

TOURISM TASMANIA

PRODUCTION REGISTER

APPLICATION AS AN APPROVED SUPPLIER

Document Purpose

The purpose of this document is to obtain sufficient information required to assess applicants across each category.

An applicant may choose to submit supplementary information, but such information must directly address the criteria for registration. Marketing publications are not required and will be returned to the applicant.

The application document is compiled with text boxes to allow for electronic submission or, alternatively, the application document can be printed and information entered manually.

Respondents may choose to use this document for submitting information or prepare a separate document. Any separate documentation must address the same criteria as in this application document.

Should further information be required, a request will be made directly to the Respondent.

The completed application for registration can be submitted via email to Production.Register@tourism.tas.gov.au

Tourism Tasmania will acknowledge receipt of all applications by email. If you do not receive email confirmation of receipt within fourteen business days, it is recommended that you contact the Authorised Representative via email Production.Register@tourism.tas.gov.au.

Application Declaration

In submitting this application the consultant is deemed to have made the following Declaration:

I / We hereby:

1. Apply to Tourism Tasmania (**the Agency**) for registration as an approved supplier for production register services.
2. Declare that the particulars in all the documentation are true and correct in every detail.
3. Acknowledge that the Agency may undertake credit, character, and other relevant checks as part of the assessment process.
4. Consent to the Agency collecting, holding, using and disclosing personal information provided in this application for the purposes of assessing this application and administering the production register, in accordance with the Personal Information Protection Act 2004 (Tas).
5. Declare that neither I/We, nor any proprietor, director, trustee, or manager of the business has a conflict of interest with any officer or employee of the Agency. Should any such conflict exist prior to the assessment process, or any such conflict arise during the assessment process, I/We will disclose the conflict immediately to the Agency.
6. Confirm that none of the proprietors, director, trustee, or managers is or has ever been bankrupt, or a director, manager or secretary of a company that is or has been subject to administration (whether voluntarily or otherwise), or a Deed of Company Arrangement or similar, and that the business is not trading under:
 - receivership and management; or
 - official management; or
 - an arrangement with creditors without sequestration.

7. Undertake to comply with and ensure that all employees, sub-consultants and agents comply with the requirements of the *Work Health and Safety Act 2012 (Tas)*, and the *Work Health and Safety Regulations 2022 (Tas)*, and all other Acts, regulations, local laws and bylaws, Codes of Practice and any other instructions made under any Act or subordinate legislation, whether State or Federal which are in any way applicable to the performance of the consultant's services.
8. Declare that Public Liability Insurance will be maintained for the photography and videography categories for the duration of the assessment period and, if the application is accepted, to continue to hold Public Liability Insurance for the time that you are active on the register.
9. Declare that Professional Indemnity Insurance will be maintained for the social media community engagement category for the duration of the assessment period and, if the application is accepted, to continue to hold Professional Indemnity Insurance for the time that you are active on the register
10. Declare that, where applicable, Workers Compensation Insurance will be maintained as required by law.
11. Undertake to advise the Agency of any changes to the circumstances of the information contained in this application during the duration of the assessment period. This includes, but is not limited to, any adverse change to the financial position of the business.
12. Acknowledge that prequalification does not guarantee being invited to undertake work for the Agency or the Tasmanian Government as a whole.
13. Acknowledge that a false or misleading declaration may result in removal from the production register.

Business Information

Registered Business Name

Business Trading Name

Business Address

Postal Address

Email Address

Phone

Authorised Representative Name & Position**Australian Business Number (ABN)****Australian Company Number (ACN)****Legal Status of Organisation (sole trader, partnership, private/public/trustee company)****Drone Licence Number (Required for any services that utilise a drone)****Other Businesses**

List any other business and/or company that any person referred to above has involvement with – include name, position held, business/company and address.

Categories

Applicants will need to:

- Select the category (or categories) they're applying for
- Show they have the capability to deliver work in each of those categories, based on the relevant pre-qualification criteria

Categories	Please Tick
Videography (incl. Social Media Content Creation)	
Photography	
Copywriting/Content writing	
Social Media Engagement	

Public Liability Insurance

Minimum level of cover required is \$10M AUD for **photography and videography** categories.

