



## ***Request for Proposal*** ***Professional Services < \$250K***

**Central Coast Council is seeking Proposals for the following contract:**

<b>Contract</b>	Event Delivery – Events at Toukley
<b>Services Description</b>	Organisation and delivery of community events at Toukley – See Part 1 Contract Information & Contract Brief for further details
<b>Closing Time</b>	Midnight, Sunday 4 <sup>th</sup> May 2025
<b>Method of Lodgement</b>	Via email to: <a href="mailto:events@centralcoast.nsw.gov.au">events@centralcoast.nsw.gov.au</a>
<b>Council Contact Officer</b>	Name: Caitlin Northam Phone: 0461 423 216 Email: <a href="mailto:caitlin.northam@centralcoast.nsw.gov.au">caitlin.northam@centralcoast.nsw.gov.au</a>
<b>Pre-Proposal meeting</b>	Not applicable
<b>Proposal Evaluation Criteria (not necessarily in order of weighting)</b>	<ul style="list-style-type: none"><li>• Conformity with the Request for Tender Documents</li><li>• Event program</li><li>• Methodology and understanding of requirements in the form of an event proposal and draft budget</li><li>• Services can be supplied within specified budget</li><li>• Capabilities/Experience and Referees</li></ul>
<b>Documents to be submitted with Proposals</b>	<ul style="list-style-type: none"><li>• All the Returnable Forms in Part 4, completed and signed where required</li><li>• Works methodology and draft event proposal, program and budget</li><li>• Experience and referees</li></ul>

**This is not a Purchase Order**

# **Structure and Contents of this Request for Proposal**

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This Request for Proposal consists of the following parts:

## **Cover Page: Request for Proposal**

- *The Cover Page contains the specific information and instructions regarding this Request for Proposal including the Closing Time, Contact Person, Method of Lodgement and Evaluation Criteria*

## **Part 1: Contract Information and Contract Brief**

- *This part sets out Council's requirements for the Services*

## **Part 2: Conditions for Submitting Proposals**

- *This part contains the general instructions, conditions and guidelines to be followed in submitting Proposals*

## **Part 3: Conditions of Contract**

- *Part 3.1 contains the General Conditions of Contract*
- *Part 3.2 contains the Special Conditions of Contract (if any)*

## **Part 4: Returnable Forms**

- *This part contains the forms, schedules and information Service Providers are required to provide with their Proposal*

## **Part 5: Attachments**

- *Contract Brief*
- *CCC's Standard Conditions of Contract – Professional Services*
- *Etc.*

# Part 1 – Contract Information and Contract Brief

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Central Coast Council (CCC) is seeking quotations for event management companies/organisations to deliver and manage select community events that add vibrancy and colour to the Central Coast LGA (Contract').

Council is seeking to use this Request for Proposal as a basis for negotiating a contract with the Preferred Service Provider.

## 1.1 Background

The Central Coast is a unique destination that is surrounded with natural beauty including beaches, water ways, and hinterland environments, combined with an expansive art, food and cultural scene. Community events are a very important way to showcase these attributes of the Central Coast as well as enhancing the vibrancy of the town centres, connecting the community and contributing to the local economy and tourism industry.

CCC have delivered a host of community events that have become staple annual showcase events for the region that attract thousands of attendees each year and inject considerable money into the local economy including ChromeFest, Love Lanes, The Lakes Festival and Harvest Festival. CCC have identified that local event organisers are looking for more opportunities and funding support to deliver projects in the community and we recognise that genuine partnerships is a key step to ensure the Central Coast region remains a primary destination choice for visitors 365 days a year.

CCC would like to give the opportunity for capable local event management organisations and companies to apply for, deliver and manage a host of community events that will continue to contribute to the growth of Central Coast visitor economy and add vibrancy to the respective locations they are held.

This RFP is for the delivery of events at Toukley, with requirements and objectives outlined in the Contract Brief.

## 1.2 Contract Brief

The event to be delivered including dates and budget allocated, are as follows:

	<b>Event</b>	<b>Date or period event must be delivered</b>	<b>Budget allocated</b>
<b>1</b>	Toukley Event 1	June 2025 - June 2026	\$9,000
<b>2</b>	Toukley / Norah Head Event 2	July 2025 - June 2026	\$12,000.00
<b>3</b>	Christmas @ Toukley	Anytime in December 2025	\$10,500.00
<b>4</b>	Australia Day Eve @ Canton Beach	25 January 2026	\$21,000.00
	<b>Total</b>		

There is an extension option available to the successful Tenderer for the delivery of the 2026/27 events, should Central Coast Council be satisfied with performance of the initial event.

