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PART D – PROPOSAL RESPONSE SCHEDULES

RFP Number: CC202009

RFP Description: Creative Industries Co-working Hub for the

Edwardstown Employment Precinct



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SCHEDULE 1: FORMAL OFFER

I/We Amuse Event Lighting & Audio Visual (the "Respondent") on April 30th 2020 having read, understood and fully informed myself/ourselves/itself of the contents, requirements and obligations of the Request for Proposal, CC202009, Creative Industries Co-working Hub for the Edwardstown Employment Precinct, do hereby submit our proposal in the Response Schedules attached.

The Respondent:

- 1. is subject to the terms and conditions set out in the Conditions of Proposal;
- 2. irrevocably offers our Proposal on the terms of the Brief which forms part of the RFP Documents subject only to the variations set out in Schedule 3; and
- 3. holds this offer open and capable of acceptance by the Council for a period of 90 days from the closing date.

The person signing warrants that they have the authority to complete, sign and submit this Tender on behalf of the Respondent.

2
Signature of Witness
Susan Lyon
Name of Witness
Director
Position



SCHEDULE 2: RESPONDENT'S DETAILS

1.	Name of Respondent State in full the name(s) of the person(s) or the registered name(s) of the company(s) and trading names. ABN Number:	Amuse Event Lighting & Audio Visual Pty Ltd ABN: 64 619 764 733
	ACN Number:	ACN: 619 764 733
2.	Contact Person	
	Nominate a contact person for this tender to deal with any questions or queries that may arise.	
3.	Registered Address	Sam Balfour
4.	Postal Address	12B Konando Tce Edwardstown SA 5039
5.	Telephone	0407 726 549
6.	Fax	
7.	E-mail	info@amuselav.com.au
8.	Tender Conditions Respondent to sign that it has read and understood this RFT and Conditions of Tender specified therein.	Signature of Authorised Person Sam Balfour Name of Authorised Person



SCHEDULE 3: STATEMENT OF CONFORMANCE

Amuse Event Lighting and Audio Visual Pty Ltd through its representative, Sam Balfour, is of the belief that this RFP Response Schedule conforms to Tender CC202009.

AREA OF NON-CONFORMITY AND REASON	NC/PC/AO
Specification: N/A	
Proposed Conditions of Contract: N/A	



SCHEDULE 4: Overview of Proposed Operator

Amuse Event Lighting & Audio Visual Pty Ltd (Amuse) has assembled a team of creative and practical experts to steer the Edwardstown Creative Industries Co-working Hub:

Sam Balfour – Director, Amuse Event Lighting & Audio Visual.









As a creative business owner based in Edwardstown, Sam will be providing considerable business and financial management experience to the Activation. Since starting in 2016, Sam has grown Amuse from a small weekend wedding specialist to a well-regarded event business providing technical and creative services for activations, corporate events, conferences, training sessions, gala dinners and live events.

Along with this experience in events, Sam has worked as an AV integrator designing collaborative workspaces at SAHMRI, Flinders University, Adelaide University, SAPOL and secondary schools.

Amuse has continued to grow considerably across its journey and boasts a strong network of like-minded creative and event businesses. As a part of this growth Amuse has become the preferred supplier of venues such as Adelaide Hills Convention Centre, Glenelg Golf Club, Adelaide Skydeck, Glen Ewin Estate and Holiday Inn Express Adelaide.

Amuse is also featured on the City of Marion's "Making Marion" website.

Website: www.amuselav.com.au

Susan Lyon – Director, Amuse Event Lighting & Audio Visual.









Susan is an event professional with over ten years' experience both in Adelaide and Far North Queensland. Most notably, Susan was the Venue Manager of Cliftons Adelaide, a part of an international chain of training



venues. Cliftons also hosted a renowned annual national art prize with each site acting as a gallery for shortlisted artists.

Susan was also critical in the successful delivery of Australian Tourism Exchange Famil creative components in Cairns, where over 2000 delegates took in the Far North's very best across multiple styled venues.

The Creative Industries Co-working Hub's facilities will be managed by Susan, who will offer considerable administrative and facility management experience to the new Hub.

