

# REQUEST FOR QUOTATION

## Supply of services for Bellingen Shire Photography Brand Assets

Quotation title/ name	Bellingen Shire Photography Brand Assets
This RFQ is issued by	Bellingen Shire Council
Date issued	11 March 2024
Contact Officer's Name	Maaike Veenkamp
Contact phone	02 6655 7350
Contact email	<a href="mailto:mveenkamp@bellingen.nsw.gov.au">mveenkamp@bellingen.nsw.gov.au</a>
Description of goods/services	Photography services for a suite of images across Bellingen Shire, capturing the regions landscapes, community, lifestyle and culture.
RFQ reference number	

### PART A – RFQ Information

Lodgement details	Offers must be lodged by the closing date and time via email to <a href="mailto:mveenkamp@bellingen.nsw.gov.au">mveenkamp@bellingen.nsw.gov.au</a>
RFQ response deadline	Closing date 8 April 2024 at 11:59pm
Briefing session	Upon successful award of services Council will conduct a detailed briefing session. Please refer to the <a href="#">Bellingen Shire Branding Strategy</a> as a starting point.
Evaluation Criteria (the evaluation criteria will be used to assess the responses to this RFQ)	<ul style="list-style-type: none"><li>• Creativity and innovation in the proposed campaign concept with alignment to the branding guiding principles and attributes in the <a href="#">Branding Strategy</a>.</li><li>• Demonstrated understanding and/or experience of the tourism industry and target audience, in a diverse regional area</li><li>• Showcase your past work that demonstrates your creativity and proficiency.</li><li>• Local knowledge: Proven experience in capturing the essence of Bellingen Shire's landscapes, streetscapes, people, and food photography.</li></ul>

	<ul style="list-style-type: none"><li>• Drone Experience (desired): Elevate our project with stunning aerial perspectives.</li><li>• Time to complete project.</li><li>• Cost-effectiveness and value for the proposed budget.</li><li>• Capacity to deliver on time and on budget: we value reliability and professionalism.</li><li>• Council intellectual property rights ownership and usage of all assets</li></ul>
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Notification of the outcome of this RFQ will be via email.

Please note that the notification **does not** constitute a purchase order. Goods and services should not be delivered until contract arrangements have been fully executed.

## **PART B – INTRODUCTION**

Bellingen Shire Council is on the lookout for passionate and skilled photographers to bring our Shire to life through captivating images. We invite talented professionals to apply and be part of an extraordinary project that aims to redefine our Shire's branding collateral.

### **Why join us?**

This is your chance to play a pivotal role in shaping the economic and tourism narrative of Bellingen Shire. We want photographers who not only have an eye for beauty but also a commitment to showcasing the essence and lifestyle of our community, vibrant arts, markets, exciting events, and the rich Gumbaynggirr culture that makes Bellingen Shire unique.

### **Capture the local essence:**

- Showcasing the heartbeat of our community
- Expressions on the varied lifestyle options
- Highlighting arts, markets, and events that define our culture
- Celebrate Gumbaynggirr Culture adding depth and authenticity to our visual narrative.

### **Showcase sustainable growth:**

Highlight the flourishing business landscape, employment opportunities, and the growing impact of tourism. Be a visual storyteller for the sustainable growth of Bellingen Shire.

### **Project background**

In August 2021 Council adopted the [Bellingen Shire Branding Strategy](#). Extensive community consultation and drafting of the branding strategy led to the development of the Shire's 'brand architecture'. The key findings from the community were clear, with overwhelming support for the following three themes:

1. Celebration and protection of our unique natural environment.
2. Respect and acknowledgment for Gumbaynggirr culture, and support for a voice for the traditional custodians of this land.
3. Preservation and recognition of our unique, diverse community and culture.

Some of the key guiding principles include:

- Tourism must foster respect and care for our natural environment.
- Tourism should take a slow and gentle approach, and nurture connection to the land and waters of the Bellingen Shire.
- Tourism should promote an environmentally conscious and socially sustainable balance between the economy, local culture and the environment.
- Tourism should respect the local community and understand that the Bellingen Shire is our home and not just a tourist destination.

### **Eco Certification**

The Bellingen Shire has recently been certified as an Eco Destination by Ecotourism Australia. This is an important part of the identity and values of the destination that should be considered as part of the campaign which aligns to the values and themes of the Branding Strategy.

## **PART C – SCOPE OF WORKS**

### **Deliverables:**

- Delivery of photos that can be used across multiple platforms and publications including website, social, print, billboard.
- High-resolution images in digital format, edited and ready for use.
- A comprehensive quotation for the requested services, including confirmation of Council intellectual property rights ownership and usage of all assets
- Sourcing, permissions and/or payment of any talent or locations presented in scope of work
- The essence of the brief is to beautifully capture the Shire and the community through the lenses of sustainability & nature; business & economy; culture, arts & lifestyle. This may include but is not limited to:
  - Sustainability & nature:
    - Urunga Wetlands
    - Urunga Boardwalk
    - Dorrigo National Park
    - Dangar Falls
    - Bongil Bongil Walks
    - Hungry Head
  - Business & economy / culture, arts & lifestyle:
    - Iconic businesses showcasing food, retail and arts (Memorial Hall, Yellow Shed, Heritage Hotel, Butter Factory, Visitor Information Centres etc)
    - Markets/ agriculture shows

- Farms/ workshops
- Community faces and our rich Gumbaynggirr culture

**Expected delivery of the project**

- By end of June 2024

**Submission details:**

- Please address the below criteria, include your portfolio and share scenarios you would capture.
- Deadline for submission of quotations: 8 April 2024, 11:59pm.
- Submit proposals to Maaike Veenkamp at [mveenkamp@bellingen.nsw.gov.au](mailto:mveenkamp@bellingen.nsw.gov.au)

Details on the following criteria are sought from you. Please include as much detail as possible:

Item	Criteria Description
1.	Price (lump sum or per unit, GST included)
2.	Discounts/incentives
3.	Delivery conditions/ delivery exemptions (if any)
4.	Details of any previous supply of goods/services to Council
5.	Safety & Health compliance (as applicable)
6.	Environmental compliance (as applicable)
7.	Warranties/guarantees offered on goods/services
8.	Any other relevant details/conditions relating to the supply of goods/services
9.	Understanding of the scope: how will you approach the task.
11.	Project program: outline key dates and expected deliverables.
12.	Capacity to deliver on time and on budget: we value reliability and professionalism.
13.	Address the above evaluation criteria

**PART D – CONDITIONS OF CONTRACT**

Council's Standards PO conditions are proposed to be used for this engagement.

*Note:*

The successful contractor and its subcontractor(s) (if any) will be required to effect and maintain insurance policies in the following sums:

- (1) Insurance cover for the statutory and common law liability for death or injury to persons employed by the contractor; and
- (2) Professional Indemnity Insurance in the sum of between \$5 million - \$10 million in respect of any one occurrence and for an unlimited number of claims
- (3) Public Liability Insurance in the joint names of the contractor, any subcontractor(s) and Council in the sum of \$5 million - \$10 million in respect of any one occurrence and for an unlimited number of claims.
- (4) Product Liability Insurance in the sum of at least \$5 million in respect of any one occurrence and for an unlimited number of claims.