

Request for quotation

Please provide a proposal which addresses all the items below.

Request:

Destination NSW (DNSW) is seeking a quotation to provide PR support services to Destination NSW's PR, Influencer & Visiting Media team, to deliver PR projects currently underway. The project term is from 17 March to 1 June 2025.

Response is to include an itemised all-inclusive quote for services required, including breakdown of time and resource allocation.

The PR support services required are to coordinate broadcast integrations and media famils between 17 March – 1 June 2025 as part of the PR Visiting Media Always On program

| Background: |
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| <p>The PR, Influencers & Visiting Media team is currently delivering on a number of key projects:</p> <ol style="list-style-type: none"> 1. JT Travels (Channel 7 Sunrise) 2. Food & Producer Series 3. Boutique Breaks <p>Destination NSW would like to seek the services of someone who was familiar with coordinating destination broadcast opportunities and has excellent contacts with travel and lifestyle media and contacts in region in order to deliver those projects.</p> |
| Selection criteria: |
| <ul style="list-style-type: none"> • Value for money – 40% • Conformity with below key considerations, specifications and services required – 30% • Familiar with projects the PR team need undertaken and have contacts to deliver those – 30% |
| Specifications of service required: |
| <p>JT Travels NSW – Broadcast Integration</p> <ul style="list-style-type: none"> • End-to-end planning and coordination of the monthly live crosses across Sydney and NSW, including destination research, cross pitching, operator liaison • Development of overview and schedule for each monthly integration shared with DNSW for sign off prior to operator outreach in line with DNSW engagement process • Development of final run sheet for DNSW and Seven including key messages covering the destination and cooperative partner deal • Lead comms between key external stakeholders – Seven & Wotif – to confirm broadcast arrangements including deal and DNSW event integration <p>Boutique Breaks</p> <ul style="list-style-type: none"> • End-to-end planning and coordination of Boutique Break famils in NSW, including ideation of itinerary, development of target media list, liaison and coordination/booking with operators • Experiences and draft itineraries shared with DNSW and DNs for sign off prior to operator outreach in line with DNSW stakeholder engagement process • Development of final itinerary to share with DNSW for media • Assistance with travel booking arrangements for media and DNSW host where required via Stage and Screen • Assistance with media invites and liaison where required <p>Food & Producer Series</p> <ul style="list-style-type: none"> • End-to-end planning and coordination of Food & Producer famils in NSW, including ideation of itinerary, development of target media list, liaison and coordination/booking with operators |

- Experiences and draft itineraries shared with DNSW and DNs for sign off prior to operator outreach in line with DNSW stakeholder engagement process
- Development of final itinerary to share with DNSW for media
- Assistance with travel booking arrangements for media and DNSW host where required via Stage and Screen
- Assistance with media invites and liaison where required
- Assistance with campaign reporting where required

Media Coverage Tracker (if/when required)

- Support with reviewing and coding media coverage in line with DNSW process

Other relevant information specific to the quote:

- Understanding of broadcast media requirements
- Ability to 'sell' NSW attributes
- Familiarity of the state of NSW from a tourism perspective
- Understanding of Government protocols
- Knowledge of the travel and lifestyle media landscape and have contacts
- Ability to delivery under pressure, efficiently and effectively

General items:

- The service provider must provide appropriate product liability and public liability insurance. Min \$20 million.
- Services provided must be of the highest quality
- Services must be guaranteed and fit for purpose
- The service provider must provide an Australian Business Number or Australian Company Number.
- Compliance with Modern Slavery legislation in Australia

Key Considerations:

- The successful service provider will need to enter into 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

Destination NSW will provide the following:

- Destination updates
- Briefings relevant to projects
- Access to iSentia

Timeline:

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| Deadline for receipt of quotes | Due 5pm 11 March 2025 Late proposals will not be accepted unless the reason for lateness is justified. |
| Successful applicant notified | 12 March 2025 |
| Unsuccessful applicant notified | 12 March 2025 |

What Destination NSW requires now:

Please provide a proposal which address the items in Annexure A i.e. background of the event/activity, specifications of services required, key considerations and general items.

Attention must also be directed towards the selection criteria.

Clarification of requests for quotes:

If you require clarification on the above request, please contact only via email:

Sarah Stevenson
DNSW, Director of PR, Influencers and Visiting media
sarah.stevenson@dnsw.com.au

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

Lodgement Details:

Please email your quotes and supporting documentation (if any) to:

Sarah Stevenson
DNSW, Director of PR, Influencers and Visiting media
sarah.stevenson@dnsw.com.au