailed description of the goods and services contained in Part B.
RFT	means this request for tender (including any Tender Amendments).
Statement of Requirements	means the statement of requirements as described in section 2.1 of this document.
Tender	means the Tender Response document (including any supporting documentation) completed by the Tenderer in response to the RFT.
Tender Amendment	means an addition or variation to this RFT made by the Department before the Closing Time and Date.
Tender Response	means the document to be completed in response to the RFT as described in section 2.1 Error! Reference source not found. of this document.
Tenderer	means a legal entity that is submitting a Tender.
Tendering Conditions	means tendering conditions as described in section 2.1 of this document.

PART B - STATEMENT OF REQUIREMENTS

7. Introduction to The Crescent Live in Parramatta Park

The 85 hectare, World-Heritage listed Parramatta Park is one of the oldest public parks in the world, with more than two million people visiting every year. It is a popular spot for picnics and parties, cycling, walks and tours as well as events and community celebrations across its many outdoor venues.

Central to these is **The Crescent**, a beautiful natural amphitheatre overlooking the Parramatta River that can accommodate major outdoor performances, concerts and festivals. During the summer season, The Crescent becomes a plug-and-play venue with a 20 metre stage and back-of-house facilities, designed to accommodate events for up to 18,000 people. The summer program is known as **The Crescent Live**.

Following a successful two years building the model, Parramatta Park Trust is seeking expressions of interest from experienced producers/event managers to hire, program, produce and operate The Crescent Live for 2017-18, with an option to extend to 2020.



8. Scope

An expression of interest is sought from suitable parties to hire, program, produce and operate The Crescent Live Summer Series from November 2017 to March 2018.

The successful tender will provide a suitable return on investment to the Trust in addition to programming concepts, production, operational and event infrastructure and all compliant management services as required including liquor license and bar management, ticketing and merchandise sales as appropriate.

The tenderer may contract specific services to third parties identified in the tender proposal.

All management and contractor services will comply with the terms of the Trust's Deed of Agreement. (See attached Hire agreement)

9. Background

Parramatta Park is one of the oldest public parks in the world with more than two million people visiting every year. There's evidence of 20,000 years of Aboriginal occupation and land use and it was a Vice-Regal domain from 1788 where the colony's first successful farming took place here. In 1858 it was gazetted a 'People's Park' - one of the earliest in the world. The 85-hectare Park has always been Parramatta's gathering place. It is a great spot to picnic, celebrate family milestones, get active, explore Australia's history or attend one of the many events and festivals hosted in the Park. The park's rich history was recognised on July 31, 2010, when it was inscribed onto the UNESCO World Heritage List as one of 11 Australian sites forming the Australian Convict Sites World Heritage property.

The Park is managed and operated by Parramatta Park Trust.

Parramatta Park Trust

Parramatta Park Trust is a statutory body established under the provisions of the Parramatta Park Trust Act 2001 to manage and control the Trust lands known as Parramatta Park. The Minister for Environment is the responsible Minister for the Act.

The objectives of the Trust include:

- To maintain and improve the Trust lands.
- To encourage the use and enjoyment of the Trust lands by the public by promoting the recreational, historical, scientific, educational and cultural heritage value of the lands.
- To ensure the conservation of the natural and cultural heritage values of the Trust lands and the protection of the environment within those lands.

10. More about The Crescent

Forming a natural amphitheatre alongside the Parramatta River, The Crescent is a purpose-built event space designed for major outdoor concerts, festivals and performances for audiences of up to 18,000.

Following a \$6 million infrastructure investment, it boasts a 2500 m² paved stage platform, power and water/pump-out points, making it ideal for major outdoor concerts, performances and festivals.

Over the decades, The Crescent has hosted such Australian legends such as John Farnham, Midnight Oil, You am I, Spider Bait and large-scale events such as Harvest, FOMO, Symphony Under the Stars with Sydney Festival and City of Parramatta's annual Australia Day concerts.

With its easy access to transport and a spectacular natural setting, interest in the site is increasing exponentially, with several key bookings pencilled for 2017-18.

