

Request for Quotation – Producer, Vivid Ideas and Special Events, Vivid Sydney 2025, 2026 and 2027.

Request:

Destination NSW is seeking applications and itemised quotations for the provision of **Producer, Vivid Ideas and Special Events** services for Vivid Sydney 2025, with an option to renew for Vivid Sydney 2026 and 2027.

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. Individuals with an ABN as either sole trader or company can also submit a response to this RFQ for the supply of the services.

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 event capital of the Asia Pacific, is a key strategic pillar of the Visitor Economy Strategy 2030.

Vivid Sydney, the largest festival of light, music, ideas and food 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	10:00am Monday 8 April 2024 (AEST)
RFQ closing date	10:00am Monday 15 April 2024 (AEST)
Interviews	Week commencing 22 April 2024
Successful supplier notified	Week commencing 29 April 2024
Unsuccessful supplier(s) notified	Week commencing 6 May 2024
Commencement of Contract	Monday 2 September 2024

Selection Criteria:

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

Criteria	Weighting (%)
Value for money	25%
Relevant tertiary qualifications and demonstrated extensive experience in successfully producing and delivering high profile events, programs and 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 and the ability to attract and secure high profile industry talent both nationally and internationally 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. 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.	20%
Proficient in the development and management of complex P&L, financial reporting, forecasting, procurement and contract 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%
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 must also be directed towards the Selection Criteria.

1. A written response of no more than two (2) pages which addresses the Selection Criteria and Specifications of Services outlined in Annexure A.
2. An itemised all-inclusive separate quotation for Vivid Sydney 2025, Vivid Sydney 2026 and Vivid 2027 exclusive of GST but inclusive of all other taxes and charges. The Supplier should anticipate that the Services will require ongoing commitment of 4 days per week during pre and post Festival periods with 6-day weeks for the 6-week festival period to include Bump in, Festival and Bump out and should quote accordingly, whether that be on a daily basis or for the completion of Services required as a whole.
3. The payment schedule will be based upon a schedule for delivery of the Services with payments made against milestones/deliverables/outputs achieved. The milestones will be set out in the contract to the Supplier. Applicants note that payments will may be on a monthly basis but rather on completion of outcomes and tasks.
4. 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 suppliers 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 Services:**

Vivid Ideas encompasses public talks, keynote presentations, industry seminars, conferences, workshops, events, activations, performances and debate and, provides a forum for creative industries to collaborate, foster business connections and showcase new ideas.

The Producer, **Vivid Ideas and Special Events** will work collaboratively with the Vivid Sydney Festival Director, Curator – Vivid Ideas, other relevant Vivid Sydney team members and

Destination NSW teams and engages as required with external stakeholders including creative practitioners, artists, corporate partners, venues, Local and State Government Agencies.

The Producer, **Vivid Ideas and Special Events** manages the contracting and management of Vivid Ideas and events, 'artists', venues, suppliers and contractors to effectively plan, organise, and deliver the Vivid Ideas program. The Producer – **Vivid Ideas and Special Events** works collaboratively with the Curator – Vivid Ideas and Special Events on the scoping, research, design and development of an innovative, accessible and progressive Vivid Ideas program, on time and within budget that may consist of:

- Vivid Sydney Global Story Tellers program
- Vivid Ideas program curated in partnership with third parties e.g., cultural and tertiary institutions
- Creative industry events and conferences – (presented by third parties in various locations)
- Vivid Sydney Commercial Partner events
- Activations, performances and events

Program content for Vivid Ideas is also developed through:

- Vivid Sydney Global Expression of Interest
- Vivid Sydney Commercial, Government and Industry Partnerships

The Producer, **Vivid Ideas and Special Events** is also responsible for producing major Vivid Sydney Special Projects, including but not limited to festival opening ceremony/ celebrations and signature projects as require. Relevant assistance will be provided for these projects but the Producer, Vivid Ideas will be the lead on these reporting directly to the Festival Director.

