

## Request for Proposal- Public Events, Activations and Concerts

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*This Request for Proposal is shaped around ambitious aspirations to create an accessible, vibrant, flexible and inclusive public spaces for diverse communities.*



## Request for Proposal

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*This Request for Proposal is shaped around ambitious aspirations to create vibrant, inclusive, and accessible public spaces for diverse communities. It is an accessible, vibrant, flexible, and inclusive space.*

### Confidentiality

Documentation submitted will be treated as commercially sensitive and confidential.

### Disclaimer

The Caulfield Racecourse Reserve Trust gives notice that:

- (a) The particulars set out in this report are for the guidance of parties only and do not constitute a contract or an offer to enter into a contract.
- (b) All descriptions, dimensions, references to condition and other details are given in good faith and believed to be correct. No party should rely on anything contained in this report without satisfying themselves by inspection or otherwise as to the correctness and completeness of the information provided, and, if appropriate, seeking other advice.
- (c) The Caulfield Racecourse Reserve Trust is not bound to accept or select any proposal and may:
  - (i) Reject all or any Request for Proposal without giving reasons.
  - (ii) Select or decline to select any Request for Proposal.
  - (iii) Accept any non-conforming Request for Proposal.
  - (iv) Invite further Request for Proposal.
  - (v) Re-advertise for Request for Proposal.
- (d) The Caulfield Racecourse Reserve Trust accepts no liability or responsibility for any costs incurred by Registrants in the preparation of their submissions.

## Project Overview

This Request for Proposal (RfP) is undertaken by the Caulfield Racecourse Reserve Trust (CRRT) to progress its obligations under the Caulfield Racecourse Reserve Act 2017 and in keeping with the existing government commitment for the Reserve, the Trust completed a Land Management Plan (LMP) in 2020, deeply engaging with community and stakeholders to explore opportunities to transform this valuable space into a truly inclusive, people-friendly place for everyone.

The CRRT seeks partners to help in realising the vision articulated in the Land Management Plan (LMP) for a Reserve that provides a place for accessible entertainment and event spaces, job opportunities, economic return and social cohesion.

## 1. Request for Proposals Assessment Timeline

1) Invitations Open- Wednesday 2 February 2022
2) RfP briefing session by CRRT to interested partners- 16 March 2022
3) Request for Proposal submissions close- by COB Friday June 24, 2022
4) Potential meetings to seek clarification with Trust (If required)
5) Successful partners notified- as required

Organisations may be requested to meet and present to the CRRT as part of the assessment process. Following from the assessment process, successful parties will be required to enter into an intent to collaborate with the CRRT.

### 1. Goals Definition of Request for Proposals (Public Events, Activations and Concerts)

The Caulfield Racecourse Reserve Trust through the delivery of the LMP over the next 10 years seeks partnerships to achieve the following goals:

- Increase the utilisation of the 54-hectare reserve to provide accessible entertainment and event spaces to maximise job opportunities, economic return and social cohesion.

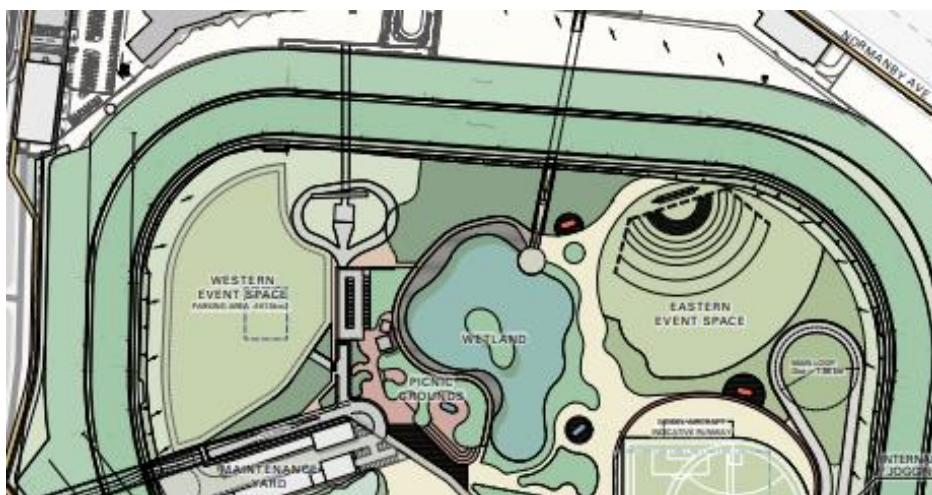
### 2. Background of Request for Proposals (Public Events, Activations and Concerts)

The Caulfield Racecourse Reserve Trust through the delivery of the LMP seeks partners to help deliver and realise the following aspects of the LMP. Please indicate what area/s your organisations RfP is focused on. Please refer to the [Land Management Plan](#) (LMP) for details of each aspect.

- Event spaces for community and other entertainment events

The development of the Eastern Event Space is to be located in the north-east corner of the centre reserve. This large area will cater for concerts and community festivals.

Western Event Space is a smaller events space located in the north-west corner of the centre reserve.



*Image taken from CRRT LMP of Western and Eastern Event Space*

### 3. Scope of Request for Proposals (Public Events, Activations and Concerts)

The Caulfield Racecourse Reserve Trust (CRRT) requests interested partners provide the Trust with a detailed proposal for partnership inclusive of project plan, concept designs and budget.

The CRRT would like to invite you to envisage yourself in the precinct and provide the trust with a detailed project plan, justification, and financial contribution.

The proposal from interested partners must include:

- Introduction to the organisation, its purpose, key personnel, and structure.
- Overview of proposed project and partnership with the CRRT
- Economic return and job creation data.
- Project budget including source and access to funding from project partners.
- Evidence of current financial contribution by way of election commitments, retained earnings or other funding sources.
- Examples of precedents in other public space
- Sample annual calendar of events and activations
- Examples of branding, marketing and advertising for events
- Outline of current and future access to funds to support the realisation of the LMP.
- Detailed project plan including proposed space uses (as outline in the LMP) and requirements
- Project design outline and schematics
- Demonstrated ability of organisation to deliver on proposed project
- History of successful advocacy including securing funding and resources
- Financial modelling of proposed project including upfront capital cost contribution and ongoing operating model (lease, licence, etc)
- Usage data and demonstrated need justification

### 4. Request for Proposals Assessment Criteria

The Caulfield Racecourse Reserve Trust (CRRT) will assess each Request for Proposal in a transparent manner that helps in realising the vision articulated in the Land Management Plan (LMP). The CRRT will assess each RfP against the following imperatives as agreed by the trust:

- Demonstrated ability to deliver on similar projects.
- Ability of partner organisation to provide financial contributions towards the realisation of the LMP.
- Data relating to participation and catchment for users in the area
- Suitability of public event, activation and concert requirements to the context contained in the LMP
- Flexibility of scheduling for multiple user groups and uses
- Sustainability in adding to existing adjacent activity providing a better pathway for local people
- Alignment to the values and objectives in the Land Management Plan (LMP) for a Reserve that provides accessible entertainment and event spaces to maximise job opportunities, economic return and social cohesion.

5. Request for Proposals Further Information and Assistance

Requests for assistance and further information should be made to:

Luke Gaetani  
Head of Partnerships & Policy- Caulfield Racecourse Reserve Trust  
[luke@crrt.org.au](mailto:luke@crrt.org.au)  
M: 0476 250 480