



## **CONFIDENTIAL: VIVID SYDNEY 2019 PUBLIC RELATIONS AGENCY BRIEF**

Destination NSW ('DNSW') is undertaking a request for quote and proposal for PR activity and services for Vivid Sydney 2019 from 1 January 2019 to 30 June 2019 with an option from 1 July 2019 to 30 June 2020.

The brief has been prepared as a key source document for the quote and proposal, and contains information regarding Destination NSW, its communications objectives and outcomes, as well as key areas of PR support that is required. No pitch fees are payable for this service.

In response to this brief, the PR agency must prepare a quote and response to the brief provided below in writing including a detailed financial budget, team overview and timeline, and adherence to the selection criteria.

Note: The PR agency receives this brief in confidence and is not permitted to discuss this brief with any other parties.

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### **Background on Destination NSW:**

Destination NSW is the lead 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 goal of doubling overnight visitor expenditure within the state's visitor economy by 2020.

Sydney is Australia's premier city and one of the most beautiful cities in the world attracting more than 35 million visitors each year. The famous harbour with its ferries, the dramatic silhouette of the Sydney Opera House and the unmistakable arch of the Sydney Harbour Bridge are just a few of the attractions that make Sydney a desired travel destination for travellers around the globe.

Sydney offers a 12 month calendar of exciting events, across major international sports, the arts, fashion, sculpture, music, dance, food and wine.

Destination NSW's key annual event is Vivid Sydney. Heading into its 11<sup>th</sup> year in 2019, Vivid Sydney is the world's largest festival of light, music and ideas and the pinnacle of the annual Australian events calendar. Attracting 2.25 million attendees in 2018 and generating more than \$172 million in visitor expenditure for the NSW economy, Vivid Sydney 2019 will be held from 24 May. More information on Vivid Sydney can be found at [www.VividSydney.com](http://www.VividSydney.com).

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### **Communications objectives**

*Destination NSW's overarching objective is to drive visitation to Sydney and NSW to double overnight visitor expenditure within the state by 2020.*

Vivid Sydney's key communications objective is to drive maximum positive earned media coverage for Vivid Sydney to build intention to visit. Media coverage should appear in national, intrastate, interstate, regional and local outlets around Australia.

Globally Vivid Sydney also delivers extensive media coverage. Whilst international coverage is not a focus of this brief (Destination NSW has PR agencies in various international markets and has an extensive media hosting program), coverage achieved nationally should be positioned to syndicate internationally where appropriate.

Specific campaign objectives are:

- Build and retain relationships with target media on behalf of Destination NSW including identifying and targeting key (high value) media opportunities for media famil/supported visits to Sydney
- Generate extensive media coverage and commentary in traditional, digital and social media to assist driving visitation to Sydney
- Generate coverage of the breadth of experiences available to increase length of stay

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### **Desired outcomes**

- A proactive media relations program resulting in the most valuable positive media coverage in traditional, digital and social media\* for Vivid Sydney 2019
- Positive response from key media and digital influencers to Sydney and NSW messages
- Positive working relationships with partners and media
- Robust measurement, tracking and reporting systems in place which measure publicity outcomes against the stated objectives.
- Delivery of the AVE target for the market

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### **Requirements**

Destination NSW requires end-to-end PR support for Vivid Sydney 2019 to promote the festival's three pillars: Vivid Light, Vivid Music and Vivid Ideas.

Destination NSW requires the following from the PR Agency:

- Fast-paced, content driven communications that integrates well with Destination NSW resources
- An integrated, end-to-end planning approach across all three Vivid Sydney pillars
- A reasonable commitment of resources provided consistently throughout the campaign period, with an account structure to support this

- Creative thinking and smart new ideas that take the Vivid Sydney program to new levels through the PR campaign/approach
- Reasonable accessibility to key account managers
- An established list of media contacts with whom the Account Team have a proven track record, particularly in the arts, entertainment, tech, science, events and lifestyle sectors
- Political nous and experience in public affairs

Your response should address the following:

- Your dedicated Vivid Sydney account team
- The consistency approach of the team
- Accessibility
- Demonstrate how you fit Destination NSW requirements
- An overview of new, innovative ideas to take the Vivid Sydney program to new levels

#### **PR campaign objectives**

- Generate large scale media commentary and coverage of Vivid Sydney, that will:
  - Provide an increase on Vivid Sydney's \$75 million AVE secured to promote the 2018 festival
  - Drive visitation to Vivid Sydney 2019 from intrastate, and interstate overnight visitors
  - Raise awareness of, and drive ticket sales to Vivid Light, Music and Ideas events
  - Effectively and professionally manage all media requests in the lead up to, during and after Vivid Sydney
  - Encourage forward planning of visitation to future Vivid Sydney events
  - Integrate essential public transport and event messaging
- Communicate the festival's key messages, as advised by Destination NSW
- Highlight the range of free and ticketed events across all elements of the program, particularly for Vivid Music and Vivid Ideas
- Position Sydney & NSW as an ideal travel destination pre and post Vivid Sydney
- Ensure the PR campaign is fresh and interesting, and seen as best practice for major events
- Increase awareness of the NSW Government's support for NSW creative industries, and for Vivid Sydney itself
- Provide necessary administration support including (but not limited to) media clippings, media measuring, media enquiry tracking and media distribution
- Position Vivid Sydney as "the world's largest festival of light, music and ideas"

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### Target audiences

- Intrastate and interstate visitors
- Key local and national media influencers
- Sydneysiders/NSW community
- Creative industries.

