



RFQ SS39-22-01 2022 Schools Spectacular Social Media /PR/ Marketing

RFQ STRUCTURE

- Key Details
- Conditions
- Requirements
- Response

KEY DETAILS

1.	RFQ Number	SS39-22-01
2.	RFQ description	The NSW Department of Education is seeking quotes from interested parties for the position of Social Media/PR/Marketing Agent for the 2022 Schools Spectacular as further described in the Requirements
3.	Issue Date	Tuesday 7 June 2022
4.	Closing Time and Date	Monday 27 June 2022, at 5:00pm
5.	Expected date for contract signing	Friday 8 July 2022
6.	Expected date for supply of Deliverables	Ongoing throughout 2022 with prospect of extension for 2023 and 2024
7.	Contact Support Office	Richard.spiewak@det.nsw.edu.au
8.	Quote Validity Period	One month from the closing time and date
9.	Proposed Contract	The proposed contract to be entered into between the Department and the successful respondent will be based on Department of Education standard short form contract.
10.	Response submission method	Please email your responses and attach all relevant documents
11.	Accepted File Format	Word Doc, Excel
12.	Evaluation Criteria	<p>Responses will be assessed according to:</p> <ul style="list-style-type: none"> a) Relevant experience and past performance b) Understanding of the event and delivery approach c) Key personnel expertise d) Price <p>Weighting: a- 30%, b- 20%, c-10%, d -40%</p>

CONDITIONS

1. Conditions For Participation

- 1.1. All persons (whether or not they submit a proposal) having obtained or received this RFQ may only use it, and the information it contains, in compliance with these Conditions.
- 1.2. A proposal may only be submitted:
 - a) before Closing Time and Date;
 - b) by completing the Response;
 - c) via the response submission method;
 - d) in an Accepted File Format;
 - e) in accordance with these Conditions.
- 1.3. By submitting a proposal the respondent confirms that:
 - a) complies with the Requirements (except as identified in the response);
 - b) if it is successful and the Department wants to proceed with the proposal, the respondent will enter into a contract on the terms of Proposed Contract;
 - c) it has examined all information relevant to the risks and contingencies and other circumstances having an effect on the proposal; and
 - d) it has satisfied itself that it is financially and practically viable for it to enter into and perform their proposal.
- 1.4. A proposal received after the Closing Time and Date will not be considered by the Department unless the Department, at its absolute discretion, is satisfied that the integrity and competitiveness of the RFQ process will not be compromised.
- 1.5. Any proposal submitted by the respondent will remain open for acceptance by the Department for the Tender Validity Period.
- 1.6. The Department policy is to engage in the highest standards of ethical behaviour and fair dealing. The Department requires the same standards from those entities with which it contracts. The respondent acknowledges that it has read, understood and agree to comply with the requirements of the [Department's Business Ethics Statement](#).

2. Respondent's risk

The respondent acknowledges it is participating in this RFQ at its sole risk and cost and that the Department is not liable to it for any expenses or costs incurred by it in connection with this RFQ, including where the RFQ process has been discontinued.

3. The Department's Rights

- 3.1. The Department, at its absolute discretion, may discontinue the RFQ process; reject any proposal; decline to issue any contract; or procure the Deliverables separately from this RFQ process.
- 3.2. Without limiting the above, the Department also reserves the right to
 - a) accept or reject any non-conforming proposals (that is, any proposal that does not comply with these Conditions or the Requirements). Such proposals must provide separate and sufficient detail of where they are non-conforming, including technical details where available;
 - b) alter, amend or vary this RFQ (including the Conditions and the Requirements) and the process outlined in this RFQ at any time before the Closing Date and Time;
 - c) request further information from any respondent including financial information;
 - d) request site visits or invite the respondent to make a presentation regarding its proposal;
 - e) take into account any information about the respondent that the Department receives from any source, including but not limited to any site inspections and presentations;
 - f) to negotiate with any or all of the respondents after the Closing Time and Date about any terms of the RFQ or these Conditions and the Department may accept a proposal which has been varied in negotiations.

4. Respondent eligibility

- 4.1. The respondent may only submit a proposal if it has an ABN and is a legal entity with the capacity to enter into a contract to perform its proposal.
- 4.2. If any part of the Deliverables is to be supplied by a sub-contractor, the contract would be entered into by the respondent and the respondent will be responsible for the subcontractor's performance of the contract.
- 4.3. The Department encourages participation of small and medium enterprises, including Aboriginal businesses and employers of disabled people (Australian Disability Enterprises) wherever this is applicable to the requirements. Respondents should clearly indicate their status. The Contact Support Office should be notified if any aspect of this RFQ provides unnecessary barriers that effectively prohibit participation by these businesses.

