

Request for Quotation – Content Coordinator, Vivid Sydney 2022, 2023 & 2024

Request:

Destination NSW is seeking applications and itemised quotations for the provision of **Content Coordinator** services for Vivid Sydney **2022, 2023 & 2024**.

Please note this is not a position of employment but a contract for the supply of services. Companies can propose a person for this contract.

Destination NSW:

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government.

Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry.

Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events.

Investing in a world-class events calendar to maximise economic and social benefits and, position NSW as the events capital of the Asia Pacific, is a key strategic pillar of the Visitor Economy Strategy 2030.

Vivid Sydney, 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 positioning Sydney as the creative capital of the Asia Pacific and, instrumental in driving visitation to Sydney and stimulating the city's visitor economy (the 'Event'). For more information visit: www.vividsydney.com

Timeline:

Deadline for receipt of clarification requests	5pm (AEST) Thursday 25 November 2021
RFQ closing date	5pm (AEST) Thursday 2 December 2021
Interviews	Week commencing Monday 13 December 2021
Successful contractor notified	Week commencing Monday 20 December 2021
Unsuccessful contractor(s) notified	Week commencing Monday 20 December 2021
Commencement of Contract	Monday 10 January 2022

Selection Criteria:

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

Criteria	Weighting (%)
Value for money	25%
Relevant tertiary qualification(s) and considerable experience in managing and delivering content for websites and other media in a high-pressure environment. Proven ability to work effectively in a team, preferably in a major events or festivals context.	20%
Expertise in Microsoft Office and Content Management Systems (e.g., Drupal). Adept in specialist Client Relationship Management systems including Salesforce. Basic design skills in programs such as InDesign / Photoshop / Canva, etc Demonstrated experience in managing and maintaining large-scale, consumer-facing websites and intranet pages, particularly in an event or festival environment.	20%
Outstanding written and verbal communication skills, excellent attention to detail, and experience developing and maintaining internal and external relationships.	15%
Excellent organisational, project management and planning skills, including the ability to manage multiple tasks, plan and prioritise workloads, balance competing priorities, meet deadlines and work both autonomously and within a team	15%
Compliance with Request for Quotation	5%
TOTAL	100%

What Destination NSW requires:

Destination NSW requires an itemised quotation which addresses the items in Annexure A, i.e. Specification of Services, Key Considerations and General Items. Attention should also be directed towards the Selection Criteria:

1. A written response of no more than four (4) pages which addresses the Selection Criteria and Specifications of Services outlined in Annexure A.
2. An itemised all-inclusive, separate quotation for each Period 1, Period 2 and Period 3 via provision of a day rate exclusive of GST but inclusive of all charges, superannuation, expenses and other personal inclusions at 5 days per week
3. Current curriculum vitae including details for two (2) referees.

Clarification of requests for quotes:

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

Please note that any clarifications will be given to other contractors 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.

How to respond to a Request for Quotation (RFQ):

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

Respondents should address the specific requirements of the services and, 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.

NB: This form cannot be saved or changed after submission, please ensure that you check the accuracy of your information prior to submitting.

ANNEXURE A

Specifications of Service

The Content Coordinator is responsible for managing the delivery of all programming content for the Vivid Sydney website, reporting on required event data and collating relevant event content as required.

Key Responsibilities include but are not limited to:

- Managing and maintaining content for the Vivid Sydney website
- Coordinating and liaising with stakeholders for content
- Updating and maintaining relevant systems including the Vivid Sydney Client Relationship Management System (Salesforce) and the Vivid Sydney Event Owner's Portal.
- Providing professional advice and support to stakeholders on content development
- Generating event reports for the wider Vivid Sydney team.
- Collating and filing of event content for use by various Destination NSW departments and Vivid Sydney stakeholders

Content includes:

- Event / installation copy
- Event / installation images and videos
- Festival Director and Curator statements
- Date, time and venue information (Ideas & Music)
- Ticketing links and pricing information (Ideas & Music)
- Artist information including name, industry, headshots and biographies
- Sponsor and stakeholder information

- Event and installation metadata – tagging, program headings, genre, precincts, industry, event theme, pricing, etc.
- Additional video content to be embedded into pages where required

The role will work extensively across Salesforce and Drupal systems to both collect and deliver content and manage workflow. The role works closely with the Vivid Sydney Copywriter and acts as a main point of contact for artists and event owners regarding their event copy for the Vivid Sydney website.

