



**REQUEST FOR PROPOSAL
VIVID SYDNEY 2025 PUBLIC RELATIONS SUPPORT SERVICES**

DATE OF REQUEST:

1 October 2024

REQUEST:

Destination NSW (‘DNSW’) is seeking a proposal for PR support services for Vivid Sydney 2025 from November 2024 to 31 July 2025 with an option (at Destination NSW’s discretion) for Vivid Sydney 2026 and 2027 (dates to be confirmed) with services commencing in November the year prior to each festival.

A full Scope of Work (SOW) is detailed below in Annexure A including Vivid Sydney communications objectives, audiences, and outcomes, as well as key areas of PR support that are required.

The agency receives this brief in confidence and is not permitted to discuss with any other parties. No pitch fees are payable for this service.

TIMELINE:

Deadline for agency follow up questions	Tuesday 8 October 4pm AEST
DNSW to provide responses to questions	Friday 11 October
Deadline for agency to confirm intention to submit	Tuesday 15 October 4pm AEST
Deadline for proposal and receipt of quotes	Friday 25 October 5pm AEST
Follow up agency interviews (if required)	w/c 28 October
Successful applicant notified	w/c 4 November
Unsuccessful applicants notified	w/c 4 November
Agency onboarding meeting	w/c 11 November

EVALUATION CRITERIA:

Proposed PR strategy and plan (including conformity with below key considerations, specifications and services required)	25%
Experience of service provider and their staff	25%
Capacity of the service provider (financial, technical, management, staffing)	25%
Pricing and related factors	25%

VIVID SYDNEY PR SUPPORT SCOPE OF SERVICES:

Phase	Timing	Requirements
Planning	October 2024 – February 2025	Develop of PR strategy and plan Development of comms materials – key messages, media releases, pitch plan/media matrix, FAQs
Awareness	February – mid-May 2025	Proactive press office, targeted storytelling, placing exclusives and positioning festival announcements for





		<p>maximum media impact, including long lead targets</p> <p>Scheduling media briefings (Sydney and Melbourne) with festival director and relevant curators</p> <p>Escalation of media enquiries relating to issues management as required</p> <p>Managing media accreditation process</p> <p>Ongoing media reporting per DNSW’s criteria and metrics</p>
Amplification	Mid-May - late June 2025	<p>Recruiting, managing and hosting media for Content Capture Week, Lights On, and key festival events</p> <p>Reactive, ad-hoc hosting on festival footprint for duration of festival</p> <p>Escalation and management of media enquiries relating to issues, as required</p> <p>Regular content distribution with festival and media assets</p> <p>Ongoing media reporting per DNSW’s criteria and metrics</p>
Reporting and close out communications	Late-June – July 2025	<p>Event wrap up and reactive media enquiry management</p> <p>Development of end of campaign report</p>

ANNEXURE A	
<p>About Destination NSW:</p> <p>Destination NSW is the champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.</p> <p>About Vivid Sydney:</p> <p>Vivid Sydney, the Southern Hemisphere’s leading multi-artform festival, transforms Sydney into a vibrant hub of creativity, innovation and community connection. Over 23 nights, light installations, music, ideas and food inspire global audiences and drive cultural exchange. Proudly owned by Destination NSW, Vivid Sydney showcases NSW’s cultural vibrancy and positions it as a global leader in artistic innovation.</p> <p>Background:</p> <p>In 2024, Vivid Sydney attracted 2.42 million attendees, making it the third largest on record. Highlights included a record-breaking opening night and the busiest single night in the festival’s history on Sunday, 9 June. 2025 will mark the festival’s 15th year.</p> <p>While this year attracted millions of people from across Australia and the globe, Vivid Sydney 2024 also had a profound impact on the creative minds who helped bring the event to life, including Sydney’s retail, hospitality and accommodation sectors.</p>	





While programming for Vivid Sydney 2025 is still to be finalised, the festival theme has been announced as *Vivid Sydney, Dream* coming to life once again across Light, Ideas, Music and Food. Key festival components such as Global Storytellers and Lighting of the Sails are set to return. Detail on Creative Direction from Festival Director Gill Minervini can be found [here](#).

Strategic communications objectives for Vivid Sydney 2025 include:

- Generate positive earned coverage which promotes Vivid Sydney 2025 as the Southern Hemisphere’s leading multi-art festival to key target audiences and drives festival advocacy
- Broaden festival coverage focus beyond Light to hero Ideas, Music and Food pillars
- Promote ticketed events across all pillars to support strong ticket sales
- Encourage overnight visitation from key domestic markets (primary markets: Victoria and Southeast Queensland. Secondary: intrastate)
- Apply a “Festival Plus” strategy to all activity ie. Cross sell Vivid Sydney events and experiences to encourage multi-night festival visits

Festival Visitation:

In 2024, Sydney residents were the largest group of festival attendees (73%), followed by those visiting from interstate (10%), overseas (9%) and regional NSW (8%).

Friday and Saturday evenings were the busiest night of the festival, with attendance historically peaking during the King’s Birthday Long Weekend in early June.

