Tourism Tasmania

**Application** **for Registration**

**As an approved Supplier for Production Register**

March 2019

**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 will undertake credit checks as part of the assessment process.
4. Confirm that none of the proprietors, directors, trustees, managers or their spouses is or has ever been bankrupt, or a director, manager or secretary of a company that is being or has been wound up (whether voluntarily or otherwise), and that the business is not trading under:
* an arrangement and/or restructuring; or
* receiver and management; or
* official management; or
* an arrangement with creditors without sequestration.
1. 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, and* the *Work Health and Safety Regulations 2012*, 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.
2. Declare that Public Liability Insurance policies will apply for the photography and videography categories and that these policies will be maintained for the duration of the pre-qualification period.
3. Declare that Professional Indemnity Insurance policies will apply for the social media community engagement category and that these policies will be maintained for the duration of the pre-qualification period.
4. Undertake to advise the Agency of any changes to the circumstances of the information contained in this application during the duration of the pre-qualification period should pre‑qualification be granted in any category.
5. Undertake to provide details of any adverse change affecting the financial position contained in this application and/or supplied by the company accountant as soon as practicable after the change in circumstances become known during the registration period.
6. Acknowledge that prequalification does not guarantee being invited to undertake work for the Tasmanian Government.

**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)**

|  |
| --- |
|  |

**Note: If the applicant trades as a company provide a copy of the company certificate, or business name registration details if not incorporated.**

**Date when Business Commenced Operation**

|  |
| --- |
|  |

**Contact Officer Position Held**

|  |  |  |
| --- | --- | --- |
|  |  |  |

**Phone Number Email Address**

|  |  |  |
| --- | --- | --- |
|  |  |  |

**Drone Licence Number (Required for any services that utilise a drone)**

|  |
| --- |
|  |

**Associated Companies**

List all associated, subsidiary and holding companies including trusts. Include company/business name and address

|  |
| --- |
|  |

**Partners, Directors and Managers**

List all Partners, Directors and Managers, include full name and position.

|  |
| --- |
|  |

**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.

|  |
| --- |
|  |

**Industry Associations**

List membership of industry associations

|  |
| --- |
|  |

**Categories**

The respondent shall:

* nominate the category for which registration is requested; and
* demonstrate capacity to undertake work in each category requested, in accordance with the pre-qualification criteria for each category.

|  |  |
| --- | --- |
| **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  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Referees

All applicants are require to nominate at least three referees who have had direct experience with the projects listed in this application. At least one referee must be able to comment on the ability of the applicant in each category for which registration is being sought.

|  |  |  |  |
| --- | --- | --- | --- |
| Referee Name and Position | Company Name/ Government Department | Telephone Number | Project(s) completed |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

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: |  |
|  | Drone (please provide current licence) |  |
|  | Nature, wilderness and wildlife |  |
|  | Events |  |
|  | Food and drink |  |
|  | Corporate |  |
|  | Interviews and people stories/documentary style |  |
|  | Underwater |  |
|  | Accommodation/architecture  |  |
|  | Social Media Content Creation (please address the creative assessment task 3c below)  |  |
| 3 | **Creative Assessment**  |  |
|  | 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).  |  |
|  | If you are unable to provide an edited video, please provide five ‘top shots’ |  |
|  | For Social Media Content Creation, as a standalone or in addition to videography -1. Provide three examples of your content that best represent the social media style of Tourism Tasmania
2. Provide a short TikTok/Reels style video that represents Tasmania
3. 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;(d) Monthly rate is twenty (20) days of servicesWork maybe assigned on Saturday, Sunday or public holidays and the Schedule of Rates will apply. |  |

**Schedule of rates option: Videography**

The price offered by the Supplier for the delivery of the Supplies is to be calculated in accordance with the following schedule of rates:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| # | Item description | Quantity | Unit | $ Rate | $ Amount |
| 1 | Daily |  |  | $ | $ |
| 2 | Weekly |  |  | $ | $ |
| 3 | Editing |  |  | $ | $ |
| 4 | Voice over |  |  | $ | $ |
| 5 | Drone |  |  | $ | $ |
| 6 | Other (please advise for particular services) |  |  | $ | $ |
| Total amount excluding GST: | $ |

