

From: s22(1)(a)(ii)
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: FINAL - For review and approval - Evaluation Report - Graphic Design Services to support the Arts and Disability Associated Plan [SEC=OFFICIAL:Sensitive]
Date: Friday, 7 June 2024 3:38:20 PM
Attachments: s22(1)(a)(ii)
 [REDACTED]

Importance: High

OFFICIAL:Sensitive

Hi s22(1)(a)(ii) [REDACTED] have responded to your email below, agreeing to the final evaluation report s22(1)(a)(ii) [REDACTED]

[REDACTED] I confirm that I agree recommendations 1,3, 5, and note recommendation 6; and do not approval recommendations 2 and 4.

1. **AGREE** that the outcomes and recommendations in the Evaluation Report represent value for money.
2. **DO NOT APPROVE** the commitment of up to \$50,000 (ex GST.) for this project under s23.3 of the Public Governance, Performance and Accountability Act 2013 (PGPA Act), covering the period 10 June 2024 to 31 December 2024.

I cannot approve the commitment of funding until after the relevant delegate has approved the forward commitment of funding

3. **AGREE** that emails notifying the outcome of the procurement can be sent to the successful and unsuccessful Tenderers.
4. **DO NOT APPROVE** the offer of a draft Work Order to **2B Advertising & Design (2B)** (pending the approval of a forward commitment of funding over 2023-24 and 2024-25 by the relevant delegate) as the preferred Tenderer to design an accessible visual identity for the Arts and Disability Associated Plan, including Easy Read and Auslan translations as required, for the period of 10 June 2024 to 31 December 2024. Once agreed the Work Order will be finalised and submitted to **2B** for signature, prior to departmental execution.

I am not comfortable approving the offer of a draft work order until I have committed the funding.

5. **AGREE** that the Work Order, as per the terms of the RFQ (**Attachment A**, section 8) will require flexibility in terms of pricing (to a total value of not more than \$50,000) because the final parameters for Associated Plan design requirements have not been finalised with the Minister's Office. For each required work task over the life of the Work Order, the Department will supply 2B with a design brief, against which 2B will supply a quote for service which will require approval by the delegated prior to proceeding.
6. **NOTE** that following your approval to this Report and subsequent execution of the Work Order, the Work Order will be uploaded to myWorkplace (SAP) and to notified on AusTender.

I am comfortable that once we have Marie's approval of the forward commitment approval, I can APPROVE recommendations 2 and 4 via an email.

Thank you all again for your work on this and have a good weekend. s22(1)(a)(ii) [REDACTED]
 [REDACTED] we can close off the Procurement process.

Warmest Regards,

s22(1)(a)(ii) [REDACTED]

Director • Access, Participation and Inclusion • Office for the Arts

s22(1)(a)(ii) @arts.gov.au

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

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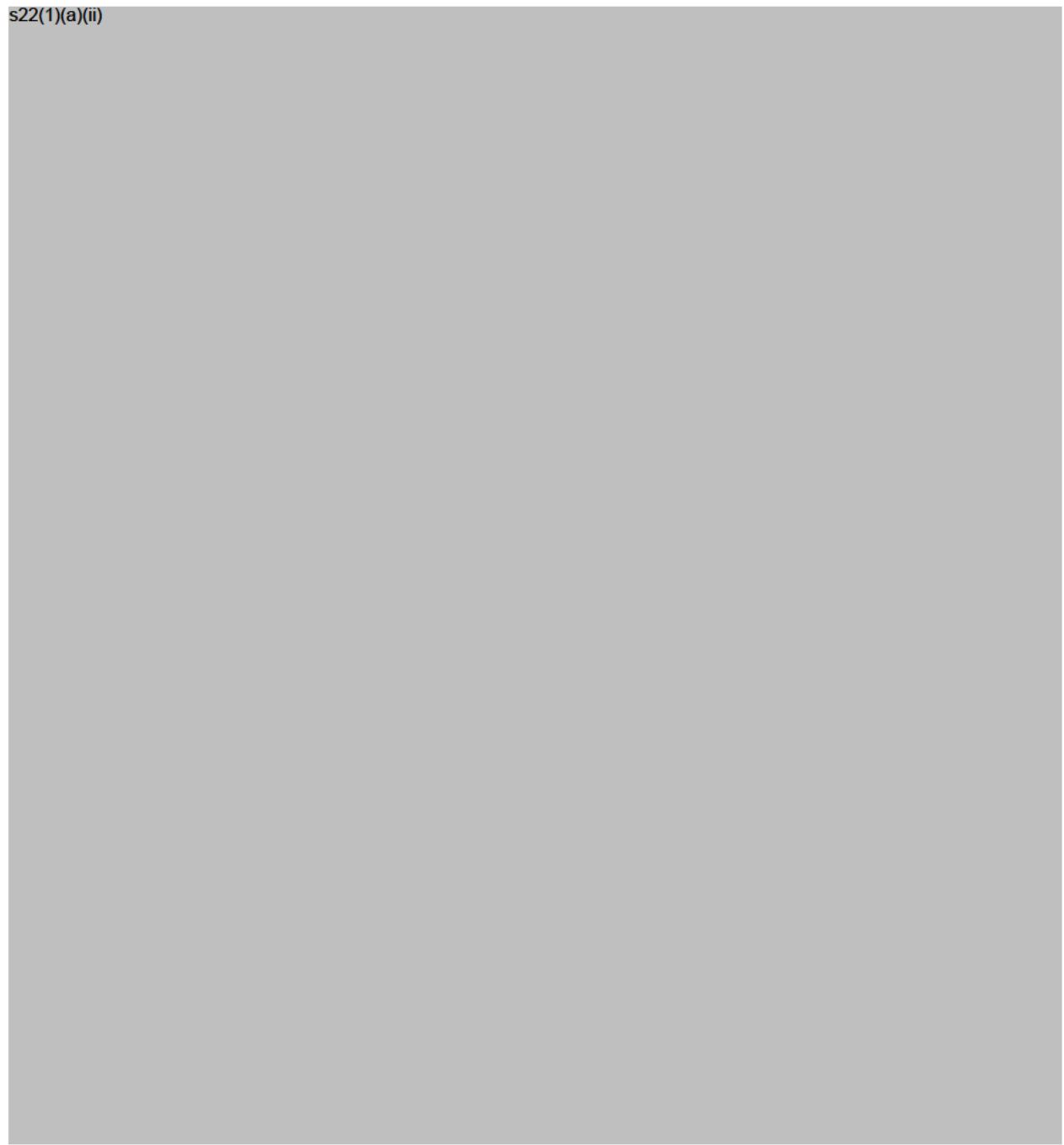
I acknowledge the traditional custodians of this land on which we meet, work and live.

I recognise and respect their continuing connection to the land, waters and communities.

