



TOWN OF
VICTORIA PARK

Pop up Street Performers

Expression of Interest



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WE'RE OPEN
VIC PARK

Section 1

Acknowledgement of Country

We acknowledge the traditional custodians of this land and respect past, present, and emerging leaders, their continuing cultural heritage, beliefs, and relationship with the land, which continues to be important today.

Snapshot of the Town of Victoria Park and events

The Town of Victoria Park is situated 10 minutes from Perth CBD, on the south side banks of the Swan River and is centred around the unique and lively Albany Highway café, restaurant, and retail strip. The Town is home to a thriving and culturally diverse community with a rapidly growing population of 38,000.

The Town is currently calling for local street performers, artists, and musicians through Expression of Interest Application to take part in the exciting inaugural 23/24 Summer Season Pop Up Street Performance campaign.

This campaign, like all Town event programming, will be used to promote the Town's 'Vibrant lifestyle' and its vision for the future to foster a creative, attractive, friendly, and environmentally sustainable place for members of the local community to live, work and play.

Alignment to Events Strategy / Place activation

To ensure the Pop-Up Street Performance campaign is successful, its delivery will be underpinned by the aspirations and objectives of the Town of Victoria Park's Events Strategy 2022–2026 which are to:

- Provide an events program that is content diverse, supports social equity, and is geographically spread across the municipality.
- Connect local arts and cultural development with event programming.
- Align the strategy and resourcing for events to the Strategic Community Plan 2022–2032.
- Support communities in Vic Park to deliver inclusive, well managed and safe events.
- Develop audiences and promote events, bringing new audiences and offerings.
- Assist events to be financially viable, environmentally, and economically sustainable and continue to evolve successfully.
- Seek partnerships and opportunities that will support a vibrant events program.

Project Purpose

The Pop-Up Series is intended to showcase business and community precincts within the Town through a range of activations. The performances should align to the Town's vision for events (identified in the Events Strategy) that it is 'Loved, Local and Alive', and should be fun, vibrant, and creative.



Program Objectives

The Pop-Up Series seeks to:

- Activate Town precincts through arts, cultural and entertainment offerings.
- Deliver outdoor performances at Town precincts between November 2023 and March 2024.
- Use events and pop-up activities to promote that 'there is always something on' in Vic Park.

Calling all local street performers and musicians

The Town welcomes expressions of interest from local performers and emerging artists that can provide activities and performances aligning to the project objectives. Let us know what you can do that will showcase Vic Park and your unique talents.

Permitted forms of performance:

- Instrumental (single and or multiple instruments)
- Live performance, including but not limited to singing, dancing, acrobatics, juggling, magic, comedy, stilt walking or living statue acts
- Lighting projections
- Visual street art such as chalk, floral, sand, and temporary sculpture installations

Performances not permitted:

- Fundraising, events, promotions, surveys, or advertising even if it involves an element of performance
- Events or promotions (including those containing performance elements)
- Spruiking, Religious, street preaching and or political rallying
- Vendors of any kind (including stallholders, fabricated artwork or other merchandise or wares)
- Tarot card reading, palmistry or fortune telling
- Face or body painting including henna or temporary tattoo applications
- Performances where animals are involved in any part of the performance
- An activity defined as 'trading' as outlined in 5.1 Trading in Thoroughfares and Public Places
- Performance that uses single use plastics E.g., Balloon art/ twisting, releasing of confetti canisters etc



Section 2

Performance locations, logistics and timeframes

The following locations have been chosen to ensure various business and community precincts are activated across the Town

- 1 Bidi Walk (IGA Laneway, Albany Highway, East Victoria Park)**
 - Thursday & Friday nights, weekends
 - Infrastructure: power available
- 2 The Haven (Corner of Canterbury Terrace and Albany Hwy, East Victoria Park)**
 - Thursday & Friday nights, weekends
 - Infrastructure: must be self sufficient
- 3 Lathlain Place and Rayment Park (Between McCartney Crescent and Howick Street, Lathlain)**
 - Sunday mornings from 9am-11am
 - Infrastructure: Power at Rayment Park and Lathlain Place
- 4 Gallipoli Street (Corner of Howick Street, Lathlain)**
 - Saturday mornings
 - Infrastructure: must be self sufficient
- 5 Isaiah Corner (Corner Albany Highway and Kent Street, East Victoria Park)**
 - Thursday & Friday nights, weekends
 - Infrastructure: must be self sufficient
- 6 Victoria Park Post Office (Corner of Albany Highway and Duncan Street, Victoria Park)**
 - Saturday mornings
 - Infrastructure available: must be self sufficient
- 7 Archer Street (section near Planet Street, Carlisle)**
 - Thursday & Friday nights, weekends
 - Infrastructure available: must be self sufficient
- 8 John Macmillan Park (Amphitheatre along Sussex Street, East Victoria Park)**
 - Friday afternoons, after school pick up
 - Infrastructure available: Power available
- 9 Westminster Street (Corner of Albany Highway, East Victoria Park)**
 - Fridays and weekends
 - Infrastructure available: must be self sufficient
- 10 Albany Highway, between Duncan Street and Teddington Street (Causeway end of Albany Highway)**
 - Thursday & Friday nights, weekends
 - Infrastructure available: must be self sufficient
- 11 Etwell Street Town Centre, between Northampton Street and Riverview Road**
 - Saturday mornings
 - Infrastructure: must be self sufficient
- 12 St James Town Centre, Albany Highway, between Alday Street and Hillview Terrace (Welshpool end of Albany Highway)**
 - Thursday & Friday nights, weekends
 - Infrastructure: must be self-sufficient



