



maitland

city council

NEW WINTER EVENT

ARTIST AND CREATIVE GUIDELINES AND EXPRESSION OF INTEREST

Last updated: 4/11/21

INTRODUCTION

Maitland City Council (MCC) is seeking expressions of interest from talented artists, performers, creatives and venues to assist in the development and delivery of a new city-wide event set to be introduced in Winter 2022.

The new event will look to build on the existing suite of seven Council flagship events which attracts over 130,000 people to the city and injects millions of dollars into the local economy annually.

These events are an integral piece of Maitland's cultural identity that helps the city become widely recognised as a home of unique, exciting and successful events.

WHY ARE WE CREATING A NEW CITY FLAGSHIP EVENT?

There are several key influences driving the desire to develop a new city flagship event.

- Stimulate Maitland's night-time economy
- Drive visitation to the City and boost the visitor economy
- Build the City's reputation as a desirable place to live, work, visit and invest
- Grow the City's flagship events program and reputation

WHEN ARE WE LOOKING TO HAVE THE NEW EVENT?

The new event will occur in June 2022, with opening night on Saturday 18 June. It is proposed the event will run for one week and close on Saturday 25 June 2022.

These dates are notional and are subject to the level of creative interest. It is proposed that the event will take place biennially.



WHAT IS THE THEME AND VISION FOR THE NEW EVENT?

Vision: Our vision for the new event's program will be one that has a diverse mixture of Council delivered activities and activities curated and delivered by our creative community. All activities planned will align and be influenced by the overall event themes.

The new event will create an other-worldly citywide experience for locals and visitors who are seeking something a little out of the ordinary and wanting experiences that are thought provoking and immersive.

The overarching theme of the event is Paradox – a situation or statement that seems impossible or is difficult to understand because it contains two opposite facts or characteristics.

In 2022, the subtheme for the event will be 'Light & Dark'.

The event will have an 'after dark' feel with visitors lured by a paradoxical mix of art, music, installations, activations and curated events to showcase the City's extraordinary heritage and bring unlikely venues to life.

The event may draw inspiration from the symbolisms of Winter that is commonly expressed in literature, centuries old rituals, folklore and mythology – dark, moody, cold, despair, fire, death, hunger.

WHAT ARE WE LOOKING FOR?

We are looking for new and innovative event activities and experiences that will align with the event's theme of 'Light & Dark' and will form part of the events overall programming. We are looking for an intoxicating blend of provocative, mystifying and cutting-edge performances, displays and exhibitions.

These can be static displays, once off or multi-day activities delivered during the week-long event.

Here are some event activities to get you started:

Activities and events: Activations, workshops, street performance, talks, tours, dining experiences

Creative projects: Temporary/semi-permanent art installations, lighting projections, visual arts, crafts, filmmaking, storytelling and design

Live performances: Theatrical performances – plays, dramatic productions, music, dance, live art, stand-up comedy, poetry etc

WHERE WILL THE NEW EVENT TAKE PLACE

The new event will largely be delivered across sites and venues within Central Maitland, and other appropriate sites throughout the city. Some sites have been identified by Council, however other sites may be nominated by the artists, performers, creatives and venues can nominate themselves.

Some sites identified by Council include but not limited to:

- The Levee
- Morpeth Common
- Carparks
- Basements
- Cemeteries
- Maitland City Laneways
- Walka Water Works
- Maitland Gaol
- Performance Centres
- Carparks
- Historical Buildings
- Maitland Regional Art Gallery

Other public or private venues

FUNDING AVAILABLE

The funding opportunities available range from \$500 to \$5,000 excluding GST.

If your activity is projected to exceed \$5,000 limit - we ask that you speak with Council's City Events Team prior to forwarding your submission.

HOW CAN COUNCIL HELP YOUR ACTIVITY?

In addition to funding support, Council may be able to assist by:

- Facilitating connections with people/organisations who can assist in making your activity happen
- Seeking out and obtaining relevant permissions to use public and private spaces.
- Logistical support and direction



ACTIVITY EXPECTATIONS

If successful, applicants will be required to:

- Deliver the proposed activity during Saturday 18 June to Saturday 25 June 2022.
- Attend milestone meetings throughout the planning stage. These meeting will be outlined in your Letter of agreement.
- Maintain safety throughout the planning and delivery of the activity. The recipient will work with Council's City Events team to formulate agreed safety measures and identify any technical specifications including:
 - That the project upholds public safety
 - That the project maintains public access to the space
 - That any materials and/or installation required meet current industry standards and best practise
 - That appropriate risk management strategies are in place
- Obtain any other permissions and approvals where required. There may be instances where approval is not possible for the proposed site. Where appropriate, Council will work with the successful applicants to identify suitable alternatives, however an alternative cannot be found the funding may not proceed.
- Display the events logo on all printed, online and promotional material relating to the funded projects/activities.
- Make themselves available for media opportunities and photography where requested by Council.

