



Expression of Interest Licensed Bar Area

10am – 7pm - Saturday 1 June 2019

10am – 4pm Sunday 2 June 2019

Pinjarra Festival 2019 - 1 & 2 June 2019

Celebrate WA Day Concert – 1 June 2019

The Pinjarra Festival returns to the historic Edenvale Heritage Precinct on Saturday 1 and Sunday 2 June 2019. The Shire's largest community event, the Pinjarra Festival attracts over 15,000 festivalgoers over the weekend.

2019's festival will also coincide with the inaugural Celebrate WA Day Concert, held in the same location from 4pm, 1 June 2019.

The Festival has been operating since 2000 and provides free cultural entertainment, activities and market stalls for Pinjarra and the wider community

The Shire of Murray would like to develop a successful licenced alcohol-tasting pavilion within the Pinjarra Festival, and invite Expression of Interest response from experienced alcohol vendors to manage the area.

Pinjarra Festival Dates	Saturday 1 June 2019, 10am – 4pm Sunday 2 June 2019, 10am – 4pm
Celebrate WA Day Concert	Saturday 1 June 2018, 4pm until close, approx. 7 or 8pm
Location	Edenvale Arts & Heritage Precinct Corner George and Henry Street, Pinjarra
Important Dates	
31 January 2019:	Applications close
14 February 2019:	Successful licensed supplier notified
29 March 2019:	Contract with successful supplier finalised
1 and 2 June 2019:	Pinjarra Festival & Celebrate WA Day Concert

Licensed Area

The Licensed area will be located in close proximity to the main stage – the main Festival hub - where performers will provide live entertainment between 10am and 4pm each day.

2019 will see the addition of an evening concert, from 4pm on 1 June 2019; we envision the bar to be operating during this concert also.

The bar will be an outdoor venue offering a relaxed atmosphere with a range of seating options.

A range of beverages including beer, wine and soft drinks will be available, local suppliers preferred.

Water will need to be available in the licensed area.

Scope

Licensed suppliers should include in their proposal, a commercial arrangement that sees the Shire benefit from income generated through the bar. The successful applicant will be required to:

- Obtain all approvals, including the liquor licence for the event
- Manage the licensed area to ensure legal and responsible service of alcohol
- Supply the staff for the licensed area. This includes security, bar staff, wait staff, cleaning staff and area supervisors. All staff must be appropriately qualified, experienced and must be dressed in an appropriate uniform for their role
- Supply the physical bar structure and related equipment, including service areas, sinks, refrigerators, cool rooms, glasses, serving ware etc.
- Purchase all of the required beverages for sales in the licensed area
- Manage all requirements of the licensed area including with liaison with event staff, bump-in, bump-out and operational requirements

Selection Criteria

The successful vendor must:

- Demonstrate recent experience in operating in a licensed area
- Operate for the duration of the event as per the hours of operation outlined previously
- Provide an adequate number of qualified staff members to cope with the audience size as outlined previously. Failure to do so will result in the successful applicant incurring costs associated with Council employing additional, qualified bar staff to meet requirements
- Ensure that all staff members hold current RSA qualifications
- Ensure that alcohol is served as per the requirements of their occasional liquor license
- Ensure all liquor licensing obligations are adhered to as per the license granted to the Festival
- Ensure all OSH and safety standards are adhered to at all times
- Provide copies of the temporary liquor license permit to the Events Officer

- Display all relevant and up to date Temporary Liquor License and Responsible Service of Alcohol certificates in the bar area

Applicants must:

- Display originality, quality and creativity in their range of products
- Be relevant to the genre of the Pinjarra Festival
- Present a high level of professionalism and adhere to all relevant legislation in regards to temporary liquor license
- Hold a current Certificate of Currency – Public Liability Insurance (minimum \$10,000,000 – ten million dollars)

Consideration will be given to the following criteria:

- Is the applicant located within the Shire of Murray or Peel region?
- Does the applicant source ingredients from within the Shire of Murray?
- Has the applicant considered their involvement at the Festival in a broader marketing plan?
- Does the applicant have a strong social media presence?

How to Apply

To apply to be the licensed supplier at the Pinjarra Festival, submit a proposal to the Shire with the following supporting materials:

- Commercial proposal including deliverable by the licensed supplier and the Shire, as well as financial model
- A statement of experience, outlining your background in managing licensed areas (e.g. testimonials and examples of previous projects) along with photos
- A description and/or timeline of the processes that will be undertaken to complete this project
- Power and water requirements
- Copy of Public Liability Insurance.

Please send proposals via email attention the Events Officer – mailbag@murray.wa.gov.au

Applications close Tuesday 31 January 2019.

If you have any queries regarding your submission please contact:

Jennifer Russell

Events Officer - 9531 7724