Milestones:

Previous key activity and campaign milestones have included the below, Destination NSW is seeking a recommendation from the agency on what announcements and in what format will have the greatest impact in achieving the campaign’s objectives:

Mid March	Program Launch
April - May	Standalone festival announcements (previous examples include Global Storytellers Jennifer Coolidge and Mike White, Tekno Train by Paul Mac, Vivid Residence: Daniel Humm at Aria Restaurant)
Late May	Content Capture Week (selected installations and projections are active for media and influencer capture in the evening leading up to Lights On)
23 May	Lights On / First Light Media Event at Overseas Passenger Terminal
Late May	Drone Show media pit

Festival Spokespeople:

- Minister for Tourism
- Vivid Sydney Festival Director
- Destination NSW CEO
- Participating festival artists and creatives





Outcomes/Key Performance Indicators:

Destination NSW and Vivid Sydney has a thorough reporting process designed to capture all earned media and social coverage pertaining to the festival. Additional metrics to categorise coverage include, but not limited to: audience reach, sentiment, Advertising Value Equivalency (\$) as well coverage featuring ticketed festival events and/or appearing in a list of predetermined priority media outlets.

Specifications of support required:

The appointed PR Agency will be responsible for supporting the DNSW PR team in the development, management and execution of the below:

Consumer PR and services from October 2024 to July 2025 specific to raising awareness / driving visitation to Vivid Sydney events and programs including:

- Development of strategy and plan to support generation of positive coverage laddering up to key objectives
- Development and execution of a targeted pitch plan by team of senior PR specialists with a proven track record in arts, music and cultural industries
- Development and distribution of all materials. Note: DNSW's internal content team will assist heavily in producing media ready content and assets
- Management and recruitment for all media moments and activity as well as reactive media hosting throughout the festival, when required
- Consultation with DNSW PR and Corporate team on issues management, endeavouring to mitigate negative media sentiment

Account Management

- Development of KPIs in consultation with Destination NSW, as per metrics listed above
- DNSW requires a 10:1 return on investment, based on \$AVE generated
- Weekly WIPs with DNSW PR team to agree on priority actions and receive activity updates to potentially increase closer to the festival period
- Ongoing communication and counsel provided to Destination NSW
- Ongoing monitoring and tracking of media and social coverage resulting from agency activity categorised according to criteria set by Destination NSW with increased cadence for key festival announcements and campaign moments
- Development of post-campaign report no later than Thursday, 31 July 2025

Event Control Centre (ECC)

The Event Command Centre is an operations unit based at The Rocks that assists in live monitoring in all aspects of Vivid Sydney with senior representatives from all relevant departments, including PR and Corporate Communications for every night of the festival.

The agency is also asked to submit proposed staffing for the Event Control Centre. One senior PR representative is required in the ECC from 4:30pm to 10:30pm (approx.) from Friday 23 May to Saturday 14 June. Each team member designated this responsibility is required to undergo a half day training session on the appropriate ECC reporting system.





Due to concurrent priorities during this period, the proposed ECC representatives should be made up of different team members to the core Vivid Sydney PR team.

General items:

The provider must provide appropriate product liability and public liability insurance. Min \$20 million
The provider must disclose any other clients which the agency works which DNSW may consider a conflict
PR and communications services provided must be of the highest quality.
The service provider must provide an Australian Business Number or Australian Company Number
Compliance with Modern Slavery legislation in Australia.

Budget:

A maximum budget of up to \$400K ex GST is available to deliver on PR requirements of this RFQ for the 2025 festival including agency fees and any hard costs for activity proposed as part of the strategy and plan to deliver on objectives.

An additional \$50K ex GST is available to deliver on Event Control Centre staffing.

Key Considerations:

The successful provider will need to enter 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
Compliance with Modern Slavery legislation in Australia
Abiding by a suppliers' code of conduct as issued by the NSW Government

In responding to this brief, a response and quotation should be provided in PowerPoint of maximum 35 slides. This should include:

- Communications strategy and plan to support objectives, including indicative pitch plan with suggested press office angles and targets, media calls, execution timeline, and success targets/metrics
- Overview of proposed resourcing and agency hours that will be delivered for the agency's indicative budget. Note: Proposed team to ideally consist of permanent full-time employees of the agency and a maximum of 5 team members for the core PR team.
- Itemised rate card of costs for relevant personnel, provided in Microsoft Excel or equivalent separating PR and ECC budgets
- Agency credentials
- Up to three case studies showcasing experience amplifying large scale consumer events





- Overview of proposed team and structure, highlighting expertise and specialism of each team member

Due to the large scale and complex nature of this campaign, agency criteria will also need to meet the following:

- Mid to large sized agency (more than 30 full time, permanent staff) with an office based in Metropolitan Sydney
- Proven experience delivering integrated PR & marketing activity for large scale consumer events (more than 500,000 consumer attendees)

Any agencies who are not already part of NSW Government's Marketing and Advertising Scheme should sign up as a supplier and apply to qualify [here](#).

Questions on the RFQ and scope of services required:

If you require clarification on the above request, please share questions via email by Tuesday 8 October 4pm AEST to:

james.toovey@dnsw.com.au

carla.horvath@dnsw.com.au

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

Lodgement Details:

Please email your quotes and supporting documentation to:

james.toovey@dnsw.com.au

carla.horvath@dnsw.com.au

