

Request for Quotation – Copywriting Services, Vivid Sydney 2025, with an option for 2026 and 2027

Request:

Destination NSW is seeking applications and itemised quotations for the provision of **Copywriting Services** for Vivid Sydney 2025, with an option to renew for Vivid Sydney 2026 and Vivid Sydney 2027.

Please note this is not a position of employment but a contract for the supply of services. Companies can propose a person for this contract. Individuals with an ABN as either sole trader or company can also submit a response to this RFQ for the supply of the services.

Destination NSW:

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government. Vivid Sydney, the Southern Hemisphere’s leading multi-artform festival, transforms Sydney into a vibrant hub of creativity, innovation and community connection. Proudly owned by Destination NSW, Vivid Sydney showcases NSW’s cultural vibrancy and positions it as a global leader in artistic innovation. For more information visit: www.vividsydney.com.

Timeline:

Deadline for receipt of clarification requests	10:00am Wednesday 25 September 2025 (AEST – Sydney Time)
RFQ closing date	10:00am Wednesday 2 October 2025 (AEST – Sydney Time)
Interviews	Week commencing 7 October 2025
Successful contractor notified	Week commencing 14 October 2025
Unsuccessful contractor(s) notified	Week commencing 14 October 2025
Commencement of Contract	Monday 6 January 2025

Selection Criteria:

Evaluation of all received proposals will be based on the following criteria:

Criteria	Weighting (%)
Value for money	20%
Demonstrated arts and culture writing experience. Experience across one	25%

or more artforms including live performance, visual art, talks, music and food events is highly regarded	
Demonstrated experience writing a variety of copy, including social, editorial, digital and marketing copy	25%
Strong editing and proofreading experience – copy must be delivered high-quality, fact-checked, in correct style, on time and TOV	25%
Conformity with above key considerations, specifications and services required	5%
TOTAL	100%

What Destination NSW requires:

Destination NSW requires an itemised quotation which addresses the items in Annexure A, i.e. Specification of Services, Key Considerations and General Items. Attention should also be directed towards the Selection Criteria.

1. A written response of no more than two (2) pages which addresses the Selection Criteria and Specifications of Services outlined in Annexure A.
2. A detailed and itemised quotation that addresses the Selection Criteria, Specifications of Services required, Key Considerations and General Items in Annexure A, and a maximum of three (3) relevant examples of writing work in the arts, entertainment and / or tourism sectors. A daily rate for additional services not included in the scope of this RFQ should also be provided by the Supplier.
3. The payment schedule will be based upon a schedule for delivery of the Services with payments made against milestones achieved. The milestones will be set out in the contract to the Supplier. Applicants note that payments will may not be on a monthly basis but rather on completion of outcomes and tasks.
4. Current curriculum vitae including details for two (2) referees.

Clarification of Requests for Quotes:

If you require clarification of this Request for Quotation, please click [here](#) to email the Vivid Sydney team.

Please note that any clarifications will be given to other suppliers that have been offered the opportunity to provide a quote. Clarification Addendums will be posted via the [Work with Us](#) page on the Vivid Sydney website.

How to respond to a Request for Quotation (RFQ):

Please review the relevant RFQ documentation, Clarification Addendums, Frequently Asked Questions and Terms & Conditions prior to preparing your response.

Respondents should address the specific requirements of the services and, the selection criteria detailed within the RFQ documentation. Answers and supporting documentation will need to be uploaded via the Vivid Sydney Website using the [Apply Now](#) button.

NB: This form cannot be saved or changed after submission, please ensure that you check the accuracy of your information prior to submitting.

ANNEXURE A

Specifications of Services:

Vivid Sydney is a unique annual event of light, music, ideas and food featuring the world's best creative minds through thought-provoking activations, a mesmerising free public exhibition of outdoor lighting installations and 3D projections, a cutting-edge contemporary music program, bespoke food events and the spectacular lighting of Sydney's iconic buildings and other CBD locations. The services also include award application submissions both national and international post the festival period.

