



NORTHERN TERRITORY MAJOR EVENTS COMPANY

REQUEST FOR QUOTE

Parrtjima – A Festival in Light 2022 – 2025

Release Date: 30 June 2021

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SECTION A: OVERVIEW

This Request for Quote (RFQ) contains the following sections:

- Section A – Request for quote overview and requirements
- Section B – Event summary
- Section C – Proposal
- Section D – Attachments

1 INTRODUCTION

Northern Territory Major Events Company (NTMEC) seeks expressions of interest from a Creative and Operational Partner to produce and deliver Parrtjima – A Festival in Light for a two plus two year agreement (2022 – 2025) subject to Northern Territory Government (NTG) confirmed grant funding each year and the Operational Partner meeting annual performance criteria determined at NTMECs discretion.

Parrtjima is the only Aboriginal light festival of its kind, showcasing the oldest continuous culture on earth through the newest technology. Set against the backdrop of the MacDonnell Ranges, Parrtjima is held on Mparntwe (Alice Springs), which is connected to the estates of Antulye (Undoolya) and Irlpme (Bond Springs). The event is guided by the Parrtjima Festival Reference Group (PFRG) a network of respected Arrernte people who advise on the cultural appropriateness of the event content for the Country in which the Festival is held. Parrtjima celebrates the ways in which artists can evolve and experiment with different styles and materials, while staying true to the ancient philosophy of connection and country.

Held across multiple event precincts over 10 nights, the free event includes incredible artwork, light installations and a public program of interactive workshops, live music, films and talks. NTMEC is seeking a partner to provide a turnkey solution to all aspects of the design and delivery of the event.

2 RFQ PROCESS AND TIMELINE

2.1 Information

If further information is required on NTMEC or this RFQ you must contact the nominated NTMEC contact person. Any information disclosed to any proposer may be disclosed to all or any of the other proposers, to ensure the RFQ process is conducted in a fair and transparent manner. The RFQ process is not a binding agreement between NTMEC and the Proposer.

2.2 Confidentiality

All information contained in this document should be treated as private and confidential. All information in the proposals NTMEC receive will be treated in the same manner. Confidentiality does not apply where information is disclosed in order to meet the legal and public accountabilities of NTMEC.

2.3 Further information/interviews

NTMEC may request further information or request the Proposer present and talk to their proposal or attend one or more interviews in relation to their proposal.

2.4 Proposer Information

NTMEC may collect and use all information supplied by the Proposer for the purpose of evaluating, assessing and collating information within the proposal against the RFQ document and NTMEC requirements.

2.5 Timings

The RFQ process and timeline is detailed in the below table. Should the proposals provided in response to the RFQ be deemed unsuitable, NTMEC reserves the right to consider other options or to re-issue the original or a revised RFQ in whole or in part including modifying the timings.

Activity	Completion Date
Request for Quote Issued	30 June 2021
Closing date for receipt of quotes	23 July 2021
Evaluation of quotes received	27 July 2021
Presentations (if required)	2 – 5 August 2021*
Negotiation with preferred supplier	9 August 2021*
Appointment and Notification	13 August 2021*
Submission of 2022 Theme and Creative	17 September 2021*
Submission of 2022 draft program	30 October 2021*
Final 2022 program confirmed	1 December 2021*

* Subject to change

2.6 NTMEC Rights

NTMEC may at its discretion:

- Delete and or change any or all of its requirements
- Cancel the entire RFQ process
- Consider any non-conforming, late or alternate proposal
- Retain any information provided by the Proposer as part of the RFQ process
- Exclude anyone from the RFQ process at any time

2.7 No Undisclosed Benefits

Respondents must not directly or indirectly provide any form of inducement or reward to any representative of NTMEC, or its funders, suppliers or partners in respect of this RFQ. Respondents will not canvass or approach any NTMEC staff member or other stakeholder employees, contractors, consultants, board members other than the NTMEC representative.

2.8 Conflicts of Interest

Any potential conflict of interest must be declared in writing to NTMEC. Failure to do so is likely to lead to disqualification of the proposal. Conflicts of interest include, but are not limited to; any RFQ Respondent who has a direct working relationship, employment relationship, existing contractual relationship, shareholding or who might otherwise be considered to be in a conflicting relationship.

