

BALLARAT BEGONIA FESTIVAL
REQUEST FOR QUOTE
BEGONIA FESTIVAL BAR OPERATION & DESIGN

November 2024



FESTIVAL BACKGROUND

First held in 1953 the Ballarat Begonia Festival remains a culturally significant event for the community. It is a unique, distinctive, and authentic part of the Ballarat story that plays an important role in what makes us proud to be citizens of Ballarat.

For the last several years the event has consistently attracted between 40,000 to 60,000 attendees.

The festival is a nature-based event, highlighting the Ballarat Botanical Gardens and its key features as well as its namesake, the unique and valuable collection of Begonias. Delivered in a creative, fun, innovative and entertaining format, the festival drives tourism outcomes as well as being a platform to profile our community.

EVENT VISION

To become regional Australia's nature-based festival of choice by delivering garden-based event experiences that are innovative, creative, and memorable for festival attendees. With a focus on accessibility and sustainability, the festival will attract visitors from both inter- and intrastate to experience the event and the region.

WHAT WE ARE LOOKING FOR

The City of Ballarat (Council) invites Expressions of Interest from experienced event management and bar service companies to design, source, and operate a public bar for our upcoming Begonia Festival 2025, a 3-day outdoor festival celebrating begonias. The successful applicant will be responsible for the entire operation, including decor, liquor sourcing, staffing and daily bar management.

EVENT DETAILS

Event: Ballarat Begonia Festival 2025

Date: 8 to 10 March 2025

Time: 10am to 5pm, daily

Venue: Ballarat Botanical Gardens

PRIMARY AUDIENCE

TARGET MARKET	SEGMENT INFORMATION
Family Heartland	Busy working parents living in either metro or regional Victoria, looking for a holiday as a chance for everyone to catch their breath. Families with kids and/or grandparents.
Active Regional Explorers	Educated, curious and adventurous travellers who want to frequently experience all the enriching things a region has to offer in terms of nature, culture, art and history.
Local/Visiting Friends and Relatives	In addition to the identified market segments, the local community is an important target market consisting of 45% of the festival's attendance and who entice the visitor, friends, and family market. A sense of community ownership is critical to the success of council-supported events. Having locals explore their own backyard and unearth stories from their city's past evokes pride, passion and knowledge, invaluable for when peers look to social circles or social media for recommendations.

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SCOPE OF WORK:

Bar Design & Décor	<ul style="list-style-type: none"> - Create a visually captivating bar with a "begonia" theme. The decor should complement the overall festival's floral atmosphere, featuring begonias as a key design element. - Incorporate festival branding and align with an outdoor, nature-inspired aesthetic. - Provide the necessary equipment and furniture to ensure functionality and appeal, while adhering to safety regulations. (Design guidelines attached) - Where possible utilise city of Ballarat preferred suppliers.
Liquor Sourcing & Menu	<ul style="list-style-type: none"> - Source a selection of at least 50% local alcoholic beverages, including cocktails, wines, spirits, and local craft options. - Design a drinks menu that reflects the festival's theme, possibly incorporating floral or botanical elements. - Ensure compliance with local licensing and liquor regulations.
Bar Operation & Staffing:	<ul style="list-style-type: none"> - Manage the bar for the 3-day festival duration, including set-up, service, and pack-down. - Provide professional, friendly, and well-trained staff to serve patrons, ensuring excellent customer service. - All staff serving alcohol hold a valid RSA. - Ensure proper management of stock, cash flow, and waste. - Prioritise Sustainable practices to minimise landfill waste. (Reuseable cups and/or biodegradable cups, cans)
Health & Safety Compliance:	<ul style="list-style-type: none"> - Ensure the bar adheres to all OHS protocols. - Obtain any necessary permits or licenses for the operation of the bar. - Induct all companies and persons working (paid / unpaid) at the event into Council's Occupational Health and Safety online course. - Ensure any persons working (paid / unpaid) who may encounter children have a valid Working with Children Check. This includes but is not limited to activity providers, entertainers, performers, event staff and volunteers. - Ensure any persons working (paid /unpaid) providing the service of foods and/or alcohol hold relevant licenses and certification adhering to local and state government laws - Ensure service areas, equipment and overall event set up, adhere to all Australian Safety Standards and OHS requirements, minimising risk of slips, trips and falls. - Be familiar and comply with the City's Child Safe Policy.
Licenses & Insurances	<ul style="list-style-type: none"> - Supply a current public liability insurance policy with a minimum limit of indemnity of \$20 million. - Supply Liquor License – Copy provided to City of Ballarat ahead of the event. Ensuring license and relevant signage is visible during operational hours. - Supply Statement of Trade - Completion of City of Ballarat compulsory online contractor induction prior to the festival. - Completion of Bio-security form for any Horticultural offerings and displays. - All staff working behind the bar/serving alcohol must have a valid RSA.
Marketing	<ul style="list-style-type: none"> - Provide a bio for each local beverage selected for promotional and marketing purposes - Provide completed offerings & price list for signage purposes. - All marketing will be undertaken by Council. The successful contractor will be responsible for providing timely and accurate information to assist with the promotion component of the festival. No direct communication with the media is required of permitted without City of Ballarat approval.
Stakeholder Management	<ul style="list-style-type: none"> - Regular meetings with Council to provide progress reports on the design planning and budget.
Post Event Report	<p>Provide full event report addressing how the event has met the festival objectives. Patron Numbers, Feedback, number of locally sourced sales.</p> <ul style="list-style-type: none"> - Imagery of event deliverables. - Key learnings on what worked and what potentially didn't work.