Instagram: @amuselighting

Laura Russell - Owner, Minty Mary Pea Event Styling and Prop Hire.









Laura is head stylist and owner of Minty Mary Pea, a boutique Event Styling and Prop Hire company. After completing an Advanced Diploma of Interior Design at TAFE SA, Laura started the business as a participant of the New Enterprise Incentive Scheme (NEIS) in 2015, and has maintained the business as a full-time venture for the past five years.

Minty Mary Pea's main client base is within the wedding industry, where Laura has developed strong industry links and become the preferred supplier to venues such as Al-Ru Farm, Sunnybrae Estate, and Marybank Weddings & Events. Laura's event design and styling work also extends to corporate events and festivals with local and national clients such as Mix 102.3 and Wine Machine.

Website: www.mintymarypea.com Instagram: @mintymarypeaevents

Monica Prichard - Placemaker and Installation Artist









Monica Prichard is an Installation Artist. Within her work she fuses her background and education in Visual Arts and Interior Architecture to create her very own distinctive style of art installations. Her artistic practice is led by the



idea of discovering new ways of engaging and creating interactions between art and the public. Her interest in how the public interacts with their surrounding environment has led her to a passion for placemaking and direct experiences in working with communities and a variety of councils, including City of Marion, to asses and facilitate insertions to lift and enliven spaces. Most recently Monica was employed by Adelaide Fringe as Artist Maker working with the Head designer of Adelaide Fringe to create and enhance the Fringe experience for the public. Website: http://www.monicaprichard.com/

Monica also owns and runs her own kids entertainment pop up business Dig A Dino. Dig-A-Dino is a new take on a classic childhood toy, the wooden flat pack dinosaur skeleton puzzles. Giant colourful puzzle pieces are buried within a ball pit, allowing kids to hunt for dinosaur bones and then piece their skeleton together like a palaeontologist, creating an interactive 3D puzzle play for all. Dig A Dino was born out of an art installation exploring how kids learn more effectively through play.

Facebook Page: https://www.facebook.com/digadino/

Belinda Piscino - Owner, Wild at Heart Flower Co









Belinda is the owner and creative director of both Bloom Flower Crowns and Wild at Heart Flower Co. Bloom Flower Crowns, a flower crown workshop party business for Birthday parties and celebrations such as Hen's Days and Baby Showers was created by Belinda in 2017. Along with hosting the party workshops Belinda makes custom orders for weddings and special events.

Belinda also has a popular bell tent for hire that she sets up for flower crown parties with rugs, cushions and accessories. Flower crowns have proven to be very popular with Belinda needing to employ one or two casual contractors most weekends during the warmer months to host flower crown workshop parties.

Wild at Heart Flower Co. a wedding and special event floristry business was started by Belinda in early 2019. Belinda specialises in a rustic, boho, free form style of floristry. She likes to use a mix for fresh, dried and preserved flowers and foliage in her arrangements which range from bouquets and buttonholes to large scale hanging installations and floral backdrops.

Websites:

https://www.bloomflowercrowns.com.au/ / www.wildatheartflowerco.com.au Instagram: @bloomflowercrowns / @wildatheartflowerco



SCHEDULE 5: Respondent's Expertise aligning to the purpose and objectives of project

The steering committee for the Creative Industries Co-working Hub brings together a strong entrepreneurial track record, experience in creative industries and a proven history of building a number of self-sustaining and growing businesses.

We are a creative collective of artistic freelancers hailing from a diverse range of industries looking for a multi-concept space to expand our community and placemaking aspirations. We are seeking a new space that will not only house and enable us to grow our individual businesses by acting as a Studio/ Office/ Workshop space but it will allow us to expand our practice into the community and public realm.

What is unique about our creative collective is that we are not only artists and creatives. We each own and operate our own business giving us skill sets and contacts across a broad spectrum of creative industries from running large events and community workshops, to creating large scale public installations. This puts us in a distinctive position to foster opportunities for collaboration, growth and connection within the wider community.