Include with the application a copy of the current certificate of currency.

Insurance Company

Policy Number

Period of Insurance

Limit of liability

Professional Indemnity Insurance

Minimum level of cover required is \$500k AUD for **social media community engagement** category

Include with the application a copy of the current certificate of currency.

Insurance Company

Policy Number

Period of Insurance

Limit of liability

Workcover Insurance

Required if you are a company and have employees.

Include with the application a copy of the current certificate of currency.

Insurance Company

Policy Number

Period of Insurance

Employees (if applicable)

Please complete the following table for all staff that would be utilised to provide the services.

Name	Position	Years' Experience	Licences Held (if applicable)

Experience

This section is for the applicant to list recent projects relevant to the categories for which registration is sought. You may include any projects undertaken for Government.

All projects included must have been undertaken in the past three years. Projects undertaken in the past five years may be considered at the discretion of the assessment panel.

Please list relevant projects under each category of registration applied for. Where a project is relevant to more than one category list it under each category.

The largest two projects undertaken in each category should be described in the following detail:

- registration category;
- project title;
- project cost or component cost as appropriate;
- year project completed;
- description of project

Category	Project Title	Project Cost	Year Completed	Description

General comments in support of application

Any additional comments to supplement information already provided in the application may be provided in the space below:

Signed

Name (Print)

Position

Company.....

Date
.....

VIDEOGRAPHY – Pre-qualification Criteria

Mandatory Criteria

Item #	Videography Criteria Assessment	Yes/No
1	Resume Provide your resume, a link to your website (if applicable) and a show reel.	
2	Experience Do you have experience capturing footage in any of the following areas? Please tick relevant areas:	
a)	Drone (please provide current licence)	
b)	Nature, wilderness and wildlife	
c)	Events	
d)	Food and drink	
e)	Corporate	
f)	Interviews and people stories/documentary style	
g)	Underwater	
h)	Accommodation/architecture	
i)	Social Media Content Creation (please address the creative assessment task 3c below)	
3	Creative Assessment	
a)	Create 1 x 15 second video and 1 x 60 second video that captures the brand and evokes the meaning of 'Come Down for Air' (see reference to Tasmanian tourism brand guidelines).	
b)	If you are unable to provide an edited video, please provide five 'top shots'	
c)	For Social Media Content Creation, as a standalone or in addition to videography -	

	i. Provide three examples of your content that best represent the social media style of Tourism Tasmania ii. Provide a short TikTok/Reels style video that represents Tasmania iii. Provide links to two examples of content you have created for social media channels	
4	Economic Social Benefits Statement (ESBT) Please complete the Economic and Social Benefits Statement attached.	
5	Price The Schedule of rates tendered by the Supplier, please complete Schedule of Rates table below. Schedule of rates Definitions (a) ½ day of service is defined as four (4) hours duration; (b) Full day of services is defined as 8 hours duration; (c) Weekly rate is five (5) days; Work maybe assigned on Saturday, Sunday or public holidays and the Schedule of Rates will apply.	

Schedule of rates option: Videography

Please provide your current rates for the services listed below considering the listed specialist capability framework.

#	Videography service	\$ Rate
1	1 hour	\$
2	Daily	\$
3	Weekly	\$
4	Editing	\$
5	Voice over	\$
6	Drone	\$
6	Other (please advise for particular services)	\$