VIDEOGRAPHY – Specialist Capability Framework

|  |  |  |
| --- | --- | --- |
| ***Key Functions*** | ***Key Deliverables*** | ***Insurances*** |
| 1. Provide cinematography and/or videography services to the Agency to cover a variety of creative briefs across a range of channels.
2. 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.
 | Usage Rights:1. Full copyright – worldwide use in perpetuity is required across all channels.
2. 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.
 | 1. $10M Public Liability Insurance.
2. Workcover (if applicable)
 |
| Demonstrated experience or proven capacity to produce video content suited to the evolving media landscape. | Supply of Footage:1. 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)
 |  |
| 1. Capacity to edit social media, corporate and trade videos and advertisements to fit the particular style/audience.
2. Editing to include sourcing music, sound mixing and basic graphic design.
 | Talent Releases:1. 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: |  |
|  | One (1) image of a landscape that you feel represents Tasmania |  |
|  | One (1) image including people that represents the people of the island  |  |
|  | 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’. |  |
|  | Landscape |  |
|  | People  |  |
|  | 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;(d) Monthly rate is twenty (20) days of servicesWork maybe assigned on Saturday, Sunday or public holidays and the Schedule of Rates will apply. |  |

**Schedule of rates option: Photography**

The price offered by the Supplier for the delivery of the Supplies is to be calculated in accordance with the following schedule of rates:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| # | Item description | Quantity | Unit | $ Rate | $ Amount |
| 1 | 1 hour |  |  | $ | $ |
| 2 | ½ day rate |  |  | $ | $ |
| 3 | Day Rate |  |  | $ | $ |
| 4 | Post Edit Rate |  |  | $ | $ |
| Total amount excluding GST: | $ |

PHOTOGRAPHY – Specialist Capability Framework

|  |  |  |
| --- | --- | --- |
| ***Key Functions*** | ***Key Deliverables*** | ***Insurances*** |
| 1. Provide photography services to the Agency to cover a variety of creative briefs across a range of channels.
2. 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.
 | Usage Rights:1. Full copyright – worldwide use in perpetuity is required across all channels.
2. 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. | Supply of Footage:1. 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.
2. Grouped in folders, clearly named by event/location.
 |  |
| Talent Releases:1. 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 write three ‘on brand’ headlines for a campaign activity, promoting travel to Tasmania for an upcoming seat sale partnership with a major airline. These headlines will appear in digital banner ads and are aimed at Raw Urbanites (see Brand Guidelines attachment). |  |
|  | Please write an ‘on brand’ 100 word review on a stay or dining experience you have had in Tasmania |  |
|  | Please write a 250 word itinerary leaving from either Hobart or Launceston, to a destination of your choice, and include 6 products in your account. Products could be accommodation, a visitor experience (e.g. a Pennicott tour or a visit to Port Arthur) and/or a food or drink experience or any experience you feel is appealing to potential travellers. |  |
| 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;(d) Monthly rate is twenty (20) days of services |  |

**Schedule of rates option: Copywriting/Content writing**

The price offered by the Supplier for the delivery of the Supplies is to be calculated in accordance with the following schedule of rates:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| # | Item description | Quantity | Unit | $ Rate | $ Amount |
| 1 | 1 hour |  |  | $ | $ |
| 2 | ½ day rate |  |  | $ | $ |
| 3 | Day Rate |  |  | $ | $ |
| 4 | Weekly Rate |  |  | $ | $ |
| Total amount excluding GST: | $ |

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.  | Usage Rights:1. Full copyright – worldwide use in perpetuity is required across all channels.
2. 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. | Supply of Copy:1. 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 separate creative assessment document provided, please craft your social media engagement responses to the examples included in the document, that detail the following requirements: |  |
|  | Comment replies |  |
|  | Direct Message replies |  |
|  | Visual content curation examples |  |
|  | 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 supplies 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 – Specialist Capability Framework

|  |  |  |
| --- | --- | --- |
| ***Key Functions*** | ***Key Deliverables*** | ***Insurances*** |
| 1. 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.
2. Act as a brand guardian, providing 1:1 interaction with our audience, increasing visibility and providing valuable visitors assistance through real time engagement
 | 1. 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
2. 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 (25%) 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 procurement 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.*

*• Would any new Tasmanian jobs be created by the proposed contract - how many?*

*• If you are not a Tasmanian SME, will you be setting up a local Tasmanian office and employing local staff?*

**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.*

*• Provide an estimate of the value of locally sourced goods and services versus imported.*

*• 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?*

*• Will trainees or apprentices be appointed? If yes, how many and in which profession?*

*• 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.