

REQUEST FOR QUOTATION

Supply of services for tourism marketing campaign content creation

Quotation title/ name	Tourism marketing campaign content creation
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	mveenkamp@bellingen.nsw.gov.au
Description of goods/services	The development of content for Bellingen Shire's 2024 tourism marketing campaign, specifically long and short video and reels.
RFQ reference number	

PART A – RFQ Information

Lodgement details	Offers must be lodged by the closing date and time via email to mveenkamp@bellingen.nsw.gov.au
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 Bellingen Shire Branding Strategy 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">• Creativity and innovation in the proposed campaign concept with alignment to the branding guiding principles and attributes in the Branding Strategy.• Demonstrated understanding of the tourism industry and target audience, in a diverse regional area.• Ability to embed the destination's Eco Certification and the importance of sustainable tourism• Proven track record in delivering successful marketing campaigns, including in a regional context.• Showcase your past work that demonstrates your creativity and proficiency.

	<ul style="list-style-type: none">• Provide a brief overview of your / your agency's experience in tourism marketing and showcase examples.• Timelines to complete project.• Cost-effectiveness and value for the proposed budget.• Capacity to deliver on time and on budget: we value reliability and professionalism.• Council intellectual property rights ownership and usage of all assets
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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 (Council) is seeking a creative and dynamic creative agency / videographer for the development of content for Bellingen Shire's 2024 tourism marketing campaign, specifically long and short video and reels in various formats.

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.

Campaign Objectives:

In line with the guiding principles and key attributes in the Branding Strategy:

- Increase destination brand awareness and visibility.
- Drive engagement and interest in our destination.
- Attract like-minded visitors to the region.

Campaign theme:

- Tell the destination story for Bellingen Shire.
- Show off the natural beauty.
- Showcase the region's eco-tourism/ sustainable tourism approach.
- Celebrate our rich Gumbaynggirr culture.
- Capture the local essences and lifestyle.
- Capture faces of the community.

PART C – SCOPE OF WORKS

Deliverables:

- Development of a creative and compelling campaign concept.
- Design and production of visually appealing promotional content including, but not limited to:
 - One long video
 - One short video
 - Minimum of four short reels
- Asset design for various platforms including, broadcast, digital and social media.
- A delivered hard drive of productions rushes
- 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
- 2 rounds of feedback per stages of production
- 3 stages of production:
 - Pre-production and agreement
 - Production schedule and creative scripts/mood
 - Post-production offline/online edit

Expected delivery of the project

- By end of June 2024

Submission details:

- Please submit a proposed campaign concept and address the below criteria
- Deadline for submission of quotations: 8 April 2024, 11:59pm
- Submit proposals to Maaïke Veenkamp at 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.

