

## Request for Quotation – Vivid Sydney & the Museum of Contemporary Art and / or Customs House Animation Services 2025

### Request:

Destination NSW is seeking responses and an itemised quotation for the provision of Animation services for the **Museum of Contemporary Art (MCA) and / or Customs House** for Vivid Sydney 2025. Suppliers can respond to the Request for Quotation in Annexure A for Parts A and /or B and/or C of these animation services.

**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](http://www.vividsydney.com).

### Timeline:

<b>RFQ Live</b>	10:00am on Thursday 14 November 2024 (AEDT)
Deadline for receipt of clarification requests	10:00am on Tuesday 19 November 2024 (AEDT)
<b>RFQ closing date</b>	<b>10:00am on Friday 29 November 2024 (AEDT)</b>
Assessment/Interview	Week beginning 2 December 2024
Successful Supplier notified	Week beginning 9 December 2024
Unsuccessful supplier notified	Week beginning 16 December 2024
Commencement of Contract	Monday 13 January 2025

### Selection Criteria:

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

Criteria	Weighting (%)
Value for money	25%

Demonstrated experience in providing required services and expertise of key personnel	25%
Proven ability to deliver the service as per the specification and timeline	25%
Communications and relationship management capabilities	20%
Compliance with Request for Quotation	5%
<b>TOTAL</b>	<b>100%</b>

**What Destination NSW requires:**

**Destination NSW requires a Non-Disclosure Agreement (NDA) to be signed first in order to provide the Supplier appropriate information for quoting. Please [click here](#) to email the Vivid Sydney team to request the NDA.**

Destination NSW requires an itemised quotation which addresses the items in Annexure A, i.e. Specification of Services, Key Considerations and General Items. Attention must 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. An itemised all-inclusive quotation for Part A and/or part B and rate card as outlined in Annexure A inclusive of all charges.
3. A conceptual design of the artwork/s.
4. A portfolio of previous works demonstrating the experience required.
5. Company capability statement / Current curriculum vitae.

Destination NSW may opt not to engage with the successful Supplier on specific elements of this request for quotation due to ongoing operational variations.

**Clarification of Request for Quotation:**

If you require clarification on this Request for Quotation, please contact the Vivid Sydney team [here](#). 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 Service

Vivid Sydney is an annual winter festival of Light, Music, Food and Ideas. Now in its 15<sup>th</sup> year, it operates over a period of 23 nights in May / June annually. The 2025 festival dates are 23 May – 15 June.

This RFQ is seeking responses from Suppliers to produce animated projection content based on an adaptation / interpretation of selected artist/s work for the facade of the MCA, and / or Customs House during Vivid Sydney 2025. The proposed animation will be produced under the direction of the Festival Director and the Vivid Light production team (including the Production Manager, Producer and Technical Manager of Vivid Light) as well as with representative/s from the MCA and other relevant artist(s) and stakeholders.

Source material from selected artist/s will be provided once an NDA has been signed by the Supplier.

#### **Key Accountabilities:**

The Supplier will work collaboratively with Destination NSW (DNSW), the MCA (for the respective work), DNSW's nominated projection equipment company and the respective artist/s and relevant stakeholders, to ensure the projection content meets the creative and operational expectations and outcomes of both DNSW, and the artist who has licenced the rights of their works to DNSW for the Event.

#### **Part A:**

For the Museum of Contemporary Art, the projection content will be:

- One show (1) x six (6) to ten (10) minutes in duration that leverages the architecture of Museum of Contemporary Art Façade whilst complimenting the source material
- One (1) x one (1) minute trailer in duration that leverages the architecture of the Museum of Contemporary Art Façade whilst complimenting the source material
- The Supplier will work collaboratively with DNSW, the MCA (for the respective work) and the artist/s / artist representatives on the creative development of concepts and imagery presented in the RFQ Proposal (Additional information to be provided upon signing of NDA).
- The Supplier will be responsible for the development and delivery of agreed projection content, including:

- Storyboard and Design
  - Animation and Render Output
  - Soundtrack Composition and any relevant music licensing required with consultation with DNSW
  - Casting and/or Talent if required
  - Art Direction and Project Management.
- Any required permissions or licenses for the above content must be obtained as agreed by DNSW.
  - The Supplier will work collaboratively with DNSW and relevant suppliers to realise and implement the creative vision.
  - The Supplier will maintain design integrity to support and align with Vivid Sydney's brand, design and style objectives.
  - The Supplier will provide a minimum of ten (10) rounds of changes to the developed projection content from initial storyboard to final animation included within the quoted fee. Any changes must be discussed and agreed to between the Supplier, Artist and DNSW. Reasonable amendments will be made, based on the available budget to make the changes. Changes agreed as significant, or beyond the original scope of works will incur an industry standard cost variation.

**Part B:**

For Customs House the projection content will be:

- One show (1) x six (6) to ten (10) minutes in duration that leverages the architecture of Customs House Façade whilst complementing the source material
- One (1) x one (1) minute trailer in duration that leverages the architecture of the Customs House Façade whilst complimenting the source material
- The Supplier will work collaboratively with DNSW, and the artist/s / artist representatives on the creative development of concepts and imagery presented in the RFQ Proposal (Additional information to be provided upon signing of NDA).
- The Supplier will be responsible for the development and delivery of agreed projection content, including:
  - Storyboard and Design
  - Animation and Render Output
  - Soundtrack Composition and any relevant music licensing required with consultation with DNSW
  - Casting and/or Talent if required
  - Art Direction and Project Management.