This specification includes scope for collaborative programming with Vivid Music, Vivid Light and Vivid Food to encompass music/light/food industry or music/light/food technology, or similarly centric other events within the Vivid Ideas 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 Ideas: Assistant Producers, supports Producer – Vivid Ideas, Producer – Vivid Music and Producer – Food. Casual event assistance as required.

Major Responsibilities include but are not limited to:

- Project planning and management
- Program research, development, modelling and implementation
- Financial modelling, budgeting, contracts management, procurement and resourcing of the Vivid Ideas programs (including third-party suppliers and contractors)
- Production and technical oversight Stakeholder engagement, management and communications
- Contribute towards overall Vivid Sydney program

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 Ideas and Special Projects program.
- In consultation with Vivid Sydney Head of Projects and Curator – Vivid Ideas and Special Events responsible for the project management of the Vivid Ideas and Special Events global

Expression of Interest (EOI) program requiring the review, refinement and development of EOI documentation including Salesforce CRM systems.

- Manage the development and implementation of Vivid Ideas and Special Projects project plans including key milestones, project timelines and event schedules
- Manage the procurement and contract management process for Vivid Ideas and Special Projects ensuring all selected program content is procured in line with the relevant NSW Government Procurement Guidelines
- Work with the Curator – Vivid Ideas and Special Events in the development, and implementation of an annual plan, in consultation with the Festival Director, outlining suggested Vivid Ideas developments/ initiatives and partnerships to ensure alignment with the festival's creative and strategic direction
- Work with the Festival Director in the development and implementation of Special Projects, including but not limited to festival opening ceremony/ celebrations and signature projects as required for the annual Vivid Sydney program
- Prepare, manage and monitor pre-approved and finite Vivid Ideas and Special Events budget including scoping and forecasting; financial reporting and reconciliation in consultation with the Curator – Vivid Ideas and Special Events and Head of Projects for Special Projects budgets.
- Drive the ongoing management of all confirmed Vivid Ideas and Special Projects events, venues and artists including, where required, visas and customs, freight, travel and transport and insurances.
- Identify, scope and cost suitable new activations and locations for the development of the Vivid Ideas and Special Projects program in consultation with the Festival Director, Curator – Vivid Ideas and Special Events and relevant team members ensuring optimal visitor experience, maintenance of key safety principles and minimal impact on the non-event community
- Collaborate with the Head of Projects, Technical Manager and Operations Managers to prepare and make recommendations on the feasibility (creative, technical, operational and financial) of each proposed activation and overall Ideas and Special Projects program. This information is to be presented to the Festival Director and Curator – Vivid Ideas and Special Events to determine the annual Vivid Ideas Program and Festival Director for the Special Projects program.
- Work with the Curator – Vivid Ideas and Special Events to prepare and maintain a detailed dossier highlighting key information of each element of the Ideas program and with the Festival Director for the Special Projects program for Destination NSW and Vivid Sydney teams' reference.
- Develop and manage agreed creative briefs and content approvals for the Vivid Ideas program in consultation with the Festival Director and Curator – Vivid Ideas and Special Events in collaboration with the Technical Manager and Festival Director for Special Projects program.
- Oversee the scoping and project management of all production elements required for the preparation, installation, operation and removal of the Vivid Ideas and Special Project events produced by Destination NSW; this includes ongoing liaison with artists, venues, promoters, suppliers and contractors.
- Ensure all Vivid Ideas and Special Projects production and operational activities are coordinated and completed in accordance with planning deadlines and production schedules.
- Contribute to Vivid Sydney initiatives including, but not limited to, Access and Inclusion and Sustainability programs.
- In collaboration with the Curator – Vivid Ideas and Special Events, engage and liaise with external stakeholders and third-party precincts and locations in the development of Vivid Ideas events and activations, and with the Festival Director for Special Projects, 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 Ideas program with the Curator – Vivid Ideas and Special Events and the Special Projects program with the Festival Director.
- Provide ongoing guidance to selected Vivid Ideas and Special Projects proponents including meetings and site visits.
- Work with the Festival Director, Curator - Vivid Ideas and Special Events and Commercial Partnerships Team, to identify, secure and develop Vivid Sydney commercial and industry partners relevant to the Vivid Ideas and Special Projects program in accordance with Vivid Sydney sponsorship guidelines.
- Collaborate with the Producer – Vivid Music, Producer – Vivid Food and Producer – Vivid Light 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 CRM functionality of the ticketing database; provide ticket reporting and sales data in collaboration with the Festival Coordinator.
- Assist with the end-to-end ticket sales operations including responding to ticketing inquiries from event owners and the general public, managing the procurement, seating allocation and setup, staffing resources including training of volunteers and the 'on the day' ticket sale operations to ensure the customers are dealt with in an efficient, accurate and timely manner
- Ensure the Festival Director, Vivid Sydney is fully briefed on all aspects of the proposed Vivid Ideas program at all times.
- In consultation with the Festival Director and relevant Destination NSW business units including Marketing and Communications develop, implement and manage event delivery plans for key Vivid Sydney programs as required.
- 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 Light, Music and Food 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 in order to develop and deliver program content to ensure compliance with the artists creative specifications and Festival Director's direction.
- Work collaboratively with relevant Vivid Sydney team members and Destination NSW's Marketing and Communications Divisions and other relevant staff to source, develop and produce all necessary Vivid Ideas and Special Projects program specific collateral and materials.
- Ensure Vivid Ideas and Special Events products and programs are compliant with Destination NSW and Vivid Sydney's Strategic Risk Management Framework.
- Attendance at Vivid Ideas and Special Events as required throughout the bump in, event period and bump out ensuring the effective management and oversight of the appointed production, equipment, catering and hospitality service.
- Liaise with the Operations Managers to ensure all Vivid Ideas and Special Projects documentation (where required) is prepared for the timely integration into overarching Traffic, Transport and Pedestrian Management; Event Security, Emergency and Crowd Management; Event Medical and Volunteer Management plans with Destination NSW's nominated third-party contractors.
- Develop, implement and manage the post- event reporting of the Vivid Ideas program with the Curator – Vivid Ideas and Special Projects.
- Oversee the collation of all required program content such as biographies, images/renders, event descriptions, assets and logos. This includes assisting artists to ensure all material is provided in the required file formats and sizes.