The initial collective comprised of Laura Russell (Minty Mary Pea), a weddings/events stylist and designer, Monica Prichard an Installation Artist with a practice focused on placemaking and community, Belinda Piscino (Bloom Flower Crown & Wild at Heart Flower Co.) is a weddings/events florist with a speciality in flower crown workshops.

We have been running as a creative collective in a Studio space in Hindmarsh now for 2 years. The backbone of our collective is our belief that innovation and growth is a result of combining multiple different forces, ideas and varied perspectives. We have already experienced a taste of this through the connectivity of our very different businesses within our current space.

Amuse Event Lighting and Audio Visual has been added to this collective, as Amuse adds the considerable business and facility management experience needed to grow the Hub into a significant contributor to the local economy.

Amuse is made up of Sam Balfour and Susan Lyon, who have a collective 25 years of experience in facility operations, business development and financial management. Their business has grown rapidly not only through providing memorable events but also the willingness to promote heavily through social media channels to build brand awareness as well as the desire to continually build on its network of industry partners. Our adaptation of technology in creative streams is a noted strength of the business.

We are excited to find a new location for our collective and look forward to the potential collaboration opportunities with other businesses in the area, both creatively and for manufacturing and materials for our prop building and design projects. We currently work with local businesses at our location in Hindmarsh,



where Laura uses industrial waste such as timber off-cuts from neighbouring kitchen cabinet businesses and the local salvage yard to build new props, restore vintage treasures or upcycle items otherwise destined for landfill. Monica uses a range of recycled materials for her creative projects for local councils and her craft workshops. We've also used these materials to renovate and fitout our communal studio space.

We know our collaborative nature and aims of public engagement would intensify through securing a space in Edwardstown, and we are excited to encourage and facilitate this with other businesses in the area. Our vision is to establish a creative platform beyond our current reach, sharing the support, knowledge and collaboration across the wider community.

We view the creative industries as integral to the local economy, and our shared passion is amplified through collaboration, and this is why we are seeking to grow our collective in a shared space.



SCHEDULE 6: Task Appreciation

For a functional multi-purposed space to be of significant benefit to the community, we would be seeking a warehouse / sawtooth property between 400m² and 700m².

Ideally this property will be located close to both Castle Plaza and South Road to maximise exposure to the community however it is noted that commercial property along South Road attracts a more premium rent and this will need to be factored into the project's long term viability. The property should be open concept with secure storage and an emphasis on introducing natural light.

To kickstart the recruitment of the Creative Industries Co-working Hub, Minty Mary Pea, Monica Prichard and Wild at Heart Flower Co will be renting space in the new facility (approx. 190m² total). This will mean that three established organisations will be calling Edwardstown home from the project inception.

As part of the fit out, Amuse Event Lighting & Audio Visual will install high grade event technology to ensure the space is multipurposed for events, digital content recording and streaming to multiple social media platforms. This will help artists, creators and entrepreneurs reach a wider audience and build their market reach. Additionally, as a specialist lighting designer, we will upgrade all lighting as a part of the fit out to ensure the space is effectively illuminated. Exterior lighting will be included to ensure the space stands out.

The Hub will seek to have a broad mix of creatives, from artists through to entrepreneurs utilising the space regularly, with casual use of multipurpose space made available to the wider community.

For artists, we will be offering spaces for short to long term hire that are $12m^2$. For entrepreneurs, we will be providing hot desk and office areas with similar hire durations. Kitchen and amenities will be built in and small meeting spaces will be included to ensure all residents are able to grow commercially. 3 phase power will also be sought to ensure work areas have sufficient power reticulation.

In addition to this, we are proposing the creation of a multi purposed and versatile event space that will boast the following:

- no less than 50m² for workshops, exhibitions and presentations
- full audio visual specification for events in the space, supplied by Amuse.
- Capability for streaming and recording to maximise community engagement through live workshops and recorded content for social media.

A gallery space will also be created to ensure that creatives using the Hub will have an opportunity to curate their work for the community. Opening nights and other events will be coordinated by the team at Amuse.



