

Hunter Innovation Festival

FESTIVAL COORDINATION

REQUEST FOR PROPOSAL

February 2019

1. Introduction

Hunter iF is seeking a proposal from a suitably qualified and experienced service provider to coordinate the operational delivery of the 2019 Hunter Innovation Festival (HIF), to be held 6 to 18 May.

This role will be responsible for:

- Working in partnership with Hunter iF to meet the strategic aims of the Festival
- Acting as a single point of contact regarding event coordination for the various community led organisations and businesses who opt in to deliver an event during the festival
- Marketing and promotion of the festival, including exploring further sponsorship activities beyond existing supporters
- Assistance where required with the recruiting and management of volunteers for all events
- Ensuring events producers complete a risk and safety assessment

2. Project overview

2.1 Background

The Hunter Innovation Festival was born from the rib of the Australian Innovation Festival that began way back in 2002, and was built on the foundations of the four C's - Creativity, Connections, Collaboration, and Commercialisation.

Since then the Hunter Innovation Festival has been held in various guises but always held true to the same foundations which continue to be fundamental to embracing an innovative culture.

In 2018 the festival comprised 15 events with 40 speakers delivered by 25 local organisations working in collaboration and achieving 1,200 attendees. 2019 aims to raise the bar across all measures with a greater number of events, attendees and partners.

2.2 Current momentum in the local ecosystem

Over the past two years the local innovation ecosystem in the Hunter has grown significantly through catalyst projects, such as the Hunter Innovation Project, with a corresponding impact on the number of new startups and SMEs seeking to diversify through innovation.

Following consultation and feedback that the ecosystem had reached a point where a central coordinating entity was needed, Hunter iF was established in 2018 with a mission to harness the region's immense potential to help create a more innovative future. Hunter iF is a not-for-profit support organisation which encourages and facilitates investment, jobs and growth as the region undergoes significant change. It does this by providing a hub for innovation in the Hunter through a comprehensive, connected and cohesive package of services, programs and opportunities.

In 2019 Hunter iF is working with the Hunter Innovation Festival and its many shared stakeholders to reboot the event to meet the increased expectations of the local innovation community and promote the festival to a wider audience.

3. Objectives

Formal festival coordination is sought by Hunter iF, as the auspicing body, with the following objectives:

- Provide increased support to individual event providers in the local innovation ecosystem
- Strengthen festival governance
- Collection and reporting on event attendees
- Develop branding and marketing strategy

4. Scope of Work

The scope of work involves:

4.1 Working in partnership with the Board and Festival Sub-committee of Hunter iF to meet the strategic aims of the Festival:

- Recalibration of objectives of HIF to meet current expectations of the local innovation ecosystem and community
- Alignment of objectives of HIF with Hunter iF purpose and objectives

4.2 Acting as a single point of contact regarding event coordination for the various community led organisations and businesses who opt in to deliver an event during the festival:

- Communication with all individual event providers including face-to-face and electronic communication. This includes but is not limited to: organisation and chairing of fortnightly event coordination meetings, liaison with individual event providers outside of meetings regarding Eventbrite registrations, PR and volunteer coordination
- Coordination of festival program. This includes working with individual event providers on event scheduling to avoid time/date clashes and updating the web program as new events are included.
- Editing of event content provided by event providers to ensure content consistency. This includes tailoring content for different channels as required.
- Development and distribution to event stakeholders of a ‘Hunter iF Event Best Practices’ guide to ensure consistency and quality of event production.

4.3 Marketing and promotion of the festival, including exploring further sponsorship activities beyond existing supporters:

- Development of overall Festival Marketing and Communications strategy
- Print and digital media delivery as per strategy, including general festival media liaison
- Providing media liaison advice and simple guidelines to individual event providers so that their own Marketing and Communication efforts do not clash with other planned media

- Hunter Innovation Festival website maintenance
- Liaison with confirmed sponsors and working to expand festival sponsorship where possible in a short time frame. This includes wrap report to sponsors outlining key event outcomes against objectives, and statistics
- Ensuring consistent branding and sponsor acknowledgement across channels and collateral
- Production of supporting collateral (banners, postcards etc)

4.4 Assistance where required with the recruiting and management of volunteers for all events:

- Developing a consistent and clear process for individual organisations to recruit event volunteers
- Developing a brief volunteers handbook with information, processes, maps, and tips to make the volunteering experience at the Festival informed and rewarding
- Procuring and distributing branded wear (T-shirts/Badges etc) for volunteers to be clearly identified at events

5. DELIVERABLES

The contracted provider will:

1. Coordinate a 3hr workshop with stakeholders to recalibrate festival strategy and objectives
2. Lead and facilitate the development of the festival program in line with the strategy
3. Development and implementation of festival marketing/communications plan
4. Coordinate fortnightly face to face meetings with key festival contributors
5. Provide weekly email updates on progress in a format agreed with the Board
6. Deliver a festival that meets objectives and is in scope/within budget
7. Prepare and submit a post event debrief report following the conclusion of Hunter Innovation Festival 2019 using an agreed template.

6. PAYMENTS

Hunter iF will pay the Consultant in accordance with the agreed program, milestones and milestone amounts.

7. RESPONSE

Interested providers should prepare a proposal outlining a methodology for fulfilling the scope of works through the listed deliverables.

Please ensure that the proposal includes:

- Costing
- Milestones
- Timeframe

Please provide proposals via email to The Board, Hunter iF by 22 February 2019 at hunter.if.project@gmail.com.