

Expression of Interest Visual identity for Sydney New Year's Eve



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Introduction

The Council of the City of Sydney ("the City") invites Expressions of Interest for the creation of a visual identity for Sydney New Year's Eve in accordance with this request.

Sydney New Year's Eve 2025 will introduce a new visual identity and design system that will inform a minimum of three years of creative expression.

We require the development of a design system that will allow for a strong multi-channel brand identity that can be consistently applied across a range of touchpoints including (but not limited to) the website, social media content, decorations, activations, signage, advertising, and sponsor and stakeholder communications.

Produced by the City, Sydney New Year's Eve is a local and global celebration that reaches an audience of more than 425 million people worldwide and is attended by more than 1 million people around the harbour foreshore. Research conducted found that Sydney New Year's Eve has a direct economic impact of \$280 million to Sydney.

The City strives to deliver a world-class, technologically innovative, creatively on-trend, safe and smoothly run New Year's Eve event of the highest quality.

Through Sydney New Year's Eve, the City seeks to realise the following objectives:

1. draw new domestic and international tourists, and raise Sydney's profile internationally;
2. create loyalty towards Sydney New Year's Eve, encouraging return visitation to Sydney year on year;
3. increase attribution – increase the number of audiences who recognise the City of Sydney's involvement in the event and associate it with a positive event experience; and
4. increase the number of platforms through which audiences can participate in Sydney New Year's Eve, so increasing the number of people able to experience the event.

The City seeks to achieve these objectives by:

1. playing to the event's unique and traditional strengths – there's only one Sydney Harbour, we're the first in the world to celebrate, the fireworks are best in the world; and
2. positioning Sydney New Year's Eve as an all ages event that can be experienced safely and conveniently anywhere, anytime, on any device.

This visual identity and design system will need to connect with audiences of all ages and backgrounds, locally, nationally and internationally, with its message of inclusion, celebration and safety. It will need to be flexible, to expand and evolve.

Sydney New Year's Eve falls within a suite of Sydney summer festivals produced by the City of Sydney, including Sydney Christmas and Sydney Lunar Festival. Together, they ensure that Sydney is the preeminent destination for summer, uniquely positioned to offer a celebration unlike anywhere else in the world.

The City will undertake a two-stage procurement selection process to determine the successful visual identity and design consultant.

Stage 1: Expression of Interest

This EOI is open to submissions from any creative agency/partnership/consultancy.

Interested parties are invited to submit an expression of interest by providing the information requested in returnable schedules of this document using the online form.

At this stage, the City is not seeking a proposed creative concept for the visual identity.

Creative concept for the visual identity will be requested and evaluated during Stage 2 of this process.

EOI submissions will be evaluated against the EOI assessment criteria.

The City of Sydney will shortlist up to 3 agencies who will be selected to proceed on to Stage 2, to submit a Request for Quotation (RFQ).

Respondents must submit Expressions of Interest in the manner required by this document.

Additional material provided that is beyond the scope of the information requested in the returnable schedules, including responses to aspects of the visual identity and its execution, may not be considered.

Respondents are encouraged to familiarise themselves with the following:

- [Sustainable Sydney 2030–2050 Continuing the Vision](#) strategic plan
- the current [Sydney New Year's Eve website](#)
- [City of Sydney Tourism Action Plan](#); and
- [City of Sydney Economic Development Strategy](#).

To assist in your preparation, please read the following contextual information provided in specifications in this document:

- The brief
- What must the design system do?
- Functional criteria
- Target audience information
- Fees
- Indicative applications

Stage 2: Creative Concept development

Based on responses received, the City will proceed to a selective RFQ process for the full visual identity-design system.

Shortlisted agencies will be required to submit a further response to outline their design concept proposal. This may include application across key items such as street banner, on-street digital communications pylons and event barrier signage.

A fee of \$3,000 ex GST will be paid to shortlisted parties on receipt of a conforming submission as part of the request for quotation stage, in acknowledgement of the work required to complete the submission.

Responses will be evaluated against the evaluation assessment criteria.