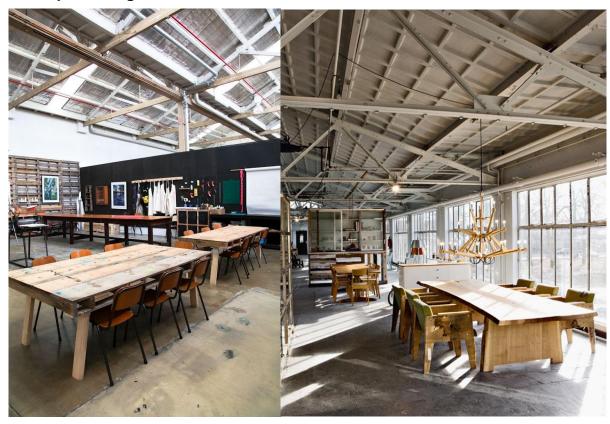
If space permits, a garden should be included and maintained by volunteers from the community, with garden beds and features to be repurposed industrial waste from businesses located in Edwardstown.

Social media and engagement through City of Marion will be a focus to ensure the maximum community engagement, as we see brand awareness as the most critical to establish. A café will also be considered if foot traffic is sufficient.

Following the included conceptual images, we have created the business plan's initial financial modelling based on a 400m² property with a rental price of \$110/m² per annum. Occupancy (annualised) is based on 25% in year one, 60% in year two and 70% in year three. Profitability without seed funding will occur in year four, as per gross profit predictions in the third year of operation.

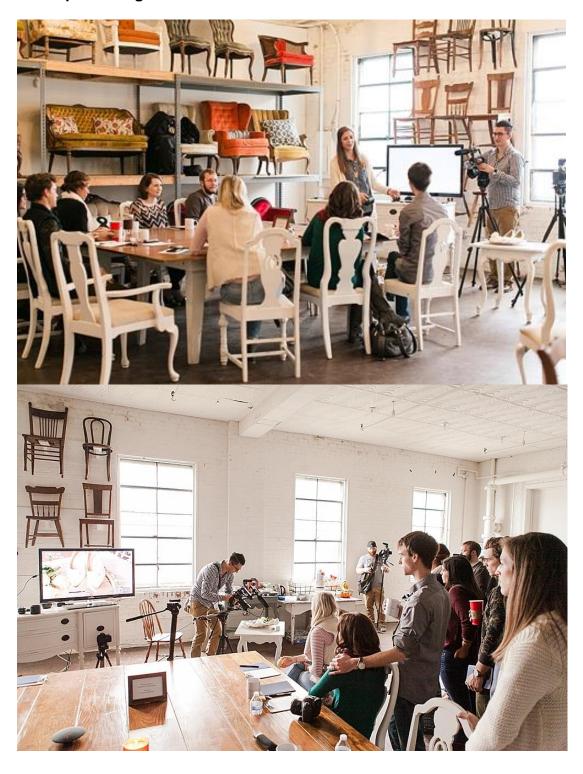
Rental rates of artist and hot desk spaces is based on local industry equivalents for spaces of such sizing. Modelling has also assumed full seed funding as per the tender brief.

Conceptual Images:





Conceptual Images:





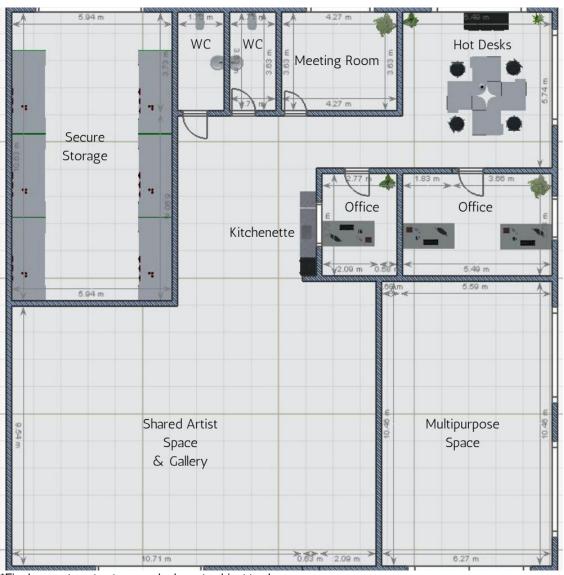
Conceptual Images (Exterior):

We propose to create a building exterior that engages with the wider community, in collaboration with local artist(s). To extend this concept further, Amuse would contribute lighting effects to maintain an impact after dark in a way that interacts with the building's character and the artwork on a new level, exploring shapes and shadows to create a secondary artwork in itself.