5. RFQ process

- 5.1. The Department seeks conforming proposals, however, Respondents may, if they choose, submit a non-conforming proposal that is intended to offer a different method of meeting the object and intent of the Requirements (an **Alternative Proposal**). Alternative Proposals will only be considered if submitted in conjunction with a conforming proposal. An Alternative Proposal must be clearly marked "Alternative Proposal".
- 5.2. A respondent may not vary a proposal that has been submitted without the Department's consent.

6. Expected dates

The expected date for contract signing and the expected date for supply of Deliverables are indicative only and may change.

7. Proposal Evaluation

The Department will assess proposals to identify the offer that it considers to be the best value, taking into account both cost represented by the assessment of price and value represented by technical worth assessment in the context of the risk profile presented by each respondent.

8. Disclosure of information

Details of this RFT and the outcome of the tender process may be disclosed if required in accordance with the Government Information (Public Access) Act 2009 (NSW) and the Premier's Memorandum 2007-01. An outline of these requirements can be found in <http://www.nswprocurement.com.au/Tenders/Disclosure-of-Information.aspx>.

9. Complaints Process

- 9.1. It is the NSW Government's objective to ensure that industry is given every opportunity to win Government contracts. Should any entity feel that it has been unfairly excluded from tendering or unfairly disadvantaged by, it is invited to write to:

Chief Procurement Officer
Procurement Solutions Directorate
NSW Department of Education and Communities
35 Bridge Street
Sydney 2000

REQUIREMENTS

1. Background

The NSW Department of Education is seeking quotes from interested parties for the position of Social Media/PR/Marketing Agent for the 2022 Schools Spectacular.

The NSW Department of Education's Schools Spectacular is a high profile Performing Arts event involving the participation of over 5,000 public school children and young people.

The annual two day event is staged at Qudos Bank Arena, Sydney Olympic Park. It comprises Friday and Saturday matinee and evening performances, attracts arena audiences of over 30,000 people and is recorded for a televised broadcast nationally.

The Schools Spectacular Performances are held on the last weekend in November. Promotion of the event commences at the beginning of each year with a continual build up to the event proper. There are several key dates throughout the year and a schedule of these is produced early in the calendar year. The development of brand awareness and the push for ticket sales are two of the main drivers behind the event promotion.

The successful supplier will be offered a one-year contract with potential to extend for a maximum of two years. The Department reserves the right to negotiate with the successful candidate.

2. Objective

The objective of this RFQ is to identify an individual or organisation capable of delivering Social Media/PR/Marketing services to the Schools Spectacular live arena production and subsequent television broadcast within a limited budget

The individual or organisation will develop, implement and integrate an overall strategy that will cover the needs of the event as well as providing evaluation reports incorporating the dashboard metrics for all mediums within the strategy.

3. Scope

The Social Media/PR/Marketing Supplier will work under the direction of the Executive Producers, The Producer and Operations Manager for the show.

Following is the general scope broken into major categories:

Design and General Overview

- Develop produce a marketing strategy based on available research to identify key target audience and produce campaign based on findings.
- Develop Social Media/PR/Marketing plan and timeline against the budget for each year
- Define, develop, produce and implement the marketing and promotional campaign including producing a variety of digital assets to ensure they meet The Department of Education accessibility standards.
- Develop intergovernmental links and external connections

Objectives

- Increase brand awareness of Schools Spectacular by:
 - Education (school to community)
 - Showcasing excellence - branded as world class all executions must be of high quality
 - Value adding, school participation, showcase student achievement, showcase student voice.
 - Increasing quality and quantity of sales
 - Improving ROI
 - Creating an increased loyal fan base
 - Providing value add for sponsors of the event
 - Compete within industry standards

Part A**Social Media**

- Create marketing goals with multiple touchpoints in the potential target market's day to day life through regular premium content posting across all Schools Spectacular channels. Content is to have a variety of purposes including educating audiences and emotionally connecting as per developed schedule based on key research findings.
- Regular production of video assets with particular attention to departmental branding guidelines and accessibility requirements.
- Leverage Schools Spectacular sponsor online promotions
- Sourcing and producing premium content from in house and external resources
- Write and produce all copy in conjunction with events team, dance team, Schools Spectacular executive, and associated production team members
- Creation of additional premium content through
 - Attendance on all key dates as per schedule
 - Video shoots
 - Photography shoots
 - Written content
- Monitor all social media daily including providing responsive social care within limited timeframes; build engagement through developing customer relationships and manage risk associated with social media posts
- Schools Spectacular Social Networks include:
 - Schools Spectacular Twitter
 - Schools Spectacular Facebook Page
 - Schools Spectacular Facebook Groups: Online communications for
 - Featured Artists
 - Parents
 - Teachers
 - Staff
- Schools Spectacular YouTube Channel
- Schools Spectacular Instagram Account
- Schools Spectacular Snapchat Account
- Provide reporting and analytics on reach, clicks, engagement, hashtag performance, sentiment and organic vs paid likes.
- Actively listen to competitors and provide increased return on investment

