

Further questions	You reference a media famil: How do you currently manage these and do you have a specific target for the number you would like to host in 2019. Does the budget for hosting these (i.e. flights and accommodation etc) come out of the \$150k budget specified?	DNSW runs an extensive media familiarisation program through-out the year and through Vivid Sydney. Mostly this is driven through our international PR agencies and direct contact via our team. Media famil activity will be separately considered by DNSW in consultation with the successful agency and where approved travel and on ground costs will be additional to the budget.
	In regard to program management, it mentions involvement and interaction with other organisations. Are you in a position to let us know who those other organisations are that the agency who we'd be working with?	The organisations would most likely include precinct owners – eg Sydney Opera House, Taronga Zoo etc, the artists/talent and their companies/management and other suppliers to Vivid Sydney such as video producers etc.
	In regard to KPIs: what other milestones are you looking for us to achieve besides AVE? i.e. do you have a specific number of coverage pieces across broadcast, print, online and social and if so are they weighted across national, local and international KPIs?	AVE is the primary measure. In 2018 more than 9,838+ domestic media coverage clips were generated for Vivid Sydney. In addition t growing AVE, the 2019 coverage results will also exceed those of 2018.
	In the response are you expecting a full plan?	We are looking for both examples of work that demonstrate the capability of the agency to meet the brief, and a topline PR plan that you recommend for 2019.
	Who are the stakeholders our proposal is being vetted by? Who is involved in the judging process?	A DNSW evaluation panel will review and assess all proposals.
	If we have any further questions, what is the cut-off date for these?	We will do our best to continue to respond to all questions, however this cannot be guaranteed in the lead up to the response deadline.
	Additionally, are we submitting by email only to yourself? If so, is there an email file size limit, and can we share our submission via we transfer or drop box?	Please submit responses to: Melissa.coates@dnsw.com.au , cc'ing Tamsyn.alley@dnsw.com.au and Neville.d'costa@dnsw.com.au .

		<p>Emails should be no larger than 5mb. Anything bigger than that should be shared via a file sharing service such as Drop Box or We Transfer. Please ensure the files can be accessed without a login to the transfer platform.</p>
	<p>You reference innovative ideas: Do you see the 2017 campaign as innovative, and if so, which elements and way?</p>	<p>Each year the PR results have exceeded those of the prior year. Particularly in 2018 there was focus on fast paced and publish ready multi media content packaging. We are open to suggestions on innovations that can continue to drive results.</p>