Key source markets for visitors include:

- Sydney
- Regional NSW (i.e. intrastate visitors)
- Interstate with the primary source markets being Victoria and Queensland.

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### PR campaign requirements

All announcements and major media moments regarding Vivid Sydney must be led and made by the NSW Government – usually by the Premier and/or Minister for Tourism and Major Events. This includes the official launch of the Vivid Sydney program, media preview nights and the opening night of Vivid Sydney. Destination NSW leads all aspects of government relations and will require assistance from the PR agency in delivering media moments for Government / integrating opportunities for the Premier and/or Minister into Vivid Sydney media pitches.

The PR campaign should focus on four key phases:

- **Phase one – trip planning:** Gain diary date and planner coverage.
- **Phase two – program launch media call:** Secure media attendance to the event, and widespread national media coverage about Vivid Sydney 2019's program.
- **Phase three – event build up:** Between program launch and 'lights on', secure ongoing media coverage on topics such as artist profiling, event promotion, food and beverage offering, precincts, and trip planning. Develop media-ready content packages with Destination NSW to distribute to media during Phase three and four.
- **Phase four – Preview Week and 'lights on' media calls:** Activity to include managing media during a week of media-only preview events for specific precincts (locations to be advised). The agency will also secure media to attend the 'lights on' media call that marks the official opening of Vivid Sydney. The agency will also be called upon to manage the delivery of exclusive media opportunities where an exclusive approach is considered appropriate.
- **Phase five – mid-festival communications:** Throughout the festival, the agency should secure ongoing coverage of Vivid Sydney including promotion of installations and events. Communications should also focus on proactive and reactive messaging around the event. The agency should continue to manage broadcast opportunities and additional PR events.

## **PR agency responsibilities**

The appointed PR agency will be responsible for planning, managing and executing of all elements of the Vivid Sydney campaign across light, music and ideas. This includes:

- Strategic and transparent planning and development of domestic PR program
- Acting as the primary contact for all general media enquiries, including responding to enquiries sent to the Vivid Sydney media email
- Managing all media at all announcements and events, and facilitating introductions with key Destination NSW representatives and spokespeople
- Researching, drafting and distributing all consumer media releases and any other required media materials to an exacting and high standard with strong attention to detail and fact checking
- Assisting Destination NSW prepare, manage and distribute any radio releases, video news releases and multi-media content package distribution
- Drafting concise and succinct interview briefs and responses
- Pitching editorial opportunities
- Briefing key media outlets and assisting them plan coverage
- In conjunction with Destination NSW, liaise with Vivid Ideas Game Changers (keynote speakers) and their management agencies to organise interviews and place exclusives.
- Pitching all domestic media visits
- Securing and managing all broadcast opportunities
- Developing, maintaining and sharing media distribution lists
- Providing issues management support including proactive identification of potential issues
- Liaising with third parties and event partners (excluding sponsors) regarding joint media opportunities to ensure Vivid Sydney messaging is integrated successfully
- Providing a team member in-house for a three week period from 13 May – 31 May (pre-preview week, Preview Week, and week one of Vivid Sydney)
- Tracking, measuring and reporting of all media activity including interviews, events, pitches, journalist contacts, etc.
- Tracking and reporting of all media coverage weekly to Destination NSW during the campaign period. (Destination NSW has a contract with an independent media evaluation company that will provide a detailed analysis of media results including key message representation, geographic spread of coverage, as well as total audience AVE figures. Accuracy in reporting is vital, and a key KPI for this campaign
- Ongoing tracking of agreed campaign KPIs and monthly reporting to Destination NSW during contract period
- Providing account management services including updates on activity, coverage reports, potential issues, etc.

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## **Destination NSW PR responsibilities**

The Destination NSW Vivid Sydney Team will be responsible for:

- Planning and delivering the Vivid Sydney program launch and opening night, including managing Premier and/or Ministerial involvement and drafting Ministerial communications materials
- Liaising with Ministers' offices and other Government liaison
- Managing international distribution of media releases (unless agreed otherwise)
- Managing international agencies
- Securing international media family visits
- Managing international and domestic media family itineraries
- Providing details regarding the overall Vivid Sydney program and event
- Supplying key messages to the PR agency for use in drafting media materials
- Managing third party and partner media release schedules and approvals
- Managing footage capture and editing for VNRs
- Manage all sponsor communications
- Managing approvals of media materials.