2.9 Costs

No costs will be paid by NTMEC in relation to responding to this RFQ, specifically the respondent is responsible for all costs incurred in preparing any proposals, presentations, presenting in person, any legal reviews or ongoing costs associated with the RFQ process. All and any costs incurred in preparation of the RFQ proposal are to be borne by the respondent.

2.10 Accuracy of Proposal

The Proposer warrants that the information provided is authentic and truthful and must disclose to NTMEC all facts and potential issues which may affect NTMEC's appointment of the Proposer.

2.11 NTMEC Contact Person

All requests for further information or clarification should be directed to:

Coryn Huddy
Head of Event Operations
Email: coryn.huddy@nt.gov.au

3 SUBMISSION OF PROPOSALS

3.1 Format and delivery requirements

The proposal needs to be received in full by 17:00 5 July 2021 as follows:

- Three complete bound copies of the proposal and related documentation with each section clearly identified, delivered to:
- Attention: Coryn Huddy
Northern Territory Major Events Company
Level 2, 16 Bennett St
DARWIN NT 0800
- One electronic copy

3.2 Proposal Evaluations

NTMEC will undertake a detailed evaluation of the compliant proposals received on a weighted attributes basis. Evaluation will be based on the financial and non-financial criteria below. NTMEC reserves the right to choose a supplier of its choice. In no particular order subject categories that will be assessed include:

- Company capacity and staffing structure
- Artistic and creative strategy and development
- Event and operations management
- Stakeholder engagement
- Commercial abilities and relationships
- Workplace Health and Safety and Compliance

3.3 NTMEC Selection Panel

Evaluation of the Proposals will be completed by the following NTMEC staff:

- Chief Executive Officer

- Head of Event Operations
- Head of Marketing and Communications
- Director of Engagement and Culture
- Director Arafura Games