I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islander people

OFFICIAL:Sensitive

s22(1)(a)(ii)



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Australian Government

Department of Infrastructure, Transport,
Regional Development, Communications and the Arts



FINANCE

Evaluation Report and Approval

Date:	5 June 2024	Ref No:	Procurement Registration #10029140
Procurement Title:	Procurement of Graphic Design Services to support the Arts and Disability Associated Plan		

RECOMMENDATIONS

That you:

1. **AGREE** that the outcomes and recommendations in the Evaluation Report represent value for money.
2. **APPROVE** the commitment of up to \$50,000 (ex GST.) for this project under s23.3 of the Public Governance, Performance and Accountability Act 2013 (PGPA Act), covering the period 10 June 2024 to 31 December 2024.
3. **AGREE** that emails notifying the outcome of the procurement can be sent to the successful and unsuccessful Tenderers.
4. **APPROVE** the offer of a draft Work Order to **2B Advertising & Design (2B)** (pending the approval of a forward commitment of funding over 2023-24 and 2024-25 by the relevant delegate) as the preferred Tenderer to design an accessible visual identity for the Arts and Disability Associated Plan, including Easy Read and Auslan translations as required, for the period of 10 June 2024 to 31 December 2024. Once agreed the Work Order will be finalised and submitted to **2B** for signature, prior to departmental execution.
5. **AGREE** that the Work Order, as per the terms of the RFQ (**Attachment A**, section 8) will require flexibility in terms of pricing (to a total value of not more than \$50,000) because the final parameters for Associated Plan design requirements have not been finalised with the Minister's Office. For each required work task over the life of the Work Order, the Department will supply 2B with a design brief, against which 2B will supply a quote for service which will require approval by the delegate prior to proceeding.
6. **NOTE** that following your approval to this Report and subsequent execution of the Work Order, the Work Order will be uploaded to myWorkplace (SAP) and to notified on AusTender.

Delegate Approval

Name	s22(1)(a)(ii)		
Delegate Signature	s22(1)(a)(ii)		
Position	Director - Access, Participation and Inclusion, Office for the Arts	Date	13/6/24
Approval	Recommendation 1	Agreed / Not Agreed / Please Discuss	
	Recommendation 2	Approved / Not Approved / Please Discuss	

	Recommendation 3	Approved / Not Approved / Please Discuss
	Recommendation 4	Approved / Not Approved / Please Discuss
	Recommendation 5	Approved / Not Approved / Please Discuss
	Recommendation 6	Noted / Please Discuss
Comments	As above, Recs 1, 3, 5, 6 approved via email	
Contact:	Name: s22(1)(a)(ii) Position: Assistant Director, Access, Participation and Inclusion Phone: 6136 7111 Email: s22(1)(a)(ii) @arts.gov.au	

7/6/24

Legislative assessment and authority:

Appropriate to approve as a proper use of relevant monies?	<p>Yes. This procurement proposal represents a proper use of relevant money, in accordance with the purposes of the PGPA Act. 'Proper' is defined as efficient, effective, economical and ethical. Decisions to commit relevant money and to enter into arrangements are subject to the requirements of the PGPA Act. If you approve these recommendations, this Minute will represent the written record of your approval of:</p> <ul style="list-style-type: none"> (a) the commitment of relevant money; and (b) the entering into an arrangement in this matter, <p>for the purposes of section 23 of the PGPA Act and rule 18 of the PGPA Rule.</p> <p>A commitment proposal should only be approved if the approver is satisfied (amongst other things) that the proposed commitment represents value for money and the arrangement promotes the proper use and management of public resources (which includes relevant money).</p>
Indemnities, Warranties and Guarantees?	The proposed contract does not have indemnities, warranties or guarantees.
Contingent Liabilities?	The proposed contract does not have contingent liabilities.
Delegations authority available?	The <i>Accountable Authority Delegations (No. 1) 2024</i> provides you, as an EL2 authority to approve commitments of relevant Departmental monies up to \$80,000.

Procurement Approval Request:

A Procurement Approval Request was approved by Marie Gunnell on 17 April 2024 agreeing to allocate up to \$50,000 (GST excl.) for the required services.

The Department utilised the below procurement methodology for approaching the market:

<input type="checkbox"/> Open tender	
<input type="checkbox"/> Limited tender	Exemption: Choose an item. please select either an EXEMPTION or a
	Condition : Choose an item. CONDITION from the dropdown list
<input checked="" type="checkbox"/> Panel	Department of Social Services Creative and Digital Communication Panel SON4009385

Budget and funding appropriation:

Confirmation of available funds:	<p>Phone conversation with the Divisional Finance Business Partner, s22(1)(a)(ii) on 5 June 2024 confirmed that up to \$50,000 (GST excl.) is available for current and forward years as follows:</p> <ul style="list-style-type: none"> \$30,000 in cost centre 32012 is available to engage Graphic Designers in 2023-24. \$20,000 for Graphic Design and Printing is available in cost centre 32012 for 2024-25. <p>Additional funding for specific design translation tasks is also available through the SOETM cost centre (32011) against which a commitment of up to \$150,000 (GST Exclusive) to support the development of the Arts and Disability Associated Plan was approved by Marie Gunnell on 5 February 2024. This will be used for activities within the Graphic Design procurement including preparation and translation of the Plan into accessible formats.</p> <p>The Divisional Finance Business Partner recommends majority initial payment of 20k on execution of the work order 2023-24.</p>
Forward Commitment Authorisation?	Phone conversation with the Divisional Finance Business Partner, s22(1)(a)(ii) on 5 June 2024 confirms that forward commitment authorisation <u>will</u> be required for this procurement which can be given at SESB1 level.
Proposed contract period:	The proposed contract period is from 10 June 2024 to 31 December 2024. with an option to extend the contract for up to 2 months until 28 February 2025.

Risk, Probity and Value for Money

Risk Assessment:	<p>A detailed risk assessment has been undertaken in accordance with the Department's Accountable Authority Instructions (AAIs) and Risk Management Guidelines.</p> <p>The Risk Rating for this engagement is considered to be:</p> <p><input checked="" type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High <input type="checkbox"/> Severe</p>
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Other:

Reporting:	<p>As the total contract value in this instance is for an amount of \$10,000 or more (inclusive of GST), it will need to be reported on AusTender within 42 calendar days of the commencement of the Contract as required by paragraphs 7.18 and 7.19 of the CPRs.</p> <p>The title for this procurement to be reported on AusTender will be 'Arts and Disability Graphic Design'. In approving this Minute, you agree that this title is considered appropriate for public reporting.</p>
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Response Evaluation Team (RET) endorsement of this Evaluation Report

RET Member	Signature
s22(1)(a)(ii)	Report author
s22(1)(a)(ii)	Approved via email
s22(1)(a)(ii)	Approved via email

Note: Where physical signatures do not appear in the above tables, approvals have been received via email from each person and printed copies of these emails are provided at **Attachment D**.

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1. Purpose

- 1.1.1. The Commonwealth, as represented by the Department of Infrastructure, Transport, Regional Development Communications and the Arts (the Department), recently sought to undertake an Request for Quote (RFQ) process to procure **Graphic Design Services to support the Arts and Disability Associated Plan**.
- 1.1.2. The purpose of this Evaluation Report is to:
- document the outcome to the Targeted Request for Quote (RFQ) evaluation, in accordance with best value for money principles; and
 - recommend **2B Advertising and Design** as the preferred Tenderer.