BURSWOOD PENINSULA

BURSWOOD STATION

BURSWOOD SOUTH

LATHLAIN

VICTORIA PARK

CARLISLE

EAST VICTORIA PARK

ST JAMES

WELSHPOOL INDUSTRIAL AREA

CURTIN UNIVERSITY & BENTLEY

OATS ST STATION

WELSHPOOL STATION

10

6

8

5

2

9

1

3

4

3

7

11

12

GREAT EASTERN HWY

BURSWOOD RD

SHEPPERTON RD

BERWICK ST

KENT ST

JARRAH RD

HILL VIEW TCE

ALBANY HWY

RUTLAND AVE

ARCHER ST

ORRONG RD

ROBERTS RD

VICTORIA PARK DRIVE

KENT ST

Section 3

How to Apply

Performers are requested to submit an online **Pop-up Street Performance EOI Application Form** accompanied by a short audition video (maximum of 60 seconds), two photos of their performance set up, with one supporting professional referee and a quote for proposed act / artistic installation.

The expression of interest (EOI) period will open in October 2023 and remain open until February 2024 with a showcase of the Pop-Up performance acts to be launched at the Town's premier event, the Summer Street Party on Saturday 25 November. The Town will contact successful applicants prior to this event, to discuss availability and performance time options.

Application Requirements

Applications will be assessed by the Town's Place Team and Performance slots will be awarded based on the following:

Applicant has submitted a complete online **Pop-up Street Performance EOI Application Form**

- Applicant has provided a short audition video featuring an element of the performance or visual art installation content (Maximum of 60 seconds).
- Supply two photos of the work (showing set up if applicable).
- Applicant has provided a link to their website or social media platforms such as Facebook and Instagram (where available).
- Performance is suitable for the public place and adheres to the Terms and Conditions included in this EOI document.
- Applicant provides a quote for performance/artistic installation that includes a breakdown of the total fixed performance fee, an hourly performance rate and GST component.



Application Assessment

Applications will be assessed based on the following essential selection criteria:

Essential Selection Criteria

The following criteria is relevant to all performances and must be demonstrated by the application.

The application in its entirety provides evidence of a rehearsed act/established visual art practice ensuring:

- The performance/artwork is appropriate for public space (no offensive language or behaviour).
- The performance/artwork does not involve political or religious rallying, advertising, or canvassing. The performer/artist is well presented, their set-up is neat and suitable for public space.
- Equipment and materials used are appropriate for public space.

Additional Selection Criteria

The below are non-essential criteria.

Additional assessment points will be allocated to applications that meet these criteria.

- The application shows performance skills and a developed repertoire (the performer delivers a wide variety of songs/material).
- The application provides evidence that the performer, performance, or artwork possesses a unique quality or can entertain and engage an audience.

Please note: Submitting a Pop-up Street Performance EOI Application does not guarantee performance selection.

Notification of Successful and Unsuccessful Applications

Applicants will be notified via email of the outcome of their application within 14 days of submission.

Please note: a hard copy of the Pop-Up Street Performance EOI Application is available on request during office hours at the Town's Administration Building, 99 Shepperton Road Victoria Park.

Induction Meeting

A pre-performance induction meeting will be scheduled between the Town and the successful performers prior to the Summer Street Party showcase event and the Pop-Up Street Performance program season commencing. At this meeting, the Town event staff will assist with any queries you may have as well outline any expectations the Town has on the provision of a successful and professional campaign performance. Performers are required to **complete the Town's online induction** prior to the first day of act.



Section 4

Terms and Conditions

General guidelines and conditions for the Pop-up Series may include but are not limited to the following:

Permission required to perform

Permission to perform must be given by the Town of Victoria Park for all performances as part of the Pop-Up Street Performers Program.

Age restrictions

A person under the age of 14 years must be supervised by a parent or guardian at all times and is not permitted to perform:

- a. during school hours on school days; or
- b. between 7pm and 6am on any day.

People under the age of 14 who wish to perform as part of a group will be required to apply for their own permit and a parent/guardian will be required to accompany the applicant to the Town of Victoria Park to complete a Consent Form prior to the permit being issued.

Obligations of the performer

The performer must not in a public place:

- Use fire or any weapon or object with sharp edges.
- Perform any act that endangers the safety of the public.
- Perform any act of cruelty to an animal.
- Act in an offensive or obscene manner.
- Place, install, erect, play or use any musical instrument or any device which emits music or amplified sound, including a loudspeaker or an amplifier – other than in the permitted area and unless the musical instrument or device is specified as per the agreed performance.
- Solicit money from members of the public by approaching individuals requesting money.
- Perform wearing dirty, torn, or ragged clothing.