SECTION B: EVENT SUMMARY

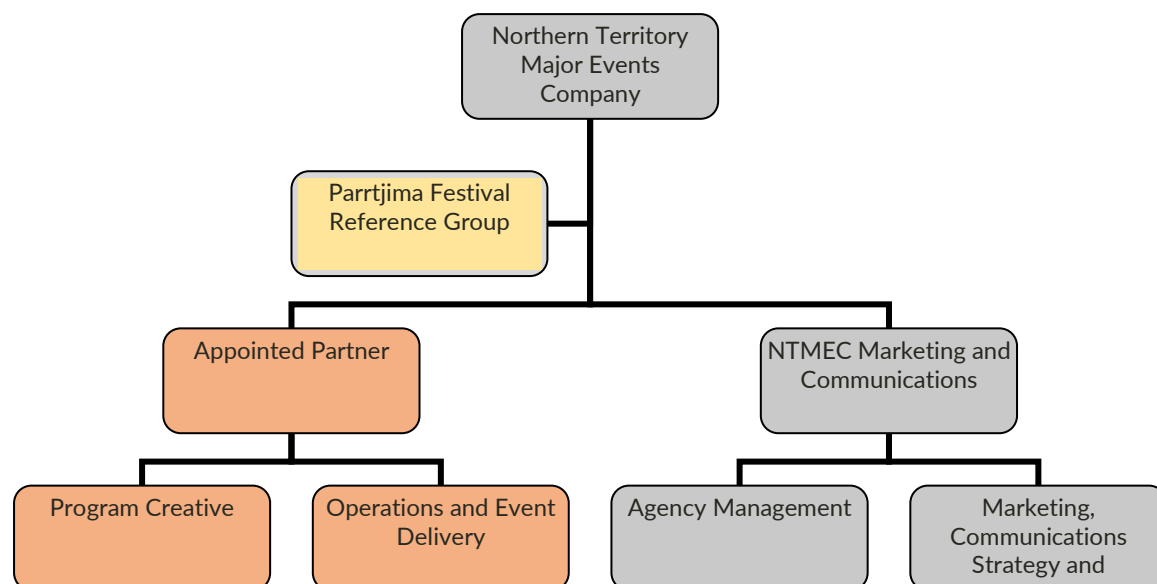
4 OVERVIEW

NTMEC wishes to appoint a Partner to deliver Parrtjima – A Festival in Light across a period of four years, 2022 – 2025. Parrtjima is a premiere event within the NTMEC portfolio that includes significant opportunities to develop a creative strategy spanning across a four year cycle, manage and deliver additional ticketed hospitality offerings along with additional programming elements to increase engagement and create a revenue stream for reinvestment back into the event. Through a unique and inclusive program, Parrtjima is focused on increasing interstate visitation and building international profile over multiple nights and captivating a new and existing audience. The successful Partner will be primarily responsible for creating and delivering an event program that realises the vision within the proposal and working collaboratively NTMEC's marketing and communication team and appointed agencies.

The successful partner will be responsible for working with NTMEC, the major stakeholders in the Northern Territory and local contractors and suppliers to develop and manage the operational and delivery requirements across the Festival. The Partner will also be well experienced in delivering arts, culture, live entertainment and activation experiences over multiple venues.

Parrtjima is to remain a creative, influential and engaging event that creates opportunities for the local community, develops skills and experience across the Central Australian region and increases economic and social benefits for Territorians through attracting visitation to the Northern Territory.

Below is a representation of the Parrtjima operating structure:



Northern Territory Major Events Company is the event owner and is responsible and accountable for the following:

- Funding and overall event budget approvals
- Parrtjima Festival Reference Group
 - Management
 - Development
- Marketing
 - Campaign Creative
 - Strategy
 - Advertising Campaign
 - Website
 - Photography and Videography
 - Social Media
 - Commercial partnerships
 - Travel Trade partnerships
- Media and Communication
 - Internal and external messaging
 - Event Spokesperson
 - Media Strategy including Crisis Communications
 - Proactive Public Relations
- Stakeholder Management
 - Regular operational updates in collaboration with successful Partner
- Business and Industry Engagement
- Venue Permits and Applications
 - In collaboration with successful Partner
- Corporate and ticketed functions and events
- Event Reporting
 - Event Evaluation and Economic Impact Summary

The Parrtjima Festival Reference Group is a combination of Traditional Land Owners from within Central Australia. This group provides guidance and advice to NTMEC and oversight into the creative direction and delivery of the Festival. The Reference Group is responsible and accountable for:

- Providing feedback and approval of the creative strategy and direction
- Educate local Aboriginal people about the significance of Parrtjima to Alice Springs and support the growth of indigenous engagement across planning and delivery
- Communicating with International, National and local organisations supporting the overall vision for the Festival
- Advocate and promote Parrtjima and the opportunities within local communities
- Advise NTMEC of cultural sensitivities as they may relate to creative or programming

5 CONTRACT DELIVERABLES

NTMEC anticipates its partner to work at the highest professional level at all times across a number of functional areas. Detailed key performance indicators will be agreed between NTMEC and the appointed partner during the negotiation phase.

5.1 Event Strategy

Develop a strategy that targets 10,000 event specific visitors by 2025 by celebrating the uniqueness of the Territory through Aboriginal culture.

5.2 Business Structure and Staff

NTMEC requires an authentic, honest and transparent relationship which achieves mutual benefits. This will be achieved through a sound, balanced, diverse business and operating structure which engages specialised, professional people who are willing and capable to achieve outcomes through engagement, collaborations and business and cultural smarts.

5.3 Creative Concept

Create an authentic, Aboriginal inspired arts, entertainment and cultural festival for the Northern Territory. This may include, the use of lights, sound, live performance, workshops and utilise spaces in and around Alice Springs.

The contemporary light spectacular is a journey, through which you experience greater Alice Springs, the stories, culture and artistry that are at its soul. The proposer is encouraged to embrace modern technologies and to consider alternate offerings outside of the current scope at Alice Springs Desert Park and CBD activation in Todd Mall.

5.4 Cultural Engagement, Development and Understanding

Set in Alice Springs, Parrtjima is a vehicle to help develop, support and promote Aboriginal people and culture. It is vital the successful partner recognises the importance of the Aboriginal people and the opportunity Parrtjima provides local artists, groups, communities to showcase culture.

There is a requirement to work in collaboration with the PFRG to ensure the design, creative and delivery of Parrtjima is aligned with the Traditional Owners values and beliefs. This group is responsible to provide guidance and support to NTMEC as well as engage with the wider community and empowering the town to be proud of the stories and historical culture Parrtjima presents.

5.5 Finance

Based upon a two year funding cycle a budget/cost estimate proposal shall be submitted as part of the RFQ process. Parrtjima is funded through The NTG. Ensuring money spent provides ongoing value to Territorians is important. Notwithstanding the two year funding cycle, the project is reviewed on an annual basis.

There is a requirement to complete a post event report detailing economic impacts, expenditure, key highlights and areas for improvement following each Festival.

5.6 Operations and Event Delivery

NTMEC are looking for a turnkey solution that will safely and successfully deliver the Parrtjima Festival. It is expected to the Proposer can produce and deliver across all elements of the event including event production, venue management, overlay, site management, customer experience, workforce, traffic management and procurement. Marketing, communication and commercial partnerships are the sole responsibility of NTMEC. NTMEC may in its absolute discretion engage the Proposer in the implementation of these duties.

5.7 Workplace Health and Safety

NTMEC is committed to complying with its obligations under the Work Health and Safety (National Uniform Legislation) Act and ensuring, so far as reasonably practicable, the health and safety of all workers and other persons who may be affected by its business or undertakings. NTMEC is committed to continually enhancing a culture of health and safety within NTMEC and across its delivery partners.

The Proposer must have experience and understanding in WHS, Risk Management, Document Management, Site Management and Readiness. The Proposer must operate in accordance with obligations placed upon them by Section 19 and Section 25 of the Act and ensure, so far as is reasonably practicable, the health and safety of workers whose activities in carrying out work are influenced or directed by them while the workers are at work in the event site.

6 OTHER REQUIREMENTS

6.1 Installations

The creation, installation, management, removal, storage and disposal of the installations is the responsibility of the Proposer at the direction of NTMEC. NTMEC retains all ownership of the installations at all times. The installations shall be created for the event with the intention that they will be gifted at a value of \$0 as legacy items to local businesses and organisations in order to promote Parrtjima on an annual basis. Such gifting or other arrangements is at the absolute discretion of NTMEC.

6.2 Commercial

The commercialisation of any and all properties including sponsorship, rights or contra shall not form part of the proposal. NTMEC reserves the right to manage all commercial marks excluding food and beverage.

6.3 Value Add Items

NTMEC may require the Proposer to provide creative expertise, artist engagement opportunities and venue hire flexibilities for additional experiences and/or packages to be included at a later date.

SECTION C: PROPOSAL

7 REQUIRED INFORMATION

The proposer is required to submit the following information:

- An Event strategy
 - A plan to deliver 10,000 event specific visitors by 2025 which celebrate the uniqueness of the Northern Territory through Aboriginal culture
 - A summary of a previous growth related strategy that you have executed which has clearly defined results
- Business Structure, Staffing Plan and Experiences
 - What the business structure looks like and the skills and attributes of the people involved
 - The experiences delivered, successful festivals and key learnings you have had over the last five years
 - Indigenous employment and pathway opportunities
 - Third party engagement – local and non-local contractors and suppliers
- Creative and Programming
 - A two year creative concept plan and strategy. This should include the programming of performances
 - A draft program of events, activities and venues for the 2022 Parrtjima Festival scheduled to take place 8 – 17 April 2022
 - Information pertaining to your experience delivering Aboriginal Festivals
- Cultural Engagement
 - Information relating to experiences working with Aboriginal people
 - Advise in relation to creating further pathways to develop relationships, cultural experiences and opportunities
 - Pathways for young Aboriginal Territorians to get involved
- Finance
 - Provide a draft budget for your proposed 2022 Parrtjima Festival
 - Provide insight into your experiences delivering Festivals and detail the levels of funding you believe is required to successfully achieve the event strategy
 - Buy Local - Budget to be spent in accordance to the Northern Territory Government's Buy Local Strategy
 - Strategy to engage NT suppliers and providers to deliver the festival
- Event and Operations
 - Provide information pertaining to the following items
 - Event Production
 - Lighting
 - Modern technologies
 - Venue Operations
 - Accessibility
 - Security
 - Cleaning, Catering and Waste
 - Event Activations