2. Project Background

- 2.1.1. A Scope of Services was released with the RFQ documentation, outlining the services required to be delivered. Subject to approval, the Department intends to engage the successful Tenderer to visually interpret/represent the Arts and Disability Associated Plan (ADAP) and develop a cohesive visual identity for all ADAP communications materials, such as:
- the design and typesetting of the ADAP and Easy English version of the ADAP, ensuring alignment with the Department's style guide and with a focus on graphic design solutions that support accessibility in the document; and the printing of 100 copies of the final ADAP and printing of 20 copies of an Easy English version
 - design of visual elements for the Arts and Disability web page
 - the design and production of a promotional 'touchpoint'- e.g. foldout infographic/interactive postcard providing a high-level overview of the ADAP
 - design of materials for use across social and digital media (social media tiles, digital banners etc. that can be shared with stakeholders)

3. Approach to Market Process

3.1. Issue of the Request for Quote (RFQ)

- 3.1.1. The RFQ was released to the market on 1 May 2024 via email to selected Tenderers. The following documents were provided to the Tenderers as part of the ATM pack:
- Request for Quote
 - Attachment A – s22(1)(a)(ii)
 - Attachment B – s22(1)(a)(ii)
 - Attachment C – s22(1)(a)(ii)

3.2. RFQ Addenda (Clarification Queries from Tenderers)

Please select all applicable boxes below

- There were no clarification queries from prospective tenderers during the ATM
- There were no addenda released during the ATM process
- TWO (2) clarification queries were received from prospective tenderers s47G(1)(a) s47G(1)(a) during the ATM. In response, the department released TWO (2) addenda to tenderers, cleared by s22(1)(a)(ii) and s22(1)(a)(ii) A copy of these addenda is at **Attachment B1 and B2**.
- The department released [insert number] of addenda to prospective tenderers that were unrelated to clarification queries, cleared by [insert name and title]. A copy of these addenda is at Attachment [X].

3.3. Responses received

- 3.3.1. The Department closed this ATM at 5pm, Wednesday 15 May 2024.

Extensions offered Yes _____
 No

3.3.2. Responses were received from THREE (3) Tenderer(s):

- a) 2B Advertising and Design

s47G(1)(a)
[REDACTED]

The below Tenderers did not provide a response and therefore were not considered further in this procurement process:

s47G(1)(a) [REDACTED] _____ NA _____

- Not Applicable (as ATM was via open tender)

3.3.3. Responses are available on file and can be provided on request, if required.

4. Evaluation Panel and Advisors

4.1. Response Evaluation Team (RET)

4.1.1. A RET was formed to evaluate the Responses against the requirements noted in the RFQ. The RET included a Graphic Design professional from within the Department to provide professional technical expertise for the evaluation process.

4.1.2. The role of the Evaluation Panel (RET) is to:

- a) evaluate Responses in accordance with the approved Evaluation Criteria and methodology;
- b) identify issues and risks relating to the procurement and required services;
- c) document the evaluation process and outcomes;
- d) seek approval to proceed to contract following the selection of a preferred Tenderer(s); and
- e) maintain probity throughout the procurement process.

4.1.3. The RET consists of voting members (who assess and score the Responses);

4.1.4. All members of the RET are asked to disclose any conflict or association they might have with any of the Tenderers. All documents and proceedings of the procurement evaluation are treated as confidential and are undertaken in accordance with the general principles of probity.

4.1.5. The following table lists the members of the Evaluation Panel.

Name	Division	Role	COIs Declared (Y/N)
Delegate			
s22(1)(a)(ii) [REDACTED]	Office for the Arts	S23.3 approval	N/A
Contact Officer			
s22(1)(a)(ii) [REDACTED]	Office for the Arts	Admin support	N
Members			
Division			
Role			
s22(1)(a)(ii) [REDACTED]	Office for the Arts	Chair + Voting	N
s22(1)(a)(ii) [REDACTED]	Office for the Arts	Voting	N
s22(1)(a)(ii) [REDACTED]	Internal Communications and Creative Services	Voting	N
Technical Advisors (if relevant)			
N/A			

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Support (if relevant)			
N/A			

5. ATM Conformance and Compliance

5.1. Conformance and Compliance Check

Note that all Creative and Digital Services Panel members sign a 'Head Agreement' with Services Australia which binds them to a capped hourly fee for services over the life of the Panel The three received tenders met standard conformance and compliance check requirements at 5.1.1.

5.1.1. Assessment of conformance and compliance included the following components:

- a) receipt of a Response meeting minimum content and format requirements prior to the closing date and time

5.2. Late Responses

The Commonwealth Procurement Rules require late tender responses to be excluded from an evaluation unless the tender response is late solely as a consequence of mishandling by the Department.

Were all Responses received prior to the Closing Time? Yes No _____

If Responses received late, was it due to departmental mishandling? Not Applicable (no Responses received late)

Yes **[please complete below section]**

No **[please complete below section]**

- Probity Advisor consulted
- Corporate Procurement consulted
- Response(s) removed from evaluation due to: _____

Response(s) continued to evaluation due to: _____

5.3. Minimum Content and Format Requirements

5.3.1. The following Minimum Content and Format Requirements applied to this ATM:

- a) Maximum of four pages: Provide examples of previous projects completed of a similar nature for either government or non-government clients (include links to projects if applicable). Specify your capabilities and experience producing high quality and fit for purpose material, with a particular focus on accessibility.
- b) Maximum of two pages: Provide information about key personnel who will work closely with the Office for the Arts on this work and include their experience creating accessible materials and references if available.
- c) Maximum of two pages: Please provide pricing estimates for the two work task examples listed below. Estimates should provide detailed prices against each line item and be inclusive of GST. Please use your standard business estimate template.

5.4. Conditions for Participation

N/A

5.5. **Conformance and Compliance Review**

5.5.1. A Conformance and Compliance review was undertaken by all RET members listed at table 4.1.5 and no conformance and compliance issues were noted.

5.5.2. Following this review, the below Tenderers were considered conforming and compliant responses and proceeded to evaluation:

a) **2B Advertising and Design**

s47G(1)(a)

6. **Evaluation Process**

6.1. **Evaluation Objective**

6.1.1. The objective of the evaluation is to identify the Response(s) which best meets the Department's requirements and which best represents value for money.

The evaluation criteria applied to this RFQ through the approval Evaluation Plan (**Attachment C**) are specified below:

Table: Evaluation Criteria

s47E(d)

[Redacted Table Content]

s47E(d)

6.1.4. In undertaking the detailed evaluation, the RET has reviewed each submitted Response to determine which Tenderer represents best value for money for the Commonwealth, considering:

s47E(d)

6.2. **Technical Assessment Process**

s47E(d)

6.3.2. Based on the technical scoring, risk and pricing assessment, the RET considered that **2B Advertising and Design** were the preferred providers the services.