Part B**Marketing /Promotion**

- Internal and external marketing and promotion including monthly EDMs
- Creation of structures and templates for schools to develop their own localised campaigns to include social media.
- Provide opportunities for student recognition within their school and for the student voice to be heard in the media.
- Targeted marketing and promotions to defined demographics associated with the Schools Spectacular
- Work with Department of Education stakeholders including the Media Unit and Sponsorship Unit to post assets and drive brand awareness across the department
- Liaise with Sponsorship to fulfil obligations from Sponsors
- Develop the reach of the Schools Spectacular promotional database including the VIP invitation list
- Create accessible assets such as
 - video
 - photo
 - copy

Part C

Media, P/R

- Maximize reach of print, radio and television through a directed campaign based on research findings.
- Identify additional areas and directions
- Marketing of television advertising for the Schools Spectacular broadcast (4 x 30sec ads)
- Provide opportunities for industry celebrities to inspire students
- Develop plan for Red Carpet event prior to the live show including celebrity endorsement
- Develop advertising options in the broadcast and live show i.e. third party opportunities
- Develop a strategy for the media launch
- Develop PR promotional connections/opportunities for pre-show entertainment zones.

Part D

Website

- Assist with the development, maintenance and updating of the website (wordpress)
- Ensure the accessibility of the website
- Produce analytics on the website
- Improve SEO rankings
- Help shape the future directions of the website for the Schools Spectacular.

4. Deliverables

1. Development of an integrated Social Media/PR/Marketing for the Schools Spectacular
2. Supply of Social Media/PR/Marketing services in accordance with the developing needs of the Schools Spectacular and changing promotional environments
3. Maintain schedule with results and update Schools Spectacular team fortnightly
4. Monthly updates including social media data
5. Coordination of any modifications to the scope in conjunction with the Executive Producers and Producer.
6. Personnel required for the delivery and continued maintenance of this project.
7. Development and delivery of effective plan for onsite co-working relationship.
8. Attendance at meetings as required
9. Confirmation that you are aware of, and warrant that your employees and subcontractors are aware of, the requirements of the Departmental Statement of Business Ethics, Working with Children guidelines and comply within the terms of reference of the statement.
10. Ensure the delivery is met within the broad schedule of the event
11. Payment schedule to be negotiated; payment on invoice with final payment upon successful completion of the event

5. Pricing

The Contractor is to provide its total fixed price (\$AUD) for either all of the scope (parts A to D each itemised separately) or for one or more of the parts.

Please ensure that your quotation covers:

- the supply and delivery of the scope in accordance with needs of the show
- Allowance for labour for events throughout the year and maintenance of social media channels and promotional activities
- Allowance for incidentals
- Transport of equipment to and from the Qudos Bank Arena
- Travel to lead-up events including media launch, teachers meeting, combined rehearsals and incidental rehearsals (min 7 days anticipated)
- Key personnel names and experience in light of the attached specifications
- Any additional value add that you can provide

All pricing information must include GST.

RESPONSE

NOTE TO RESPONDENTS: For all questions below please complete your responses in the tables and boxes provided.

1. Respondent's details

Entity Name	
Australian Business Number (ABN)	
Mailing Address	
Contact Person Name	
Contact Person's Phone Number	
Contact Person's email Address	
Is the respondent a small or medium enterprise (SME)? (Yes or No) * As defined in the NSW Government SME policy framework ?	
Is the respondent an Aboriginal Business? (Yes or No) * As defined on procurepoint	
Is the respondent an Australian Disability Enterprise (ADE)? (Yes or No) * As defined on procurepoint	

2. Please set out details outlining relevant experience and describe how the Requirements will be met.

If there is a requirement that the respondent cannot meet, it must be set out here.

Please also set out details of anything (e.g. resources, access) that the Department or anyone else must provide or make available for the respondent to provide the Deliverables.

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3. Please provide details of the respondent's timeframes and availability to provide the Deliverables.

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4. Please provide examples to demonstrate how the respondent has delivered similar services to similar events of this size.

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5. Please provide details of pricing:

		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$

6. Please provide any additional information to support this response.

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7. Please provide the contact details of two referees, who are able to verify from personal experience, the respondent's past and/or present performance in the provision of similar services. Please be specific with the description and scale of the good or services provided.

Referee No. 1	
Entity's Name	
Address	
Contact Name	
Email Address	
Telephone No.	
When were Goods or Services Provided?	
Description of Goods / Services Provided	

Referee No. 2	
Entity's Name	
Address	
Contact Name	

Email Address	
Telephone No.	
When were Goods or Services Provided?	
Description of Goods / Services Provided	

Please complete and sign the following:

I confirm, for and on behalf of respondent that the proposal submitted to the NSW Department of Education and Communities on date in response to the RFQ number for services/ products complies with the Conditions.

Name:	
Signed:	
Position:	