

Request for Quotation – Producer, Vivid Food, Vivid Sydney 2026, with an option for 2027 and 2028.

Request:

Destination NSW is seeking applications and itemised quotations from a suitably qualified and experienced contractor for the provision of Producer, Vivid Food services for Vivid Sydney 2026, with an option to renew for Vivid Sydney 2027 and Vivid Sydney 2028.

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 Monday, 21 April 2025 (AEST)
RFQ closing date	10:00am Monday, 28 April 2025 (AEST)
Interviews	Week beginning 5 May 2025
Successful contractor notified	Week beginning 12 May 2025
Unsuccessful contractor(s) notified	Week beginning 12 May 2025
Commencement of Contract	Monday 11 August 2025 (or as negotiated)

Selection criteria:

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

Criteria	Weighting (%)
Price	25%
Relevant tertiary qualifications and demonstrated extensive experience in successfully producing and delivering high profile events, programs and including food activations for large-scale public events that attract broad and diverse audiences, with a focus on creativity and innovation. Demonstrated understanding of the creative, financial, operational, logistical and technical requirements of multi-day, events and festivals.	25%
Proven entrepreneurial experience in researching, identifying and engaging innovative chefs, producers and creatives to work to a brief and the ability to attract and secure high-profile talent both nationally and internationally Demonstrated contacts and existing networks with the food industry, artists, creatives, manufacturers, suppliers, designers and companies who exemplify innovative, contemporary and sustainable practice, alongside general industry trends.	20%
Exceptional relationship management skills, experience in collaborating and negotiating with a wide range of stakeholders including international and local artists, agents, promoters, venues, cultural/education institutions, volunteers, contractors/suppliers and Government to deliver high quality outcomes to budget and on time.	10%
Highly developed and proven project and time management skills, ability to effectively prioritise, meet deadlines and to balance competing priorities in a dynamic and high-pressure work environment. Able to work both autonomously and within a team. Outstanding written and verbal communication skills.	10%
Proficient in the development and management of complex P&L, financial reporting, forecasting, procurement and contract management. High-level computer literacy skills, proficient with MS Office suite, experience in specialist software such as CRM programs. Demonstrated experience and knowledge of ticketing systems and box office operations.	10%
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 must also be directed towards the Selection Criteria:

1. A written response of no more than four (4) pages which addresses the Selection Criteria and Specifications of Service outlined in Annexure A
2. An itemised all-inclusive separate quotation for Vivid Sydney 2026, Vivid Sydney 2027 and Vivid Sydney 2028, exclusive of GST but inclusive of all other taxes, charges and superannuation. The Supplier should anticipate that the Services will require ongoing commitment of 5 days per week during pre and post Festival periods with 6-day weeks for the 6-week festival period to include Bump in, Festival and Bump out and should quote accordingly, whether that be on a daily basis or for the completion of Services required as a whole. An indicative daily rate will also be required for any additional works requested outside the scope of the Services set out below.
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 contractors 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 Food celebrates the Sydney and NSW produce, food and wine scene in original and dynamic ways and can incorporate other elements of Vivid Sydney such as Light, Music or Ideas, truly engaging audiences through creativity, immersion and interactivity. Vivid Food is all about innovative food experiences that are unique to Vivid Sydney, of the highest quality and that celebrate our world-renowned food culture.

Food is an integral part of our culture and the perfect complement to our program of Light, Music and Ideas. As the culinary capital of Australia, Sydney has world-class chefs, restaurants, producers and venues and Vivid Food is all about celebrating those that make our food scene so special.

Vivid Food gives chefs, producers, restaurateurs and event companies the opportunity to create festival food events and activations that are creative, innovative and stimulate visitation to CBD restaurants and venues. Vivid Food events will actively promote the night-time economy and provide memorable and world-class experiences for our audiences.

About the Role:

The Producer, Vivid Food will work collaboratively with the Vivid Sydney Festival Director, Food Curator, and other relevant Vivid Sydney team members and Destination NSW teams and engages as required with external stakeholders including creative practitioners, artists, corporate partners, venues, Local and State Government Agencies.

The Producer, Vivid Food manages the contracting and management of Vivid Food events, 'artists', venues, suppliers and contractors to effectively plan, organise, and deliver the Vivid Food program. The Producer, Vivid Food works collaboratively with the Festival Director, Food Curator and Vivid Sydney curatorial team on the scoping, research, design and development of an innovative, accessible and progressive Vivid Food program, on time and within budget that may consist of:

- Vivid Sydney produced food events such as the Vivid Sydney Dinner and other events TBC
- Third party Vivid Sydney Food events produced by external producers but supported by Vivid Sydney
- Vivid Food program curated in partnership with third parties e.g., cultural and tertiary institutions and businesses
- Creative/ Food industry events and conferences – (presented by third parties in various locations)
- Vivid Sydney Commercial Partner events
- Other activations, performances and events as required

Program content for Vivid Food is also developed through:

- Vivid Sydney global Expression of Interest

- Vivid Sydney Commercial, Government and Industry Partnerships

This specification includes scope for collaborative programming with Vivid Music, Ideas and Vivid Light to encompass music/light/ideas industry or music/light/ideas technology, or similarly centric conferencing, business or other events within the Vivid Food program. Increasing results in collaborative programming of this nature is desirable and encouraged.