Tenderer	Summary of technical assessment
2B Advertising and Design	s47E(d)

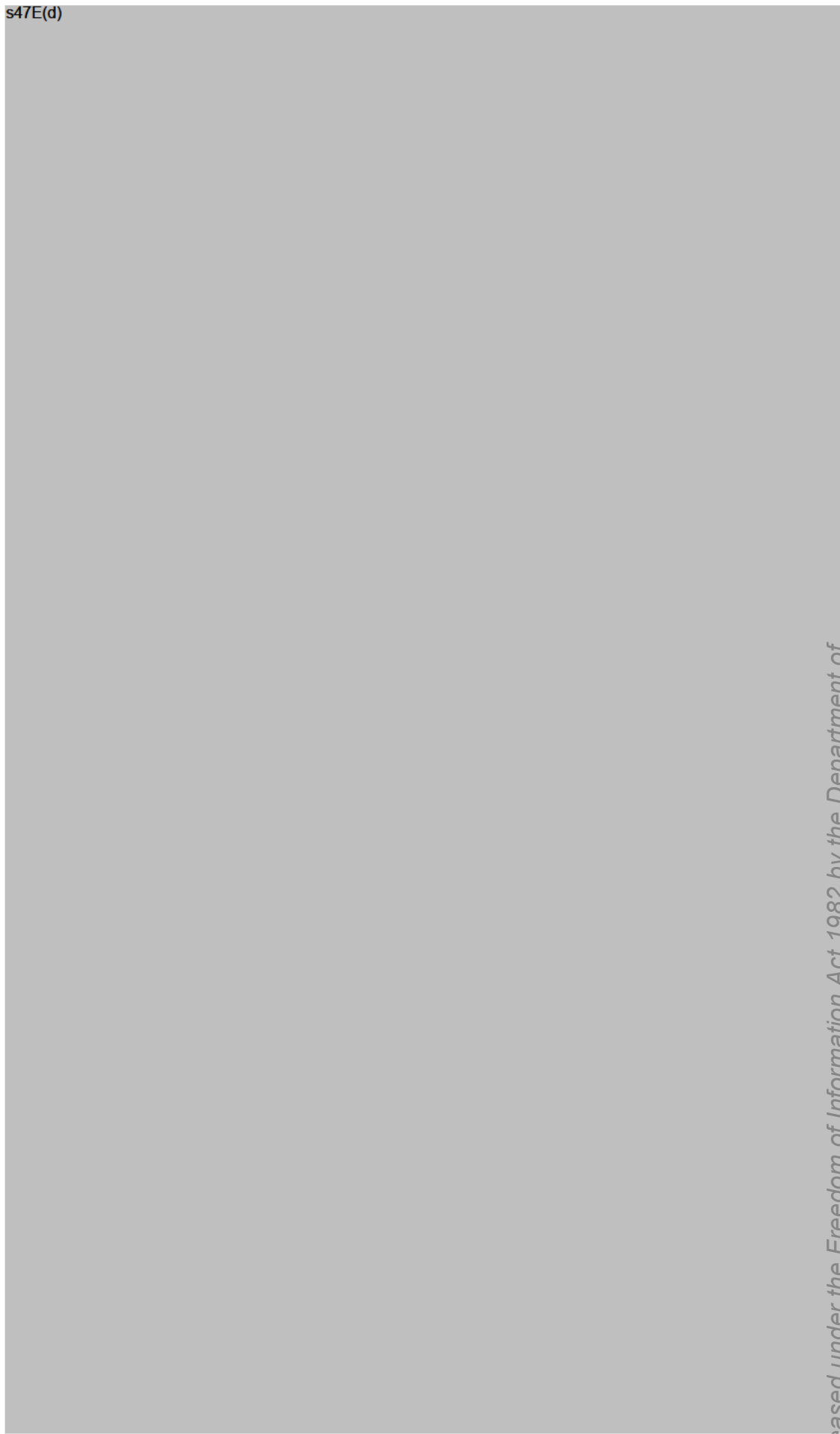
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s47E(d)



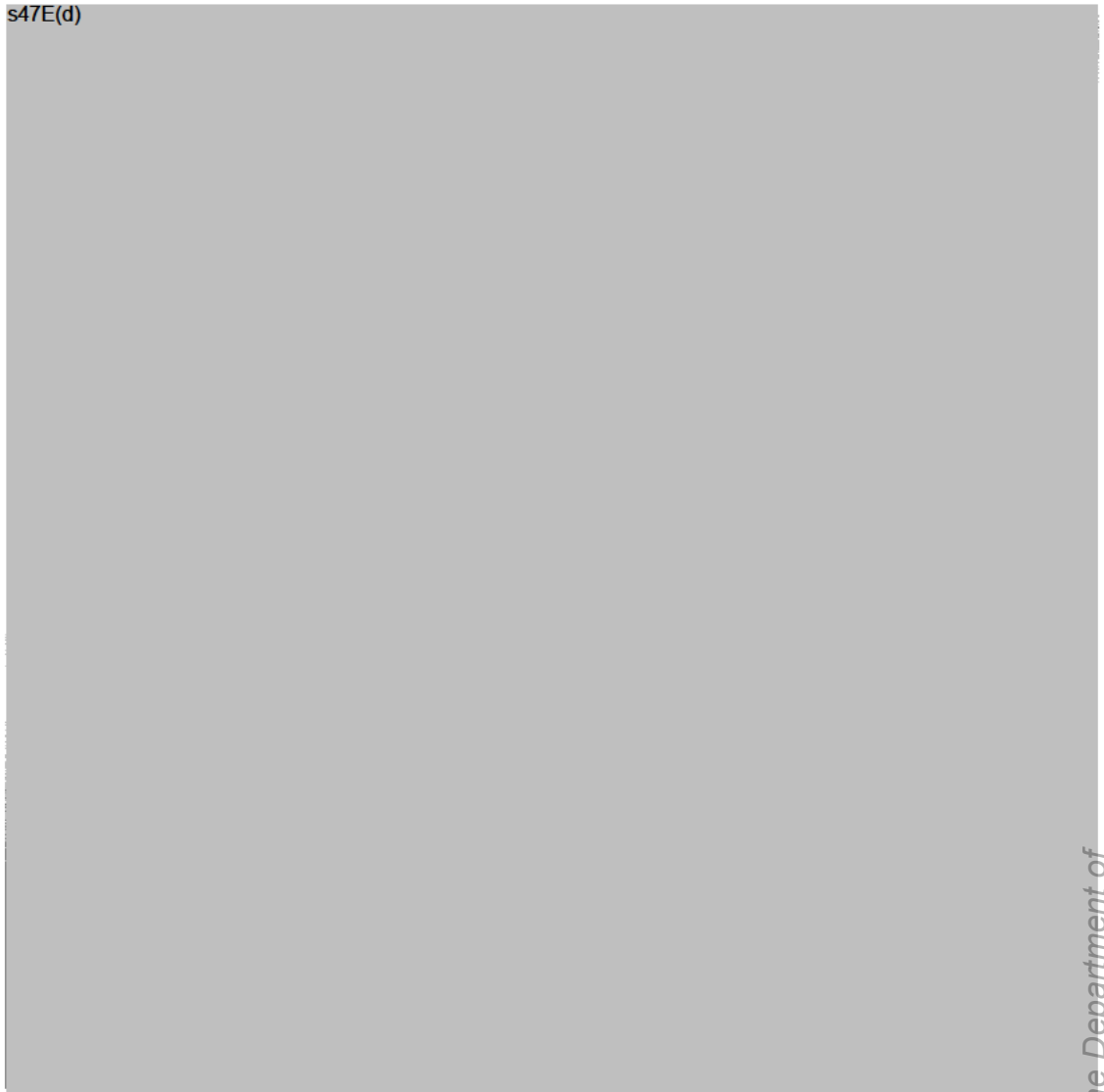
Released under the Freedom of Information Act, 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

s47E(d)



Released under the Freedom of Information Act, 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

s47E(d)



6.4. **Clarification** - no clarification queries were asked

6.5. **Pricing Assessment**

NOTE: For this RFQ, tenderers were asked to submit 'mock' quotes for the delivery of 2 graphic design tasks as outlined at 6.5.2. The submitted pricing does not reflect the final value of the Work Order for the preferred Tenderer – this will be subject to negotiation within the maximum approved value of \$50,000.

