



ARTS NORTHERN RIVERS
CONSULTANCY OPPORTUNITY
CREATIVE INDUSTRIES BROKER - MUSIC

CALL FOR EXPRESSION OF INTEREST

Arts Northern Rivers is calling for Expressions of Interest from individual consultants and/or organisations, to implement a Project for the development of the Northern Rivers Music Industry.

This is one of three Creative Industries Broker positions being advertised, with consultants also being sought to implement Regional Project Plans for the development of the Northern Rivers Design Industry and the Northern Rivers Screen Industry (Digital/Electronic Games).

1 BACKGROUND INFORMATION

The Northern Rivers Region of NSW has emerged as an important regional hub for arts and cultural development in Australia.

State Government research has found that the region has the highest creative industry employment growth in NSW - more than double the growth rate of Sydney, and the second highest “density” of creative workers per capita in the state after Sydney. (*NSW Government Report NSW Creative Industry: Economic Fundamentals, February 2009*)

Census data shows that there is a particularly strong representation of creative workers in the arts education, cultural festivals, design, music, screen industry and visual arts sectors.

The Northern Rivers Creative Industries Consortium was formed in 2006, with the specific goal of collaborating to support Creative Industry development.

Members of the Consortium include representatives from Arts Northern Rivers, Northern Rivers Conservatorium, Northern Rivers Performing Arts (NORPA), Northern Rivers Screenworks, Northern Rivers Tourism, Northern Rivers Writers Centre, North Coast Entertainment Industry Association (NCEIA), Regional Development Australia - Northern Rivers, Southern Cross University, TAFE and the Regional Gallery network.

In 2008, Arts Northern Rivers and the Consortium commissioned Brisbane based consultants, Positive Solutions, to produce a regional Arts and Creative Industries strategy.

The Strategy provides a framework for stakeholders to work together to realise the potential of the creative industries in the region.

Arts Northern Rivers and the Consortium have already progressed two of the priority actions from the Strategy – the development of an Indigenous Arts Business Centre, and the formation of a multi stakeholder Creative Industries Education and Training Round Table.

The next steps to support industry and employment growth in the region include:

- The development of a Creative Industries Marketing Consortium;
- Appointment of Creative Broker positions to facilitate linkage to markets, particularly in the sectors of design/fashion, music and digital media/games, and;
- The development of an arts portal to enhance the arts and creative industries’ web presence.

The appointment of three Creative Industries Brokers in 2010 has been supported through funding from Arts NSW, Regional Development Australia - Northern Rivers, and Industry and Investment NSW.

2 MUSIC CONSULTANCY SUMMARY

The Consultant will work with Arts Northern Rivers and a Steering Committee comprising members of the Northern Rivers Creative Industries Consortium, to implement a Project for the development of the Northern Rivers Music Industry – see 10 below.

This is a short-term contract appointment, with all project outcomes to be achieved by March 31, 2011.

The Consultant's key role will be to facilitate linkage to markets for local Music Industry practitioners and producers, by brokering new relationships between these practitioners/producers and local, national and international market/ industry partners.

The Consultant will be responsible for managing the Project, working as part of a team with two other Creative Industry Brokers, under the supervision of the CEO of Arts Northern Rivers, and a Project Steering Committee of the Northern Rivers Creative Industries Consortium.

The Consortium is a key resource and advisory body for the Broker positions.

3 POSITION TITLE

The Consultant will be appointed to the temporary position of Arts Northern Rivers' Creative Industries Broker – Music.

4 PERIOD OF ENGAGEMENT

The contract will commence as soon as possible, with all project outcomes to be achieved by March 31, 2011.

5 PLACE OF WORK

The Consultant will be based at the Arts Northern Rivers office in Alstonville, and in Consultant's own office.

6 HOURS OF WORK

The hours of work will be negotiated with the CEO of Arts Northern Rivers, allowing for peak periods of activity in the delivery of the project outcomes.

7 REPORTING AND RELATIONSHIPS

The contract will be between Arts Northern Rivers and the Consultant. The Consultant will report directly to the CEO of Arts Northern Rivers, and to monthly meetings of a Creative Industries Brokers Project Steering Committee.

8 TERMS OF ENGAGEMENT

A budget of \$20,000 (plus GST) is available as the Consultant fee. Payment terms will be negotiated based on an agreed Work Plan, and achievement of Key Performance Indicators. A limited budget is available to support delivery of Key Project Outcomes – see 11 below.

9 CONTRACT

The Consultant will be required to enter into a contract with Arts Northern Rivers. The Consultant is expected to carry the legal insurance for a self-employed contractor under the NSW Work Cover Act, and to cover relevant Federal and State taxes. Fees shall clearly determine the Goods & Services Tax in Tax Invoicing.

10 THE NORTHERN RIVERS CREATIVE BROKERS PROJECT, MUSIC INDUSTRY PROJECT PLAN

A preliminary Project Plan for the Northern Rivers Creative Brokers Project, Music Industry element has been developed and is presented below, to provide terms of reference for the application process.

The final project plan will be negotiated with the successful Consultant.

The critical requirement is to meet the project outcomes within the defined time period.