Breach of Agreement and Guidelines

- The Town has a responsibility to monitor performance activities in the public place, including ensuring that permit conditions are consistently maintained. Prior to any performances the Town will liaise with local businesses to ensure clear expectations are set on the Pop-Up Performance arrangements.
- In the interests of creating and maintaining a lively, safe and entertaining community environment, the Town encourages self-regulation of performance activities.
- Performers are expected to work co-operatively and take responsibility for managing performance spaces and to solve disputes and complaints at a local level.
- If a mutually acceptable resolution cannot be found, the performer should contact the on-duty Events Officer.

Cancellation by the Town of Victoria Park

- In case of inclement weather or issues requiring postponement/cancellation, the performer should contact the on duty Place Activation Officer who will liaise with the performer and Manager Place. Cancellation conditions will align to those outlined in the performance agreement.

Safety/Risk management

The Pop-Up Performances should not adversely affect public safety, pedestrian traffic or the amenity of a public space for Town precincts. Locations have been selected and risk assessed as they near shopping precincts and cafés/restaurants which provide good passive surveillance and safety for performers.

Performers should make sure that their personal safety and that of the audience are maintained throughout their performance. If there are any safety concerns the performer should contact the on-duty Place Activation Officer immediately and remove themselves from the situation. If case of an emergency the performer should call 000.

Pedestrian access & audience management

- Performers are responsible for maintaining pedestrian flow and public amenity at all times.
- Performers must ensure free and safe access for pedestrians along pathways or thoroughfares near the performance site. Performers should ensure that their audience do not block doorways, business entrances, dining areas, fire escapes, bus stops, train station entrances and access to other amenities.
- Wheelchair access around a site must be maintained at all times. To enable unobstructed access and safety for people who are visually impaired, performing against the building line is not permitted.
- Performers must not perform within a minimum of three metres of a road intersection including any pedestrian crossing or traffic signals.
- Where necessary, performers must publicly announce and direct crowds either before and/or during the performance to maintain essential access clearances as indicated above.



Amplification

Sound from performing in the public space has the potential to disrupt business trading, affect workplace performance and detract from public amenity. Even though on-street sound from performances contributes to the vibrancy of the Town, it can be the cause of great discomfort for others when it is excessive.

Amplification is permitted while performing in the Town in order to balance the needs of a performer to be clearly heard against the reasonable amenity expectations of passers-by or people living or working in proximity.

Amplification enables performers to:

- Save their voices from strain and damage.
- Amplify quieter instruments which are not easy to hear above ambient sound levels.
- Supply a backing track which provides rhythmic assistance, musical accompaniment or music backing for street theatre performances.

Amplification will only be permitted with battery powered devices. Mains powered amplification is strictly prohibited. Generator powered batteries are prohibited.

Noise

Sound from performance activities has the potential to disrupt business trading, affect workplace performance and detract from public amenity. While street performance can enhance the vibrancy of the public realm, it can also cause discomfort to others in the area if it is excessive.

Performers are responsible for ensuring that the volume of their performance is maintained at an acceptable level. The volume should be appropriate for an audience viewing the performance from up to three metres away and should not be intrusive above background levels to the degree that a passer-by would need to strain their voice to be heard over the sound.

Performers are entrusted to monitor their own sound levels and adjust the volume of their performance accordingly. If an authorised person requests that the volume of the performance be reduced, the performer must turn the volume down to an acceptable level immediately.

Duration of performance

Each performance will be between 1-2 hours in duration. Breaks should be agreed upon by performer(s) and Town staff and recorded in the Performance Agreement. Performances will be on Friday evenings or the weekends or as otherwise agreed with the Town.

Sale of media

The performer must not solicit the purchase of media or other products and materials during their performance. This includes the sale of any music, CDs, artwork or other media unless authorised by the Town prior to their performance.

Remuneration

Applicant is to provide a written quote to cover the cost of the nominated performance. The quotation price included in the Expression of Interest Application shall remain fixed for the duration of the Pop-Up Performance season (November 2023 – March 2024) and not be subject to any rise.

The performance quote must include a breakdown of the fixed performance fee, an hourly rate, and the GST component of the service, if applicable.

Electrical equipment

It is the performers responsibility to ensure all electrical cords/cables are tagged, tested and covered correctly and for the safety of all patrons passing through the performance location.

Any equipment used must be in safe working condition.

Insurance

The performer, musician and/or artist shall hold a current Public Liability Insurance Cover for not less than \$10 Million and shall indemnify the Town against any claims, damages, writs, summonses or other legal proceedings and any associated costs, expenses, losses, or other liabilities as a result of loss of life, personal injury or damage to property arising from an occurrence in or connected to the Pop-Up Performance Program.

The Public Liability Policy shall be with an insurer approved by the Australian Prudential Regulation Authority (APRA) as per their list of Insurers Authorised to Conduct New or Renew Business in Australia.

A copy of the Certificate of Currency to accompany Expression of Interest Application from and must contain adequate insurance coverage for the duration of the Pop-Up Performance season (November 2023 – March 2024).





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