6.5.1. For the purposes of the Criterion 2 (Price), Tenderers were asked to provide the following information:

1. Maximum of four pages: Provide examples of previous projects completed of a similar nature for either government or non-government clients (include links to projects if applicable). Specify your capabilities and experience producing high quality and fit for purpose material, with a particular focus on accessibility.
2. Maximum of two pages: Provide information about key personnel who will work closely with the Office for the Arts on this work and include their experience creating accessible materials and references if available.
3. Maximum of two pages: Please provide pricing estimates for the **two work task examples** listed below. Estimates should provide detailed prices against each line item and be inclusive of GST. Please use your standard business estimate template.

Work task example 1

Requirements: Supply an indicative quote on the design and production of a cohesive visual identity for the Arts and Disability Associated Plan (ADAP). This visual identity should include design elements that are accessible and could be applied across multiple communications products including, but not limited to, documents, infographics, promotional materials, digital and social media.

Specifications:

- Quantity: Please quote on providing x 3 potential concepts
- Design and client management: Please specify expected number of hours to complete the project and the standard hourly rates that will apply.
- Delivery: files supplied electronically in formats suitable for print and digital applications.

Work task example 2

Requirements: Supply an indicative quote on cover design, typesetting and printing of a 44-page perfect bound book.

Specifications:

- Quantity: x 100
- Size: A4 - 44 pages (including front and back cover)
- Perfect bound, with options for 300gsm satin matte or cello glaze cover
- 148gsm pacesetter or similar stock
- Design and client management: Please specify expected number of hours to complete the project and standard hourly rates that will apply.
- Delivery: to one address (Acton ACT).

6.5.2. A pricing analysis and consideration was undertaken of each Tenderer's proposed price. A summary of the pricing comments has been documented below:

Tenderer	Summary of Pricing assessment
2B Advertising and Design	s47G(1)(a) s47E(d)

s47G(1)(a)	s47E(d)
s47G(1)(a)	s47E(d)

6.6. **Risk Assessment**

- 6.6.1. In determining risk, the RET was guided by the Department's Risk Management Guidelines and the initial Risk Assessment (undertaken as part of the Procurement Plan) identified the risk as **LOW**.
- 6.6.2. In determining risk, the RET was guided by the Department's Risk Management Guidelines and the initial Risk Assessment (undertaken as part of the Procurement Plan).
- 6.6.3. Risks and issues included:

Tenderer	Risk Assessment Summary
2B Advertising and Design	s47E(d)
s47G(1)(a)	

	s47E(d)
s47G(1)(a)	

- 6.6.4. Based on the technical scoring, risk and pricing assessment, the RET considered that **2B Advertising and Design** were the preferred Tenderer for the provision of Graphic Design Services supporting the Arts and Disability Associated Plan.
- 6.6.5. The preferred Tenderer did not request details of their proposal, or contract if successful, be kept confidential.
- 6.7. **Referee Check.**
- 6.7.1. Following technical, risk and pricing evaluation, **2B**, as the preferred Tenderer, were contacted and asked to supply two referees that could speak the following projects submitted as work examples in their Proposals:
- NDIS Review (NDIS Review Panel, s22(1)(a)(ii))
 - Disability Standards for Education Publication series (Department of Education)

The referees supplied were:

s22(1)(a)(ii)

Director
 NDIS Review Transition
 Disability and Carers Stream
 Department of Social Services

s22(1)(a)(ii) was also approached twice via email, and once via phone, but did not respond to the request for a referee check. 2B were approached via email for an alternative NDIS review referee on 29 May 2024.

Jodi Cassar

Branch Manager

Australia's Disability Strategy

Disability and Carers Stream Reform Program Office

NDIS Review Transition

Department of Social Services

s22(1)(a)(ii)

Disability Standards for Education Team

Inclusion and Disability Branch | Improving Student Outcomes Division
Australian Government Department of Education

The questions supplied to the referee prior to interview were:

s47E(d)

The RET Panel conducted a referee check with s22(1)(a)(ii) at 10am on 29 May 2024 - Key Points:

s47E(d)

The RET Panel conducted a referee check with **Ms Cassar** at 1pm on 31 May 2024 - Key Points:

s47E(d)

6.7.2. A copy of the extended referee discussion(s) points is on file and available upon request.

7. Negotiation

N/A

8. Value for Money



Value for money is represented by the tender(s) that best meets the department's requested outcomes, at the lowest price with minimal risk. Value for money does not necessarily mean the lowest priced proposal noting the tender has to first technically meet the requirements.

In accordance with the CPRs, achieving value for money is the core principle of procurement. Officials responsible for a procurement must be satisfied, after reasonable enquires, that the procurement achieves a value for money outcome.

When conducting a procurement, an official **must** consider the relevant financial and non-financial costs and benefits of each tender including, but not limited to the:

- a. quality of the goods and services;
- b. fitness for purpose of the proposal;
- c. potential supplier's relevant experience and performance history;
- d. flexibility of the proposal (including innovation and adaptability over the lifecycle of the procurement);
- e. environmental sustainability of the proposed goods and services (such as energy efficiency, environmental impact and the use of recycled products); and
- f. whole-of-life costs.

In this evaluation, value for money was assessed by the RET by considering the technical score, the proposed total pricing and pricing components and with consideration to the risk, scope and complexity of the proposed services.

NOTE: For this RFQ, tenderers were asked to submit 'mock' quotes for the delivery of 2 graphic design tasks.

- a visual identity that can be applied across various digital and print materials
- copywriting design and print of the ADAP itself (not an estimate of total design costs over the life of the Work Order)

An element of Value for Assessment was to judge the final quoted costs for the mock tasks against the completeness and clarity of proposed delivery details and milestones as included in the mock quotes.

To establish the final costs Work Order amount, we require flexibility for the final Work Order, within the PAR approved \$50,000 funding allowance, because the design parameters (including visual elements such as photography, or illustrations) have not yet been clarified with the Ministers Office in the context

RFQ – Procurement of Graphic Design Services to support the Arts and Disability Associated Plan

of *Revive*, and costs for Easy English or AUSLAN remain unknown because ADAP text (word count and number of pages, including Executive Summary for Auslan translation) is not yet finalised.

Having regard to all relevant factors, the RET determined that **2B** represented best value for money to the Commonwealth, noting:

s47E(d)

In summary, the RET considered **2B Advertising and Design (2B)** as the preferred Tenderer noting that they have demonstrated a good technical score, an overall competitive price and a low residual risk rating – overall, demonstrating value for money for the Department.

As such, it is recommended that **2B** be offered a draft Work Order for the provision of the Accessible Graphic Design Services to support the Arts and Disability Associated Plan. It is recommended that the department commence negotiations with **2B** to resolve remaining issues per section 7.1.3.

Attachments Checklist

Y/N/NA

RFQ – Attachment A

ATM addenda requests and responses – Attachments B1 and B2

Evaluation Plan - Attachment C

Attachment D - Evaluation Report: RET panel approvals

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Friday, 3 May 2024 4:48 PM
To: Help Procurement
Cc: Arts Disability
Subject: attn s22(1)(a)(ii) Re: Advice regarding an enquiry by a WoG Panel member [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Hi s22(1)(a)(ii)

Thank you for your time and your clarification of the correct addenda procedure this afternoon.