VIDEOGRAPHY – Specialist Capability Framework

Key Functions	Key Deliverables	Insurances
a) Provide cinematography and/or videography services to the Agency to cover a variety of creative briefs across a range of channels. b) Outputs should communicate the essence of the Tasmanian tourism brand – a variety of styles across a number of categories is sought including drone footage, VR, landscapes, events, food and drink, lifestyle, adventure, wildlife and more including working with talent.	<u>Usage Rights:</u> a) Full copyright – worldwide use in perpetuity is required across all channels. b) Footage will be used by the Agency and our respective partners which may include, but are not limited to: Tourism Australia, travel trade (access and retail partners), media and other stakeholders in the promotion of Tasmania.	a) \$10M Public Liability Insurance. b) Workcover (if applicable)
Demonstrated experience or proven capacity to produce video content suited to the evolving media landscape.	<u>Supply of Footage:</u> a) Raw footage should be supplied on a hard drive to the Agency as at the highest resolution (minimum 4K UHD, 3840 x 2160). Please group individual shots in folders, clearly named by event/location. A highlights reel should also be provided, with basic colour grading applied and exported as a single 4k video file (highest quality and no fast cuts)	
a) Capacity to edit social media, corporate and trade videos and advertisements to fit the particular style/audience. b) Editing to include sourcing music, sound mixing and basic graphic design.	<u>Talent Releases:</u> a) Where talent is identifiable a signed talent release is required (to be supplied by the Agency)	

PHOTOGRAPHY – Pre-qualification Criteria

Mandatory Criteria

Item #	Photography Criteria Assessment	Yes/No
1	Resume Provide your resume and a link to your website (if applicable).	
2	Creative Assessment – Part A Provide three images that best represent the Tasmanian tourism brand. Include:	
a)	One (1) image of a landscape that you feel represents Tasmania	
b)	One (1) image including people that represents the people of the island	
c)	One (1) image of choice that you feel captures the essence of Tasmania.	
	Creative Assessment – Part B Please explain how these three images truly represent Tasmania and reflect the meaning of ‘Come Down For Air’.	
d)	Landscape	
e)	People	
f)	Image of choice	
4	Economic Social Benefits Statement (ESBT) Please complete the Economic and Social Benefits Statement attached.	
5	Price The Schedule of rates tendered by the Supplier, please complete Schedule of Rates table below. Schedule of rates Definitions (a) ½ day of service is defined as four (4) hours duration; (b) Full day of services is defined as 8 hours duration; (c) Weekly rate is five (5) days;	

	Work maybe assigned on Saturday, Sunday or public holidays and the Schedule of Rates will apply.	
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Schedule of rates option: Photography

Please provide your current rates for the services listed below considering the listed specialist capability framework.

#	Photography service	\$ Rate
1	1 hour	\$
2	½ day rate	\$
3	Daily	\$
4	Weekly	\$
5	Post Edit Rate	\$

PHOTOGRAPHY – Specialist Capability Framework

Key Functions	Key Deliverables	Insurances
a) Provide photography services to the Agency to cover a variety of creative briefs across a range of channels. b) Outputs should communicate the essence of the Agency brand – a variety of styles across a number of categories is sought including 360 panorama, landscapes, events, food and drink, lifestyle, wildlife and more, including working with talent.	<u>Usage Rights:</u> a) Full copyright – worldwide use in perpetuity is required across all channels. b) Images will be used by the Agency and our respective partners which may include, but are not limited to: Tourism Australia, travel trade (access and retail partners), media and other stakeholders in the promotion of Tasmania.	1. \$10M Public Liability Insurance. 2. Workcover (if applicable)
Demonstrated experience or proven capacity to produce photos suited to the evolving media landscape.	<u>Supply of Footage:</u> a) Images should be supplied on a hard drive or FTP to the Agency as highest resolution finalised un-watermarked jpegs at 300dpi and no smaller than 1MB. b) Grouped in folders, clearly named by event/location. <u>Talent Releases:</u> a) Where talent is identifiable a signed talent release is required (to be supplied by the Agency)	