BEGONIA DESIGN BRIEF

The Begonia Public bar has become a key feature of the event, and we want to create a visually engaging and welcoming atmosphere. This design brief outlines the overall theme, design elements and practical requirements the bar must meet.

You are encouraged to use creativity while adhering to the guidelines outlined below to ensure cohesion with the event's overall look and feel.

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OVERAL THEME/CONCEPT

The theme for the public bar will center around the beauty and elegance of begonia flowers. The Bar should feel like a vibrant and immersive floral garden, celebrating the diversity and vibrancy of the begonia blooms.

The space should evoke a fresh, natural ambiance with an emphasis on the colors, textures and natural beauty of these flowers. Incorporate lush greenery, colorful begonia arrangements and botanical inspired design elements that create a welcoming and celebratory atmosphere.

DESIGN INSPIRATION



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CITY OF BALLARAT TO PROVIDE

- Following the finalization of the Bar layout and design, the following items may be supported by City of Ballarat.
 - Power access
 - RSA Security
 - Access to preferred supplier for Cool Room hire.
- All festival marketing as detailed above.

SELECTION CRITERIA

Please respond to the following requirements, your response will be assessed out of 100 marks - we have outlined the max marks per question response required.

PROJECT	/100
OH&S POLICIES AND PRODEDURES <ul style="list-style-type: none">• What Occupational Health and Safety policies and procedures does your business implement to provide a safe workplace?	Pass/Fail
LOCAL CONTENT & SUPPLIERS <ul style="list-style-type: none">• Locality of company to Ballarat• Use of min. 50% local beverages options/suppliers• Use of local horticultural and preferred council suppliers.	10%
Experience & Capability <ul style="list-style-type: none">• Provide details of your experience in running similar bar operations at festivals or large scales events.	30%
Design & Theming <ul style="list-style-type: none">• Describe your vision for the bar design and how you will ensure the design fits within the design guide and overall festival theme. (visual representation is encouraged)	30%
Operational Plan <ul style="list-style-type: none">• Outline a draft operational plan, including.<ul style="list-style-type: none">- Bump-in/Bump-out- Staff Structure- Stock Management- Compliance with Liquor licensing laws- Approach to OHS	10%
Budget <ul style="list-style-type: none">• Provide a budget• Infrastructure and design elements.• Labor fee• Project management fee <p><i>All bar operational costs (including but not limited to Staffing, beverage stock, consumables) are to be invoiced and paid directly by the successful Contractor.</i></p> <p><i>All proceeds/profit from POS sales are retained by the successful contractor.</i></p>	20%

The final successful applicant will be selected through a panel of Council officers.

BUDGET AND PAYMENT

The budget for infrastructure requirements of the above will be determined from best value for money quote provided by the successful applicant.

- The above deliverables must be achieved within the final quoted amount, deliverable after successful appoint of the contract.
- The budget is inclusive of all infrastructure and design elements.
- All proceeds/profit from POS sales are retained by the contractor.
- All bar operational costs (including but not limited to staffing, beverage stock, consumables) are to be invoiced and paid directly by the Contractor.
- All Operational expenses relating to the design and installation of the Begonia Bar must be clear, transparent and provided in a budget spreadsheet to Council.
- The event budget is to remain confidential and not to be released.
- The budget will be paid in installments, which will be negotiated with the successful contractor

TIMELINE

Expression of Interests Due	2 nd December 2024
Appointment of successful submission	8 th December 2024
Kick-off briefing session	13 th December 2024

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Delivery of event	8-10 March 2025
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NEXT STEPS

Submit your response to the Request for Quote in writing via email before the due date addressing the Selection Criteria and points of consideration.

SUBMISSIONS

Submissions should be sent to events@ballarat.vic.gov.au by no later than the **2nd December 2024**.

All submissions received will be assessed by an internal panel of Council Officers and all applicants will be notified of the outcome by **the 8th of December 2024**.

For further enquiries regarding this process, you are invited to contact:

City of Ballarat–Events Unit

P: 5320 5500

E: events@ballarat.vic.gov.au



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