



2025 Birrarung Riverfest | 6 - 28 September

Invitation to Submit an Expression of Interest to Host an Event

The Birrarung Riverfest is a vibrant, **community-driven celebration of the Yarra, Birrarung**. In just two years the festival has grown into a major cultural and environmental event - inspiring connection to Country, action for the river, and collaboration across communities.

In 2025, the festival expands to **50+ events across 23 days from 6 - 28 September** with more than 2,000 participants expected - stretching along the entire river from the upper reaches to the port. We hope to inspire Victorians to get involved, whether that's through joining a kayak clean-up, a tree-planting event, bird-watching, yarning circle or a paddling event.

The Yarra Riverkeeper Association (YRKA) is inviting individuals, communities and organisations to participate in Riverfest by hosting an event. And this is your invitation to submit an expression of interest and be a part of an incredible community celebrating and caring for the Yarra, Birrarung.

Why would you apply to host an event?

Riverfest offers your organisation the opportunity to:

- Join a community of river lovers celebrating the Birrarung over three amazing weeks.
- Profile and promote your work and organisation to a broader audience.
- Recruit potential new volunteers/supporters/funders to your project.

How it works

In a nutshell, the Yarra Riverkeeper Association is the presenter convenor and promoter of Riverfest. YRKA provides a dedicated festival website, coordinates ticketing and handles all the marketing and PR promoting the full program of events to the public. You (the Event Host) are responsible for hosting, coordinating, resourcing and funding your event. In most cases, to ensure accessibility to all, the events are to be free of charge. Keep reading for more information and FAQs.

EOI Process and Key Dates

Please be aware of the following dates. **All submissions must be received by 18 June.**

EOI Submissions Open: 7 May

EOI Submissions Close: 18 June

Successful Submissions Advised by: 25 June

Host Agreements Finalised: 2 July

Riverfest Launch: 18 July



Key Selection Criteria

We are looking forward to a diverse range of applications responding to the following criteria.

Alignment with Yarra Riverkeeper Association Vision

- Supporting the health, protection, and love of the Birrarung/Yarra.

Inclusivity & Accessibility

- Welcomes diverse audiences; families, youth, older adults, people of all abilities.
- Prioritises cultural safety and meaningful First Nations engagement.

Geographic Spread

- Helps activate different locations and communities along the river—from Warburton to Westgate Park.

Community Engagement

- Builds connections between individuals and local groups, councils, artists, and educators.
- Encourages learning, raises awareness and inspires shared action for the river.

Creativity and Uniqueness

- Offers something different, imaginative and action-oriented from storytelling, citizen science, music, tree-planting, kayaking and other activities.

Sustainability and Safety

- Is a zero-waste event, environmentally sustainable/regenerative and meets public safety requirements.

Capacity to Deliver

- Event Hosts have a realistic plan, support, and experience to deliver a successful event.



Event Host Commitment

If your event is selected, you'll be asked to commit to the agreement below. It will be sent to you for signing once your EOI is approved.

Terms and Conditions

Collaboration Agreement between "Yarra Riverkeeper Association" (YRKA), presenter of the 2025 Birrarung Riverfest and the "Event Host" (Collaborator).

The Collaborator confirms, acknowledges and agrees that:

1. It has obtained all necessary consents, approvals, authorisations and licences to enable and permit the Event.
2. It will manage and deliver the Event in accordance with their Expression of Interest submission to YRKA.
3. It will provide all event information, logos, images and marketing content to YRKA by 30 June 2025.
4. It will develop an appropriate event management plan to guide delivery of the Event, including an effective emergency management plan that can be implemented during the Event if necessary.
5. It will manage all logistics for the event including the event program, management of speakers, volunteers, catering and relevant approvals to run the event.
6. It will promote the event and Riverfest through your organisations' marketing channels (newsletters, social media etc) using the Promotional Pack to be provided by YRKA. YRKA in turn commits to marketing the Collaborator events through the Riverfest website, newsletters and social media channels.
7. It commits to the submission of an Event Evaluation Survey to YRKA by 10 October 2025.
8. The Yarra Riverkeeper Association may use, copy, edit, communicate to the public and publish any information, logo or content provided by the Collaborator to market each event (including publicising the participation of the Collaborator and the Collaborator Event if applicable), before or after the Event and the Collaborator warrants that this will not infringe any third-party rights (including, but not limited



to, any intellectual property rights or moral rights) in any such information, logo or photograph.