Draft Music Industry Project Plan:

- Collect background information on the Music sector in the region in order to map current activity;
- Organise and promote consultative meetings with Music practitioners and groups to establish need;
- Develop a Music Industry database, with a comprehensive list of local practitioners/producers;
- Liaise with key Music Industry personnel, locally, nationally and internationally, as well as community, government and non-government organisations and media;
- Add Music Industry contacts to database, including key personnel from community, government and non-government organisations;
- Organise and promote two high profile Music Industry events, relevant to local practitioners, including an Industry Forum and Incubator;
- Utilise these events to broker new market/industry links and opportunities for local Music practitioners/producers;
- Manage and administer all aspects of the above, including budgets;
- Source sponsorship in kind for these events, to cover venue and technology costs;
- Keep documentary records of all activities including media monitoring and photographic records;
- Work with the Creative Industries Coordinator and the other two Creative Industries Brokers to ensure the Creative Industries Project as a whole maintains a high profile in local media including in the Arts Northern Rivers newsletter and website;
- Assist the Creative Industries Coordinator by sourcing and developing Music Industry content for a new Northern Rivers Creative Industries Portal website;
- Provide advice and referral services to individual practitioners throughout the Project period;
- Report to Arts Northern Rivers CEO and the Project Steering Committee on a regular basis (prepare narrative and financial reports);
- Write and present a final report on the project, its outcomes and the state of the Music Industry sector in the region, at completion of project (a report template will be developed to ensure consistent reporting across all three Creative Industry Broker projects);
- Work with Arts Northern Rivers' CEO to assist with funding acquittals.

11 KEY PROJECT OUTCOMES AND DELIVERABLES

The following outcomes and deliverables must be achieved within the project period:

- Comprehensive database of local Music practitioners/producers and local, national and international Music Industry contacts – including community, government, non-government organisations and media;
- Survey/mapping document of Northern Rivers region Music Industry activity;
- Local Music practitioner/producer needs assessment report;
- Major Music Industry Forum to meet practitioner/producer needs;
- One day Music Industry Incubator to provide intensive development for selected Music practitioners/businesses;
- Linkage to markets for local Music Industry practitioners/producers, including new relationships between practitioners/producers and local, national and international market/ industry partners;
- Event sponsorship, to cover venue and technology for Forum and Incubator;
- Final 'State of Industry' report;
- Media archive including original copies of all print media achieved, recorded copies of all radio and television media and links to all online media;
- Photo archive showcasing the project, all images saved as jpegs, min 300dpi 4MB files, suitable for use in printed documents, plus signed release forms;
- Inquiry record listing all practitioners offered advice and support;
- Final project report, in accordance with template provided.

A Work Plan with Key Performance Indicators will also be negotiated.

12 CONFIDENTIALITY

The appointed Consultant will be required to sign a confidentiality agreement. All information arising from the consultancy will remain confidential unless or until released by a decision of Arts Northern Rivers. The Consultant will protect and respect the confidentiality of all information at all times.

The contents of the project will be treated as 'commercial in confidence'. No information is to be passed on to any party or person outside the Consultant's organisation without prior authorisation. Persons involved in the project who may need to come in contact with project information are bound by confidentiality and may also be required to sign a confidentiality agreement.

13 COPYRIGHT AND INTELLECTUAL PROPERTY

Copyright of all information and output from the project, including all intellectual property arising from the Consultants' work, will vest jointly in Arts Northern Rivers and relevant funding bodies.

14 SELECTION CRITERIA

Please address all of the Selection Criteria below, in Part 2 of your application.

Essential

- Knowledge and experience of the Music industry, including established contacts;
- Proven project management experience, including reporting against Work Plans and KPIs, working within budgets and meeting deadlines;
- Excellent relationship management skills with demonstrated ability to foster commitment and cooperation;
- Proven brokering skills, including the ability to facilitate new relationships/partnerships and market linkages;
- Excellent communication and interpersonal skills, including live presenting and media/PR experience;
- Proven event management experience, including achieving sponsorship and managing sponsor services;
- Excellent research, writing and reporting skills, including the preparation of reports to publication standard;
- Personal computer and mobile telephone;
- Full drivers license and vehicle;
- ABN and all required insurances.

Desirable

- Local knowledge of the Northern Rivers region.

15 APPLICATION ASSESSMENT

Applications will be assessed by a Steering Committee comprising members of the Northern Rivers Creative Industries Consortium, based on the following criteria:

- The applicant's response to the Selection Criteria;
- The applicant's experience, capability and reputation;
- The applicant's vision for achievement of outcomes;
- The applicant's proposed approach and method;
- Expected effectiveness, efficiency and value for money
- The capacity to undertake the required work to a suitable standard within the budget and time available.

16 HOW TO SUBMIT

Your Expression of Interest Submission should include the following information:

- A profile of the Consultant/consultancy, including curriculum vitae (applicant organisations please provide a curriculum vitae for the key staff person who will work on the project);
- A response to the Selection Criteria - see 14, above;
- An indication of the Consultant's appreciation of the task;
- An indication of the outcomes anticipated;
- Details on the framework and methodology to be used to undertake the work, including if appropriate, a range of options/approaches;
- An indication of a delivery schedule, including the number of days per week that the Consultant would dedicate to the Project and be available for industry consultation.
- An indication of where the Consultant would prefer to be based, including how many days per week at the Arts Northern Rivers office.

Send applications by email to Julie Clark, Arts Northern Rivers, julie@artsnorthernrivers.com.au.

Applications close 12pm Monday May 17.

For more information please contact Julie Clark on 02 6628 8120, or email julie@artsnorthernrivers.com.au.