

REQUEST FOR EXPRESSIONS OF INTEREST

FOR MANAGEMENT OF

SPONSORSHIP & CORPORATE DEVELOPMENT,

THE AGE MELBOURNE WRITERS' FESTIVAL INC

The Age Melbourne Writers' Festival Inc (AMWF) invites Expressions of Interest (EOI) from individuals capable of and interested in providing the festival with part-time sponsorship and corporate development services (referred to in this document as 'the corporate development manager').

This position was originally advertised in December 2006 and in this re-advertising the fee structure has been changed. Those applicants who applied to the original advertisement will be notified of the change and their applications, if they so wish, will be included for consideration again.

AMWF background

The AMWF is one of Australia's premier literary festivals and has been held annually for 21 years. It is a ten day festival (Friday 24 August to Sunday 2 September in 2007) based mainly at the CUB Malthouse Theatre at 113 Sturt St, Southbank. The festival also holds some events at other venues including the Melbourne Town Hall, Storey Hall RMIT, BMW Edge, the City Museum and the Sofitel. There are approximately 250 individual events and approximately 250 participants in each festival. Around 30 of those participants are international authors, a further 60 – 70 are from interstate and the remainder is Victorian (mostly Melburnian).

The festival opens with a Keynote Address at the Melbourne Town Hall on the first Friday of the 10 day period. That is followed by main adult programming on the Saturday and Sunday of the first weekend and then Thursday to Sunday of the 2nd week. A schools' program of events is programmed on the Monday – Wednesday of the festival. The events are programmed from 10am till 10pm most days. There are usually 4 venues running concurrently within the Malthouse. So it is a very intense experience.

For the last two festivals the attendances have been around 34,000.

Within its limited resources the festival, where possible, takes a strategic approach to its corporate development management. This aspect of the festival has increased in priority given the increasingly competitive environment in which AMWF operates and our desire to increase the profile, quality and capacity of the festival within the next few years.

Current situation

A major push for sponsorship started in 2006 – this was successful but limited by the lack of time as there was no dedicated staff member to look after this aspect of the festival and it was the responsibility of the over-stretched festival director.

Scope of work

The corporate development manager would be required to develop a strategic sponsorship plan that incorporates all aspects of sponsorship – current and potential. Our sponsors range from large naming rights sponsors like *The Age* to smaller cash and contra deals. The plan should also look at the broader, more strategic positioning and profile of the festival.

There is great scope to introduce more sponsors to the festival – both cash and contra. We have thus far barely scratched the surface. The festival director is happy to work alongside the corporate development manager and there is also potential for secretarial support.

The festival has had a long and productive partnership with *The Age* and we would like to establish similar partnerships with other media organisations (radio and television). There is also potential to build partnerships with other media/publishing organizations like *newMatilda.com*, *The Monthly*, *Griffith Review*, *ABR*, *Good Reading Magazine* etc. This will be done in partnership with the festival director and the festival publicist.

Programming also has an impact on sponsorship (eg Bombardier is a current sponsor of our Canadian writers).

The program is released in *The Age* on Saturday 21 July 2007 (tbc) at which point it also goes live on the AMWF website (www.mwf.com.au). So, all sponsorship should be locked down by 11 June. The 2007 festival will occur between Friday 24 August and Sunday 2 September.

At the close of each festival the corporate development manager will prepare acquittal reports for each and every sponsor as well as organising de-brief meetings where necessary.

Other partners:

The Age is the festival's naming rights sponsor and we work closely with *The Age* to maximize the efficacy of the partnership.

Readings Books & Music is the official festival bookseller.

Sofitel Melbourne is the official festival hotel.

The AMWF receives funding from Arts Victoria, the City of Melbourne and the Australia Council. Our current sponsors include Bombardier, Macquarie Bank, University of Melbourne, Swinburne University, Monash University, RMIT University, Elmwood (design partner), Allardice (print sponsor) and various venues in Melbourne.

Current staff

There is a small, dedicated and hardworking staff at the festival.