As requested please see below the addenda email sent (BCC) to the 4 Creative and Digital Services Panel members we invited to tender on Graphic Design Services to support the Arts and Disability Associated Plan.

Kind Regards,

s22(1)(a)(ii)

s22(1)(a)(ii)

Senior Policy Officer
Access, Participation and Inclusion Section ◦ Cultural Policy, Strategy and Program Support ◦
Office for the Arts
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P +61 2 6136 s22(1)
GPO Box 594 Canberra, ACT 2601

*I work in the Nishi Office on Monday and remotely Tues- Friday

Department of Infrastructure, Transport, Regional Development, Communications and the Arts
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I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities. I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.

OFFICIAL:Sensitive

From: Arts Disability <Arts.Disability@arts.gov.au>
Sent: Friday, 3 May 2024 4:42 PM
To: Arts Disability <Arts.Disability@arts.gov.au>
Subject: Re: RFQ Graphic Design Services to support the Arts and Disability Associated Plan [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Good afternoon all,

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

The Access, Participation and Inclusion team have received the following question regarding the RFQ for Graphic Design Services to support the Arts and Disability Associated Plan which was released Wednesday 1 May.

In the interests of transparency and fairness throughout the procurement process we are sharing both the question, and our response below.

Q: How many design studios have been invited to take part in the RFQ?

A: Four design studios from the Creative and Digital Services Panel have been invited to take part in the tender process.

Kind Regards,

Access Participation and Inclusion Section : Cultural Policy Strategy and Program Support

Office for the Arts

arts.disability@arts.gov.au

Department of Infrastructure, Transport, Regional Development, Communications and the Arts
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OFFICIAL:Sensitive

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s22(1)(a)(ii)

From: Arts Disability
Sent: Wednesday, 8 May 2024 12:42 PM
To: Arts Disability
Subject: Addenda to the RFQ Graphic Design Services to support the Arts and Disability Associated Plan [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Good afternoon all,

The Access, Participation and Inclusion team have received the following questions regarding the RFQ for Graphic Design Services to support the Arts and Disability Associated Plan which was released Wednesday 1 May.

In the interests of transparency and fairness throughout the procurement process we are sharing both the questions, and our responses below.

Q: If we are designing a new visual identity for the ADAP, when the RFQ states that the work must align with the Department's style guide, how dissimilar can the visual identity be to the Departments brand?

A: We are looking for a visual identity for the ADAP that is both an innovative and creative interpretation of design elements found in the Departments style guide.

Q: The 44pp book that is to be quoted on: is this a primarily text heavy document, or is it to be more varied throughout, with (for example) infographics etc?

A: The 44 pp book will be text heavy however we will be looking for creative ways to reduce the textual load (including the representation of key data or processes) via the introduction of accessible infographics, images etc.

Kind Regards,

Access Participation and Inclusion Section : Cultural Policy Strategy and Program Support

Office for the Arts

arts.disability@arts.gov.au

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arts.gov.au



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From: Arts Disability <Arts.Disability@arts.gov.au>
Sent: Friday, 3 May 2024 4:42 PM
To: Arts Disability <Arts.Disability@arts.gov.au>
Subject: Re: RFQ Graphic Design Services to support the Arts and Disability Associated Plan [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Good afternoon all,

The Access, Participation and Inclusion team have received the following question regarding the RFQ for Graphic Design Services to support the Arts and Disability Associated Plan which was released Wednesday 1 May.

In the interests of transparency and fairness throughout the procurement process we are sharing both the question, and our response below.

Q: How many design studios have been invited to take part in the RFQ?

A: Four design studios from the Creative and Digital Services Panel have been invited to take part in the tender process.

Kind Regards,

Access Participation and Inclusion Section : Cultural Policy Strategy and Program Support

Office for the Arts

arts.disability@arts.gov.au

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

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OFFICIAL:Sensitive

Attachment 2C (pages 25 to 33) has been removed under section 47E(d) of the *FOI ACT 1982*.

s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Thursday, 6 June 2024 12:31 PM
To: s22(1)(a)(ii)
Subject: RE: Draft Evaluation Report and attachment (B-D) - ADAP Graphic Design [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Hi s22(1)(a)(ii)

This report is looking really good. One very minor edit or typo to this dot point which is bottom of page 10 (highlighted in red):

• s47E(d)

From my perspective (and two readings) I approve this. How would you like me to sign it?

Thanks

s22(1)(a)(ii)

Assistant Director ◦ Internal Communications and Creative Services ◦ Communication and Change Branch
People, Culture and Change Division
s22(1)(a)(ii) [@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)
P +61 2 6136 s22(1)
GPO Box 594 Canberra, ACT 2601

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From: s22(1)(a)(ii)@arts.gov.au
Sent: Wednesday, 5 June 2024 11:18 AM
To: s22(1)(a)(ii)@infrastructure.gov.au; s22(1)(a)(ii)@ARTS.gov.au
Subject: Draft Evaluation Report and attachment (B-D) - ADAP Graphic Design [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Good morning s22(1)(a)(ii)

With apologies for the delay in getting this done – please find attached the draft final evaluation report for the ADAP Graphic Design procurement.

These things are always a bit lengthy so if you are time short (and who isn't) perhaps reading through the tables on the evaluation, costing and risk analysis for each response would be a priority.

We all need to approve the report before its submitted to the delegate so please mark up any areas for change or addition/removal of text and get the report back to me via email (with a line indicating your approval pending changes - if any) as soon as is practical.

Neary there 😊

With big thanks,

s22(1)(a)(ii)

s22(1)(a)(ii)

Assistant Director ◦ Access, Participation and Inclusion ◦ Office for the Arts

s22(1)(a)(ii) @arts.gov.au

P +61 2 6136 s22(1)

GPO Box 594 Canberra, ACT 2601

P/t hours: Mon & Wed 9-5 and Tues/Thurs/Fri 9.30-2.30

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s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Wednesday, 5 June 2024 1:36 PM
To: s22(1)(a)(ii)
Subject: Evaluation Report and Approval - ADAP Graphic Design May 2024 v2.DOCX - Just picked up one Typo [SEC=OFFICIAL]
Attachments: Evaluation Report and Approval - ADAP Graphic Design May 2024 v2.DOCX

OFFICIAL

Hi s22(1)(a)(ii)

This all looks great.

I just picked up one typo in the attached doc.

s22(1)(a)(ii)

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s22(1)(a)(ii)

From: s22(1)(a)(ii)
Sent: Friday, 7 June 2024 10:41 AM
To: s22(1)(a)(ii)
Subject: RE: Urgent - evaluation report amendment approval required [SEC=OFFICIAL Sensitive]

OFFICIAL Sensitive

Hi s22(1)(a)(ii)

You have my approval too.