Each Tenderer may apply for one or multiple events as outlined in this RFQ, however each proposal must address the specific requirements outlined in the relevant Contract Brief outlined below.

### **1.2.1 Toukley Event 1**

#### **Brief:**

The Toukley town centre is a vibrant strip of businesses which are integral to the economic and social growth of the local community. The Central Coast has such a diverse range of town centres and Toukley is one such location that requires an event that can contribute to the vibrancy of the area. CCC is looking for unique, fun and engaging event to add to the events calendar with all proposals to be considered.

**Budget:** \$9,000

**Dates and Location:** The Village Green, Toukley (Appendix 1)

The Village Green is located in the heart of Toukley and is a multi-functional space featuring a playground, open green space, small stage, power access and easy access. The capacity of the space is 1500. The park is located amongst the busy CBD connecting to the Coles Carpark which could potentially be closed to extend the event site with the appropriate approvals.

#### **Event Objective**

- Event Objective
  - Please outline what you are looking to achieve with your event, and how you would be looking to do this?
  - Please outline how you will engage with local businesses with your event?
  - Please outline how you will look to measure the success of your event?

#### **Documentation required:**

The preferred Tenderer will be required to provide the following documentation as a part of the proposal, including:

- Event program (proposed activities, stage line up etc)
- Site Map
- Stall holder list
- Risk Assessment
- Marketing Plan
- Public Liability (see 1.7 Insurances)
- Budget breakdown

### **1.2.2 Toukley/Norah Head Event 2**

#### **Brief:**

The Toukley and Norah Head town centres both comprise a vibrant strip of businesses which are integral to the economic and social growth of the local community. The Central Coast has such a diverse range of town centres and Toukley or Norah Head are such locations that require an event

that can add to the vibrancy to the area. CCC is looking for unique, fun and engaging event to add to the events calendar with all proposals to be considered.

**Budget:** \$12,000

**Dates and Location:** Toukley or Norah Head, exact location and date to be considered in proposal. Potential locations include Norah Head Hockey Oval, Norah Head Sports Ground, Norah Head Lighthouse Reserve or Toukley Village Green.

### **Event Objective**

- Event Objective
  - Please outline what you are looking to achieve with your event, and how you would be looking to do this?
  - Please outline how you will engage with local businesses with your event?
  - Please outline how you will look to measure the success of your event?

### **Documentation required:**

The preferred Tenderer will be required to provide the following documentation as a part of the proposal, including:

- Event program (proposed activities, stage line up etc)
- Site Map
- Stall holder list
- Risk Assessment
- Marketing Plan
- Public Liability (see 1.7 Insurances)
- Budget breakdown

### **1.2.3 Christmas Event Toukley**

#### **Brief:**

The Toukley town centre is a vibrant strip of businesses which are integral to the economic and social growth of the local community. The Central Coast has such a diverse range of town centres and Toukley is one such location that requires a Christmas themed event that can add to the vibrancy to the area during the month of December. CCC is looking for an engaging family friendly Christmas event to add to the events calendar with all proposals to be considered.

**Budget:** \$10,500

**Dates and Location:** The Village Green, Toukley (Appendix 1)

The Village Green is located in the heart of Toukley and is a multi-functional space featuring a playground, open green space, small stage, power access and easy access. The capacity of the space is 1500. The park is located amongst the busy CBD connecting to the Coles Carpark which could potentially be closed to extend the event site.

## **Event Objective**

- Event Objective
  - Please outline what you are looking to achieve with your event, and how you would be looking to do this?
  - Please outline how you will engage with local businesses with your event?
  - Please outline how you will look to measure the success of your event?

## **Documentation required:**

The preferred Tenderer will be required to provide the following documentation as a part of the proposal, including:

- Event program (proposed activities, stage line up etc)
- Site Map
- Stall holder list
- Risk Assessment
- Marketing Plan
- Public Liability (see 1.7 Insurances)
- Budget breakdown

The Preferred Tenderer must consider the install schedule of the town centre Christmas decorations when considering dates for bump in and out. These dates will be communicated in coming months.

### **1.2.4 Australia Day Eve, Canton Beach**

#### **Brief:**

Australia Day celebrations in previous years have taken place on the Canton Beach Foreshore which have been a successful mix of community activations, live music, food stalls and water related activities.

