

### **3. Specification**

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## 1. Introduction

The Port Phillip City Council (“the Council”) invites tenders from suitably experienced organisation(s) to provide press advertising and advertising design services or media management services.

Council’s objective is to develop a panel of specialist organisations to provide a range of advertising services for an initial period of two years with an option to extend for one year at Council’s discretion.

Council does not guarantee any minimum quantity of work or exclusive engagement of a successful contractor.

## 2. Municipal Profile

The City of Port Phillip is located in Melbourne’s inner southern suburbs, between 2 and 8 kilometres from the Melbourne GPO. The City of Port Phillip is bounded by the Cities of Melbourne and Stonnington in the north, the City of Glen Eira in the east, the City of Bayside in the south, and Port Phillip Bay and the City of Melbourne in the west.

The City of Port Phillip includes the suburbs of Albert Park, Balaclava, Elwood, Middle Park, Port Melbourne (part), Ripponlea, South Melbourne, St Kilda, St Kilda East (part), St Kilda West and part of the St Kilda Road area (Melbourne 3004).

The City of Port Phillip is a residential and commercial area, with substantial industrial and office land use. The City contains significant parks, gardens and foreshores. The southern and eastern areas are generally residential in nature, while the central part of the City is dominated by Albert Park. The northern and western areas are dominated by employment uses and commercial areas, including shopping and lifestyle strips along several of the main roads.

## 3. Corporate Objectives

Council’s objective is to maximise consistent service delivery to stakeholders through management procedures to respond to the demands and timeframes for advertising.

The contractor must ensure that designs consider accessibility requirements for audiences with specific communication requirements. i.e: elderly residents, vision impaired and diverse multicultural community groups.

Consideration would also be given to innovative service delivery options that add value to the Council’s processes. Tenderers should include their recommended methodology.

#### 4. Scope of Requirement

Council is seeking suitably qualified Contractor(s) to tender for a panel for the provision of advertising and/or media services. Suitable organisations may submit a tender for one or more of the following categories:

- Category One – Press Advertising Services
- Category Two – Advertising Design Services
- Category Three – Media Management

It is intended to establish a Panel of preferred contractors which Council can invite quotations to undertake various projects. It is anticipated that the Panel may include Contractors that can provide all, some or only one of the required areas of expertise. The Contractor will be supervised by relevant Council officers depending on the type of project to be delivered.

Contractor(s) will be expected to be familiar and adhere to Council's Corporate Style Guides and work in close collaboration with the relevant Council staff.

##### **Category One – Press Advertising Services:**

The Contractor will be required to be competent across the design and placement of print media across a broad range of publications, taking responsibility for booking, proofing and transmission of advertising in accordance with design and brand guidelines.

The services include the production and placement of advertisements, but are not limited to:

- Single column advertisements
- Display advertisements with graphic illustrations

Council advertisements appear in the Public Notices, Employment Sections, Tenders, Business, Early General News and other sections of a range of newspapers. Currently Council publications include The Age, Herald Sun, Emerald Hill, Leader Newspaper.

The Contractor must demonstrate the capacity to:

- Experience in high volume recruitment advertising
- Meet strict publication deadlines
- Prepare detailed advertising schedules
- Provide advice on appropriate, dynamic advertising in a timely and accurate manner, meeting all deadlines and taking responsibility for the management of press advertising and effective liaison with nominated publishers
- Be able to provide evidence of appropriate checking processes to monitor quality control (adherence to publication specification such as, advertising size, font sizes, colour saturation, text areas/bleed/gutter allowances file or film specifications for each publication).

□ **Category Two (Advertising Design Services):**

The Contractor will be required to be competent across a full range of Graphic Design activities and shall be responsible for all design development, preparation and supply of production ready electronic artwork, including technical specification and other items specified within the Project Brief within the agreed timeframe.

The services which will be fundamental or may be related to an advertising process include, but are not limited to:

- Graphic Design;
  - Print Marketing Material – brochures, flyers and magazines;
  - Signage and banners;
  - Corporate merchandising, uniforms and clothing;
  - Exhibitions and displays; and
  - Brand identify
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- The Contractor must demonstrate the capacity to:
  - Experience in high volume recruitment advertising
  - Provide a high standard of artwork and creative innovative solutions
  - Meet strict publication deadlines
  - Prepare detailed colour correct proof of the artwork for Council input
  - Provide advice on appropriate design in a timely and accurate manner, meeting all deadlines and taking responsibility for the management of this process
  - Be aware of existing Council need for a consistent, 'on brand' resolution for all printed material on behalf of Council

□ **Category Three (Media Management):**

Media Management is a combination of Category One (Press Advertising Services) and Category Two (Advertising Design Services).

A high level of experience in account management, reporting and communication is expected to perform Media Management services focused on achieving outcomes that are cost efficient, timely and effective for Council.

Particular emphasis should be placed on experience in management of Recruitment Advertising.

The Contractor will be required to be competent across the design and placement of print media across a broad range of publications, taking responsibility for booking, e-media advertising, proofing and transmission of advertising in accordance with design and brand guidelines.

## **5. Tender Evaluation Criteria**

- Price
- Capacity to meet the requirements of the specification
- Relevant experience and track record (Local Government)

## **6. Fee Structure**

Council requires a schedule of rates for the categories tendered in the format provided at Schedule 3 of the tender document.

### Other fee considerations:

- Media planning, booking and buying*
- Community Service advertising space*
- Billing of media buying*
- Media evaluations, advice and strategy development*
- Value added and bonus activity where possible*
- Monitoring and verification of placement or redress when applicable*
- Market research*
- Insights of target audience and analysis of trends*
- Day to day queries*
- Expenditure summary reports*

## **7. Commencement Date and Term**

The contract period is two years with an option to extend the contract for one year at Council's discretion. The term commences following the appointment of a panel of specialist organisation(s) to provide press advertising and advertising design services or media management services.

## **8. Reporting Requirements**

It is essential that the Contractor provides a report to the Council's project manager within the agreed timeframe, detailing all processes undertaken, including costs to date, and the project status. The report is the agreed performance measures and the extent to which the objectives and outcomes of the brief have been achieved.

## **9. Commercial Principles**

### **9.1 Copyright and Intellectual Property Rights**

All copyright and intellectual property ownership of information and materials gained and developed as a result of this project, including any evaluation reports will be vested in the Council. The contractor may not publish any information contained in or associated with the project without the express permission of the Council.

### **9.2 Insurance**

\$10 million for professional indemnity  
\$5 million for public liability