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## **PR program management**

The Agency will work with Destination NSW's Vivid Sydney PR team on a daily basis to plan and manage the Vivid Sydney campaign.

The Agency will also interface with the Vivid Sydney team on a regular basis including the Creative Director, Curators for Light, Music and Ideas, Destination NSW's CEO and the Vivid Sydney operations team. This will be facilitated by the Destination NSW Communications team.

There will also be some involvement and interaction with other organisations involved with Vivid Sydney to leverage events, or with sponsors of Vivid Sydney. This will be facilitated by Destination NSW.

Destination NSW will organise regular fortnightly PR WIP meetings (weekly in the lead-up to Vivid Sydney).

All clips, coverage trackers and evaluation reports must be received by 30 June 2019.

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## **Vivid Sydney PR KPIs**

In 2018, the Vivid Sydney PR campaign generated a total AVE of \$75,509,330.21 in media coverage.

Destination NSW emphasises its focus on increasing media outcomes and delivering the following results:

- Television coverage including broadcast news and weather crosses nationally
- Coverage in interstate major metropolitan newspapers and online media
- Supplement and section cover stories in metropolitan newspapers and online sites nationally
- Long lead media coverage, including diary dates
- Radio news and program coverage
- Regional and suburban print and online coverage interstate, regionally and locally
- Team member in-house at Destination NSW full-time for a period of three weeks, as outlined on page 5 of this document.

As part of the response to Destination NSW, the PR agency should outline its projected KPIs including percentage increase against past results. These KPIs will be refined and agreed upon together.

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## **Budget**

Please provide a budget that includes all fees, project management, disbursements and creative ideas. As a guide, \$150,000 (incl. GST), was the 2016/17 budget for the Vivid Sydney PR campaign.

Destination NSW additionally requests a quote to be provided for an additional 12 months of services to the end of 30 June 2020 based on the same requirements listed in this brief.

Please provide a proposal based on the requirements in the RFQ for two periods being 1) 1 January 2019 to 30 June 2019 and 2) 1 July 2019 to 30 June 2020. Please note, the second period from 1 July 2019 to 30 June 2020 is at the exclusive exercise of Destination NSW. Destination NSW will advise the successful applicant 60 days in writing before 30 June 2019 if it wishes to continue or not to continue. If the option is not exercised, Destination NSW has no further liability to the successful applicant. If the option is exercised, a new contract of engagement will be negotiated and executed.

**Timeline:**

<b>Deadline for receipt of proposal</b>	9:00am, Monday 26 November (Sydney Time)
<b>A shortlist of agencies will be invited to pitch</b>	29 November 2018
<b>Pitches take place at Destination NSW (Sydney)</b>	5-6 December 2018
<b>Contract negotiation and agency appointed</b>	w/c 10 December 2018
<b>Commencement of contract</b>	1 January 2019

**Selection criteria:**

- Value for money – 30%
- Quality of work – 15%
- Experience of service provider and their staff(financial, technical, management, staffing) – 30%
- Conformity with brief – 15%
- Conflicts of interest that would impair you working with Destination NSW– 10%.

**What Destination NSW requires now:**

Please provide a quote and proposal which address the items above.

Attention must also be directed towards the selection criteria.

Agencies' responses should be presented in either a word or a PowerPoint document, and accompanied by a PDF and address the requirements of Annexure A.

In responding to this request for proposal, please provide the following details:

- Agency credentials overview including relevant agency methodologies
- Up to six case studies demonstrating relevant agency experience
- Proposed agency (team) resourcing structure for Destination NSW
- Agency fee schedule/rate card
- A budget detailing by project:
  - Agency head hours (by consultant) allocated to each project
  - Total agency head hours and cost per project
  - Agency value add/discounts to apply (if any)
  - Total fees/agency costs

- Disbursements  
Please note that other than Project 1, please provide a monthly breakdown for the contract period and total costs
- Identification of any other clients which the agency works on in the travel, tourism or lifestyle sectors (for the purpose of confirming the agency has no existing clients that Destination NSW may consider a conflict).
- Contact details for two client referees
- The good/service provider must provide appropriate product liability and public liability insurance. Min \$20 million.
- Goods/Services provided must be of the highest quality
- Goods/Services must be guaranteed and fit for purpose
- The service provider must provide an Australian Business Number or Australian Company Number.
- The successful good/service provider will need to enter into a contract 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. You 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

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**For further information:**

Should the agency have any questions regarding this brief or the scope of work indicated, please contact only via email:

- Melissa Coates  
Senior Publicist  
[melissa.coates@dnsw.com.au](mailto:melissa.coates@dnsw.com.au)

Please note that any clarification will be given to the other PR service providers that have been offered the opportunity to provide a quote.

**Footnotes:**

*\*Social media refers to media outlets' social media profiles, such as Concrete Playground's Instagram profile, or News.com's Facebook page. Vivid Sydney's owned social media channels are owned and managed by Destination NSW's Digital team.*