ROLE OF MCC CITY EVENTS TEAM

Council's City Event's Team will be responsible for the overall delivery of the new event including:

- Event program and scheduling
- Marketing and communications
- Operations and compliance
- Ticketing where required
- Safety plans including COVID Safety Plans, risk assessment and traffic management
- Business liaison and stakeholder engagement



TIMELINE

STAGE	COMPLETED BY
Creatives/Public Information Session Expression of Interest Open	28 October
Expression of Interest Closes	COB 21 November
Shortlist submission notification	25 November
Full submissions close	COB 8 December
Successful projects selected	16 December
Milestone meetings (if successful)	To be determined
New Event	18 – 25 June 2022

HOW TO GET INVOLVED?

After reading the guidelines, please complete and submit the New Events Artist Application Form by midnight Sunday 21 November 2021. Incomplete or late proposals will not be accepted.

The application form will capture your activities name and description, proposed location/s and dates, basic budget including the funding amount you are seeking from Council, a simple plan, design or mock-up of your proposed activity.

Following your submission, Council will shortlist and will notify all applicants of the outcome by Thursday 25 November 2020.

For the successful applicants who have been shortlisted a full submission will be required by midnight by COB on Wednesday 8 December 2021. Full submissions may require final design drawings, proof of relevant insurances, detailed budget, complete activity schedule and any additional information deemed necessary following your EOI.



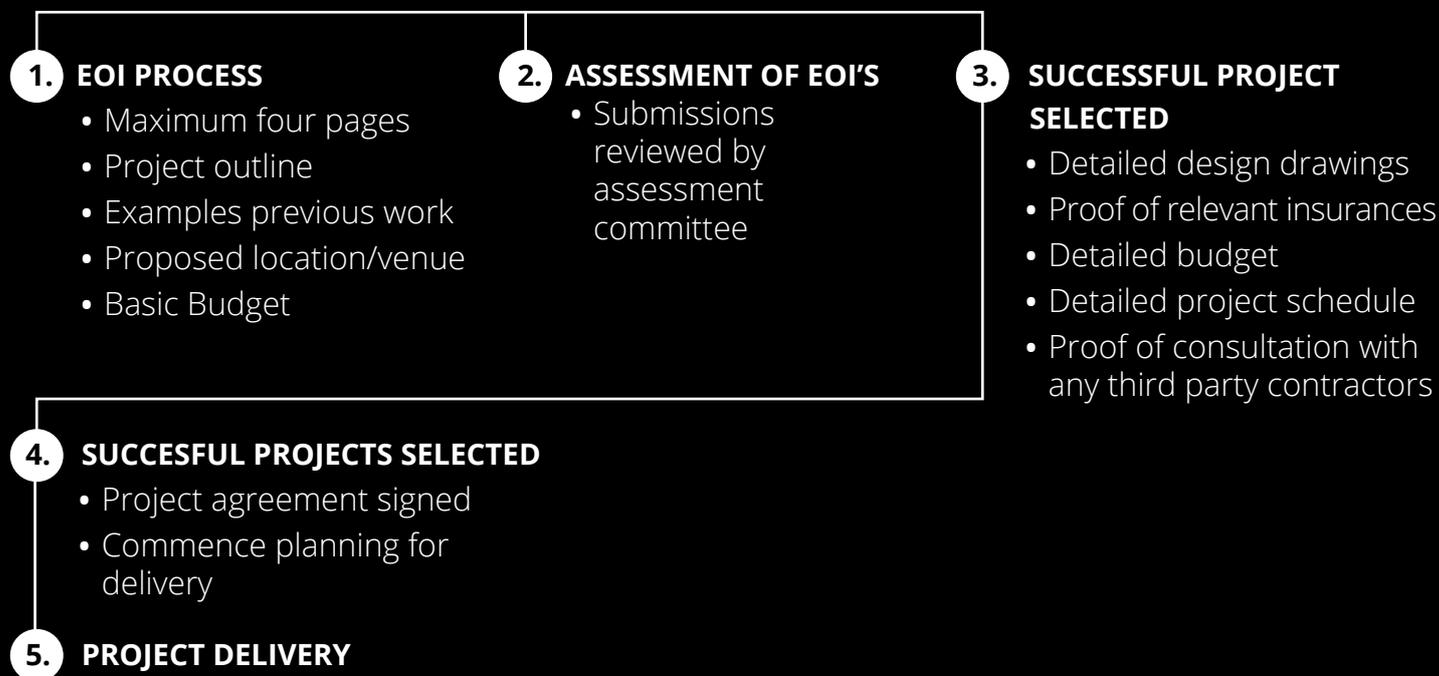
ASSESSMENT

Applications will be assessed against their responses to all of the following criteria:

1. Demonstrate alignment to the theme of 'Light & Dark'.
2. Demonstrate significant benefit to the community.
3. Demonstrate organisational capacity of the group to deliver the project.
4. Demonstrates value for money of the project.

Council, at its discretion, will shortlist the applications that it determines provide the most advantageous result, and would look to setup virtual meetings with shortlisted applicants.

SUMMARY OF THE SUBMISSION PROCESS



We encourage creatives to discuss their ideas and direct any questions to Maitland Events Event Officer Janine Chandler on 02 4931 2859 or email: Janine.Chandler@maitland.nsw.gov.au

All applications must be sent electronically to Janine.Chander@maitland.nsw.gov.au