COPYWRITING / CONTENT WRITING – Pre-qualification Criteria

Mandatory Criteria

Item #	Copywriting/Content writing Criteria Assessment	Yes/No
1	Resume Provide your resume and a link to your website (if applicable).	
2	Creative Assessment Please create a 400-word article for www.discovertasmania.com.au , focussing on one of the following topics: • Six of Tasmania's top festivals; or • Six of the best day trips from Launceston. Please consider SEO in your writing, and the audience – in this case, Australians who are planning a visit to Tasmania. Also consider Tourism Tasmania's brand positioning: Tasmania is the antidote to the straitjacket of modern life – a place where the uncommon is common; where you can throw off the shackles and feel human again.	
3	Economic Social Benefits Statement (ESBT) Please complete the Economic and Social Benefits Statement attached.	
4	Price The Schedule of rates tendered by the Supplier, please complete Schedule of Rates table below. Schedule of rates Definitions (a) ½ day of service is defined as four (4) hours duration; (b) Full day of services is defined as 8 hours duration; (c) Weekly rate is five (5) days; (d) Monthly rate is twenty (20) days of services	

Schedule of rates option: Copywriting/Content writing

Please provide your current rates for the services listed below considering the listed specialist capability framework.

#	Copywriting/content writing service	\$ Rate
1	1 hour	\$
2	½ day rate	\$
3	Day Rate	\$
4	Weekly Rate	\$

COPYWRITING / CONTENT WRITING – Specialist Capability Framework

Key Functions	Key Deliverables	Insurances
Provide copywriting, content writing and editing services to the Agency for a variety of creative briefs across a range of channels including but not limited to: media releases, EDM copy, blog articles and listicles, feature articles and more that communicates the essence of the Agency brand.	<u>Usage Rights:</u> a) Full copyright – worldwide use in perpetuity is required across all channels. b) Copy will be used by the Agency and our respective partners which may include, but are not limited to: Tourism Australia, travel trade (access and retail partners), media and other stakeholders in the promotion of Tasmania.	Workcover (if applicable)
Demonstrated experience or proven capacity to produce copy suited to the evolving media landscape.	<u>Supply of Copy:</u> a) Word documents provided.	

SOCIAL MEDIA COMMUNITY ENGAGEMENT – Pre-qualification Criteria

Mandatory Criteria

Item #	Social Media Engagement Criteria Assessment	Yes/No
1	Resume Provide your resume and a link to your website and business social media channels (if applicable)	
2	Creative Assessment Using the creative assessment task provided on the following page, please craft your social media engagement responses to the examples included in the document, that detail the following requirements:	
a)	Comment replies	
b)	Direct Message replies	
c)	Visual content curation examples	
d)	Just for fun – a question on Emojis	
3	Please confirm your availability of weekends, public holidays and some evenings (this work will predominantly take place over those periods on a roster basis).	
4	Economic Social Benefits Statement (ESBT) Please complete the Economic and Social Benefits Statement attached.	

Schedule of rates: Social Media Community Engagement

The rate offered to the supplier for the delivery of the services is a fixed hourly rate determined by Tourism Tasmania:

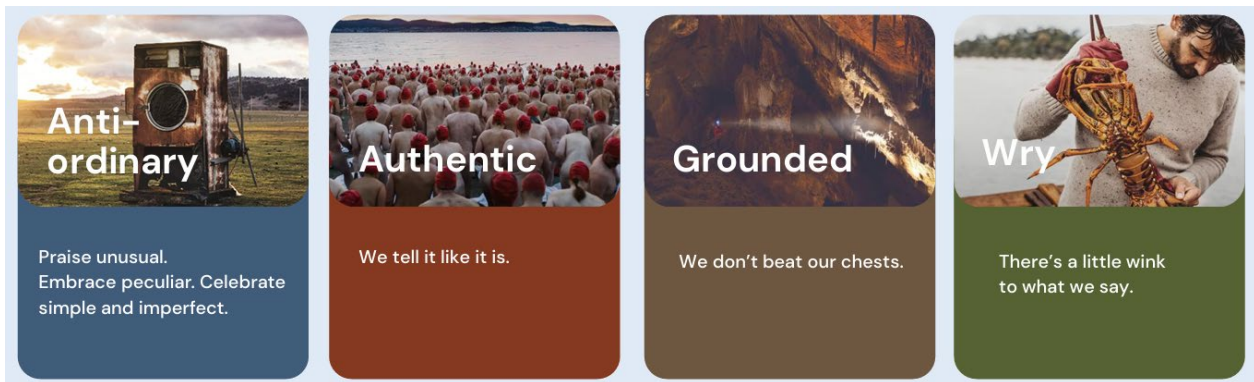
#	Item description	Quantity	Unit	\$ Rate	\$ Amount
1	Fixed hourly rate (Based on scheduled roster for weekends, public holidays and evenings)	1	hours	\$70	\$70/hour
Total amount excluding GST:					\$70/hour

