



Expression of Interest

Music Programmer, Brunswick Music Festival

Background

Brunswick Music Festival (BMF) is a much-loved annual music event that is produced by Moreland City Council and runs for ten days each March. Over 30 years old, Australia's longest running inner-city music festival brings the very best music talent, both local and international (COVID permitting), to the stages of Brunswick.

Brunswick remains one of the most vibrant hubs of live music in Melbourne, which is reflected in its status as one of the top suburbs that songwriters hail from Australia-wide. BMF supports and further promotes Brunswick's reputation as a home to creativity and culture.

The festival attracts those from near and far to outstanding, curated experiences including ticketed concerts, free large-scale events and a professional development series. BMF creates its own venues (eg Gilpin Park, Estonian House etc) and also works with local venues to co-curate a Brunswick-wide umbrella program (Venues 3056).

As a Council-produced festival, it is vital that the BMF program reflects its neighbourhood and community and creates a sense of place. This includes championing local artists, venues and audiences and providing opportunities. BMF is also built on the tenets of inclusivity and diversity and prides itself on providing opportunities for First Nations, culturally diverse, women and gender diverse artists, who have been historically excluded from the live music scene. It aims to create safe spaces and live music experiences for both artists and audiences.

The opening event for BMF, the Sydney Road Street Party, was launched in 1994, and is a free, one-day street festival along Sydney Road. The Street Party features community stalls, craft stalls, food stalls, street entertainment and live music stages. The party celebrates the vibrant neighbourhood of Brunswick and the wider municipality of Moreland. This role will program 2-3 of these stages and will have oversight of all music programming on the day.

The festival format for 2022 is currently being developed but is likely to include both ticketed and free programming (BMF produced and venue produced), indoor and outdoor venues, a professional development program and a range of mentorships.

Role Description

The Music Programmer reports to the Executive Producer, Festivals and will:

- Develop programs and negotiate artist fees for BMF, including the Sydney Road Street Party, in consultation with the Executive Producer, Festivals
- Have oversight of all music programming for Sydney Road Street Party and Venues 3056

- Develop relationships with local artists/musicians and venues as required to inform programming
- Contribute to mentorship programs as required
- Contribute to the development of BMF marketing plans
- Liaise with artists and venues including, but not limited to checking availability, negotiating fees (within budget set by MCC), final booking, provide contracting details and securing technical requirements
- Liaise with MCC staff and contractors as required
- Facilitate debriefs with artists and venues as required
- Attend program meetings and debriefs for each event

Key Stakeholders

MCC Internal Stakeholders	External Stakeholders
Arts and Culture	BMF Marketing Coordinator
Communications	MCC Festival Logistics contractor
Economic Development	Moreland-based artists, musicians, agents and managers
Place Management	Victorian, interstate and international artists, musicians, agents and managers
Library Services	Live music venues
Youth Services	Victorian music industry colleagues
	Live music audiences
	BMF sponsors
	BMF mentorees

Project Outputs

The Music Programmer will deliver the following items as outputs:

- Program proposal for Brunswick Music Festival (BMF), including Sydney Road Street Party (SRSP)
- Final program for BMF, including SRSP
- Program debrief report

All documentation arising from the project is to be forwarded to the Executive Producer, Festivals at the time of the completion of the project. Moreland City Council will retain the intellectual ownership of all documentation and reports associated with the project.

Whilst the input of the Music Programmer will be recognised, all material developed as a consequence of this contract will become the property of Moreland City Council. Documentation may not be released, reproduced, used or copied without the permission of Moreland City Council.

Proposed Timeline

Applications Close	11.59pm, Sunday 16 May 2021
Interviews	19-21 May 2021
Music Programmer commences	31 May 2021
BMF program finalised	1 November 2021
BMF program launch	18 January 2022 TBC
Sydney Road Street Party	6 March 2022 TBC
Brunswick Music Festival	6 – 21 March 2022 TBC
Debrief	April 2022

Payment

An annual payment of \$30,000 + GST is available for this project. Superannuation is not payable under this contract, and the successful Music Program can use their fee to hire others to assist them in the execution of their contract.

Payments will be made as follows:

Stage	Amount	Date
Commencement of project	\$5,000	31 May 2021
Completion of program framework	\$5,000	September 2021
BMF program delivered	\$12,500	November 2021
Completion of BMF debrief and report	\$7,500	April 2021

Moreland City Council pays for work completed to the satisfaction of the relevant business unit within 30 days of receipt of invoice.

Terms of Engagement

This contract for this role will be Moreland City Council's standard General Consultancy Services contract, which outlines the terms of engagement.

The following amendments to that contract will apply:

Public Liability insurance \$20,000,000

Professional Indemnity insurance \$10,000,000

If you wish to see a copy of this contract, please contact Amber Stuart, Executive Producer, Festivals astuart@moreland.vic.gov.au.

The entity providing a quotation for this service must indicate acceptance of these terms and conditions within their proposal.

This contract is for two years, with a one-year optional extension.

Quotation

Your quotation must include:

- your vision for the Brunswick Music Festival (no more than 500 words)
- details of your relevant skills and experience, including experience in engaging international artists
- a description of the proposed methodology to be used to achieve the project
- a schedule of costs with details of anticipated number of hours
- hourly rates for any additional work that may be requested to be undertaken outside the scope of this initial brief
- the names and contact details of two relevant referees
- an acknowledgement of compliance with the terms of engagement
- if applicable, a statement addressing how you identify with the groups recognised in the Moreland Human Rights Policy (see below)

Selection Criteria

- similar experience in music programming for festivals and/or venues
- vision for BMF that is diverse, engaging and achievable
- detailed and realistic methodology and schedule of costs for the project

Moreland City Council, in line with its Human Rights Policy priority groups, strongly encourages applications from practitioners who are members of culturally and linguistically diverse; LGBTQI+; Deaf; and/or disability communities and Aboriginal and Torres Strait Islander people. Please see [Moreland's Human Rights Policy](#) for more information.

Acceptance of Submission

Moreland City Council is not bound to accept any submission and may determine:

- not to proceed with any of the suppliers;
- to re-tender/quote the Services;
- negotiate with a preferred supplier or suppliers; or
- not to proceed with the Services or any part of the Services

Enquiries and Application

Enquiries should be directed to Amber Stuart, Executive Producer, Festivals via email astuart@moreland.vic.gov.au or phone 03 9240 2376.

Responses must be submitted via email to astuart@moreland.vic.gov.au by **11.59pm, Sunday 16 May 2021**.