



BALLARAT BEGONIA FESTIVAL
EXPRESSION OF INTEREST
ENTERTAINMENT MANAGEMENT
TWO (2) YEARS 2026 & 2027

September 2025



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

Our vision is to establish the Ballarat Begonia Festival as regional Australia's foremost nature-based event by curating innovative, inclusive, and memorable garden-focused experiences that attract and inspire visitors from both within Victoria and across Australia.

WHAT WE ARE LOOKING FOR

The City of Ballarat (Council) invites Expressions of Interest from entertainment companies/coordinators to develop, implement and manage the entertainment schedule for the Ballarat Begonia Festival.

CONTRACT DURATION

This agreement will commence after a successful appointment and continue for a period of two (2) years, unless terminated earlier in accordance with the Terms herein.

Year 1 – The scope of work, budget and dates are outlined below

Year 2 – The scope of work, budget and dates will be determined and agreed upon in writing by both parties following the commencement of the next financial year.

KEY OBJECTIVES OF ENTERTAINMENT MANAGER

- To encourage and support local and regional talent, appointing at least 50% local / regional artists to align with actions of Council's Creative City.
- To design an entertainment program that provides atmosphere, excitement and enhances the visitor experience.
- To provide an entertainment variety that caters for the various festival audiences, many of whom are return visitors.
- To deliver an entertainment program that motivates festival attendees to stay for longer and enjoy the festival offerings.
- To deliver all operational and logistical components of the Ballarat Begonia Festival Entertainment in a safe and effective manner.
- To deliver entertainment outcomes within outlined budget.

EVENT DETAILS

Event: Ballarat Begonia Festival 2026

Date: 7 to 9 March 2026

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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ENTERTAINMENT MANAGER TO OVERSEE

Live Music	<p>A program of live music to fill all three days of the festival, with all entertainment located within the festival site at the Ballarat Botanical Gardens.</p> <p>Live music times: Saturday: 10am to 5pm Sunday: 10am to 5pm Monday: 12pm to 5pm (following the PowerFM Begonia Parade which takes place along Wendouree Parade between 11am-12pm)</p> <p>Entertainment contractor to review options for live music programming within the festival site. Current considerations include:</p> <ul style="list-style-type: none"> - One designated live music stage (amplified) location South Gardens <p>Performances can include (but are not limited to):</p> <ul style="list-style-type: none"> • Community Bands • Brass Bands • School Bands • Cultural Bands • One-man Bands or smaller Groups • Music Stage MC
Roving Entertainment	<p>A program of roving entertainment to fill all three days of the festival, with all entertainment located within the festival site at the Ballarat Botanical Gardens.</p> <p>Saturday: 10am to 5pm Sunday: 10am to 5pm Monday: 12pm to 5pm (following the PowerFM Begonia Parade which takes place along Wendouree Parade between 11am-12pm)</p> <p>Entertainment contractor to review options for roving entertainment programming within the festival site. Current considerations includes:</p> <ul style="list-style-type: none"> - Roving entertainment / musical offerings throughout the festival precinct (not amplified or static) <p>Performances can include (but are not limited to):</p> <ul style="list-style-type: none"> • Stilt Walkers • Bubble Man • Magician • Puppeteers

ENTERTAINMENT CONTRACTOR TO PROVIDE

Stakeholder Management	<ul style="list-style-type: none"> • Regular meetings with Council to provide progress reports on the entertainment planning (including artist confirmations, and budget updates)
Entertainment	<ul style="list-style-type: none"> • Book all entertainment (music and roaming) for the three days of the festival. • Book the MC for the music stage, for all three days. • Provide Council the opportunity to review the line-up of entertainers prior to formally booking the acts. (Council reserves the right to veto proposed performers). • Ensure all artists execute family friendly performances and remove all expletives and inappropriate language from performances (if any). • Management of each of the entertainment acts in the lead-up and throughout the festival; includes all on-stage and off-stage performances. • Management of the green rooms / back of house areas. • Provide Schedule of Entertainment for marketing and promotional purposes.
Equipment	<ul style="list-style-type: none"> • Provide Council with a list of all required AV including but not limited to PA's, speakers, electrical equipment for Council to book equipment via third party provider. • Ensure all entertainment acts provide their own extension leads (if required), which need to be in current test & tag date. • Ensure all music equipment brought on site by any of the contracted entertainment acts has a current testing-and-tagging date by a qualified electrician (if required). • Management of greenrooms
Marketing	<ul style="list-style-type: none"> • Provide high-res images of each of the artists for marketing and promotional purposes. • Provide a bio for each of the artists/acts for marketing and promotional purposes. • Provide ATDW listing for all acts/performances. Ensuring these do not go live until explicitly told by Council staff.

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	<ul style="list-style-type: none"> All marketing will be undertaken by Council. The successful contractor will be responsible for providing timely and accurate information to assist with the promotion of the live entertainment component of the festival. No direct communication with the media is required or permitted without City of Ballarat approval.
OH&S	<ul style="list-style-type: none"> Induct all companies and persons working (paid / unpaid) at the event into Council's Occupational Health and Safety online course. Be familiar and comply with the City's Child Safe Policy. 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.
Post Event Report	<ul style="list-style-type: none"> Provide full event report addressing how the event has met the festival objectives. Imagery of event deliverables. Key learnings on what worked and what potentially didn't work. Finalized budget. Remittance slips as proof of payment to artists.
Insurances	<ul style="list-style-type: none"> Supply a current public liability insurance policy with a minimum limit of indemnity of \$20 million. Completion of City of Ballarat compulsory online contractor induction prior to the festival.

CITY OF BALLARAT TO PROVIDE

- Following the finalization of the entertainment program, the following items may be supported by City of Ballarat;
 - Power access
 - Staging infrastructure and cover
 - AV equipment
- 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 PROCEDURES <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 <ul style="list-style-type: none"> Locality of event management company to Ballarat Use of min. 50% local talent in entertainment programming 	10
Background information on your business (e.g., are you a sole trader, a company, or an incorporated association).	10
Demonstrate your ability to develop and manage a live entertainment event program (this may be via a CV).	20
Demonstrate your ability to attract quality performers.	20
Demonstrate your ability to complete this event on time and on budget, please provide a draft budget including your management fee.	15
Demonstrate your experience of managing entertainment stakeholders (i.e. performers, artists, musicians)	15
Demonstrate your ability to actively engage with council providing project updates on an ongoing basis.	10

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

BUDGET AND PAYMENT – Begonia Festival 2026

The budget for delivery of the above is **\$42,000 ex GST**

- The above deliverables must be achieved within a total event budget of \$42,000 (excl. GST).
- The budget is to be inclusive of your Event Management fee.
- The budget is inclusive of all artist fees and operational expenses.
- All artists are to be invoiced and paid directly by the Entertainment Contractor.
- Except for the Event Management fee, all operational expenses and artist fees must be clear and 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 in accordance with the schedule of key milestones.

PAYMENT SCHEDULE	AMOUNT
Milestone #1 Appointment and attendance of initial briefing session	\$20,000
Milestone #2 completed line up and all marketing material	\$20,000
Milestone #3 Post Event report submission	\$2,000

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TIMELINE

Expression of Interests Due	Thursday 30 October 2025
Appointment of successful submission	Monday 3 November 2025
Kick-off briefing session	Tuesday 11 November 2025
Delivery of event	7-9 March 2026

SUBMISSIONS

All Expressions of Interest (EOIs) must be submitted via Vendor Panel. If you do not currently have a Vendor Panel account, please contact us at events@ballarat.vic.gov.au for assistance in setting one up. Submissions received outside of Vendor Panel will not be accepted.

Submissions should be submitted no later than **12:00pm Thursday 30 October 2025**.

All submissions received will be assessed by an internal panel of Council Officers and all applicants will be notified of the outcome by **Monday 3 November 2025**.

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