SOCIAL MEDIA COMMUNITY ENGAGEMENT – Creative Assessment Task

Our social channels

At Tourism Tasmania, our aim is to champion great social experience so that we can connect travellers culturally and emotionally with Tasmania, and nurture them through the customer journey.

As you craft your responses in this assessment, use the statement above and these four tone of voice elements to guide you.



Comment reply

Please draft an 'on brand' reply to the following comments.

<i>Example comment</i>	<i>Your crafted reply</i>
We were unable to climb the nut as it was blowing a huge gale, very disappointed. Would love to go back to Tasmania one day, beautiful place.	
Do you need to book a tour or can you just book & catch ferry to MI.	
I've got to start taking screenshots of all these places so I can remember to visit them	
We have a photo we took in 2017 of this bay as our desktop computer background picture. Just loved the remoteness that we felt	
I did a Pennicott boat tour out around the island. The scenery was breathtaking. The dolphins, the seals, the dolerite cliff faces are spectacular. Stunning part of the world!	

Direct Message reply

Please draft an 'on brand' reply to the following direct messages.

<i>Example Direct Message</i>	<i>Your crafted reply</i>
My husband and I have 10 days to travel up the West Coast of Tassie from Hobart to Launceston (having spent our honeymoon years ago travelling East from Hobart to Launceston ❤️) do you have any suggestions/recommendations?? 🙌🙌	
Where should I start with regard to planning this out, identifying locations and transport options?	
Hi Discover Tasmania, I would like to visit Cradle Mountain when it's dusted in snow. Is now the best time? Thank you very much	

Visual Content Curation

Review the @tasmania tagged content on Instagram and choose three images or videos that you would flag as quality and 'on brand' user generated content which we might select to feature on our channels in the future. Please attach links below.

<i>Link to Instagram post</i>	<i>Why you selected this content</i>

Last one, just for fun

From your experience, how do you think emojis are best used in tourism social media marketing and which do you think are most effective?

Additionally, to help us get to know you a little more - which are you favourite emojis to use and why do you love them?

<i>Emojis for tourism social media</i>	<i>Why do you think it's effective?</i>

<i>Your favourite emojis</i>	<i>Tell us why 😊</i>

SOCIAL MEDIA COMMUNITY ENGAGEMENT – Specialist Capability Framework

Key Functions	Key Deliverables	Insurances
a) Work within Tourism Tasmania's social media management platform to engage and moderate, ensuring engagement activity is in line with Tourism Tasmania's Social Media Terms of Use. b) Act as a brand guardian, providing 1:1 interaction with our audience, increasing visibility and providing valuable visitors assistance through real time engagement	a) Collaboratively drive and maximise social media community building opportunities through daily moderation and engagement within comments, direct messages and tagged posts on organic, paid and some partner activity b) Undertake training on tourism Tasmania's brand voice and adhere to operational protocols and security measures	\$500,000 Professional Indemnity Insurance
A demonstrated deep knowledge of Tasmania to actively guide our audience along the customer journey	Drive meaning and value through responses in our brand tone of voice to travel related questions and comments.	
Identify and mitigate crisis, risks, and concerns, proactively communicating these to the designated Tourism Tasmania representative	Ensure risks to brand reputation (and opportunities) are flagged, assessed, and acted upon in a timely and brand-aligned manner	
Demonstrated experience or proven capability to execute on-platform social media engagement for brands.		