KEY EVENT AND CAMPAIGN MILESTONES

January 2025	Deadline for Light / Music / Ideas / Food copy submissions from events
February 2025	Deadline for all final approved copy to be submitted
Feb – Mar 2025	Website Freeze
March 2025 (TBC)	Program Launch (Media Announcement) Vivid Sydney website live Tickets On Sale Paid Media Campaign Live
May – June 2025	Vivid Sydney Festival
July 2025	Award Submissions

Specification of Services Required:

- Website copy, including but not limited to event copy and speaker / artist bios (approximately 175 – 225 webpages).
- Editorial copy, including but not limited to itineraries and blogs (approximately 20 - 30 itineraries and blogs).
- eDM copy (approximately 20 - 30 edms)
- Marketing collateral, including but not limited to banner ads, social copy, video supers and scripts.
- Attend weekly meetings with the Vivid Sydney working team.
- You will be required to work the following days:
 - **MON 6 JAN – FRI 2 MAY: 4 days per week**
 - **MON 5 MAY – FRI 27 JUN: 3 days per week**
 - **Write award submissions as required including IFEA and Australian Event Awards: approx. 12 days – June/July**

Position reports to: Festival Director, Vivid Sydney and Associate Director of Content.

Roles reporting to this position: N/A

General Items:

The successful supplier must provide:

- Appropriate public liability insurance. Minimum \$20 million (AUD).
- Appropriate workers compensation insurance as required by law.
- An Australian Business Number or Australian Company Number.

Key Considerations:

The successful supplier will be required to enter into a Contract of Engagement 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. The supplier will 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.
- Abiding by a supplier's code of conduct as issued by the NSW Government
- Termination Clause, Destination NSW may at any time terminate the contract without cause and for any reason by giving 30 days' notice in writing to the supplier, such termination being effective upon expiration of the 30-day period. Destination NSW is not liable for any payments to the supplier beyond the 30-day notice period, and such amount will be received by the supplier in full satisfaction and discharge of any claims of any nature whatsoever in connection with this contract. Destination NSW would not be liable for any further/pro-rata payments.
- If the supplier does not perform the services required, the supplier is not entitled to receive any further payments and must if so required by notice in writing to the supplier by Destination NSW, repay to Destination NSW all payments made under this contract or such part of the payments as so demanded by Destination NSW with respect to expenses already incurred and services rendered to date and must make such repayment within 7 days of the date of such demand by Destination NSW or within such longer period as specified by Destination NSW.
- At any time during the Term, the Supplier may choose to work at the premises of the Destination NSW offices currently located at Level 2, 88 Cumberland Street, The Rocks, within standard business hours (9am to 5:30pm). The Supplier must be in office or onsite during the Vivid Sydney festival period (dates to be confirmed) as directed by Destination NSW, or the Festival Director on behalf of Destination NSW, in order to provide the Services during the Event (including bump-in, Event and bump-out periods). The Event roster will be confirmed and will, by reason of the nature of the Vivid Sydney Event, include night and weekend shifts.

Destination NSW will provide the following:

- Office facilities to be provided include: desk, chair, computer and printing facilities, phone line, and internet access.
- Parking is not provided however pre-approved and agreed work-related travel costs can be reimbursed.
- A mobile phone is not provided however demonstrated work-related telephone costs can be reimbursed.

Period:

Destination NSW requests three (3) separate and itemised quotations, for the services detailed in this document, for each of the following Periods.

PERIOD 1: Vivid Sydney 2025	6 January 2025 – 31 July 2025
PERIOD 2: Vivid Sydney 2026	5 January 2026 – 31 July 2026
PERIOD 3: Vivid Sydney 2027	4 January 2027 – 31 July 2027

Destination NSW will advise the successful supplier in writing within 30 days of the contract period ending if it wishes to exercise the option to renew the contract for the Option. If the Option is not exercised, Destination NSW has no further liability to the successful supplier. If the Option is exercised, the terms and conditions set out in the contract will remain in full force and effect unless otherwise varied by agreement in writing.

Leave:

Destination NSW acknowledges the successful contractor is not required to work public holidays except those falling within the Event periods.

Paid recreation leave, public holiday pay, overtime, sick leave and other paid leave entitlements are not payable as this is not a position of employment. Destination NSW may also close for the Christmas and New Year period as part of NSW Government arrangements. Destination NSW and the Festival Director, Vivid Sydney will advise of dates accordingly.