

## Request for Quotation – Producer, Vivid Light 2023, 2024 & 2025

### Request:

Destination NSW is seeking applications and itemised quotations from a suitably qualified and experienced contractor for the provision of **Producer, Vivid Light** services for Vivid Sydney 2023, 2024 and 2025.

**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](http://www.vividsydney.com)

### Timeline:

Deadline for receipt of clarification requests	10am Friday 12 <sup>th</sup> August 2022
<b>RFQ closing date</b>	<b>10am Friday 19<sup>th</sup> August 2022</b>
Interviews	Week beginning 22 <sup>nd</sup> August 2022
Successful contractor notified	Week beginning 29 <sup>th</sup> August 2022
Unsuccessful contractor(s) notified	Week beginning 29 <sup>th</sup> August 2022
<b>Commencement of Contract</b>	<b>Monday 5<sup>th</sup> September 2022</b>

### **Selection criteria:**

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

Criteria	Weighting (%)
Value for money	25%
Demonstrated extensive experience in successfully producing and delivering cutting-edge exhibitions, public art installations, festivals and/or activations for large-scale public events that attract broad and diverse audiences, with a focus on creativity and innovation. Demonstrated understanding of the creative, financial, operational, logistical and technical requirements of multi-day, events and festivals.	20%
Proven entrepreneurial experience in identifying and engaging innovative artists and creatives to work to a brief in the public domain, including lighting, projection, installation and mixed media practitioners. Demonstrated contacts and existing networks with artists, creatives, manufacturers, suppliers, designers and companies who exemplify innovative, contemporary and sustainable practice, alongside general industry trends.	20%
Exceptional relationship management skills, experience in collaborating and negotiating with a wide range of stakeholders including international and local artists, agents, promoters, venues, cultural/education institutions, volunteers, contractors/suppliers and Government to deliver high quality outcomes to budget and on time.	10%
Highly developed and proven project and time management skills, ability to effectively prioritise, meet deadlines and to balance competing priorities in a dynamic and high-pressure work environment. Able to work both autonomously and within a team. Outstanding written and verbal communication skills.	10%
Proficient in the development and management of complex P&L, financial reporting, forecasting, procurement and contracts management. High-level computer literacy skills, proficient with MS Office suite, experience in specialist software such as CRM programs. Demonstrated experience and knowledge of ticketing systems and box office operations.	10%
Compliance with Request for Quotation	5%
<b>TOTAL</b>	<b>100%</b>

### **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 Service 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, expenses, superannuation, and other personal inclusions at 5 days per week during pre and post

Festival with 6-day weeks for the 6-week festival period to include Bump in, Festival and Bump out.

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**

**Vivid Light** transforms Sydney's CBD with a free, accessible and sustainable 'Light Walk' as well as additional light installations and activations in a variety of locations. Each year Vivid Light highlights Sydney's iconic buildings, foreshore and other CBD locations with cutting-edge light sculptures, installations, activations and 3D-mapped building projections.

**Vivid Light** encompasses:

- **Vivid Light Walk:** Curated and produced by Destination NSW, a free, public-focused creative activation of Sydney's urban and green spaces, which may include:
  - a) Large-scale, 3D-mapped projections on iconic CBD buildings
  - b) Lighting of the Sails of the Sydney Opera House (in co-curation with Sydney Opera House Trust)
  - c) Lighting installations that are sculptural in form, interactive and non-interactive
  - d) Lighting/laser treatments on the façade of CBD skyscrapers
  - e) Lighting treatment of Sydney Harbour Bridge.
  - f) Additional innovative experiences and installations that champion light, technology and other media.
- **Vivid Light in complimentary Destination NSW-produced CBD precincts e.g., Taronga Zoo**

- **Third-party produced locations and activations:** developed in partnership with landowners, Local/State Government agencies, commercial precincts and promoters.
- **Special Projects** such as First Light and other events produced by Vivid Sydney

The **Producer, Vivid Light** works with the Festival Director, Project Manager, Production Manager, Vivid Light and relevant Vivid Sydney and Destination NSW staff. The Producer, Vivid Light engages with external stakeholders including creative practitioners, artists, agents, promoters, tertiary institutions, commercial partners, precincts/venues, Local and State Government agencies

The **Producer, Vivid Light** is responsible for the scoping, research and development of an innovative, accessible and progressive Vivid Light program through to implementation, on time and within budget as curated by the Festival Director and in collaboration with relevant members of the Vivid Sydney team. Content for Vivid Light is also developed through:

- Vivid Light global Expression of Interest
- Third-party precincts
- Destination NSW's commissioning of selected Signature Light treatments/installations
- Vivid Sydney Commercial, Government and Industry Partnerships

This specification includes scope for facilitating collaborative programming with Vivid Music and Vivid Ideas to encompass related industry, technology and ideas across the program. Increasing results in collaborative programming of this nature is desirable and encouraged.