- Any required permissions or licenses for the above content must be obtained as agreed by DNSW.
- The Supplier will work collaboratively with DNSW and relevant suppliers to realise and implement the creative vision.
- The Supplier will maintain design integrity to support and align with Vivid Sydney's brand, design and style objectives.
- The Supplier will provide a minimum of ten (10) rounds of changes to the developed projection content from initial storyboard to final animation included within the quoted fee. Any changes must be discussed and agreed to between the Supplier, Artist and DNSW. Reasonable amendments will be made, based on the available budget to make the changes. Changes agreed as significant, or beyond the original scope of works will incur an industry standard cost variation.

The Supplier will provide a minimum of ten (10) rounds of changes to each of the developed projection content from initial storyboard to final animation included within the quoted fee. Any changes must be discussed and agreed to between the Supplier, Artist and DNSW. Reasonable amendments will be made, based on the available budget to make the changes. Changes agreed as significant, or beyond the original scope of works will incur an industry standard cost variation.

**Rate Card – Other Additional Services:**

- Please provide a detailed Animation Services itemised rate card for production services. This should include hourly and / or daily rates for 2/3D animation development (including concept design, storyboarding and test renders); production and final output. This should be itemised for staff, other resources and any relevant costs.

**Estimated Timeline:**

- Successful Animation house notified week beginning 9 December 2024.
- Kick off meeting with Vivid Sydney, the MCA and artist/s / artist representatives week commencing 13 January 2025.
- 31 January 2025 – first draft storyboards presented by animation house.
- 28 February 2025 – first animatic presented by animation house.
- 14 March 2025 – first draft full length animation including music and / or sound design.

- Mid-March 2025\* – Program Launch Week
- 28 March 2025 – second draft full length animation due.
- 11 April 2025 – third draft animation due.
- w/c 14 April 2025 – QA – final music and sound design and colour grading.
- 3 May 2025 – final show files due.
- 18-22 May 2025\* – Testing and Preview week.
- 23 May 2025 – Opening Night.

\* Dates to be confirmed by Destination NSW

**General Requirements:**

- The Supplier must arrange all accredited staff to provide the Services relating to the animated work (storyboards, animation, sound design, mixing and colour grade).
- The Supplier will make themselves available for on-site testing and make necessary amends to the work within the allocated time as agreed by Destination NSW and its nominated projection equipment company.
- The Supplier will work with the Production Manager, Vivid Light to develop any applicable Event run sheet and ensure projection content runs to the pre-approved timings (where relevant and required).
- The Supplier will ensure compliance with statutory requirements and NSW Government Agency requirements. This includes the Event Licence and all other required licenses and approvals for the Event (if applicable and designated).
- The Supplier agrees to provide details of the staff (including accreditations) upon request of DNSW.
- The Supplier will provide regular progress updates to DNSW.
- The Supplier will attend a fortnightly creative development meeting with Vivid Sydney's Creative Team.
- The Supplier will attend relevant meetings with DNSW (and/or other parties) as required and agreed by both parties.
- The Supplier must be available for a minimum of 5 talks and tours for DNSW and DNSW's stakeholders throughout Vivid Sydney 2025.
- The Supplier must be available to attend the Vivid Sydney Previews as requested by DNSW.
- The Supplier must be available to attend at least one (1) required hospitality/corporate events as requested by DNSW.
- When crediting/billing the piece, the following credits will be used:

- Projection Adaptation by: (Supplier Name)
- The Supplier will provide additional services as reasonably directed by DNSW including projection programming for agreed special events including Preview week which commences on/about 18 May 2025 (TBC).
- The Supplier must ensure the Supplier's nominated representative is available for interviews and PR opportunities as requested by DNSW.

*NB: All Dates are subject to change*

#### **General Items:**

The successful supplier must provide:

- Appropriate public liability insurance. Minimum \$20 million (AUD).
- Appropriate workers compensation insurance, and any other applicable insurances and accreditations – as required by law
- An Australian Business Number or Australian Company Number.
- High quality, guaranteed and fit for purpose Goods and Services
- Qualifications, permits, licencing and accreditations relevant to undertake the works detailed herein. Copies to be provided to Destination NSW.

#### **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.

- The use of sub-contractors to deliver parts of this work must include an outline of the proposed contracting structure in response to this Request for Quotation
- The terms and conditions and deliverables of this request for quotation apply to any sub-contractor/s engaged to assist in the delivery of this project. All proposed sub-contractor/s must be approved in writing by Destination NSW prior to engagement and be compliant with any relevant legislation regarding payments.
- If selected, engagement in this project is strictly under embargo until the official Vivid Sydney Program Launch (mid-March 2025). Exact dates to be confirmed by Destination NSW.
- Any case studies and public presentations are to be approved by Destination NSW prior to use.
- Any costs incurred in preparing and submitting the RFQ are the responsibility of the Supplier.
- The supplier will be responsible for their own administration and tax affairs.

**Destination NSW will provide the following:**

- Destination NSW will provide all technical projection, associated audio and control equipment for the activation.
- Additional Information provided upon NDA Signing:
  - Artist Information
  - Concepts & Imagery
  - Location Information

**Time Period:**

Destination NSW requests an itemised quotation for services detailed in this RFQ document, during the period outlined below:

Period 1 Vivid Sydney 2025	On signing of agreement to completion of Services as outlined in the schedule attached
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