Economic and Social Benefits Statement

Tasmanian Government Buy Local Policy

The Tasmanian Government is committed to ensuring expenditure by the Government on goods and services provides a corresponding benefit to the Tasmanian community, where possible.

As part of this commitment, suppliers should provide an Economic and Social Benefits Statement (Statement) about the potential positive impact on the Tasmanian economy and wider community of being awarded a contract. These broader economic and social benefits of procurement are taken into account as part of the Government's value for money considerations.

Suppliers do not necessarily need to be a Tasmanian business. The origin of a supplier is only one contributing factor, among many. What is important is the benefit a supplier can bring to the Tasmanian community. For example, a supplier who is located outside Tasmania could still provide a local benefit by using a Tasmanian-based workforce. The use of local contractors and manufacturers in the supply chain also supports the Tasmanian economy.

In preparing this Statement, a supplier should also consider any specific factors or desirable localised outcomes described by an agency that are relevant to the procurement opportunity.

This Statement will be used to evaluate your overall submission. It will contribute a minimum of twenty-five per cent (30%) of the procurement evaluation. If you do not provide a Statement, you will receive a zero weighting for Economic and Social Benefits evaluation criteria

Economic and Social Benefits Statement

Detail how you will have a positive impact on the Tasmanian community or economy. You should answer all questions below and provide as much information as you think necessary (*note - the response boxes will expand to accommodate your answer*).

Where possible, provide details such as actual numbers of staff and their location and the value of goods or services purchased to support your claims.

Are you a Tasmanian SME*? Do you employ Tasmanians?

Insert your answers here (*refer Guidance information below*).

Guidance information (can be deleted): Below are some examples you may consider including in response to this question:

- *Are you a Tasmanian SME?*
- *How many Tasmanian jobs will be supported by this activity?*

- *How many people do you employ in Tasmania?*
- *Provide an estimate of the number of labour hours worked by Tasmanian-based employees versus other employees.*

Where are the goods or services to be used in the contract sourced from?

Insert your answers here (refer *Guidance information below*).

Guidance information (can be deleted): Below are some examples you may consider including in response to this question:

- *Does your business provide all the goods and services identified in your submission?*
- *If not, will the goods or services identified in your submission be provided by or sourced from Tasmanian SMEs? If possible, provide a list.*
- *Outline how your submission will incorporate local products, services and capabilities.*

Opportunity for Tasmanian SME* involvement

Insert your answers here (refer *Guidance information below*).

Guidance information (can be deleted): Below are some examples you may consider including in response to this question:

- *Will you source components of your offer from other Tasmanian SMEs or sub contractors? If possible, provide details.*
- *How will you identify and engage with sub contractors or other Tasmanian SMEs to deliver the contract? Will you use existing supply chains or advertise sub-contracting or supply opportunities? Will you liaise with local industry groups?*
- *Are there opportunities to transfer skills to a Tasmanian SME or sub-contractor?*

Broader social and economic opportunities

Insert your answers here (refer *Guidance information below*).

Guidance information (can be deleted): Below are some examples you may consider including in response to this question:

- *Are there any other benefits that your organisation or this specific contract will provide to the Tasmanian economy?*
- *Will this contract lead to new skills or expertise being developed within Tasmania?*
- *Does your organisation provide opportunities for pathways to employment for disadvantaged Tasmanians?*
- *Do you support the Tasmanian community, for example through formal support, sponsorship, volunteering or in-kind support?*

Local innovative solutions

Insert your answers here (refer *Guidance information* below).

Guidance information (can be deleted): Below are some examples you may consider including in response to this question:

- *Does your submission involve adding value to imported goods or services through local development or innovation?*
- *Is your organisation developing strategies to provide goods or services to the Tasmanian economy that have historically been imported from interstate or overseas?*
- *Does your organisation offer any innovative solutions that might benefit the broader Tasmanian community and economy? Provide details.*

Completed and endorsed

.....
Name and position

.....
Signature

...../...../.....
Date

*Tasmanian SMEs are Tasmanian businesses employing less than 200 people.