**Position reports to:** Festival Director, Vivid Sydney.

**Positions that report to the Producer, Vivid Light** – casual assistance as required

**Major Responsibilities include but are not limited to:**

- Project and strategic planning
- Vivid Light artist liaison with the Production Manager, Vivid Light
- Program research, development, modelling and implementation
- Financial modelling and contract negotiation for major activations with the Production Manager, Vivid Light
- Stakeholder engagement, management and communications
- Contribute towards overall Vivid Sydney program
- Contribute to budgeting, procurement, and resourcing of Vivid Light

**Key Accountabilities:**

- Undertake research to advise and inform the selection, evaluation and/or development of new and existing content, concepts, technologies and opportunities, to support and inform the development of the annual Vivid Light program.
- In consultation with the Production Manager, Vivid Light, manage and be an active member of the Vivid Light Curatorial Panel and contribute to any other programming selection processes as required alongside other Destination NSW nominated representatives
- Lead the development, and implementation of an annual plan, as directed by the Festival Director, outlining suggested Vivid Light developments/ initiatives and partnerships to ensure alignment with the festival's creative direction

- Collaborate with the Production Manager, Vivid Light to identify, scope and cost suitable new activations and locations for the development of the Vivid Light program in consultation with relevant team members ensuring optimal visitor experience, maintenance of key safety principles, maximisation of viewing capacity and minimal impact on the non-event community. This information is to be presented to the Festival Director, Vivid Sydney to determine the annual Light Walk program.
- Contribute to Vivid Sydney initiatives including, but not limited to, Access and Inclusion and Sustainability programs.
- Monitoring and ensuring the installation build aligns with EOI submission and Creative Direction throughout build process of all installations.
- Provide ongoing creative and technical guidance to all Vivid Light proponents including meetings and site visits.
- Assist the Technical Manager, Vivid Sydney and represent the Vivid Light Team at all required Studio visits, including compiling technical status reports for the team. Prepare and maintain a detailed dossier highlighting key information of each element of the Light program in collaboration with the Production Manager, Vivid Light for Destination NSW and Vivid Sydney teams' reference.
- Assist the Production Manager, Vivid Light in the preparation and monitoring of a pre-approved and finite Vivid Light budget including scoping and forecasting, financial reporting and reconciliation.
- Assist the Production Manager, Vivid Light in the development and implementation of Vivid Light project plans including key milestones and project timelines
- Develop and manage agreed creative briefs and content approvals for the Vivid Light program in consultation with the Festival Director.
- Engage and liaise with external stakeholders and third-party precincts and locations in consultation with the Production Manager, Vivid Light in the development of Vivid Light projections and activations, including the development of agreed project timelines, budgets, creative briefs and curatorial/content approvals.
- Engage with external stakeholders including creative practitioners, artists, agents, promoters, tertiary institutions, commercial partners, precincts/venues, Local and State Government agencies to develop the Light program.
- Work with the Festival Director and Commercial Partnerships Manager, to identify secure and develop Vivid Sydney commercial and industry partners relevant to the Vivid Light program in accordance with Vivid Sydney sponsorship guidelines.
- Collaborate with the Producer – Music and Producer – Ideas to scope procure and implement the event ticketing program including the development of ticketing classes, pricing and packages for Vivid Sydney programs where required.
- Assist the Production Manager – Vivid Light in the procurement and contract management process ensuring all selected program content is procured in line with the relevant NSW Government Procurement Guidelines
- Ensure the Festival Director, Vivid Sydney is fully briefed on all aspects of the proposed Vivid Light program, at all times, with regular work in progress meetings.
- Contribute to the effective development, documentation, planning, and delivery of program activity, including effective communications and notifications to stakeholders regarding the Event.
- In consultation with the Festival Director, actively collaborate with Vivid Ideas and Vivid Music to produce cross art form activations, cross-promotion of events, ideas, innovative practice, and creative outcomes.
- Ensure the Vivid Sydney and Destination NSW teams are fully briefed creatively to develop and construct light installations, projections, or similar program content to ensure compliance with the artists creative specifications and Festival Director's direction.

- Assist the relevant Vivid Sydney staff in preparing all program specific documentation relating to the Vivid Light program (including project timelines, event schedules, post-event reports etc.).
- Manage and work collaboratively with relevant Vivid Sydney team members and Destination NSW's Marketing and Communications Divisions and other relevant staff to develop and produce all necessary Vivid Light program specific collateral and materials, including but not limited to any photoshoots, content capture, PR media stories and social media requirements.
- Work collaboratively with the Vivid Sydney team and relevant Destination NSW cross-functional teams to develop and/or contribute to approved delivery plans for projects such as Media and Program Launch, Preview Week and Opening Function.
- Represent Destination NSW for the Vivid Sydney Light program including but not limited to guided tours and talks as pre-approved by the Festival Director and Destination NSW.
- Attendance onsite at the Vivid Light precinct(s) as required throughout the bump in, event period and bump out acting as the liaison between artist/s, precinct management and Vivid Light Team. This can include working on site with contractors to oversee the successful delivery of contracted goods and services within set timeframes and testing of installations during the day and after hours on a rotating roster.
- Develop, implement and manage the post- event reporting of the Vivid Light program with the Production Manager, Vivid Light.
- Maintain all event specific documentation and critical documents using appropriate document templates and document register system including records management.
- Maintain confidentiality and ensure safe custody of all relevant documents, IP, budget and contract information pertaining to the Event
- Any other general administrative work that would be required to deliver on the above services/duties/outcomes and/or special projects 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 professional indemnity insurance. Minimum \$10 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 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 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 work-related travel costs can be reimbursed.
- A mobile phone is not provided however demonstrated work-related telephone costs can 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:

<b>Period 1:</b> Vivid Sydney 2023	Monday 5 <sup>th</sup> September 2022 to Friday 14 July 2023
<b>Period 2:</b> Vivid Sydney 2024	Monday 17 July 2023 to Friday 19 July 2024
<b>Period 3:</b> Vivid Sydney 2025	Monday 22 July 2024 to Friday 18 July 2025

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.