- Transport and Traffic Management
 - Event Control Centre
 - Medical and First Aid
 - Infrastructure and Overlay
 - Temporary buildings on green field sites
 - Guest Experience
 - Previous KPI or net promoter score details
 - Innovative event activations
 - Training and Briefing materials and strategy
 - Workforce
 - Volunteer management
 - Documentation
 - Event Operations Plan
 - Security Operations Plan
 - Your staff handbook and any training plans currently used relating to customer experience
 - Legacy
 - Document ongoing enduring value which will remain with the Arrernte people and the Parrtjima Festival
-
- Workplace Health and Safety
 - Provide copies of your current insurance policies, workplace health and safety policy and work place health and safety plan
 - Issue the latest risk assessment you have completed for an event which held over 2000 people at
 - Commercial Opportunities and Relationship Management
 - Provide any information on any proposed commercialisation of Parrtjima or value in kind
 - Provide a detailed list of any proposed third party contractors, partners or suppliers
 - Provide three referees NTMEC can contact who you have worked with to deliver a multi-day festival over no less than three sites

SECTION D: ATTACHMENTS

8 COMPANY DETAILS

Please fill out the table below:

Full Legal Name	
ABN	
Related Companies	
Legal Status	
Address	
Email	
Main Contact	
Contact Name	
Role	
Contact Number	
Email	
Company Owner	
Contact Name	
Contact Number	
Email	
Company Directors	
Contact Name	
Contact Name	
Contact Name	
Creative Director	
Contact Name	
Event Curator	
Contact Name	
Additional Information	
Financial	
Records	Include as attachment
Budget Expectations	\$ (Per annum)
Referee 1	
Contact Name	
Company and Role	

Contact Number	
Email	
Referee 2	
Contact Name	
Company and Role	
Contact Number	
Email	
Referee 3	
Contact Name	
Company and Role	
Contact Number	
Email	

As the contact person/authoriser of this proposal I certify that all information found within is true and accurate and that NTMEC may rely on the information provided to assist with the RFQ process. I confirm that as part of submitting this proposal the Proposer is to be bound by this RFQ document.

Name

Signature

Date

Witness Name

Signature

Date

9 CONFLICTS OF INTEREST

NT Major Events Company
Level 2, 16 Bennett St
GPO Box 3333
DARWIN NT 0801

I, _____ being a supplier submitting a quote to provide the creative and operational delivery of Parrtjima 2022 – 2025 do hereby DISCLOSE the following particulars:

Full name: _____

Former names: _____

Residential address: _____

Occupation: _____

Directorships/Declarations:

Dated this _____ day of 2021.

Signature

10 FUNCTIONAL AREA AND BREAKDOWN OF DELIVERY

Functional Area	NTMEC Delivery	Partner Delivery
Accessibility		✓
Accreditation		✓
Artist Management		✓
Asset Management (inc Storage)	✓	✓
Budget	✓	✓
Business and Industry Engagement	✓	✓
Catering		✓
Cleaning and Waste		✓
COVID-19 Safety Management		✓
Event Activations		✓
Event Control Centre		✓
Event Reporting (Event Experience and Economic Impact Study)	✓	
Finance	✓	✓
Guest Experience	✓	✓
Government Relations	✓	
Hospitality and VIP	✓	
Insurance and Legal	✓	✓
Creation and Delivery of Look and Signage Plan		✓
Approval of Look and Signage Plan	✓	
Marketing	✓	
Media and Communications	✓	
Medical		✓
Merchandise	✓	
Parrtjima Festival Reference Group	✓	✓
Photography and Videography	✓	
Production and Programming		✓
Public Relations	✓	
Registrations		✓
Security		✓
Social Media	✓	
Spectator Services		✓
Sponsorship	✓	
Stakeholder Engagement and Management	✓	✓
Technology		✓
Transport and Traffic Management		✓
Travel and Accommodation		✓
Travel Trade Partners	✓	
Venue Development and Overlay		✓
Venue Hire (inc. Permit Applications)	✓	✓
Workforce		✓
Workplace Health and Safety		✓