



FAIRFIELD IN FEB 2026

Expression of Interest full
guidelines.

October 2025.



Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past, present and future.

Introduction

The City of Yarra has a long and proud history as a centre of creativity, artistic endeavour and cultural production. Fairfield in Feb reflects Council's vision for the City of Yarra to be a creative place where dynamic, diverse, vibrant arts activities thrive, and our citizens enjoy arts and culture as an everyday experience.

Yarra City Council is seeking to engage an experienced event management company, organisation or freelance producer to deliver two music events for Fairfield in Feb 2026. The funding available to develop, produce and deliver two music events in February is \$30,000 ex GST.

Background

Fairfield in Feb has been a well-loved community event since the year 2000. It plays a pivotal role in supporting local live music at a unique outdoor Yarra venue along the river, featuring emerging and established multicultural performers.

The event invites the community to enjoy free, family-friendly experiences while bringing vibrant cultural activity to this area of Yarra. It attracts a broad audience from both the local area and across Melbourne, including many families, young children, and adults aged 25–65.

Fairfield In Feb provides an opportunity for local producers, organisations and musicians to develop and showcase live music to audiences, with financial support from Council.

Over its history, the event has been delivered by a range of reputable organisations, including Multicultural Arts Victoria, Cultural Infusion and The Boite. In recent years, contemporary producers such as Foreign Brothers, Mz Rizk, Afrohub and Vollyspot, in collaboration with Music In Exile, have continued to curate and present these events

Eligibility

Applications are sought from interested event management companies, arts organisations and/or cultural producers with experience in event management and music programming. Applications will demonstrate the capacity to develop, promote and deliver a coherent program and a commitment to best practice in Risk Management and technical production.

If successful, applicants must hold an active ABN (Australian Business Number), provide proof of Public Liability Insurance valued at least \$20million, ensure all staff and sub-contractors have current Working With Children Checks and WorkCover coverage, and comply with Fair Work legislation and the Victorian Child Safe Standards as legally required.

Timeline

WED 15 OCT 2025	EOI Opens at 9am – Application form available via Council's online portal Smartygrants .
THUR 16 – 31 OCT 2025	Officers are available to discuss ideas and to arrange site visits.
SUN 9 NOV 2025	EOI closes at 11:59pm.
MON 10 – FRI 21 NOV 2025	Assessment of submissions.
FRI 21 NOV 2025	All applicants notified of outcome.
FRI 19 DEC 2025	Draft program, marketing and promotional material submitted to Council contact for review.
FRI 9 JAN 2026	Final program and marketing assts delivered to Council contact for approval.
FRI 16 JAN 2026	Risk, Safety and Event plans submitted to Council contact for review.

EOI Brief

Purpose

Fairfield in Feb has supported culturally diverse communities and creatives in the City of Yarra through the presentation of this series for decades. Over the years, the event has showcased a wide range of styles including African, Latin, Middle Eastern, Asian, classical and that of our First Nations artists. Fairfield in Feb 2026 consists of two afternoon performances on **Sunday 1st and Sunday 15th of February 2026, between 3pm-8pm**. These are free events for the community to attend.

Location

Fairfield Amphitheatre, Fairfield Park, Heidelberg Road, Fairfield.

The Fairfield Amphitheatre site has a capacity of 350 seated with a 20m x 10m performance area. There is a wheelchair platform for accessible viewing at the top of the theatre. The site includes power, lighting, public toilets and a kiosk for ticket box or catering facilities. [Link here to venue information and maps](#).

To arrange a site visit, please contact the Festivals and Events Lead (see contact details provided at the end of this document).

Scope

- Event Management to develop and deliver two outdoor, summer performances at the Fairfield Amphitheatre.
- Develop and coordinate a program of music performances appropriate for the venue and the audience, with wide appeal across a broad range of community tastes and in line with
- Risk and Safety Management planning and implementation.
- Promotion and publicity of the series and performance program including design of assets. These assets will also be used by Council.

Objectives

The Series should:

- Build on the strengths of previous free performances conducted at the Amphitheatre over the past 26 years
- Develop a program that actively supports and uplifts artists from underrepresented and diverse backgrounds, including Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse communities, LGBTIQA+ individuals, women, gender non-conforming people, and those living with disabilities.
- Align with the [Yarra City Council Plan, specifically *Working and Playing in the City*](#)
- Promote an inclusive, tolerant, supportive and involved community.
- Develop a program that showcases and supports local arts and cultural practice within Yarra.
- Develop a program that encourages audience participation; and
- Demonstrate a commitment to attracting new local audiences and increasing community access and participation.

Budget

The successful contractor will have a total budget of **\$30,000 ex GST** to produce and deliver two events in February 2026 for the Fairfield in Feb series (Sunday 1st and Sunday 15th of February 2026).

The budget for the contractor is fixed and must include all costs to manage and deliver two free events as part of Fairfield in Feb as per the scope and objectives.

How to apply

Applications are to be submitted online via Yarra City Council's SmartyGrants portal: [Click here to start your application](#).

Applications must be received by 11:59pm Sunday 9 November 2025. Late applications will not be accepted.

An Assessment Panel will assess the submissions, and all applicants will be notified in writing once a decision is made.

Seeking partnership and/or further funds

Applicants may seek appropriate sponsorship from other sources to expand the series in consultation with the Council, taking the following into consideration;

- Ensure that the Council is recognised as presenting the series and that all advertising material recognises Council as such. No subsequent sponsor shall have naming rights or supersede Council's logo or sponsorship placement.
- Sponsorship from companies associated with alcohol, tobacco, or gambling activities are not permitted. Please note, the event can operate a licensed bar at the Amphitheatre for the series to offset costs associated with delivering the event.
- If your project involves a partnership with another organisation, you are encouraged to include evidence of that collaboration, such as a letter of support or confirmation of involvement.



Questions?

Further details or to arrange a site visit please contact:

Christel Starkey | Festivals and Events Lead Officer

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