Thanks
s22(1)(a)(ii)

s22(1)(a)(ii)

Assistant Director ◦ Internal Communications and Creative Services ◦ Communication and Change Branch
People, Culture and Change Division
s22(1)(a)(ii) @infrastructure.gov.au
P +61 2 6136 s22(1)
GPO Box 594 Canberra, ACT 2601

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From: s22(1)(a)(ii) @ARTS.gov.au>
Sent: Friday, 7 June 2024 10:40 AM
To: s22(1)(a)(ii) @arts.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>
Subject: RE: Urgent - evaluation report amendment approval required [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Hi s22(1)(a)

Approved

Kind Regards,

s22(1)(a)(ii)

s22(1)(a)(ii)

Senior Policy Officer ◦ Access, Participation and Inclusion Section ◦ Office for the Arts

s22(1)(a)(ii) @arts.gov.au

P +61 2 6136 s22(1)

GPO Box 594 Canberra, ACT 2601

I work in the Nishi Office on Monday and remotely Tuesday - Friday

Department of Infrastructure, Transport, Regional Development, Communications and the Arts
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OFFICIAL:Sensitive

From: s22(1)(a)(ii) @arts.gov.au>

Sent: Friday, 7 June 2024 10:38 AM

To: s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @ARTS.gov.au>

Subject: Urgent - evaluation report amendment approval required [SEC=OFFICIAL:Sensitive]

OFFICIAL:Sensitive

Hi s22(1)(a)(ii)

Following a discussion on the Evaluation Report with s22(1)(a)(ii) (as the delegate) – I’m seeking your email approval for two changes in the report Recommendations on page 1 – (Recs 3 and 4). See attached.

The changes request agreement that:

- emails notifying the outcome of the procurement be sent to the successful and unsuccessful Tenderers.
- A draft Work Order is offered to 2B Advertising & Design (2B) pending the approval of a forward commitment of funding over 2023-24 and 2024-25 by the relevant delegate

s22(1)(a)(ii) was otherwise satisfied with the report and recommendations.

Many thanks,

s22(1)(a)(ii)

s22(1)(a)(ii)

Assistant Director ◦ Access, Participation and Inclusion ◦ Office for the Arts

s22(1)(a)(ii) @arts.gov.au

P +61 2 6136 s22(1)

GPO Box 594 Canberra, ACT 2601

P/t hours: Mon & Wed 9-5 and Tues/Thurs/Fri 9.30-2.30

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Infrastructure, Transport, Regional Development, Communications and the Arts*

CREATIVE AND DIGITAL COMMUNICATION PANEL – SHORT FORM OFFICIAL ORDER

Official Order Number – [insert]

Date – 17 June 2024

Bohm Pty Ltd trading as 2B Advertising and Design [ABN 77 116 619 099] has offered under clause 5.1 of the Head Agreement specified at item 1 below to provide the Services to the Participating Agencies. The Commonwealth of Australia (Commonwealth) as represented by Department of Infrastructure, Transport Regional Development, Communications and the Arts (Participating Agency) accepts this offer on the terms and conditions set out in the Head Agreement and in this Official Order and issues this Official Order in accordance with clause 5.4 of the Head Agreement. This Official Order is issued in Accordance with the Deed of Agreement for the Provision of Creative and Digital Communication Services (Standing Offer Notice Identifier (SON ID) SON4009385.

Unless otherwise specified in the Official Order, if there is an inconsistency between this Official Order and any other provisions of the Head Agreement, the Head Agreement will prevail to the extent of any inconsistency.

Item number	Description	Standard Terms and Conditions Clause Reference	Details
General			
1.	Head Agreement No. and description	1.1	CDC 002 Dated 8/11/2023 For the provision of Creative and Digital Communication Services
2.	Services	Schedule 2 of the Head Agreement	Graphic Design Services
3.	Participating Agency	1.1	Commonwealth of Australia (Commonwealth) as represented by Department of Infrastructure, Transport, Regional Development, Communications and the Arts GPO Box 594 CANBERRA ACT 2601 ABN 86 267 354 017

4.	Participating Agency Representative	1.1 and 11	s22(1)(a)(ii) [REDACTED] Director - Access, Participation and Inclusion
5.	Contractor Representative	1.1 and 11	Tim Bohm, Director, 2B Advertising and Design
6.	Contract Period	1.1 and 2.1	6 Months 21 June 2024 – 31 December 2024
7.	Contract Option Period	2.2	3 months- until 31 March 2025
8.	Contract Option Notice Period	2.2	30 days via exchange of email
9.	Specified Personnel	1.1 and 14	Tim Bohm -Creative Director s47F [REDACTED] – Senior Typesetter and Accessibility Specialist s47F [REDACTED] – Graphic Designer and UX Specialist s47F [REDACTED] – Junior Designer
10.	Subcontractors	4.12	<i>Nil</i>
11.	Other Contractors	1.1 and 7	N/A

12.	Notices	37	<p>Participating Agency: Department of Infrastructure, Transport, Regional Development Communications and the Arts</p> <p>Contact: s22(1)(a)(ii) Assistant Director Access, Participation and Inclusion</p> <p>Postal Address: GPO Box 594 CANBERRA ACT 2601</p> <p>Email: s22(1)(a)(ii)@arts.com.au</p> <p>Ph: 02 6136 s22(</p> <p>Contractor: Bohm Pty Ltd trading as 2B Advertising and Design</p> <p>Contact: Tim Bohm</p> <p>Postal address: PO Box 6134, O'Connor, ACT 2602</p> <p>Street address: Unit 4, 15 Hall Street Lyneham, Canberra ACT 2602</p>
13.	Governing law and jurisdiction	38.14	As specified in the Standard Terms and Conditions
Services			
14.	Description of Services including the purpose of the Services, Milestone Dates, and Delivery Place	1.1, 4, 4.3(d) and 4.4	<p>The supplier will be required to visually interpret the Arts and Disability Associated Plan (ADAP) and design and produce a variety of digital and print communications products.</p> <p>The communications products should be designed to inform, educate and inspire, essentially bringing the ADAP to life. The Associated Plan needs to reach a broad audience across the arts and cultural sector, including people with disability, so ensuring best practice accessibility is incorporated in the design early will be paramount.</p> <p>It is estimated that there will be 6-8 key deliverables throughout the duration of the six- month contract. However, the total number of hours is not guaranteed and will depend on the Office for the Arts work requirements.</p> <p>The supplier will be required to complete work as identified by the Department over the term of the</p>

		<p>Work Order, and creative briefs will be provided to the supplier for each work task with appropriate notice and lead time.</p> <p>On completion of the project, all working files (including both PDF and Word versions as applicable) must be packaged and provided back to the Department of Infrastructure, Transport, Regional Development, Communications and the Arts creative service team.</p> <p>It is expected that all packaged files include the original working files, all links including any logos, photography, vector files etc that have been used in the creation of the original working files. Document fonts should also be included in the final pack.</p> <p>A separate logo pack needs to be provided which includes: the original working file (Ai format preferred), and exports in JPEG, PNG, EPS, and SVG. All logo variations should be included in the final package, including mono, reverse and colour.</p>
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15.	Measuring performance	13	<p>The Supplier is required to complete Graphic Design tasks as required by the Participating Agency.</p> <p>Creative briefs will be provided to the Supplier for each work task as required over the term of the Work Order. The Participating Agency will negotiate deadlines with the Supplier for each work task.</p> <p>Deliverables will include (but may not be limited to):</p> <ul style="list-style-type: none"> • Visually interpret/represent the Arts and Disability Associated Plan (ADAP) to develop a cohesive visual identity that can be applied to all ADAP communications material: • Design and typesetting of the ADAP and accessible translation of the ADAP as required, including an Easy English version, ensuring alignment with the Department's style guide and with a focus on graphic design solutions that support accessibility in the document. • Development of an Auslan resource for selected elements of the ADAP. • Printing of 100 copies of the final ADAP and printing of 20 copies of an Easy English version • Design of visual elements for the Arts and Disability web page • Design and production of a promotional 'touchpoint'- e.g. foldout infographic/interactive postcard/booklet providing a high-level overview of the ADAP • Design of materials for use across social and digital media (social media tiles, digital banners etc. that can be shared with stakeholders)
16.	Reporting requirements	11.2	Nil