The Crescent is available for hire as a greenfield site but during the summer months, is set up as a plug-and-play venue for The Crescent Live series of concerts.

The Crescent specs:

Site capacity: 18,000 with space for 1,500 seats on the stage platform. Additional audiences may be accommodated with the installation of screens (up to 20,000)

Stage platform: high quality 2,485 m² stage platform that allows 160 degree viewing Power: 2 x 400 amps stage power plus 5 cabinets around the event space, each with 32 amp 3 phase and 15 amp GPO outlets to service food and beverage operations.

Plumbing: capacity for plumbed toilets and water points.

11. The Crescent Live

For up to five months annually, Parramatta Park Trust installs a concert stage in the Crescent along with BOH fencing and basic BOH to allow for a plug-and-play model for concert and festival promoters.

(Food and beverage outlets, including dedicated bars, and other event-specific infrastructure may be installed but are not covered by the Trust investment.)

Programming for The Crescent Live in previous years has included a mix of free outdoor concerts (City of Parramatta's Australia Day, Sydney Festival Symphony Under the Stars, MTV Beats & Eats) as well as paid ticketed music festivals such as FOMO.

The successful EOI will include a number of paid ticketed events but also accommodate a small number of Trust partner events already programmed for January 2017. These include Sydney Festival's Symphony Under the Stars and City of Parramatta's Australia Day.

For more on The Crescent Live, see thecrescentlive.com.



12. Objectives of the Crescent Live EOI

- To develop a sustainable outsourcing model and return on the Trust's investment for The Crescent Live based on a series of curated major commercial events
- To accommodate a selected number of large-scale community and partner events as part of The Crescent Live program
- To promote Parramatta Park and The Crescent as a premium venue for major outdoor events and performances
- To increase audiences/visitation to Parramatta Park and associated audience engagement
- To raise awareness of the City of Parramatta and the Park as a major cultural and events hub and to drive visitation

13. The Crescent Live: investment by Parramatta Park Trust

Cash investment:

- Site infrastructure hire and set-up: stage, BOH, bump-in and bump-out, seasonal (non-event specific) maintenance and asset protection, up to \$300,000 for 2017-18.

Non-cash investment

- Venue + wear and tear
- Existing The Crescent Live signage, website and collateral
- Trust owned marketing assets: website, social media, edm, signage
- Trust management, marketing/PR and operational support
- Stakeholder liaison
- Sponsorship sales and management as required

8. Goods/Services to be Supplied

Production, programming and operation of The Crescent Live should include provision for:

- License and licensee
- Site management
- Venue/bookings management
- B2B marketing
- Event-holder/promoter contracts and legal
- Programming/curating
- Plans approvals, risk and safety planning, online inductions
- Heritage compliance
- Traffic control, safety officer
- Food and beverage management including bars, as appropriate
- RSA marshals and bar staff
- Ticketing and staffing if required by event-holder/promoter
- First aid officers
- Site infrastructure: fencing and barriers etc
- Cleaning and waste
- Crowd management
- Asset protection
- Security

Note: event-specific costs including operations, production, planning and compliance, Trust officer supervision may be charged to individual event holders

14. Your response

The response to this EOI should include:

- A detailed programming proposal for The Crescent Live across 3-5 months. This should include a vision for The Crescent Live programming, and an outline of your proposed strategy to secure events along with key milestones for delivery.
- A financial offer outlining all or any of the following:
 - Proposed occupation fee and structure for payment/key milestones
 - Any incentive or bonus structure
 - Proposed revenue split (if applicable) for venue hire, ticketing, beverage sales, sponsorships
- Evidence of your industry credentials and relevant experience. Where services may be contracted to other suppliers, please provide names of preferred suppliers and explain your strategy when contracting suppliers, including WHS and industry award payments.
- It is presumed that by responding to this EOI that as successful tenderer you will be able to provide evidence of all relevant insurances, public liability, compliance with WHS, risk management processes and all other requirements of the Deed of Agreement as attached including efficient use of resources and waste management.

15. Agency Attachments

- **Sample Deed of Agreement**
- **The Crescent Live prospectus**
- **Press release, The Crescent Live 2017**