Bidders will be invited to present their design concept to the City once the select RFQ closes.

Once the evaluation of responses is complete, a single agency will be selected and awarded a contract to create the required elements for City of Sydney graphic designers to create materials using the visual identity. These include (but are not limited to):

- Style guide – including colour palette, logo, wordmark and graphic and secondary elements and application of motion for video and digital advertising.
- Packaged artwork (including separate artwork elements as required).
- Application across the following formats:
 - Street banner
 - Street digital communications pylon
 - Digital advertising (MREC and leaderboard)
 - Website homepage
 - Event guide (12pp DL flyer)

The successful consultant will be required to work closely with City of Sydney designers to ensure to visually identity is being applied in-line with the style guide.

Key dates

Activity	Date
Expressions of interest open	Monday 1 July 2024
Expressions of interest close	Friday 26 July 2024
Shortlisted respondents notified	Friday 9 August 2024
Select Tender documents issued to shortlisted respondents	Monday 12 August 2024
Stage two – Request for Quotation closes	Monday 2 September 2024
Stage two – presentation of proposed concept	Week commencing 9 September
Successful bidder informed and contracted	Week commencing 23 September

Key Conditions of Expression of Interest

Summary

Summary	Description
Name of Expression of Interest	Sydney New Years Eve visual identity
Expression of Interest Number	E-2024-1301
Closing Date	Friday 26 July 2024
Closing Time	11:00am
Contact Person	<p>Contract enquiries should be directed to the Procurement Representative only. Enquiries may be submitted by either:</p> <p>(i) the online forum accessed at www.tenderlink.com/cityofsydney</p> <p>Or alternatively,</p> <p>(ii) by e-mail to the Council's Procurement Representative as follows:</p> <p>Damian Devine Tel: 02 9265 9980 Email: dndevine@cityofsydney.nsw.gov.au</p>
Lodging an Expression of Interest	<p>Expressions of Interest must be lodged by:</p> <ul style="list-style-type: none">using the online form by Friday 26 July 2024. https://www.cityofsydney.nsw.gov.au/opportunities/sydney-new-years-eve-visual-identity-expression-interest <p>All Stage One submissions must be made at the Service Providers own cost.</p> <p>Any Expression of Interests received by the City after the closing date will not, unless the Local Government (General) Regulation provides otherwise, be considered by the City.</p> <p>All Expressions of Interest lodged will become the property of the City and on no account will they be returned to the Respondent.</p>
Evaluation Criteria	<p>Relevant experience with projects of a similar nature;</p> <p>Experience / qualifications of allocated project team;</p> <p>Demonstrated understanding of the brief and creative services scope;</p> <p>Financial and commercial integrity including insurances;</p>
Expression of Interest Documents	The documents that comprise this Expression of Interest include:

Summary	Description
	<ul style="list-style-type: none"><li data-bbox="576 199 991 232">• Expression of Interest Form<li data-bbox="576 244 1023 277">• General Consultancy Contract
General Conditions of Contract	The general conditions of contract for this EOI will consist of: Simplified Consultancy Agreement

Standard Conditions of Expression of Interest

1. EXPRESSION OF INTEREST

By submitting an Expression of Interest, the respondent acknowledges that:

- The City at its absolute discretion reserves the right to accept or reject any Expression of Interest, to decide the tender list regardless of any Expression of Interest and to issue or not issue a Request for Tender.
- The City at its absolute discretion reserves the right to reject the offer of any Respondent who has any unresolved disputes with the City.
- Any costs incurred by respondents in any way associated with the preparation and submission of this Expression of Interest, will be entirely borne by the respondent.
- No legal or other obligations will arise between a respondent and the City unless or until formal documentation has been signed.

2. EXPRESSION OF INTEREST PROCEDURE

2.1. Briefing

The City may offer briefings to Respondents from time to time. At the briefing the City's representative will discuss, answer or clarify any issues raised by a Respondent about any requirements in the Expression of Interest. The City is not obliged to answer any questions before the briefing.

