

4. Specification

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1 INTRODUCTION

The Port Phillip City Council (“the Council”) is seeking a supplier of graphic design services for its two flagship events: the St Kilda Festival and the St Kilda Film Festival. The provision of the services is outlined below:

- (a) Graphic Design Services, St Kilda Festival 2012 & 2013
- (b) Graphic Design Services, St Kilda Film Festival 2012 & 2013
- (c) Graphic Design Services, St Kilda Film Festival National Tour 2012 and 2013

This document provides an outline of the project / service specification and requires the Respondent to provide information about the organisation’s viability, experience and capability to deliver the project / services.

2 BACKGROUND

The St Kilda Festival and the St Kilda Film Festival are the Port Phillip City Council’s flagship events. The Festivals are produced from within the Arts & Festivals Unit, with council officers responsible for the programming, event design, partnerships and sponsorships, marketing and communications, finance and administration of the Festivals.

The graphic design services for the Festivals are an outsourced service. The contract manager is the Festival Producer, an officer within the Arts & Festivals Unit.

3 DEFINITIONS

3.1 St Kilda Festival

- The St Kilda Festival is a hallmark event for the City of Port Phillip, attracting more than 400,000 people annually.
- The Festival is a nine day event, made up of three key components:
- Yalukit Willam Ngargee – an outdoor Indigenous festival showcasing music, dance and community groups
- Live N Local – a seven day multidisciplinary program featuring the best local talent within St Kilda’s key indoor and outdoor venues, including music, film, comedy, theatre, visual arts and more
- Festival Sunday – the culmination of the Festival, Festival Sunday features live music, sport, dance, community groups and markets annually.

3.2 St Kilda Film Festival

Entering its 26th year in 2012, the St Kilda Film Festival is one of Australia’s longest running short film festivals. Held annually in May/June, it is a six day event comprising many parts including Australia’s Top 100 short films,

International programs, SoundKILDA music video competition, Opening Night, Closing Night Awards and more.

- St Kilda Film Festival National Tour - dependent on external funding, the Film Festival also tours nationally following the conclusion of the Festival itself, taking in capital and regional destinations across Australia. The services outlined in this brief also take in this National Tour although the full scope of these works will not be confirmed until one month prior to the commencement of the Tour.

4 SCOPE AND PURPOSE

Services for each project include but are not limited to:

- 4.1 To work with the winner of the St Kilda Festival Image Design Competition to create an image to represent the St Kilda Festival annually
- 4.2 To apply the St Kilda Festival image and associated campaign to advertising, signage, printed program, poster, website, t-shirts, accreditation and invitations, and other required material such as Festival maps and sponsor signage
- 4.3 To develop an image to represent the St Kilda Film Festival annually
- 4.4 To apply the St Kilda Film Festival image and associated campaign to advertising, signage, printed program, poster, website, t-shirts, accreditation and invitations, slides, presentations, awards, and other required material such as Festival maps and sponsor signage
- 4.5 The scope of these services may be provided by a sole trader or a company.

A detailed brief for each project is as follows:

St Kilda Festival Design Charter for quoting purposes only

ITEM	DESCRIPTION	DESIGN MANDATORIES	DEADLINES
Festival Image	Develop Festival image from the winning competition design for usage across all marketing collateral. Add design mandates	Festival logo Key text as directed (logo strip to be added at a later date)	October in the year prior
Festival Program	Up to 50 page printed program	All Logos All Credits Incorporation of Festival image Festival detail text, photos and maps	No less than 8 weeks prior to the Festival

ITEM	DESCRIPTION	DESIGN MANDATORIES	DEADLINES
Sponsor Strip which appears on all design materials	Up to seven logos	Incorporation of these logos to the approval of Festival staff and sponsors whose logos are utilised	No later than 10 weeks prior to the Festival
Festival Poster	4 colour A2 and A0	Festival Logo Sponsor Logo Strip Festival main image Key text as directed	No later than 10 weeks prior to the Festival
Website design	New page layout templates, ebulletin template and any additional features in consultation with the Festival office.	As per printed program	October in the year prior
Signage: Key Messages (2 designs)	Road Closure & Alcohol Free Zone notices and Festival signage	Key image / poster image with message text	No less than 8 weeks prior to the Festival
Signage: Info Tower Banner x 2 (Up to 8 separate panels to be designed)	Key signage including adaptations of Festival image, map, line ups, key messages	Festival Logo/ image Sponsor Logo Strip	No less than 8 weeks prior to the Festival
Signage: Stage Band Lists (Up to ten)	Line ups for each stage for display throughout the event	Festival Logo/ image Sponsor Logo Strip Key Festival image Line up details for each stage	No less than 8 weeks prior to the Festival
Signage: Festival map	Map showing features on Festival precinct Full Colour Also may be required to be resized for application across program, iPhone app, lanyards, VIP passes etc	Festival Logo/ image Sponsor Logo Strip	No less than 8 weeks prior to the Festival
Festival Road Closure Map	Road closure map to be based on Festival road maps previously produced Required to be resized for application across program, Community Guide, lanyards, VIP passes etc	Festival Logo/ image Sponsor Logo Strip	No later than 8 weeks prior to the Festival
Promotional Advertising x 6	Advertisements for the festival or aspects of it. Publications and specs TBA	Festival Logo/ image Sponsor Logo Strip	TBA in conjunction with marketing strategy and deadlines
Festival T-shirt	Design of Festival T-shirt to be worn by staff and volunteers	All logos, incorporation of key text and main image for Festival	No later than 8 weeks prior to Festival