The festival director is Rosemary Cameron who joined the festival in 2005 after running the Brisbane Writers' Festival for 3 years.

Helenka King is the festival manager and she joined the festival in 2006 from the environmental sector.

Other staff is recruited on a short-term basis in the lead up to the festival. This will include a publicist (from 1 March) production manager and administration assistant. As outlined above under *The role*, there is considerable overlap between the work of the festival director, the corporate development manager and the publicity/marketing officer and considerable time and energy must be spent to keep all players in the loop.

The AMWF is an equal opportunity employer and we operate a family-friendly office. This role could either be managed as an in-house employee or out-sourced to an individual or company working from their own office.

Conflict of interest:

Because of the sensitive nature of sponsorship and programming information to which the corporate development manager will be privy the AMWF cannot award this contract to any one or any company that has a relationship with any other literary festival.

Confidential information

The AMWF conducts its procurement on a commercial-in-confidence basis and will not divulge confidential information provided in an EOI.

Term of contract

Initially one year, with the option to renew for a further 2 years.
Start Date: 1 February 2007 (or as close to that date as possible).

Fee:

The AMWF envisages that the Sponsorship Manager would work approximately 12 hours per week and the following fee structure is offered with that in mind:

The Sponsorship Manager's fee has three components:

- A retainer of \$15,000pa will be paid.
- Then a \$10,000 bonus if they maintain the level of sponsorship attained in 2006 (base-line sponsorship).
- Then a further bonus of 10% of any cash sponsorship above that base-line and 5% of any contra sponsorship above the 2006 base-line.

The initial \$10,000 bonus is staggered as follows:

- The full \$10,000 if the 2006 base-line sponsorship is maintained.
- An \$8,000 bonus if the final sponsorship is within \$4,000 of the base-line
- A \$6,000 bonus if the final sponsorship is within \$8,000 of the base-line
- A \$4,000 bonus if the final sponsorship is within \$12,000 of the base-line
- A \$2,000 bonus if the final sponsorship is within \$16,000 of the base-line.

The 2006 base-line is used for bonus computations for all years of the initial contract unless it is agreed by all parties to alter the retainer.

Outcomes and performance standards

The success of the festival's sponsorship and corporate development will be evaluated by looking for evidence of:

- an increase in sponsorship income
- an increase in the contra value brought to the festival

- the replacing of cash budget items with contra arrangements
- positive feedback from sponsors
- better, more efficient and more productive relationships with existing sponsors

To achieve the above, it would be expected that the corporate development manager would:

- increase the number of media partners
- increase the number of education sponsors
- increase the number of other corporate sponsors (both cash and contra)
- maintain, or improve, the existing excellent sponsorship relationships

Evaluation of EOI

EOIs will be evaluated on:

- Material supplied to AMWF
- Discussions with customers of applicant, whether or not the customers are provided as referees by an applicant
- Independent enquiries about any matters that may be relevant to the evaluation of an EOI
- Presentations by, or interviews with, EOI applicant

Required Information for each EOI

A brief covering letter and an EOI which contains the following information:

- Past clients and responsibilities and examples of work
- Project timeline or workplan
- An indication of the creative vitality needed to bring new sponsors to the AMWF
- Evidence of public liability insurance, workers compensation and professional indemnity insurance.
- ABN of entity submitting EOI
- Contact details for the person to whom the AMWF should direct all correspondence
- 4 referees

Closing Date: Thursday February 1, 2007 at 5pm Eastern Summer Time.

Notification of interviews: Friday February 2, 2007

Interviews: Tuesday February 6, 2007

Notification of successful applicant: Friday February 9, 2007

Expressions of Interest can be posted or emailed to:

Rosemary Cameron, Festival Director

Melbourne Writers' Festival Inc

Arts House, 117 Sturt St

Southbank VIC 3006

rosemary@mwf.com.au

For any further information please contact Rosemary Cameron on

P: +61 3 9645 9244 or rosemary@mwf.com.au

The AMWF reserves the right to vary the EOI including any timing and processes.
