Fairfield In Feb 2027 - Expressions of Interest Overview

Overview

Yarra City Council is seeking Expressions of Interest from experienced producers, arts organisations or event management companies to curate and deliver a distinctive, inclusive and community-focused event series at the Fairfield Amphitheatre for *Fairfield in Feb 2027*.

Since 2000, *Fairfield in Feb* has been a well-loved community event, showcasing live music in a unique outdoor setting along the River Birrarung. The event supports emerging and established local artists, celebrates diverse talent and brings the community together through free, accessible and family-friendly cultural experiences.

With financial support from Council, *Fairfield in Feb* provides opportunities for local producers, organisations and musicians to develop and showcase live music to audiences from Yarra and across Melbourne including young people, families and adults.

The funding available to develop, produce and deliver two music focused events in February 2027 is **$30,000 plus GST.** The successful applicant would expand upon the legacy of the Fairfield in Feb series with their own vision for 2027.

Before applying, please review the Fairfield in Feb 2027 EOI guidelines.

Assessment Criteria

All submissions will be assessed on the following criteria based on a 100% scale.

Program concept and quality (30%)

- A distinctive and engaging music program that aligns with the objectives of Fairfield in Feb.

Diversity, inclusion and community impact (20%)

- A demonstrated commitment to cultural diversity, accessibility and inclusion.

Experience and capability (20%)

- Relevant experience delivering events of a similar scale and nature.

Event delivery and marketing approach (15%)

- A clear and practical approach to event planning, production, risk management, audience development and promotion.

Budget and value for money (15%)

- A realistic and achievable budget that demonstrates appropriate allocation of resources and effective use of Council funding.

Video Submissions

We are also accepting applications on video to increase accessibility.

Please follow these instructions if you wish to submit your application via video:

1. Fill out Section 2 (Applicant Information) online as per this form.
2. Please ensure each question is answered in your video submission. (If answering these questions via your video submission, please type 'See video' as your answer in sections 3 and 4.)
3. Upload your video to YouTube (this can be done as a private video) or another online video sharing source and include the private URL link in your Smarty Grants submission. (Video submissions should be no longer than 5 minutes.)

Questions?

If you have any questions about the event series or the application process, please contact:**Christel Starkey**, Festival and Events Lead

Christel.starkey@yarracity.vic.gov.au

Phone: (03) 9426 1561

Applicant Details

* indicates a required field

Applicant Details

Applicant ABN *

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

ABN

Entity Name

ABN Status

Entity Type

Goods & Services Tax (GST)

DGR Endorsed

ATO Charity Type

ACNC Registration

Tax Concessions

Main Business Location

Must be an ABN.

Applicant *

○ Individual ○ Organisation

Organisation Name

Title | First Name | Last Name

Applicant Postal Address *

Address

Address Line 1, Suburb/Town, State/Province, Postcode, and Country are required.

Applicant Mobile Phone Number *

Applicant Primary Email *

Must be an email address.

Organisation Biography

Organisation Website

Must be a URL.

Attach a file:

Applicant Biography

Applicant Resume

Attach a file:

Capacity To Deliver Events

Please provide a brief overview of your experience delivering outdoor and large-scale public events, including relevant examples. *

Word count:
Max 250 words.

Approximately how many people will be involved in the delivery of this event, including

sub-contractors and any volunteers? *

Please attach any support letters received

Attach a file:

You may upload multiple files

Proposed Event Details

* indicates a required field

Event Information

Proposed Event Name *

Event Dates

Fairfield in Feb 2027 will consist of two afternoon performances at Fairfield Amphitheatre on Sunday 7th and Sunday 21st February 2027.

*

○ I/we acknowledge Sunday 7th and Sunday 21st of February 2027 are the confirmed event dates.

Event Time

Each event day will run programming for approximately 2.5 to 3 hours, scheduled within the 3pm to 8.30pm event window.

For example: Event starts at 4pm and ends at 7pm.

Proposed Event Time *

Recommendation: Events should run for approximately 2.5 to 3 hours to optimise audience experience and budget outcomes, but alternative durations may be considered where appropriate. Events must conclude by 8:30 pm to ensure a safe bump out.

Event Concept

Tell us about your event idea. What are you proposing, and what makes it a good fit for Fairfield in Feb 2027 series *

Word count:
Max 250 words.

What priority groups will be represented in your programming? *
☐ First Nations artists
☐ Women and/or non-binary artists
☐ LGBTQIA+ artists
☐ Artists with disability
☐ Young people
☐ Seniors
Select all that apply

Has the proposed event been delivered previously? *
○ Yes
○ No
○ Other:

If yes, please provide details of past event delivery, including dates, locations, audience attendance and any key outcomes to note.

Draft Event Documentation

Your proposed program is a chance to show us how your event series will bring the Fairfield in Feb EOI objectives and scope to life. You may wish to include:

- What your proposed program will look like and the artists you plan to engage.
- Who your intended audience is and how you will encourage them to get involved.
- Who you will collaborate with to deliver the event series (e.g. Technical operators and food and beverage offering)
- How you will make the event series welcoming, inclusive and accessible?

Please attach a proposed Program. *
Attach a file:
Maximum 2 pages.

Please attach a draft Budget *
Attach a file:

How do you plan to promote the event series? Please attach a draft Marketing Plan *
Attach a file:
Maximum 1 page.

Video application link (if applicable)
Must be a URL.

Please provide a link to your video submission that addresses all sections of this EOI. Video should not exceed 5 minutes

Is there any other information you would like to provide us in support of your expression of interest?

Word count:
no more than 300 words

Before Submitting Your Application

* indicates a required field

Before Submitting your Application

Please review your application carefully before submitting it. Once an application is submitted, it cannot be changed.

Applications are not submitted until you hit the submit button on the final page of the application form.

If you have missed a required field or one of your answers is over the word limit, you will not be able to submit your application. Any questions preventing you from submitting will be highlighted in red on the "Review and Submit" page of the application form.

If you do not receive a confirmation email, your application has **not** been received. Please check that all the required questions have been answered before attempting to submit again.

Once your application is submitted, you can return to http://cityofyarra.smartygrants.com.au/ at any time to view or download the submission. A PDF version will also be emailed to you upon successful submission.

Confirmation

I/we have reviewed the full guidelines before submitting this application *

☐ Yes, the full guidelines have been reviewed.

Access guidelines here: https://www.yarracity.vic.gov.au/sites/default/files/2026-10/FAIRFIELD%20IN%20FEB%202027%20-%20Full%20Guidelines%20%28Final%29.pdf

Declaration

I: *

First Name

Last Name

declare that the information provided is accurate and current.

By submitting this document I acknowledge that:

- This document is not an undertaking or contractual offer by the City of Yarra.
- The City of Yarra reserves the right to accept or reject any Expression of Interest at its discretion.
- The information provided in relation to this application being collected, used and disclosed by the Yarra City Council for the purpose of registering and administering this application.
- That copies of all material provided will be retained by Council as required by the Public Records Act 1973.