2.2. Information and Enquiries

Where a Respondent has any doubt about the meaning of any aspect of the Expression of Interest, the Respondent must make enquiries about and clarify matters with the City's Procurement Representative. All enquiries about the Expression of Interest must be referred in writing to the City's Procurement Representative.

All communications related to this Expression of Interest should be addressed to the City's Procurement Representative (via the contact details specified in the key conditions) and not to other the City officers or other persons. The attention of Respondents is drawn to condition 2.3.

2.3. Respondent Not to Solicit City Personnel

Subject to condition 2.2, Respondents (or any representative of a Respondent) must not at any time before the City makes a final decision to accept a submission, contact or interview or attempt to interview or to discuss or to attempt to discuss with Council members, employees, authorised representatives other than City's Procurement Representative in accordance with the Expression of Interest, any matter about the Expression of Interest or any other Expression of Interest submitted in response to the Expression of Interest. The City reserves the right to reject any submission which contravenes this condition.

For clarity, a representative of a Respondent, for the purpose of this condition, includes a person or other legal entity who acts at the request of a Respondent or its agent. Also, this condition does not prevent ordinary business or other contact arising from or pertaining to the City functions (so long as that contact is not used to interview or attempt to interview or to discuss or to attempt discussion on any matter relating the Expression of Interest.

3. LODGEMENT OF EXPRESSION OF INTEREST

Expressions of Interest must be lodged by:

- using the online form by Friday 26 July 2024.
<https://www.cityofsydney.nsw.gov.au/opportunities/sydney-new-years-eve-visual-identity-expression-interest>

Any Expression of Interests received by the City after the closing date will not, unless the *Local Government (General) Regulation* provides otherwise, be considered by the City.

All Expressions of Interest lodged will become the property of the City and on no account will they be returned to the Respondent.

4. ACCEPTANCE OF EXPRESSION OF INTEREST & CONTRACT

If the City accepts an Expression of Interest, it will issue a notification to the preferred Respondent. This notification does not create a contract with the Respondents. The City and preferred Respondent are legally bound only when a written Contract is executed by the parties. Lodgement of an Expression of Interest will itself be an acknowledgement and representation by the Respondent that it agrees to comply with the Contract in its entirety. **No amendments to contract conditions will be accepted.**

5. CONFLICT OF INTEREST

In this clause “conflict of interest” means an actual or potential pecuniary or non-pecuniary conflict of interest (see the Council’s Code of Conduct under Governance for further explanation of these terms). Respondents must disclose any conflict of interest in undertaking the requirements of the specifications and contract. Where a Respondent has a conflict of interest, the Respondent must provide the City in writing with detailed information about the nature and scope of the conflict of interest and include details of any arrangements proposed to resolve or manage the conflict of interest should the Respondent be awarded the contract. Based on the information provided by the Respondent, the City will make the final decision regarding the Respondents conflict of interest. If a conflict of interest is not disclosed by a Respondent and the City then becomes aware of the conflict, Respondents may be excluded from this Expression of Interest and/or any future process by which the City is seeking the provision of goods or services.

Additional Information relating to the City’s requirements of Respondents regarding how to submit an Expression of Interest, frequently asked questions and ethical business conduct can be found on the website.

6. NO BUSINESS IN ABUSE

Respondents are advised that the City has resolved to adopt the "No Business In Abuse" pledge and is currently reviewing the implementation of the pledge in the context of its procurement policies. If and to the extent this review results in a change to the City's existing procurement practice and such change affects this procurement process an addendum will be issued to all Respondents. For the information of Respondents, the pledge provides that all companies should:

- a) have zero tolerance for child abuse;

- b) Respect people's fundamental rights to freedom from arbitrary and indefinite detention;
- c) Not treat people in a cruel, inhumane or degrading manner; and
- d) Commit to transparency and independent monitoring to ensure these principles are upheld.

7. ASSESSMENT CRITERIA

Expressions of Interest will be examined and evaluated according to the criteria tabled in the Key Conditions.