Example Floor Plan*:



^{*}Final property not yet secured – layout subject to change



Financial Modelling:

Based on Venue Size (m2):		400				
Artists Allocations		10				
Artist Allocation Total (m2)		120				
Artists Cost (per month)	\$	260.00				
Hot Desk Allocations		8				
Hot Desk Allocation Total (m2)		32				
Hotdesk Cost (per month)	\$	195.00				
Revenue FY Ending		2021		2022		2023
Seed Funding	\$	35,000.00	\$	35,000.00	\$	35,000.00
Allocation Rental	\$	7,800.00	\$	18,720.00	\$	21,840.00
Event Space Rental	\$	1,200.00	\$	5,000.00	\$	9,000.00
Hot Desk Rental	\$	4,680.00	\$	11,232.00	\$	13,104.00
Rent - Minty Mary Pea	\$	8,375.00	\$	12,500.00	\$	12,500.00
Rent - Wild at Heart	\$	3,216.00	\$	4,800.00	\$	4,800.00
Rent - Monica Prichard	\$	1,742.00	\$	2,600.00	\$	2,600.00
Other Revenue (Café, etc)	\$	1,250.00	\$	4,500.00	\$	7,500.00
Total Revenue	\$	63,263.00	\$	94,352.00	\$	106,344.00
Cost of Operations FY Ending		2021		2022		2023
	<u></u>		<u> </u>		4	
Rent - Outgoing	\$	26,400.00	\$	2022 44,000.00	\$	2023 44,000.00
Rent - Outgoing Fitout	\$		\$	44,000.00	\$	44,000.00
Rent - Outgoing Fitout Repairs and Maintenance	\$ \$	26,400.00	\$ \$	44,000.00 - 2,000.00	\$ \$	44,000.00 - 2,000.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning	\$ \$ \$	26,400.00 18,500.00 - -	\$ \$ \$	44,000.00 - 2,000.00 300.00	\$ \$ \$	44,000.00 - 2,000.00 300.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal	\$ \$ \$	26,400.00 18,500.00 - - 400.00	\$ \$ \$	44,000.00 - 2,000.00 300.00 800.00	\$ \$ \$	44,000.00 - 2,000.00 300.00 800.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity	\$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00	\$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00	\$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water	\$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00	\$ \$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00 800.00	\$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00 800.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates	\$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00 1,500.00	\$ \$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00	\$ \$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse	\$ \$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00 1,500.00 5,377.36	\$ \$ \$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 8,019.92	\$ \$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse Security	\$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00 1,500.00 5,377.36 1,320.00	\$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 8,019.92 840.00	\$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24 840.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse Security Internet	\$ \$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00 1,500.00 5,377.36 1,320.00 480.00	\$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 8,019.92 840.00 960.00	\$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24 840.00 960.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse Security Internet Insurance	\$ \$ \$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00 1,500.00 5,377.36 1,320.00 480.00 900.00	\$ \$ \$ \$ \$ \$ \$	44,000.00 - 2,000.00 300.00 800.00 1,600.00 8,019.92 840.00 960.00 1,700.00	\$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24 840.00 960.00 1,700.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse Security Internet Insurance Marketing	\$ \$ \$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00 1,500.00 5,377.36 1,320.00 480.00 900.00 700.00	\$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 8,000.00 8,019.92 840.00 960.00 1,700.00 1,200.00	\$ \$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24 840.00 960.00 1,700.00 1,200.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse Security Internet Insurance Marketing General Expenses	\$ \$ \$ \$ \$ \$ \$ \$	26,400.00 18,500.00 400.00 800.00 400.00 1,500.00 5,377.36 1,320.00 480.00 900.00 700.00	\$ \$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 8,019.92 840.00 960.00 1,700.00 1,200.00 2,500.00	\$ \$ \$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24 840.00 960.00 1,700.00 1,200.00 2,500.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse Security Internet Insurance Marketing	\$ \$ \$ \$ \$ \$ \$	26,400.00 18,500.00 - - 400.00 800.00 400.00 1,500.00 5,377.36 1,320.00 480.00 900.00 700.00	\$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 8,000.00 8,019.92 840.00 960.00 1,700.00 1,200.00	\$ \$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24 840.00 960.00 1,700.00 1,200.00
Rent - Outgoing Fitout Repairs and Maintenance Cleaning Rubbish Disposal Electricity Water Council Rates Management Fees - Amuse Security Internet Insurance Marketing General Expenses	\$ \$ \$ \$ \$ \$ \$ \$	26,400.00 18,500.00 400.00 800.00 400.00 1,500.00 5,377.36 1,320.00 480.00 900.00 700.00	\$ \$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 8,019.92 840.00 960.00 1,700.00 1,200.00 2,500.00	\$ \$ \$ \$ \$ \$ \$ \$ \$	44,000.00 2,000.00 300.00 800.00 1,600.00 800.00 3,000.00 9,039.24 840.00 960.00 1,700.00 1,200.00 2,500.00



SCHEDULE 7: LEGAL AND COMPLIANCE

The Respondent must provide the following information:

Responsible Person

The Respondent must provide a copy of a police clearance or be prepared to undertake a police clearance or state that there are no known inhibitors to gaining and maintaining the certification.

All members of the collective will provide valid police clearances.

Legal

The Respondent must provide a statement indicating they are not subject to any current or impending legal action (either formal proceedings or notification of legal action), contractual obligations or other competing investments that could impact on the financial viability or the delivery of their obligations of the agreement with Council.

The Managing Company, Amuse Event Lighting & Audio Visual is not the subject of any impending legal action. Amuse has no conflicts of interest with relation to the Creative Industries Co-working Hub.

Risk Assessment

The Respondent must identify and assess the risks and opportunities inherent in the operation of their proposal.

Risk Identified	Measures Taken
Initial low occupancy of space	 Financial viability model based on 25% occupancy in year one with gradual increase factored in thereafter. Initial occupants sought and confirmed to rent space (the Collective)
Negative effects from COVID-19	 Low initial event revenue considered in financial modelling Revenue model initially geared towards rental of artist spaces Streaming capability included in multipurpose space to enable workshops to continue
Lack of available rental stock near Castle Plaza to influence community engagement	 Strong social media and web presence to be sought Collective networks to be utilised to raise brand awareness



Risks associated with the general financial viability of the space	 The approach to modelling has been a conservative one based on the assumption that rent will be at the higher end of Edwardstown's average. Financial viability has been tested against lower occupancy and low event revenue in FY2021
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Opportunities Identified	Considerations Made
The provision of a truly multipurposed space	 The event space will host a full AV specification to enable live presentations, streaming and recording for social media The space will be a blank canvas to ensure a variety of uses by the community The space will be made available for extended hours to suit all employment and event types
The opportunity to partner with City of Marion	 The City of Marion has strong community engagement and will help promote the space The Hub will utilise promotional and business mentoring channels to increase its brand awareness The Hub will act as physical space for programs that City of Marion wish to activate in Edwardstown
Additional revenue streams outside of renting creative spaces	 A full compliment of AV services positions the space well as a training venue for local businesses. The Collective will work with contacts at Adelaide Fringe as they prioritise digital delivery Liquor licensing will be explored so that opening nights and events can safely provide alcohol to guests as a revenue stream. Café facilities will be assessed if volume of foot traffic is sufficient
Lack of like spaces in Edwardstown	• There are not many rentable spaces of 50m2 in Edwardstown for casual events and workshops.



	Of the spaces available, none have a technological or artistic / creative focus
Weak social media and online presence of other artists hubs	 In researching other creative hubs, it was found that the social media and online presence of other spaces was lacking A social media structure and well built website will help establish the Hub quite quickly



SCHEDULE 8: FINANCIAL CAPACITY AND RESOURCES

Amuse Event Lighting & Audio Visual is an established and profitable company with cash reserves and access to financing. We have service contracts in several venues that ensures consistent cash flow into the business. A profit and loss for 2020 YTD has been included after this statement.

Amuse will be have Sam Balfour (Director) and Susan Lyon (Director) overseeing this project and maintains a staff of five crew within the organisation. Accounting, CRM, marketing and venue management software is already in place within the business and a separate P&L will be dedicated to the new space.

The business is well connected in the creative and events industry and has a pre-commitment for the three other businesses in the collective to rent 190m² of the new space in Edwardstown. As a preferred supplier to Adelaide Fringe and an active member in the Adelaide Convention Bureau, Amuse will exhaust its extensive networks to promote the space.

If selected, Amuse is willing to enter into a funding agreement with Council subject to the Council's budgetary process. It is our expectation that in order to make this project viable, full seed funding for year one will be made available upon selection of a suitable property for the Creative Industries Co-working Hub. This will cover rental short fall and promotion of the space while the fit out is funded and undertaken by Amuse. Additional funding in year two and three should be timed to ensure positive cash flow to the Creative Industries Co-working Hub. It is noted that Council funding will not form a part of the funds required for the fit out.



Amuse Profit and Lost FY20 (YTD)

1 July 2019 to 3	Audio Visual Pty Ltd 0 April 2020
	30 Apr 20
Income	
Equipment Rental	\$155,670.57
Items for Resale	\$47,937.00
Labour Hire	\$69,226.26
Sales	\$21,443.80
Total Income	\$294,277.63
Less Cost of Sales	
Capital Expenditure	\$34,521.43
Commission (Other)	\$2,034.00
Cost of Goods Sold	\$44,591.69
Cross Hire	\$18,224.2
Discount	\$181.82
Outside Services	\$14,041.30
Venue Commission AHCC	\$9,444.9
Total Cost of Sales	\$123,039.4
Gross Profit	\$171,238.1
Less Operating Expenses	
Accounting & Legal	\$362.00
Advertising	\$3,937.13
Bank Fees	\$526.18
Depreciation	\$24,298.0
Directors Fee	\$1,500.00
Freight	\$9,489.46
Insurance	\$6,300.4
Interest Expense	\$436.1
Meetings	\$647.5
Motor Vehicle Expenses	\$7,931.52
Office Expenses	\$17,910.2
Rent	\$23,701.19
Subscriptions	\$3,000.5
Superannuation	\$2,627.22
Telephone & Internet	\$727.20
Travel - National	\$788.9
Wages and Salaries	\$54,187.5
Total Operating Expenses	\$158,371.19
Net Profit	\$12,866.90



SCHEDULE 9: INSURANCE

The below insurance is held by Amuse Event Lighting & Audio Visual Pty as per it's industry's requirements. Additional insurance required by council for the facility will be undertaken by Amuse as needed.

Public and Products Liability	Insurer: Berkley Insurance Australia
	Policy Number: BES002144
	• Expiry: Sept 7 th 2020
	• Cover: \$20,000,000
Property and Facilities	Insurer: Action Entertainment Insurance
	Policy Number: GS01400G
	• Expiry: July 1 st 2020
	• Cover: \$200,000
Workers Compensation	Return to Work SA: Employer Number 30392204



SCHEDULE 10: FOI AND CONFIDENTIALITY CLAUSE

Respondent shall list those parts, schedules and/or clauses of its submission that it wishes to be considered as confidential in the event of a Freedom of Information (FOI) enquiry.

The parts, schedules and/or clauses considered as confidential should be realistic and kept to a minimum.

	PART, SCHEDULE OR CLAUSE			
Number	Description			
Schedule 8	Amuse Event Lighting & Audio Visual Pty Ltd Profit and Loss			
	Statement.			