**Budget:** \$21,000

**Dates and Location:** Thursday January 25, Toukley, Canton Beach Foreshore (Appendix 1)

The Canton Beach Foreshore is located on Beach Parade which stretches approximately 300 meters along the shoreline features amenities, a small car park and power access. The site is great for small community events with the backdrop of Tuggerah Lakes and great accessibility with a footpath right through the event site.

## **Event Objective**

- Event Objective
  - Please outline what you are looking to achieve with your event, and how you would be looking to do this?
  - Please outline how you will engage with local businesses with your event?

- Please outline how you will look to measure the success of your event?

### **Documentation required:**

The preferred Tenderer will be required to provide the following documentation as a part of the proposal, including:

- Event program (proposed activities, stage line up etc)
- Site Map
- Stall holder list
- Risk Assessment
- Marketing Plan
- Public Liability (see 1.7 Insurances)
- Budget breakdown

### **Additional considerations for events:**

- Once a successful Tenderer has been chosen, there will be a requirement to sign and return a Partnership Agreement that will be provided which will highlight key details around logo inclusion, key contacts and general terms and conditions.
- Each event proposal will be assessed on its own merits as per the evaluation criteria.
- The event must be sure to:
  - Actively engage with and include local business and community groups into the planning stages and the event where possible.
  - Any food or market stall involved in each event must not compete with existing businesses in the vicinity of the event site
- The Tenderer should understand that being successful with a submission requires showing a complete understanding of the end-to-end planning and delivery of an event including but not limited to production, talent, event infrastructure, and logistic costs. Each to be factored into budgeting.
- The successful Tenderer will be required to make arrangements to ensure all activities are supported and signed off by the local Police District command. The appropriate contact will be shared to the successful Tenderer.
- Once a successful Tendered has been chosen, Council will be able provide the appropriate contacts to key teams within Council that will be able to assist with logistics in the delivery of the event. Please note: Some events may require a Development Application (DA), particularly if there are fireworks and road closures involved. It is the event organiser's responsibility to contact the CCC DA team to gain approval, which needs to be factored into the event planning as this process can take 3-4 months. This will be the requirement of the event organiser to ensure all relevant approvals are sought prior to the delivery of the event.

## **1.3 Fee Structure and Payments**

The fee structure for the provision of the Services under the proposed Contract is a fixed lump sum.

All other costs and expenses that may be incurred by the Tenderer in the provision of the Services will be at their own cost.

The fee and rates are fixed and not subject to escalation or review.

The Tenders quote is to indicate the scope of services offered within the fixed fee limit. Assessment of proposals and award of the Contract will be based on the extent of services offered within this fee limitation. The most comprehensive scope of services offered will be favoured.

Any changes to the timing or scope of work under the Contract must be managed by the Preferred Tenderer to ensure the overall fee payable by Council under the Contract does not exceed what is specified.

## **1.4 Invoicing and Payment**

Following the successful Tenderer being chosen, CCC will require a valid invoice that totals 100% of the total per event.

Council's payment terms are 30 days from the end of the month an accurate invoice is received (see clause 3 of Council's Standard Conditions of Contract – Professional Services for more details about payment and invoicing).

## **1.5 Timeframes**

The timeframe for the Contract is as follows:

- Commencement – date outlined on the Letter of Acceptance
- Completion - post event

## **1.6 Location of Work**

The Contractor will be required to undertake the Services from the identified site outlined in the agreement.

## **1.7 Insurance**

The Service Provider will be required to have the following insurances under the Contract (see Clause 16 of Council's *Standard Conditions of Contract – Professional Services* for more details):

- Public Liability not less than \$20,000,000.00
- Workers Compensation insurance covering its employees.