Each of the mandatory evaluation criteria listed above is critical to this Expression of Interest. *They are not of equal weight for evaluation and are not listed in order of priority.*

Respondents compliance on each of the mandatory evaluation criteria will be separately evaluated using the Evaluation Rating Scale below:

Score Rating	Description
90 – 100	No risk, excellent response with added value and innovation
80 – 89	No risk, excellent response
70 – 79	Very low risk, good response
60 – 69	Low risk, good response
50 – 59	Low risk, acceptable response
40 – 49	Medium risk, but acceptable response

If a Respondent receives a score of less than 40 in any one mandatory assessment criteria, that Respondent will be deemed non-compliant and will not be recommended for acceptance by the City.

The City may undertake financial assessments of Respondents to determine their financial capacity to undertake the works under the contract. This may be undertaken by a third party appointed by the City.

On request the Respondent must provide recent year's financial information which may include financial statements (P&L, Balance sheets and notes) and Management accounts / financial statements.

Specifications

The brief

Develop and evolve an original Sydney New Year's Eve visual identity-design system to form the basis and inspiration for the City's communications and activities for the event.

The design should be concept driven, bold, uplifting, contemporary and clearly convey the special celebration that is new year's eve.

The Sydney New Year's Eve visual identity-design system will provide a consistent visual narrative across the entire event experience – including marketing, such as online content, event signage, digital and physical advertising, as well as sponsor and stakeholder communications.

We're seeking a scalable design system – one that allows for a recognisable and consistent user experience by being applied to a diverse suite of digital and printed material.

The selected agencies must ensure that it owns or is licenced to use all intellectual property rights in the creation or development of the visual identity, including any use of machine learning artificial intelligence, known as Generative AI.

What must the design system do?

For the past 5 years, Sydney New Year's Eve has had the same visual identity.

This has proved valuable in generating brand awareness for the event and allowed the City to reuse some materials year on year.

A new visual identity design system is now required to refresh and reinvigorate the event and will be used for a minimum of three years.

This design system must support an evolving event/marketing strategy. There must be room for change, growth and inspiration, and for a coherent system of expression that allows for message hierarchy.

It should:

- clearly express and convey the essence of "Sydney New Year's Eve";
- act as a graphic unifier for the event over time, providing consistency across the event from year to year;
- clearly position and promote the City of Sydney as a cultural and creative city;
- showcase and promote both Sydney and the City of Sydney;
- excite and engage all stakeholders – audiences, businesses, sponsors and partners – to participate in Sydney New Year's Eve; and
- play off the event's unique and attributable strengths creatively, avoiding predictability.

Functional criteria

The design system must:

- provide a clear, consistent image/idea of “Sydney New Year’s Eve” that is original and instantly recognisable;
- function consistently and elegantly across all channels, applications and touchpoints;
- be scalable;
- display excellence in visual communication;
- be bold, memorable and culturally appropriate;
- be accessible and inclusive, adhering to accessibility standards (for web, must adhere to WCAG AA standard);
- be immediately recognisable as a City of Sydney event;
- be legally protectable; and
- have enduring value.

Target audience

The visual identity and its multi-channel executions will need to function across all of the following audience touch points.

International visitors

As a major global city, Sydney has high exposure on the world stage. For first time visitors, Sydney’s appeal may rest on traditionally marketed images and experiences, an “outside-in” view that nods to the bucket-list fulfilment embodied in icons like Sydney Harbour Bridge, Sydney Opera House and Sydney New Year’s Eve fireworks.

Domestic visitors

For visitors travelling domestically, Sydney competes with other Australian capital cities like Melbourne, Brisbane and Adelaide. For this audience, the challenge may rest in audience notions that there’s plenty of time to experience your own backyard, and that they’ll get round to it eventually.

Residents/locals

For locals, the event must get the balance right between value for money, convenience and instilling a sense of strong local pride in the city. The promise of an offer that is both globally iconic and creatively original must balance with ease of movement and access to experience it.

Business

For local business, Sydney New Year’s Eve presents an opportunity to get customers through their doors and get involved in the overall event experience. The fireworks may be the drawcard, but the overall visitor experience is a combination of shopping, hotels, food, shows, music and other attractions. The visual identity should appeal to our corporate audience and collaborative agency partners, that is, blue-chip corporate partners in media, banking, transport etc.