- 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
- In consultation with the Curator - Vivid Ideas, manage the collection, maintenance and updating of all Vivid Ideas and Special Projects creative and production documentation including but not limited to production requirements, artist dossiers, equipment lists, technical specifications and event plans
- Contribute to and or manage other relevant event documentation such as project plans, strategy documents, and critical path/timeline documents as necessary and directed.
- Maintain and ensure the post event filing, invoicing, documentation finalisation and general administration work as required.
- Manage the facilitation, collection, collation and/or presentation of all post event reports from relevant contractors and stakeholders
- 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 supplier must provide:

- Appropriate public liability insurance. Minimum \$20 million (AUD).
- Appropriate workers compensation insurance as required by law
- An Australian Business Number or Australian Company Number

Key Considerations:

The successful supplier 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 supplier 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 supplier, such termination being effective upon expiration of the 30-day period. Destination NSW is not liable for any payments to the supplier beyond the 30-day notice period, and such amount will be received by the supplier 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 supplier does not perform the services required, the supplier is not entitled to receive any further payments and must if so required by notice in writing to the supplier 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
- Given the nature of the Event and the need for ongoing collaboration across Vivid Sydney team members, Destination NSW will supply office facilities as set out below and asks that the

Supplier work no less than three days per week in the office (9am to 5:30pm) to allow for WIP and other meetings, collaboration and ongoing works. 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, and internet access.
- Parking is not provided however pre-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.

Period 1: Vivid Sydney 2025	1 September 2024 – 11 July 2025
Period 2: Vivid Sydney 2026	31 August 2025 – 10 July 2026
Period 3: Vivid Sydney 2027	30 August 2026 – 9 July 2027

Destination NSW will advise the successful supplier in writing within 30 days of the contract period ending if it wishes to exercise the option to renew the contract for the Option. If the Option is not exercised, Destination NSW has no further liability to the successful supplier. If the Option is exercised, the terms and conditions set out in the contract will remain in full force and effect unless otherwise varied by agreement in writing.

Leave:

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

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