## **1.8 Post Event Reporting**

A detailed post event report is required at the conclusion of the event, including but not limited to:

- Marketing results
- Attendees results and demographics
- Key learnings
- Wrap up and summary of the event
- Whether the event met objectives
- Final budget



## Part 2 – Conditions for Submitting Proposals

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**Proposals** are invited in accordance with these Conditions for Submitting Proposals:

1. **Validity Period:** Proposals to remain valid for 120 days.
2. **Acceptance:** A Proposal will only be accepted by Council when a signed Letter of Acceptance is given to the successful Service Provider by or on behalf of Council or via the issuing of an official Council Purchase Order. The successful Service Provider will be required to enter into a Contract for the Provision of the Services within 14 days of the date of the Letter of Acceptance or in accordance with details specified on Council's Purchase order. The terms of this Request for Proposal, the Preferred Service Provider's Proposal and Council's *Standard Conditions of Contract – Professional Services* will form the basis of negotiations for a contract with the Preferred Service Provider.
3. **Closing Time:** Proposals must be received by the Closing Time specified on the Cover Page of this Request for Proposal. Proposals received after the Closing Time will only be considered in exceptional circumstances (e.g. technical problems loading documents).
4. **Lodgement instructions:** Proposals may ONLY be lodged by the lodgement method(s) specified on the Cover Page of this Request for Proposal. Proposals must NOT be placed in the Proposal Box, handed to counter staff or sent to any other Council personnel or address.
5. **Enquiries:** All enquiries are to be made to the Council Contact Person referred to on the Cover Page of this Request for Proposal, between 8.30 am and 4.00pm, Monday to Friday. Enquiries must not be made to any other person. Verbal enquiries must be confirmed in writing.
6. **Addenda:** Council may vary the terms and requirements of this Request for Proposal at any time before the Closing Time, by issuing addenda.
7. **Evaluation Criteria:** Proposals will be evaluated on the basis of the Proposal Evaluation Criteria specified on the Cover Page of this Request for Proposal. Service Providers should not place any significance on the order in which the criteria are listed nor should it be assumed the criteria have equal weight or significance. Any Proposal that does not comply with or address the evaluation criteria may be eliminated from consideration from the evaluation process.
8. **Acceptance of Proposals** is at the absolute discretion of Council. Council is not bound to accept the lowest Proposal or any Proposal submitted, whether conforming to this Request for Proposal or not. Council reserves the right to suspend, terminate or abandon this Request for Proposal at any time during or after the Closing Time.
9. A Proposal which proposes **alternative standard or general conditions** to Council's Standard Conditions of Contract will be regarded as a non-conforming Proposal.
10. **Ethics:** Any person responding to this Request for Proposal agrees to be bound by Council's Statement of Business Ethics for Tenderers and Contractors which can be viewed and downloaded from Council's web site. In particular, persons responding to this Request for Proposal must not:
  - a) submit a Proposal without a firm intention to proceed;
  - b) engage in any form of collusive practice; and
  - c) directly or indirectly canvass support from an elected member or employee of Council at any time.

## Part 3 – Conditions of Contract

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### Part 3.1 General Conditions of Contract – Professional Services

The attached *Central Coast Council Standard Conditions of Contract - Professional Services* will apply to the proposed Contract.

**Note to Service Providers:** Any alternative standard or general conditions proposed by Service Providers in their Proposals will not apply to this Contract unless:

- The alternative conditions are nominated as a departure in the Returnable Form 'Departures and Alternatives'; **AND**
- Council expressly agrees to incorporate the alternative conditions into the Contract in place of Council's General Conditions for Professional Services, in the Letter of Acceptance or Purchase Order.

### Part 3.2 Special Conditions of Contract – Professional Services

*Nil*

## **Part 4 – Returnable Forms**

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**Form 1 – Acknowledgement**

**Form 2 – Receipt of Addenda**

**Form 3 – Pricing Schedule**

**Form 4 – Departures and Alternatives**

**Form 5 – Key Personnel**

**Form 6 – Experience and Referees**

**Form 7 – Additional Information Required**

# Form 1: Acknowledgement – Sign and return this form

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**Note to Service Providers: This form must be signed by the entity submitting the Proposal. If the Service Provider is a company it must be signed by a director or person(s) authorised to sign for the company.**

The Service Provider hereby submits a Proposal to carry out the services in accordance with the Request for Proposal Documents and for the price/rates set out in Form 3.

The name of the Service Provider in relation to the Proposal is:

Name of Provider: <b>(Must be a legal entity):</b>	
Business or Trading Name:	
ABN:	
Phone:	Fax:
Mobile:	Email:
Address:	
Suburb:	Post Code:

The Service Provider's **Contact Person** in relation to the Proposal is:

Name:	
Phone:	Fax:
Mobile:	Email:

The person nominated to be the **Contractor's Representative** for the purposes of all notices to be given by Council under the Proposed Contract is:

Name:	
Phone:	Fax:
Mobile:	Email:

In submitting its proposal the Service Provider declares that it has complied with and will continue to be bound by the requirements set out in:

- Council's Conditions for submitting a proposal and Council's General Conditions of Contract
- Council's RFP Documents and Specifications
- [Council's Statement of Business Ethics](#)

## **Tenderer**

**Signature:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Name and Position:** \_\_\_\_\_ **Name and Position:** \_\_\_\_\_

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

**Form 2: Receipt of Addenda – Complete and return this form**

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The following addenda have been received by the Tenderer. The Tenderer acknowledges that the Tender allows for all instructions, clarifications and/or alterations detailed in each addendum.

