

Request for Quotation - Retail Activation Installer

Request:

Destination NSW is seeking an itemised quotation for the provision of **installation, de-installation and delivery services of the in-store Retail Activation Program** for Vivid Sydney 2020, with an option for Vivid Sydney 2021 (at Destination NSW discretion).

Destination NSW may execute an option to renew the agreement for the second period in 2021, based on the successful applicant's submitted quotation, at its discretion. If this option is exercised, written notice will be provided no later than 60 days after the conclusion of Vivid Sydney 2020 and a new contract executed.

Please note, there is no obligation for Destination NSW to exercise the option for Vivid Sydney 2021 and all potential applicants must plan accordingly for this. Should a variation in period or supply of services be required, a quote variation will be sought from the successful Service Provider

Background on Destination NSW:

Destination NSW is the lead NSW Government agency for the New South Wales (NSW) tourism and major events sectors. Our role is to market Sydney and NSW as one of the world's premier tourism and major events destinations; to secure major sporting and cultural events; to work in partnership with Business Events Sydney to win major international conventions and incentive travel reward programs; to develop and deliver initiatives that will drive visitor growth throughout the state; and to achieve the NSW Government's target to triple overnight visitor expenditure by the year 2030.

Vivid Sydney (the 'Event'), the largest festival of light, music and ideas in the Southern Hemisphere and the largest event in Australia, is owned, managed and produced by Destination NSW. Vivid Sydney has been integral in cementing Sydney's position as the creative capital of the Asia-Pacific and, instrumental in driving visitation to Sydney and stimulating the city's visitor economy.

Vivid Sydney features the world's best creative industry forums, a mesmerising free public exhibition of outdoor lighting sculptures and projections, a cutting edge contemporary music program and the spectacular lighting of Sydney's iconic buildings and other Sydney precincts.

Timeline:

Deadline for receipt of clarification requests	10:00am on Thursday 20 February 2020 (AEST)
RFQ closing date	10:00am, Thursday 27 February 2020 (AEST)
Successful Service Provider notified	Week commencing Monday 2 March 2020

Unsuccessful Service Provider(s) notified	Week commencing Monday 9 March 2020
Commencement of Contract	Monday 16 March 2020

Selection criteria:

Evaluation of all received proposals will be based on the following criteria:

Criteria	Weighting (%)
Value for Money	30%
Capability and personnel to deliver the services at a high quality standard within the timeframes required	30%
Proven experience with installing retail window decals and posters using sustainable, eco-friendly materials and other sustainable options.	30%
Compliance with this Request for Quotation	10%
TOTAL	100%

What Destination NSW requires:

1. A written response which addresses the Selection Criteria and Specifications of Services outlined in Annexure A.
2. An itemised quotation for Vivid Sydney 2020 based on the requirements listed in Annexure A.
3. An itemised quotation for Vivid Sydney 2021 (at Destination NSW discretion) based on the same requirements as Vivid Sydney 2020.

Suppliers may choose to respond with an itemised quotation for part or all of the services required, with the understanding that Destination NSW may choose to enter into an agreement with the provider for the delivery of part or all of their provided quotations.

Clarification of requests for quotes:

If you require clarification on the above request, please contact only via email:

Brad Gander – Event Operations Manager, Vivid Sydney
brad.gander@dnsw.com.au

Please note that any clarification will also be granted to any/all other interested Service Providers.

Lodgement Details:

Please email your application, quotation and supporting documentation to:

Neville D'Costa – Director, Procurement & Legal
neville.dcosta@dnsw.com.au

ANNEXURE A

Specifications of service required:

The Service Provider is responsible for: the delivery and / or installation and removal of individual retail activation kits into designated shop-fronts around Sydney from **1 May 2020 to 18 May 2020**.

For avoidance of doubt, this RFQ is for delivery, installation and removal of in-store retail activation only and not for printing.

Locations include but are not limited to: Sydney CBD, The Rocks and Circular Quay, Barangaroo, Darling Harbour (TBC), Surry Hills, Luna Park and Chatswood.

Destination NSW will be collating asset requests and installation requirements from up to 700 retailers in these locations throughout March - April 2020, which will form the final distribution and installation schedule provided to the Service Provider no later than **24 April 2020**.

Services must be provided as a turn-key solution. All logistics of the installation / de-installation / delivery must be allowed for in the quote, including (but not limited to) transport of materials, storage of materials, sorting of materials for distribution, parking, fuel, tolls and further consumable and logistical costs, provision of labour (including any overtime and allowances for staff), necessary tools/materials for the activity, liaison with retailers regarding logistics, etc.