Position reports to: Festival Director, Vivid Sydney.

Positions that report to the Producer, Vivid Food: nil

Associate Producers – Vivid Music, Ideas and Food provide support to Producers – Vivid Ideas, Producer – Vivid Music and Producer – Vivid Food. Casual event assistance as required.

Major Responsibilities include but are not limited to:

- Project planning and management
- Program research, development, modelling and implementation
- Financial modelling, budgeting, contracts management, procurement and resourcing of the Vivid Food programs (including third-party suppliers and contractors)
- Production and technical oversight Stakeholder engagement, management and communications
- Contribute towards overall Vivid Sydney program

Key Accountabilities:

- Undertake research to advise and inform the selection, evaluation and/or development of new and existing content, concepts, technologies and opportunities, to support and inform the development of the annual Vivid Food program.
- In consultation with Vivid Sydney Head of Projects responsible for the project management of the Vivid Food global Expression of Interest (EOI) program requiring the review, refinement and development of EOI documentation including Salesforce CRM systems.
- Manage the development and implementation of Vivid Food project plans including key milestones, project timelines and event schedules
- Manage the procurement and contract management process for Vivid Food ensuring all selected program content is procured in line with the relevant NSW Government Procurement Guidelines
- Work with the Festival Director and Vivid Food Curator in the development, and implementation of an annual plan, outlining suggested Vivid Food developments/ initiatives and partnerships to ensure alignment with the festival's creative and strategic direction
- Prepare, manage and monitor pre-approved and finite Vivid Food budget including scoping and forecasting; financial reporting and reconciliation in consultation with the Vivid Sydney Head of Projects.
- Drive the ongoing management of all confirmed Vivid Food events, venues and talent including, where required, visas and customs, freight, travel and transport and insurances.
- Identify, scope and cost suitable new activations and locations for the development of the Vivid Food program in consultation with the Festival Director, Vivid Food Curator and

relevant team members ensuring optimal visitor experience, maintenance of key safety principles and minimal impact on the non-event community

- Collaborate with the Head of Projects, Technical Manager and Operations Manager to prepare and make recommendations on the feasibility (creative, technical, operational and financial) of each proposed activation and overall Vivid Food program. This information is to be presented to the Festival Director to determine the annual Vivid Food Program.
- Prepare and maintain a detailed dossier highlighting key information of each element of the Food program or Destination NSW and Vivid Sydney teams' reference.
- Develop and manage agreed creative briefs and content approvals for the Vivid Food program in consultation with the Festival Director and Vivid Food Curator
- Oversee the scoping and project management of all production elements required for the preparation, installation, operation and removal of Vivid Food events produced by Destination NSW; this includes ongoing liaison with artists, venues, promoters, suppliers and contractors.
- Ensure all Vivid Food production and operational activities are coordinated and completed in accordance with planning deadlines and production schedules.
- Contribute to Vivid Sydney initiatives including, but not limited to, Access and Inclusion and Sustainability programs.
- In collaboration with the Festival Director, Vivid Food Curator and relevant Vivid Sydney team members, engage and liaise with external stakeholders and third-party precincts and locations in the development of Vivid Food events and activations, including the development of agreed project timelines, budgets, creative briefs and curatorial/content approvals.
- Engage with external stakeholders including chefs, restaurateurs, producers, creative practitioners, artists, agents, promoters, tertiary institutions, commercial partners, precincts/venues, Local and State Government agencies to develop the Food program with the Festival Director and Vivid Food Curator
- Provide ongoing guidance to selected Vivid Food proponents including meetings and site visits.
- Work with the Festival Director, Vivid Food Curator and Commercial Partnerships Manager, to identify, secure and develop Vivid Sydney commercial and industry partners relevant to the Vivid Food program in accordance with Vivid Sydney sponsorship guidelines.
- Collaborate with the Producer – Vivid Music, Producer – Vivid Ideas and Producer – Vivid Light to scope, procure and implement the event ticketing program including the development of ticketing classes, pricing and packages for Vivid Sydney programs where required.
- Manage the CRM functionality of the ticketing database; provide ticket reporting and sales data.
- Lead and drive the end-to-end ticket sales operations including responding to ticketing inquiries from event owners and the general public, managing the procurement, seating allocation and setup, staffing resources including training of volunteers and the 'on the day' ticket sale operations to ensure the customers are dealt with in an efficient, accurate and timely manner
- Ensure the Festival Director, Vivid Sydney is fully briefed on all aspects of the proposed Vivid Food program at all times.
- In consultation with the Festival Director, Vivid Food Curator and relevant Destination NSW business units including Marketing and Communications develop, implement and manage event delivery plans for key Vivid Sydney programs including Program Launch,

Opening Function, Contributor's Function and Volunteers Function with the Producer – Vivid Music, Light and Ideas.