ITEM	DESCRIPTION	DESIGN MANDATORIES	DEADLINES
I Phone app (up to 12 pages)	Addaptation/ resize of signage Stage Band Lists and Festival Map and Poster	See Stage Band Lists, Festival Map and Poster	No later than 10 weeks prior to Festival
Super screen slide template (2 designs)	Cover (poster) and 'blank' template	Festival Logo/ image Sponsor Logo Strip	No later than 4 weeks prior to Festival
Community Guide	Up to 24 page printed DL program	All Logos All Credits Incorporation of Festival image Festival detail text, photos and maps	No later than 6 weeks prior to Festival
Live N Local Map (double sided)	Map showing features/venues on Festival precinct with key and promotional copy Full Colour	All Logos Incorporation of Festival image Text as directed	No later than 4 weeks prior to Festival
Signage: Live N Local info booth signage (2 designs)	Header and footer design for mobile information booth	Festival Logo Sponsor Logo Strip	No later than 10 weeks prior to Festival
Logo: Live N Local	Live N Local dedicated logo that attaches to the St Kilda Festival logo while reflecting the feel of the image for that year	Incorporation with the St Kilda Festival logo	No later than 8 weeks prior to Festival

Please note: The St Kilda Festival has a logo developed that must be incorporated into all design material each year. Please note that this logo is subject to variation each year.



**St Kilda Film Festival
Design Charter for quoting purposes only**

ITEM	DESCRIPTION	DESIGN MANDATORIES	DEADLINES
Festival Image	Develop Festival image from design brief for usage across all marketing collateral. Design mandatories added to Festival Image for usage	Festival logo Key text as directed (logo strip to be added at a later date)	Beginning of March in the year prior
Festival Program	Up to 52 page printed program	All Logos All Credits Incorporation of Festival image Festival detail text and photos	No less than 6 weeks prior to the Festival
Sponsor Strip which appears on all design materials	Up to seven logos	Incorporation of these logos to the approval of Festival staff and sponsors whose logos are utilised	No later than 8 weeks prior to the Festival
Festival Poster	4 colour A2 and A0	Festival Logo Sponsor Logo Strip Festival main image Key text as directed	No later than 8 weeks prior to the Festival
Website design	New page templates, ebulletin template and any additional features in consultation with the Festival office.	As per printed program	No later than 8 weeks prior to the Festival
Advertising	Up to 12 original print advertisements for newspaper, street press or similar (some of these may need resizing for various uses)	All logos, incorporation of key text and main image for Festival	TBA in conjunction with marketing strategy and deadlines
Print ticketing sheet - from multiple invitations/ tickets	Print invitations/ tickets for events, up to 8 different invitations to be printed on one sheet	All logos, incorporation of key text and main image for Festival	No later than 5 weeks prior to the Festival
Web ticketing designs	Web banners (headers) for online use, up to 10 variations of the Festival image	All logos, incorporation of key text and main image for Festival	No later than 5 weeks prior to the Festival

ITEM	DESCRIPTION	DESIGN MANDATORIES	DEADLINES
Invitation templates	Up to three 'blank' templates for invitations to various events	All logos, incorporation of key text and main image for Festival	No later than 5 weeks prior to the Festival
Accreditation passes	One template for lanyard accreditation - details to be inserted, up to 4 variations	All logos, incorporation of key text and main image for Festival	No later than 4 weeks prior to the Festival
Screen Images	Up to three different screen templates to form awards presentation and sponsor reels Sized to 16:9 and 4:3	All logos, incorporation of key text and main image for Festival	No later than 3 weeks prior to the Festival
Award inserts	One template for award winners' trophies – names and details to be inserted	All logos, incorporation of key text and main image for Festival	No later than 2 weeks prior to the Festival
Signage	Up to 14 various pieces of promotional or sponsorship signs, specs TBA	All logos, incorporation of key text and main image for Festival	No later than 6 weeks prior to Festival
Festival T-shirt	Design of Festival T-shirt to be worn by staff and volunteers	All logos, incorporation of key text and main image for Festival	No later than 5 weeks prior to Festival

**St Kilda Film Festival National Tour
Design Charter for quoting purposes only**

National Tour Poster	4 colour A2 or A3	Festival Logo Sponsor Logo Strip Festival main image Key text as directed	No later than 4 weeks prior to the National Tour
National Tour Program	Up to 12 page printed program	All Logos All Credits Incorporation of Festival image, text and film photos	No less than 4 weeks prior to the National Tour
Signage: National Tour banner	Promotional sponsor signage	All logos, incorporation of key text and main image for Festival	No less than 4 weeks prior to the National Tour
Advertising: National Tour*	Promotional advertising for each destination		
*Please quote per advertisement			

5 SOURCE OF FUNDS

The St Kilda Festival and St Kilda Film Festival are funded primarily by the Port Phillip City Council. Contribution budget is also made annually by corporate sponsors and by federal and state government funding agencies.

The continuation of all festivals and events listed in this specification is reliant on this external funding.

6 MILESTONES

- Development of competition winner's image for St Kilda Festival annually
- Application of image to marketing collateral
- Design and development of image for St Kilda Film Festival annually
- Application of image to marketing collateral

7 PERFORMANCE MEASURES

Graphic Design services will be assessed on an ongoing basis and will take in the following factors:

- Quality of materials developed
- 100% of delivery deadlines met in relation to design charter
- High quality service to all stakeholders including Festival staff and, where applicable: festival sponsors and media partners, festival venues, website builders and others as required
- Ongoing communication and updates provided to Festival staff on progress