Government partners / stakeholders

Sydney New Year's Eve, as a well-run, safe and creative celebration for all ages, is an opportunity to drive substantial economic benefit to the state, and position Sydney as Australia's premier tourist destination. Partners must be able to be delivered a full kit of parts that they can use to further this purpose through their own activities and channels.

Fees

The City will choose up to 3 agencies to submit a visual identity-design system and execution brief which will include design concept proposals.

The selected agencies will be paid a fee of \$3,000 (excluding GST) to create and develop their concept.

Once the evaluation of responses is complete, a single agency will be selected and awarded a contract to create the required elements for City of Sydney graphic designers to create materials using the visual identity.

The City has determined a set fee for creation of the visual identity. The fee is exclusive of GST.

Fees cover work including but not limited to consultancy, concept, creative direction, finished art, design development, photography, illustration, production services (excluding printing) and proposal for evolution of the design in future years.

Fixed fee for year 1 (2025):

\$70,000 ex GST

- for supply of style guide and creative assets. To include (but not limited to) colour palette, logo, wordmark and graphic and secondary elements and application of motion for video and digital advertising.
- proposal for evolution of the visual identity in subsequent years
- reviewing items created by City of Sydney designers (year 1 only)

Indicative applications

If selected for stage 2, agencies will be required to provide examples of how the visual identity will be applied to select applications.

Items and specifications will be provided as part of the Stage 2 RFQ documentation.

City of Sydney designers will use the style guide and creative assets to create the following items:

- Online: website design, homepage and standard page template (indicative application only), e-newsletter template,
- Graphics to accompany image and video content on social media
- Sponsorship guidelines and logo package
- Merchandise and promotional: t-shirts, hats, streets banners, display stands

- Marketing: Digital communications pylons, large outdoor formats, press, street banners, online, signage
- Print: posters, advertorial, postcards, event guide
- Event: stage banners, lanyards, signage, scrim, info booth and wayfinding tower cladding
- Templates: PowerPoint, Canva, press release (MS Word), discussion paper (MS Word), letterhead (MS Word)
- Television / video: top and tail keyframes
- Street decorations

Returnable Schedules

Forms

The following information must be provided as part of this Expression of Interest alongside the Registration of Interest and Conformance:

Schedule A - Company information

Schedule B – Appreciation of the brief

Schedule C – Specified personnel and contractors

Schedule D – Previous experience

Registration of Interest

I/We have read, understood and fully informed myself/ourselves of the contents, requirements and obligations indicated in this document, submit this Expression of Interest for the performance by myself/ourselves of the **Sydney New Years Eve visual identity project** for the Council of the City of Sydney.

Legal Name/Trading Name	
Respondent's A.B.N.	
Address of Registered Office	
Contact Person Name and Position	
Telephone	
Email	
Signature and Date	

Acknowledgement of conformity to the Expression of Interest and terms and conditions of agreement

Does the bidder's response conform to the requirements of the EOI?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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If no, please state reason:

Bidders should note that a non-conforming response may result in the bidder's response being evaluated as non-compliant.

The City will generally not enter into negotiations on the standard conditions of contract. By responding to this EOI you are deemed to have accepted the City's conditions of contract. Immaterial changes to the contract may be considered, however, if you wish to propose changes, this needs to be done prior to the closing date. Such proposed changes must be sent to the Procurement Representative via email no later than **5 business days prior** to the Closing Date of the EOI for consideration by the City.

Do you agree to be bound by all terms and conditions of the contract?

Yes

No

If you do not answer "Yes" to the above question please provide a full statement of all amendments sought, giving reasons, in the table below. These **MUST** be submitted to the City for consideration no later than **5 business days prior** to the Closing Date of the EOI, however it is important to note these amendments are not deemed to have been accepted by the City unless specifically agreed in writing prior to the EOI Closing Date/Time.

If any changes are accepted (whether wholly or in part), the amended Conditions of Contract will be issued as an addendum to all potential bidders.