Position reports to: Producers – Music and Ideas

Roles reporting to this position: None

Key Accountabilities:

- Manage and deliver high quality content in collaboration with the Vivid Sydney Copywriter, Producers – Vivid Music, Light and Ideas and Curators – Vivid Music and Ideas, and internal and external stakeholders, ensuring consistency with the Vivid Sydney style guide, brand and digital best practice.
- Coordinate the collection of all required program content such as biographies, marketing images, event descriptions, talent information, assets and logos including assisting artists to ensure all material is provided in the required file formats and sizes.
- Act as a main point of contact with Vivid Sydney artists and event owners for all website and content needs and issues
- Collaborate with various internal stakeholders including Destination NSW Communication and Digital teams for the collection of website content for all internally and externally produced events.
- Assist in on-boarding event owners into the Vivid Sydney Client Relationship Management System (Salesforce), compiling event reports and content.
- Support event owners to update and manage content requests for the Vivid Sydney website, in conjunction with the Vivid Sydney Digital team.
- Work collaboratively with various customers and stakeholders (see the table below) to ensure the timely delivery of content for the Vivid Sydney website: -

Key stakeholders	Responsibilities include:
Third Party artists and event owners (Light, Music, Ideas)	<ul style="list-style-type: none"> • Liaise with all parties to collect all required information and content for website • Chase any outstanding content • First contact for web page change requests and adding artist profiles to pages
Curatorial and Programming teams	<ul style="list-style-type: none"> • Collect all required information and content for website (all internally produced events)
Vivid Sydney Copywriter	<ul style="list-style-type: none"> • Manage workflow of all copy through online approval process
Destination NSW Digital Team	<ul style="list-style-type: none"> • Work closely to manage and approve all content prior to Vivid Sydney Program Launch • Manage workflow for page change requests

Major stakeholders	<ul style="list-style-type: none"> • Collect, chase content • Manage any immediate web requests post launch
Project Management	<ul style="list-style-type: none"> • Manage troubleshooting of the Event Owner Portal
Ticketing Provider	<ul style="list-style-type: none"> • Collect pricing information and links to display on the Vivid Sydney website.
Destination NSW Marketing, Editorial & PR	<ul style="list-style-type: none"> • Generate and distribute event reports, detailed and relevant event information as required. • Collate and file event and talent images for use by relevant Destination NSW departments

- Contribute to the effective documentation, planning and delivery of program activity, including communications and notifications to stakeholders regarding the event.
- Any other general administrative work as directed by Destination NSW.

General Items:

The successful contractor must provide:

- Appropriate public liability insurance noting Destination NSW as an Interested Party. Minimum \$20 million (AUD).
- Appropriate workers compensation insurance – as required by law
- 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 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
- Indemnifying Destination NSW for all work carried out
- Abiding by a supplier'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 contractor 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 contractor 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 7 days of the date of such demand by Destination NSW or within such longer period as specified by Destination NSW.
- During the contracted period, the contractor will be required to work full-time on the premises of the Destination NSW offices currently located at Level 2, 88 Cumberland Street, The Rocks within standard business hours (9am – 5:30pm) subject to compliance with the Public Health Orders at the time and/or in consultation with the Festival Director/ Destination NSW. Flexibility with work hours will be required, this includes after hours and weekend work. No overtime will be paid or time in lieu provided. Please note: this role will be required to be onsite during the event period(s) and will be required to work as part of a rolling roster during the Event (including bump-in, Event and bump-out periods).

Destination NSW will provide the following:

- Office facilities to be provided include desk, chair, computer and printing facilities, phone line, internet access and business cards.
- Parking is not provided however approved and agreed demonstrated work-related travel costs may be reimbursed.
- A mobile phone is not provided however demonstrated work-related telephone costs may be reimbursed.

Period:

Destination NSW requests three (3) separate and itemised quotations, for the services detailed in this document, for each of the following Periods.

Period 1: Vivid Sydney 2022	10 January 2022 – 27 May 2022 full-time (5 days per week)
Period 2: Vivid Sydney 2023	16 January 2023 – 26 May 2023 full-time (5 days per week)
Period 3: Vivid Sydney 2024	15 January 2024 – 24 May 2024 full-time (5 days per week)

Destination NSW will advise the successful contractor in writing 60 days before each contract period ends if it wishes to execute Period 2 and Period 3 respectively. If the options are not exercised, Destination NSW has no further liability to the successful contractor. If the option is exercised, a new contract of engagement will be negotiated and executed for each of the above periods.

Leave:

Destination NSW provides for a set number of days of unpaid leave to be taken (20 days per annum calculated on a pro-rata basis), commensurate with the contracted period and position scope. All leave is to be taken as agreed with the Festival Director, Vivid Sydney. Any unpaid leave not taken by the conclusion of the contracted period will be forfeited.

Destination NSW acknowledges that the successful contractor is not required to work public holidays except those falling within the Event periods.

Destination NSW may also close for the Christmas and New Year period as part of NSW Government arrangements. The Festival Director, Vivid Sydney will advise of dates accordingly.

Paid recreation leave, public holiday pay, overtime, sick leave and other paid leave entitlements are not payable as this is not a position of employment. Deductions will be made on a pro-rata day basis based on the quoted per day rate.