



QUEENSCLIFFE LITERARY FESTIVAL TENDER: FESTIVAL MANAGEMENT FUNCTIONS

1. THE QUEENSCLIFFE LITERARY FESTIVAL

The Queenscliffe Literary Festival (QLF) brings the best of established and emerging Australian literary talent to the Borough of Queenscliffe and the greater Bellarine community. The festival has become a recognised and anticipated cultural event on the local calendar. The purpose is to curate a lively and intelligent season of events that stimulates discussion and provides opportunities for engagement and participation. The program aims to be inclusive, accessible, thought-provoking and diverse. It celebrates Australian literature across fiction, non-fiction, poetry, music and visual art, delivered by an exciting and diverse range of authors, story tellers and social commentators to the Borough of Queenscliffe and the wider regional community.

QLF Strategic intent

VALUES

We are inclusive, challenging and innovative

We acknowledge the traditional owners of the land sea and sky, the Wadawurrung people and work in partnership with others to honour their heritage and legacy.

Our goal is to stage a literary festival and pop-up events that are accessible to a range of people, interest and benefit our community and wider audiences. Consequently, our programming and operational activity seeks to grow our audience and volunteer base and is informed by principles associated with equity, inclusion and honouring diversity. To achieve this goal:

- We incorporate a variety of mediums and genres that explore current issues and interest.
- We stimulate an appetite for reading, storytelling, and exploring ideas.
- We strengthen connections and partnerships across our community.
- Our activity is based on sound operational practices, which are sustainable and meet the needs of audiences and presenters.

QLF Operations

The QLF is governed by a volunteer community-based committee of management which meets monthly. Two monthly sub-committees are convened online to support executive functions and operational activity. An annual face-to-face planning meeting is held in February each year.

Elected Committee roles include the President, Vice President, Secretary and Treasurer with other committee members having responsibility for volunteer coordination, sponsorships development and staging the Schools program.

2. TENDER DETAILS

To support QLF activity, the QLF committee seeks to contract the services of:

- A provider with the ability to perform **all required functions** specified in this tender, which is the preferred.
- Individual providers who wish to undertake one or two of **the required functions** specified in this tender will be considered.

The provider must possess **professional indemnity insurance** to the value of \$1million.

The requirements of each function and the **approximate contract fee** for each function are specified in the table below. Contracts will be operational through 2026 and, pending mutual agreement, an extension of the contract will be considered for 2027.

Responses to this tender (of no more than three pages) and attached curriculum vitae should be lodged via email to: president@queenscliffeliteraryfestival.com.au by **Friday 20 March 2026**. Tender responses should address the requirements associated with the function being tendered for.

FESTIVAL MANAGER REQUIREMENTS AND CONTRACT FEE	
Availability	The contractor is required to perform the following functions during mid-April 2026 to 31 January 2027 .
Functions to be performed	<p>Event management In conjunction with the program director and committee members, coordinate and oversee planning and staging of festival events. This includes the main festival staged over two weekends in October, providing operational assistance to the Schools Program in May, and a minimum of two pop-up events in July 2026 and January 2027.</p> <p>Meeting requirements</p> <ul style="list-style-type: none"> • attend monthly meetings with the President • develop monthly progress reports for the committee and attend monthly committee meetings • convene monthly operations sub-committee meetings, including developing agendas, assembling relevant documentation, including minutes and reports, and distributing papers prior to the meetings • liaise with suppliers and community organisations supporting the staging of QLF events • regularly liaise with the festival director and committee members and lead volunteer coordination and sponsorship activity <p>Event preparation</p> <ul style="list-style-type: none"> • develop event management policies and procedures, where gaps are identified • conduct venue selection negotiations and agreements • book venues, audio visual materials and other event requirements • manage Regulatory Licences Permissions and Permits • provide input to volunteer rosters and event running sheets for events • develop venue layout plans • manage venue technical requirements, eg. AV, lighting • oversee the set up for events including outdoor areas, book sale area, author facilities and sponsor signage • obtain initial quotes, contracts and engagement for key suppliers; sourcing and coordination activity for local community organisations involved in QLF events, such as food and coffee vans, display tables and book sales • compile seating and dietary requirements for food events • develop and maintain the Risk Register • work with the Schools Program coordinator to identify and book author visits for the Schools Program <p>Event staging</p> <ul style="list-style-type: none"> • oversee all QLF events, be the key event management contact for festival events • attend the main festival events in October. • liaise with authors and presenters at events, as required • oversee event patron safety, including venue hazard identification, risk analysis, mitigation and reporting • trouble shooting as required • audience catering and food safety • support implementation of the Schools Program <p>Event follow up</p> <ul style="list-style-type: none"> • analyse and write up the main festival audience survey • develop an annual report on activities, outcomes and issues arising for lodgement with the committee.

Experience	Previous experience in event planning and management and administrative roles is mandatory. Experience with community-based voluntary organisations is preferred.
Knowledge and skills	<ul style="list-style-type: none"> • knowledge of issues pertaining to social justice and equity, which are inherent in the overall goal, objectives and operations of QLF • knowledge of policies and procedures, which ensure compliance in staging of events • excellent administrative and organisational skills • effective verbal and written communication • demonstrated project management skills • capacity to work effectively as a member of the team.
Fee and other benefits	<p>The approximate fee to perform these requirements is \$25,000 plus superannuation where applicable. During the contracted period, monthly invoices are to be submitted for payment. In addition to contract fees the festival manager will receive:</p> <ul style="list-style-type: none"> • free entry to all festival and “pop-up” events excluding food events • reimbursement, if required, to dine with presenters during the festival • acknowledgement in QLF reports.

COMMUNICATION REQUIREMENTS AND CONTRACT FEE

Availability	The contractor is required to perform the following functions during mid-April 2026 to January 2027 .
Functions to be performed	<p>Communications / publicity management In conjunction with the program director, festival manager and the operations committee, develop, design, produce and disseminate QLF communications designed to promote QLF and our events to a wide audience. This includes the communications / publicity management for the main festival staged over two weekends, a minimum of two pop-up events in 2026, and the Schools Program.</p> <p>Meeting requirements</p> <ul style="list-style-type: none"> • attend the operations sub-committee monthly meetings • develop monthly progress reports for the QLF committee and attend monthly committee meetings • liaise with QLF suppliers and community organisations that support QLF events • liaise with the Festival Director and Festival Manager and individual QLF committee members as required. <p>Event preparation</p> <ul style="list-style-type: none"> • media plan - Channel management - digital (incl, email campaigns), print and broadcast • program booklet content and design • liaise with media outlets / journalists • develop and send website posts, emails to subscribers using Mail Chimp, monitor social media posts • support development production and distribution of the festival program • identify distribution points, number of programs, volunteer requirements • be conduit for brand print and web design development • conduct targeted marketing for low selling events <p>Staging events</p> <ul style="list-style-type: none"> • capturing photographic material at each event, which can be used for current promotional and future communication work • interviewing presenting authors as needed <p>Event follow up</p> <ul style="list-style-type: none"> • develop a short report on activities, outcomes and issues arising for the committee <p>Ongoing</p> <ul style="list-style-type: none"> • maintain and further develop the QLF website

Experience	Previous experience in communications and marketing roles is mandatory. Experience working within community-based volunteer organisations is desirable.
Knowledge and skills	<ul style="list-style-type: none"> • knowledge of issues such as social justice and equity, which are inherent in QLF's goals, objectives and operations • knowledge of, or the ability to quickly learn, QLF's policies and procedures to ensure communications materials comply with these • excellent administrative and organisational skills • exceptional verbal and written communications • effective project management skills • capacity to work effectively as a member of the team.
Fee and other benefits	The <u>approximate fee</u> to perform these requirements is \$10,000 plus superannuation where applicable . In addition to contract fees the communications manager will receive: <ul style="list-style-type: none"> • free entry to all festival and pop-up events, excluding food events • acknowledgement in QLF reports.

TICKETING REQUIREMENTS AND CONTRACT FEE

Availability	The contractor is required to perform the following functions during June 2026 to January 2027
Functions to be performed	<p>Ticketing management In conjunction with the Festival Manager and the operations sub-committee, refinement and implementation of ticketing systems for 2026 activity. This includes the communications / publicity management for the main festival staged over two weekends and a minimum of two pop-up events in 2026.</p> <p>Meeting Requirements</p> <ul style="list-style-type: none"> • attend and actively participate in QLF meetings • attend meetings of the operations sub-committee. <p>Pre event preparation</p> <ul style="list-style-type: none"> • establish and maintain (including changes to events) QLF booking data on Trybooking, including promotional codes and companion cards • respond to email queries • manage pre-event activities including customer enquiries/requests for refunds • produce guest lists including dietary requirements from Trybooking. <p>Reporting Provide regular ticket sales progress updates to boost promotion of individual events, as required.</p>
Experience	Previous experience in community-based volunteer organisations and administrative roles is desirable
Knowledge & skills	<ul style="list-style-type: none"> • knowledge of issues pertaining to social justice and equity, which are inherent in QLF's goals, objectives and operations • solid administrative and organisational skills • excellent verbal and written communications • effective project management skills • capacity to work effectively as a member of the team.
Fees and other benefits	The <u>approximate fee</u> to perform these requirements is up to \$5,000 (plus superannuation where applicable) . In addition to contract fees the ticketing manager will receive: <ul style="list-style-type: none"> • free entry to all festival and "pop-up" events excluding food events. • acknowledgement in QLF reports.