Clause No	Proposed Amendments	Rationale Behind Amendments	Impact on Pricing (\$)

Clause No	Proposed Amendments	Rationale Behind Amendments	Impact on Pricing (\$)

Conflict of Interest

Please confirm that you have made all reasonable enquiries to identify any real or perceived Conflicts of Interest in respect of this EOI, your submission, or any other matter related to this EOI or your submission. Insert a list of potential conflicts. If no conflicts, write 'None'

Answer:

Involvement of Current or Previous Council Employees

Please confirm if any of the following people were employed by the City of Sydney in the past 12 months:

- a) Anyone involved in preparing or otherwise informing your response to this EOI;
- b) Anyone who may be involved in delivering the service under your EOI or any potential future contract; or
- c) Any senior executive, director or company principal involved in a) or b) above;

If the answer to any of the above is “yes”, provide detail of the level of involvement. The City reserves the right to exclude any supplier with no further discussion if the involvement has not been approved by the City.

Answer:

Schedule A – Company Information

Business Name and Related Interests

How many years has the Respondent been in business under its present business name?
 In what other businesses does the Respondent have a financial interest?

Company Profile

Respondents must provide the following information:

- Details of the size of your organisation
- Details of your corporate structure
- Brief history of your organisation

Insurances

Copies of all insurance certificates are required to be submitted as part of the Expression of Interest response.

Insurance Type	Policy No	Extent of Cover		Expiry date	Name of Insurer
		Per Accident \$	Aggregate		
Workers Compensation / Accident Insurance					
Public Liability (Minimum required \$10M per incident)					
Professional Indemnity (Minimum required \$5M per incident)					

Should work be sub-contracted, it is the respondent’s responsibility to ensure sub-contractors hold and maintain equivalent insurances.

The successful respondent’s insurance policies must be for the amounts required under the contract and the City must be noted as an interested party on the public liability policy certificate of currency.

Current Organisational Structure

Respondents shall provide detail of their organisation structure including names and titles of key personnel.

Respondents is to provide the following information regarding company size.

Resource levels						
For the following staff, please provide numbers of employees						
Description	Number	FTE (company employed)	Part Time	Casuals	Labour Hire Agency	Turnover Rate
etc. [insert]						

Schedule B – Appreciation of the Brief

Please provide a brief and top-line response to the creative services scope, in a format of your choosing, that demonstrates understanding of the brief in relation to the task, positioning, functional criteria, target audiences, fees, indicative applications and process timeline overview.

Schedule C – Specified Personnel & Sub-Contractors

Respondents must provide an organization chart showing the project team structure and nominate the names of proposed key personnel for the project, listing their qualifications, level of expertise, relevant experience and percentage of time to be allocated on the work under the Contact.

The following information is to be provided for each person separately:

- Full Name of Specified Person
- Position Held
- Percentage of Time on the Project
- CV highlighting Qualifications and Level of Expertise

Schedule D – Previous Experience

Respondents Experience

Respondents are to provide details of their experience in managing contracts similar to that contemplated by this Expression of Interest.

Please provide details of Clients which the Respondent Has Had Previous Experience with

List the top 3 sectors/industries to which you provide services and the % split by revenue

E.g. State Government, Local Government, Defence etc.

Please provide an allocation of clients by % of revenue.

Please name 2 major clients with whom you have ceased to do business with in the last 3 years.

Why did you cease to do business with these clients?

Please name 2 major clients with whom you have commenced to do business with in the last 3 years.

List of Comparable Work

Provide further information on 3 other contracts of similar scope, complexity and scale. Council may contact these organisations for **reference purposes**. The following information is to be provided for each project separately:

EXAMPLE #1

Client and address

Name and location of project

Name and telephone number of principal contact

Description of works undertaken (or services provided)

Contract value range

Contract period

EXAMPLE #2

Client and address

Name and location of project

Name and telephone number of principal contact

Description of works undertaken (or services provided)

Contract value range

Contract period

EXAMPLE #3

Client and address

Name and location of project

Name and telephone number of principal contact

Description of works undertaken (or services provided)

Contract value range

Contract period