The Service Provider will be required to work with Destination NSW and Vivid Sydney personnel, reporting to the Stakeholder & Community Engagement Coordinator, to effectively plan and implement the rollout of these kits across participating retailers including;

Packing, delivering and / or installing kits which may consist of a tailored combination of:

- A2 Posters (with suction cups and hooks)
- A5 Flyers
- Large window decals for internal application (1872mm W x 598mm H per sheet)
- Large window decals for external application (1872mm W x 598mm H per sheet)
- Medium window decals (920mm W x 320mm H per sheet)
- Small window decals (9675mm W x 842mm H per sheet)

For the following quantities of local retailers:

Please provide itemised quote based on the following quantities -

- 250 businesses
- 500 businesses
- 700 businesses

In the following locations:

Installation locations have been broken down into the following nine (9) zones:

Zone No.	Locations
1	West Circular Quay, The Rocks
2	East Circular Quay, Sydney Opera House
3	Royal Botanical Gardens
4	Darling Harbour (TBC)
5	Surry Hills
6	Barangaroo
7	Chatswood
8	Luna Park
9	Sydney CBD

Note: Provision should also be made for additional ad-hoc installations whereby the successful Service Provider may be requested by Destination NSW to encourage other business surrounding participating retailers within the location zones to become a part of the Vivid Sydney Retail Activation Program.

General items:

The Service Provider must provide:

- a) Appropriate public liability insurance. Minimum \$20 million (AUD). Destination NSW to be noted as an Interested party.
- b) Appropriate professional indemnity insurance. Minimum \$10 million (AUD).
- c) Copies of all relevant Safe Work Method Statements (SWMS).
- d) Appropriate Workers Compensation Insurance, as required by law.
- e) The Service Provider must adhere to all relevant laws and regulations, including the Commonwealth Modern Slavery Act.
- f) Goods and Services must be of the highest quality.
- g) A valid Australian Business Number or Australian Company Number.
- h) Service Provider/s must have qualifications, licencing and accreditations relevant to undertake the works detailed herein. Copies to be provided to Destination NSW.

Key Considerations:

The successful Service Provider will be required to enter into a Contract of Engagement with Destination NSW which includes, but is not limited to the following terms:

- Ownership of all intellectual property (including copyright) in any project material will vest in and/or be assigned to Destination NSW on a royalty free, for use worldwide, free of charge in perpetuity basis. The Service Provider will agree to execute all documents and do all things required for the purposes of giving effect to this. The project material once assigned will be used by Destination NSW, tourism trade stakeholders, media and the NSW Government.
- Abiding by a suppliers code of conduct as issued by the NSW Government
- Termination Clause, Destination NSW may at any time terminate the contract without cause and for any reason by giving 30 days' notice in writing to the Service Provider, such termination being effective upon expiration of the 30 day period. Destination NSW is not liable for any payments to the Service Provider beyond the 30 day notice period, and such amount will be received by the Service Provider in full satisfaction and discharge of any claims of any nature whatsoever in connection with this contract. Destination NSW would not be liable for any further/pro-rata payments.
- If the Service Provider does not perform the services required, the Service Provider is not entitled to receive any further payments and must if so required by notice in writing to the Service Provider by Destination NSW, repay to Destination NSW all payments made under this contract or such part of the payments as so demanded by Destination NSW with respect to expenses already incurred and services rendered to date and must make such repayment within seven (7) days of the date of such demand by Destination NSW or within such longer period as specified by Destination NSW.
- The terms and conditions and deliverables of this request for quotation apply to any sub-contractor/s engaged to assist in the delivery of this project. All proposed sub-contractor/s must be approved in writing by Destination NSW prior to engagement.
- All case studies and public presentations require the prior written approval of Destination NSW.
- Ownership of all intellectual property (including copyright) in any project material will vest in and/or be assigned to Destination NSW on a royalty free, for use worldwide, free of charge in perpetuity basis. The Service Provider agrees to execute all documents and do all things required for the purposes of giving effect to this. The project material once assigned will be used by Destination NSW, tourism trade stakeholders, media and the NSW Government.

Any costs incurred in preparing and submitting the RFQ are to be borne by the Service Provider.

Destination NSW will provide the following:

- In-Store Retail Activation collateral will be provided by Vivid Sydney / Destination NSW
- Distribution list, installation schedule and instructions and access to stores to be provided by Vivid Sydney / Destination NSW

- For the avoidance of doubt, Destination NSW requires the Service Provider to provide a turn-key service. All transport of materials, storage of materials, sorting of materials for distribution, parking, fuel, tolls and further consumable and logistical costs, provision of labour (including any overtime and allowances for staff), necessary tools/materials for the activity, liaison with retailers regarding logistics, etc should be allowed for and taken into consideration as a part of the submission.

Previous Examples:

- A2 Posters:



- Decals / Decal Sheets:



- In-Situ Window Decals:

