

Request for Quotation – Copywriting Services, Vivid Sydney 2021 & 2022

Request:

Destination NSW is seeking an itemised quotation for the provision of copywriting services for Vivid Sydney 2021 with an option for 2022.

Please Note: this is not a position of employment but a contract for the supply of services. Companies can submit proposals with a nominated person.

About Destination NSW and Vivid Sydney:

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 2030 Visitor Economy Strategy targets.

Vivid Sydney is owned, managed and produced by Destination NSW and is the largest festival of Light, Music and Ideas in the Southern Hemisphere.

Established in 2009 as part of the NSW Government's strategy to generate economic growth through tourism and major events, Vivid Sydney has been integral in cementing Sydney's position as the creative capital of the Asia-Pacific and, instrumental in growing the visitor economy through delivery of a world-class festival.

Period:

Destination NSW requests an itemised quotation for services detailed in this document, during the period outlined below:

Vivid Sydney 2021	On signing of agreement to completion of Services as outlined in the schedule attached.
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Timeline:

Deadline for receipt of Clarification Requests	10:00am on Wednesday 10 March 2021 (Sydney Time)
Deadline for receipt of quotes	10:00am on Wednesday 17 March 2021 (Sydney Time)
Successful Applicant Notified	By 6:00pm Friday 26 March 2021 (Sydney Time)
Unsuccessful Applicants Notified	By 6:00pm on Friday 26 March 2021 (Sydney Time)

Selection criteria:

Criteria	Weighting (%)
Value for Money	30%
Demonstrated experience in copywriting for print, digital and social media channels with proven experience in writing for the arts, tourism, entertainment and creative industries sectors.	30%
Demonstrated capability to deliver services within agreed project timeframes	25%
Compliance with the Request for Quotation	15%
TOTAL	100%

What Destination NSW requires:

Please provide a detailed and itemised quotation that addresses the Selection Criteria, Specifications of Services required, Key Considerations and General Items in Annexure A and B, and a maximum of three (3) relevant examples of writing work in the arts, entertainment and / or tourism sectors.

Clarification of Request for Quotation:

If you require clarification on any parts of this Request for Quotation, please click [here](#) to email the Vivid Sydney team.

Please note that any clarification will be given to the other goods/service providers that have been offered the opportunity to provide a quote. Clarification Addendums will be posted via the [Work with Us](#) page on the Vivid Sydney website.

Lodgement Details:

Please review the relevant RFQ documentation, Clarification Addendums, Frequently Asked Questions and Terms & Conditions prior to preparing your response.

Your response should answer the specific requirements of the services and address the selection criteria detailed within the RFQ documentation. Answers and supporting documentation will need to be uploaded via the Vivid Sydney Website using the [Apply Now](#) button

ANNEXURE A
Specifications of service required:
<p>Destination NSW is seeking a suitably qualified and experienced copywriter to write, edit and revise content copy for Vivid Sydney 2021 & 2022 across Vivid Light, Music and Ideas programs.</p> <p>The scope of services will include but not be limited to the following:</p> <ul style="list-style-type: none"> i. Vivid Sydney digital assets including website, text to be used on social media channels and copy for eDMs

- ii. Vivid Sydney print collateral and program guides (printed programs)
- iii. Outdoor light-boxes/signage accompanying each Vivid Light Walk installation and/or projection and, projector tower hoardings.

Copy will be based on original descriptions supplied by individual Artists, Event Owners, Sponsors and Precinct Partners along with information and direction provided by the Vivid Sydney team. Supplied copy will need to be edited or rewritten for grammar as well as creating a single voice across festival collateral.

The quotation must encompass the following key requirements:

Editing and revision of the below sets of original descriptions for Vivid Light Installation/Projections, Vivid Music and Vivid Ideas events, sponsor and precinct partner activations. Each set is supplied inclusive of the following character lengths.

Copy is to be quoted and charged as a fee per completed set. Numbers are an indication of total only.

- **Approximately 350 sets of copy covering Light installations, Music & Ideas events and sponsor activations. Each set will comprise of the below:**
 - 250 – 300 words for website and printed descriptions
 - 25-50 words (Digital and print use)
- **Speaker Bios – up to 30**
 - 50 words (website)
- **Vivid Sydney Precincts – up to 4**
 - 300 - 400 words (website)
 - 100 words (print & social)
- **eDM x 20**
 - Up to 300 words each
- **Program Summaries x 3**
 - 100 words (website)
 - 25 - 50 words (gig guide and social)

Allowance for a minimum of two (2) rounds of editing for each set of copy must be included within the quotation provided.

The copy provided as part of this service must utilise a unified single voice.

Copy must be edited through Vivid Sydney's proprietary online system or as otherwise directed by the Vivid Sydney team. Where the online system is identified as the chosen tool, all revisions must also be completed in this system.

The key timeline for this service is:

29 March – 14 May 2021

Preliminary meeting at Destination NSW for full briefing and training on Vivid Sydney's proprietary online system.

Artists, Event Owners, Sponsors, Precinct Partners and Vivid Sydney Curatorial team submit original descriptions for editing and revision through Vivid Sydney's proprietary

online system.

Copywriting work to be executed in tranches throughout this window.

June (Date TBC)

Vivid Sydney 2021 Media Launch (Marketing Campaign including website and digital channels live).

1 June - 6 August

The following copy items across an 8-10 week marketing campaign period:

- Revision / change requests of existing web pages.
- Weekly eDMs (to be discussed).
- Edit and revise additional / new event descriptions.

Copy should be delivered five (5) days ahead of nominated publication date to allow for necessary approvals.

Copy sets to be turned around within 72hrs of receipt, either via Vivid Sydney's proprietary online system or via email. Please also quote per supplied set.

It is preferred that the supplier will begin the contract working in the Destination NSW offices in Sydney before discussing flexible or remote work arrangements based on needs. We however will be willing to discuss remote work with a suitable applicant.

General items:

- The service provider must provide appropriate public liability insurance noting Destination NSW as an Interested Party. Minimum \$20 million
- The service provider must provide appropriate professional liability insurance. Minimum \$10 million
- The service provider must provide appropriate workers compensation insurance – as required by law
- The service provider must adhere to all relevant laws and regulations, including the Commonwealth Modern Slavery Act.
- The service provider must provide an Australian Business Number or Australian Company Number.

Key Considerations

The successful contractor 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 and copy will vest in and/or be assigned to Destination NSW on a royalty free, for use worldwide, free of charge in perpetuity basis. The contractor 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 contractor's 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 contractor, 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 contractor 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 contractor does not perform the services required, the contractor 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.

Destination NSW will provide the following:

- Descriptions and information to support copy production.
- Access to the online copy tool or other identified copy management system.