9. It currently holds adequate public liability insurance and is responsible for holding any other insurances that are reasonable and prudent in the circumstances. YRKA would strongly recommend that the Collaborator maintain public liability insurance with a minimum claims limit of \$20,000,000. YRKA reserves the right to ask the Collaborator for evidence of a cover note demonstrating the currency and limits of the Collaborator's public liability insurance.
10. YRKA holds appropriate public liability insurance and will exercise, to the best of its ability, control over any participants (including, but not limited to, volunteers, employees and visitors) for the overall Birrarung Riverfest outside of the Collaborator Event. However, the Collaborator assumes full responsibility for all persons and activities related to the Event or under the control of the Collaborator, and upon entry to the Collaborator Building / Event.
11. It will take reasonable precautions such as removal of any personal, fragile or precious belongings, to prevent loss, damage or theft to items or property in connection with the Event.
12. It will, in coordination with Event personnel, identify and take reasonable precautions to prevent personal injury to any participants in the Event such as attending to any slip, trip or fall or other safety hazards.
13. The Collaborator confirms that all Event personnel and volunteers hold a valid Victorian Working with Children Checks (WWCC) if required.
14. It may be responsible for the collection and return of YRKA signage (if/when allocated by YRKA) for the Event. The Collaborator agrees to organise the collection and return of signage when requested by the YRKA. This might include collection/return by the Collaborator, a representative or a courier company.
15. The Collaborator and the Yarra Riverkeeper Association have agreed that the Yarra Riverkeeper Association shall provide ticketing services for the Event. If a ticketing service is provided, the Collaborator confirms that it has read the Ticketing Guidelines and agrees to perform and discharge the responsibilities described therein to the extent that they relate to the Collaborator and the Collaborator Building/Event.

This agreement is governed by the laws of Victoria, Australia and in the event that the parties have a legal dispute, the Victorian courts will have non-exclusive jurisdiction.



Frequently Asked Questions

What is the role of YRKA and the Event Host?

Yarra Riverkeeper Association is the presenter and convenor of Riverfest. YRKA provides the website and resources for ticketing and promoting the full program of events to the public. The Event Host is responsible for hosting, coordinating, resourcing and funding their own event.

How do I apply to host an event at Riverfest?

Once you have read these EOI guidelines and have details of the event you will host, complete the [EOI Form](#).

Is there funding available for event hosts?

YRKA is not in a position to provide funding for individual events. We recommend you seek funding via small local council grants or other means.

Do I need public liability insurance?

Yes. All event hosts are responsible for ensuring they have appropriate insurance and a risk management plan.

Can I charge people to attend my event?

Riverfest prioritises free, open and inclusive events. Ticketed events may be considered if they are low-cost and serve a fundraising or educational purpose. Please discuss with the Festival Producer if you're seeking to charge for your event.

Whose ticketing platform will my event be hosted on?

It is YRKA's preference to host the event on the YRKA/Riverfest Humanitix ticketing platform to create a consistent and seamless customer experience. If, for any reason, you would prefer to host it on your own platform, please advise the Festival Producer.

What kind of promotion will YRKA provide for my event?

Your event will be listed on the official Riverfest program website and will be included in YRKA/Riverfest social media, newsletters, and printed collateral.

**Will I be required to promote my event?**

Yes, event hosts are required to promote their event through their own channels as well. A promotional kit, posters, postcards and other content will be sent to all hosts prior to the program going live.

Will YRKA help organise my event?

YRKA provides branding, coordination advice, and some comms support — but you are responsible for organising, staffing and delivering your event.

Can my event be online?

Yes! Online events are welcome, especially if they increase accessibility or offer creative new ways to engage with the river.

Do I need to include a Welcome to Country or Acknowledgement?

Acknowledgement of Country is expected at all events. YRKA encourages collaboration with Traditional Owners in offering Welcome to Country ceremonies and will provide guidance if needed. Please note these services must be booked with the Wurundjeri Corporation and have an associated fee.

Can I partner with another organisation to host an event?

Absolutely. Partnerships are encouraged — they can add strength, resources, and reach to your event.

What kind of support can I expect from YRKA?

Branding assets, inclusion in comms, event promotion, guidance on protocols (e.g. Acknowledgements), and a point of contact for queries.

Submit your EOI and Contact Information

Ready to go? Keen to submit your EOI? Please note if you are proposing more than one event, you must complete a separate EOI for each event.

[EOI FORM](#)

If you have any questions, please contact the **Festival Producer, Carolyn Tate** via email at carolyn.tate@yarrariver.org.au or phone 0412 806 950.

We can't wait to celebrate with you at the 2025 Birrarung Riverfest!

We look forward to receiving your submission.