Addendum number	Subject/Title	Date of addendum	Date received

## **Form 3: Pricing Schedule – Complete and return this form**

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### **1 Lump Sum Price for the Services**

The Service Provider offers to perform the services under the proposed contract in accordance with the Request for Proposal Documents, for the following price(s):

<b>Item</b>	<b>Particulars of Services</b>	<b>Total Lump Sum Amount (ex GST)</b>
<b>1</b>	To deliver proposed event/s in line with the requirements mentioned in the Contract Brief. All pricings will remain fixed for the period for the contract, not subject to rise and fall.	<b>\$40,000</b>

## Form 4 Alternatives and Departures – Complete and return this form

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The Tender complies with the Request for Tender in every respect, except as detailed below.

**Note to Tenderers:** Any alternative standard or general conditions proposed by Tenderers in their

<b>Departures or Qualifications:</b>	
Type "NIL" here if there are no departures or qualifications. ==>>	
<b>Reference to Section(s) in Request for Tender document or its Attachments.</b>	<b>Details</b>
<b>Alternatives</b>	
Type "NIL" here if there are no alternatives proposed. ==>>	
<b>Reference to Section(s) in Request for Tender document or its Attachments.</b>	<b>Details</b>

tender responses will not apply to this Contract unless:

- The alternative conditions are nominated as a Departure in this Form 4 of Part 4 Returnable Forms and Schedules – Alternatives and Departures; **AND**
- Council expressly agrees to incorporate the alternative conditions into the Contract in place of Council's General Conditions, in the Letter of Acceptance or Purchase Order.

## **Form 5: Key Personnel – Complete and return this form**

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The Service Provider nominates the following Key Personnel to carry out the Services under the Contract:

<b>Name</b>	<b>Position</b>	<b>Experience &amp; Qualifications</b>

**Form 6: Experience and Referees – Complete and return this form**

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Describe the Service Provider’s experience in services of a similar nature to the contract, completed in the last 3 years.

*Note: Council reserves the right to make its own independent enquiries*

<b>Client</b>	<b>Project Name and Value</b>	<b>Contract Value \$</b>	<b>Contract dates/ duration</b>	<b>Brief Description of Services and names of the key personnel who provided the services</b>

Listed below are three referees who may be approached to establish that the Service Provider has, in the recent past, satisfactorily executed services of a similar nature to Council’s requirements.

<b>Client</b>	<b>Name of Referee Contact</b>	<b>Phone Number</b>

**Form 7: Additional Information Required – Complete and return this form together with any additional documents requested**

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The Service Provider is required to provide the following additional information and/or documents, to assist in demonstrating compliance with the Request for Proposal evaluation criteria:

<b>Additional information or documents required</b>	<b>Documents to form part of contract.</b>	<b>Documents submitted? (Service Provider to indicate "Yes" or "No" for each document)</b>
Relevant Experience <ul style="list-style-type: none"> <li>- Referees</li> <li>- Examples of previous experience</li> <li>- Key personell</li> </ul>	Yes	
Copies of certificates evidencing the currency of insurances required under the Contract (Refer 1.7)	Yes	
Methodology to incorporate the following: <ul style="list-style-type: none"> <li>• Event Proposal including:               <ul style="list-style-type: none"> <li>➤ Event Objective with reference to key questions in contract brief</li> <li>➤ Event program (proposed activities, stage line up etc)</li> <li>➤ Site Map</li> <li>➤ Delivery Schedule</li> <li>➤ Proposed Stallholder list</li> <li>➤ Draft Risk Assessment</li> <li>➤ Draft Marketing Plan</li> </ul> </li> </ul>	Yes	
Budget Breakdown – highlight the overall services provided by line item within the budget allocated	Yes	

# APPENDIX 1 – Event Sites

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Toukley, The Village Green



Toukley, The Village Green including car park



Canton Beach Foreshore