- Contribute to the effective development, documentation, planning and delivery of program activity, including effective communications and notifications to stakeholders regarding the Event.
- In consultation with the Festival Director and Vivid Food Curator actively collaborate with Vivid Light, Vivid Ideas and Vivid Music to produce cross art form activations, cross-promotion of events, ideas, innovative practice and creative outcomes.
- Ensure the Vivid Sydney and Destination NSW teams are fully briefed creatively in order to develop and deliver program content to ensure compliance with the artists creative specifications and Festival Director's direction.
- Work collaboratively with relevant Vivid Sydney team members and Destination NSW's Marketing and Communications Divisions and other relevant staff to source, develop and produce all necessary Vivid Food program specific collateral and materials.
- Ensure Vivid Food products and programs are compliant with Destination NSW and Vivid Sydney's Strategic Risk Management Framework.
- Attendance at Vivid Food events as required throughout the bump in, event period and bump out ensuring the effective management and oversight of the appointed production, equipment, catering and hospitality services.
- Liaise with the Operations Manager to ensure all Vivid Food documentation (where required) is prepared for the timely integration into overarching Traffic, Transport and Pedestrian Management; Event Security, Emergency and Crowd Management; Event Medical and Volunteer Management plans with Destination NSW's nominated third-party contractors.
- Develop, implement and manage the post- event reporting of the Vivid Food program
- Oversee the collation of all required program content such as biographies, images/renders, event descriptions, assets and logos. This includes assisting artists to ensure all material is provided in the required file formats and sizes.
- Maintain all event specific documentation and critical documents using appropriate document templates and document register system including records management.
- Maintain confidentiality and ensure safe custody of all relevant documents, IP, budget and contract information pertaining to the Event
- Manage the collection, maintenance and updating of all Vivid Food creative and production documentation including but not limited to production requirements, artist dossiers, equipment lists, technical specifications and event plans
- Contribute to and or manage other relevant event documentation such as project plans, strategy documents, Ministerial briefing notes, internal briefing notes, event investment submissions and critical path/timeline documents as necessary and directed.
- Oversee the return of all Destination NSW owned and managed assets to storage, including undertaking post-event stocktake and damage reporting.
- Maintain and ensure the post event filing, invoicing, documentation finalisation and general administration work as required.
- Manage and ensure the effective review, tracking, and response to any general enquiries received by Vivid Sydney, including following correct escalation procedures where required
- Manage the facilitation, collection, collation and/or presentation of all post event reports from relevant contractors and stakeholders
- Any other general administrative work that would be required to deliver on the above services/duties/outcomes and/or special projects as directed by Destination NSW.

General Items:

The successful contractor 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 contractor 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 contractor 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 suppliers 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 contractor, such termination being effective upon expiration of the 30-day period. Destination NSW is not liable for any payments to the contractor beyond the 30-day notice period, and such amount will be received by the contractor 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 contractor does not perform the services required, the contractor is not entitled to receive any further payments and must if so required by notice in writing to the contractor 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, 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. Please note: This role will be required to be onsite during the event period(s) and will be required to work as part of a rolling roster during the Event.

Destination NSW will provide the following:

- Office facilities.
- Parking is not provided however pre-approved and agreed demonstrated work-related travel costs may be reimbursed.
- A mobile phone is not provided however demonstrated work-related telephone costs may 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 2026	11 August 2025 – 10 July 2026 part time (4 days per week pre and post Festival with 6-day weeks for the 3-week festival period and 5-day weeks for the 2-week bump in) Up to 10 additional days in lead up to Program Launch and Festival Launch (or as otherwise required) – to be pre-approved by the Festival Director
Period 2: Vivid Sydney 2027 - Option	10 August 2026 – 9 July 2027
Period 3: Vivid Sydney 2028 – Option	9 August 2027 – 7 July 2028

Destination NSW will advise the successful contractor in writing 60 days before the contract period ends if it wishes to execute Period 2 and then after Period 2 if it wished to execute Period 3. If the options are not exercised, Destination NSW has no further liability to the successful contractor. If the option is exercised, a new contract of engagement will be negotiated and executed for each of the above periods.

Destination NSW acknowledges that the successful supplier is not required to work public holidays, however the Supplier must be available for public holidays that fall within the Event period(s).