17.	National Anti-Corruption Commission	4.29	The Standard Terms and Conditions apply.
18.	Business Hours	1.1	As specified in the Standard Terms and Conditions
19.	Relevant Standards	4.1 (d)	All digital products created throughout the duration of the campaign, including the overarching visual identity, must meet WCAG 2.1 standards at a minimum. The standards can be accessed here: https://www.w3.org/WAI/standards-guidelines/wcag/#versions
20.	Participating Agency requirements	4.1 (c)	Refer to the requirements set out in the Standard Terms and Conditions. No additional Participating Agency requirements apply.
21.	APS Values	4.13	The Standard Terms and Conditions apply
22.	Commonwealth Fraud Control Framework	4.14	The Standard Terms and Conditions apply
23.	Indigenous Procurement Policy	4.18	The Standard Terms and Conditions apply.

24.	Child Safety	4.23	No, clauses 14.5 to 14.8 of the Deed do not apply No, clause 14.2(b) of the Deed does not apply
25.	Security	30	No additional security requirements apply
26.	Additional insurance	25.2	Nil
Confidential Information			
27.	Confidential Information	1.1 and 26	Any information provided by the Department to the supplier throughout the duration of the contract is to remain confidential and must not be shared further. The Contractor should have regard to the guidelines published by the Department of Finance, available at: https://www.finance.gov.au/procurement/procurement-policy-and-guidance/buying/contract-issues/confidentiality-procurement-cycle/principles.html
Ownership of Material			
28.	Participating Agency Material	1.1 and 15	<ul style="list-style-type: none"> • Australia's Disability Strategy (ADS) 2021-2031 logo pack. NOTE: The Associated Plan is a linked product to the ADS and must include the ADS branding. • Approved Arts and Disability Associated Plan final text (Delivery timeframe TBC)

29.	Ownership of Contract Material	16.3(a)	The Standard Terms and Conditions apply.
30.	Licence of Material	16.3(b)	The Standard Terms and Conditions apply.
31.	Moral Rights – Specified Acts	18.2	As specified in the Standard Terms and Conditions
Payment			
32.	Payment – Service Charges	19.1	Pricing quotations must be inclusive of GST. Hourly rates for Design and Client management capped as per signed Head Agreement.
33.	Additional invoice requirements	19.3	No additional invoicing requirements apply
34.	Payment period	19.6	As specified in the Standard Terms and Conditions
35.	Expenses	19.9	The Participating Agency will not pay any travel accommodation or other fees, charges or expenses.
Acceptance of Services and other processes			

36.	Acceptance	4.6	As specified in the Standard Terms and Conditions
37.	Business process requirements	5	Nil
38.	Business continuity planning	6	Nil
39.	Transition and implementation	9	Nil
40.	Unwind	10	Clause 10 is not to apply
41.	Progress meetings	11.1	Progress meetings to be scheduled as required between the Participating Agency and the Supplier via exchange of emails.
42.	Relationship management	12.1	The Contractors main point of contact will be Tim Bohm
43.	Operational management meetings	12.2	The Participating Agency will schedule an initial project meeting with the supplier as soon as practicable after the execution of the Work Order. Ideally this initial meeting will be in person (Nishi Building, Acton ACT). Subsequent meetings may be via Microsoft Teams with progress updates by phone and email.
44.	Other forums	12.3	Nil
45.	Not used		
46.	Force majeure	33	As specified in the Standard Terms and Conditions

47.	Limitation Amount	24.1	N/A
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Signed for and on behalf of Department of Infrastructure, Transport Regional Development, Communications and the Arts by its duly authorised representative in the presence of

s22(1)(a)(ii)

Signature of witness

s22(1)(a)(ii)

Name of witness (print)

2116124

Date

s22(1)(a)(ii)

Signature of representative

s22(1)(a)(ii)

Name of representative (print)

Director, Access Participation + Inclusion Section.

Position of representative (print)

Executed by BOHM PTY LTD trading as 2B Advertising and Design ABN 116 619 099 in accordance with Section 127 of the Corporations Act 2001

s47F

Signature of director

TIM BOHM

Name of director (print)

Signature of director/company secretary/sole director and sole company secretary (Please delete as applicable)

Name of director/company secretary/sole director and sole company secretary (print)

in the presence of:

s47F

Signature of witness

s47F

Name of Witness

20/6/24

Date



Quote

<p>To s22(1)(a)(ii) / AusGov Office for the Arts Department of Infrastructure, Transport, Regional Development, Communications and the Arts 2 Phillip Law Street, Acton Canberra ACT 2601</p>	<p>From 2B ADVERTISING & DESIGN Unit 4, 15 Hall St, Lyneham ACT 2602 MAIL: PO Box 6134, O'Connor ACT 2602 P: 02 6280 8374 BOHM Pty Ltd (Trading as 2B Advertising & Design)</p>
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Number 11822

Issued 28/06/2024

Office of the Arts: ADAPT Visual Identity Design & Development

Hi **s22(1)(a)**
iii

Thank you for the opportunity to present this quote.

PROJECT BACKGROUND: The National Cultural Policy, Revive, commits the Australian Government to deliver an Arts and Disability Associated Plan (Associated Plan), supporting Australia's Disability Strategy 2021-2031 (ADS), with \$5 million to implement actions under the Associated Plan. The Associated Plan will replace the current National Arts and Disability Strategy, which was released in 2009. The ADS was released by the Department of Social Services in December 2021, and is the main disability policy framework for the Australian Government. The Associated Plan will respond to ADS Outcome 2 – Inclusive Homes and Communities, Policy Priority 3: 'People with disability are able to fully participate in social, recreational, sporting, religious and cultural life'. The Office for the Arts is working closely with Creative Australia on the Associated Plan.

This partnership leverages the influence of the Commonwealth's two main arts funding bodies to:

- provide consistent messaging to the broader arts and cultural sector
- draw on a robust evidence base to identify shared priorities for future funding to lift participation by people with disability in arts and cultural life.

Following the release of Revive, the Office for the Arts and Creative Australia completed targeted consultations with arts and disability sector stakeholders, and Commonwealth agencies, on the priorities for the Associated Plan and the service needs for the disability arts sector more broadly. These consultations followed other extensive consultations to inform the National Cultural Policy in 2022, and a renewed National Arts and Disability Strategy in 2018. In late 2023, the Office for the Arts also convened an Arts and Disability Associated Plan Co-Design Working Group (the Working Group) of professional artists and arts workers with disability from across Australia to help co-design the Associated Plan and identify funding priorities. The results from consultation and co-design processes have informed the development of funded activities (TBC) in the Associated Plan (using the \$5 million) that will centre the voices of artists and arts workers with disability, and establish the groundwork for long-term change to achieve equity for artists, arts workers and audiences with disability across the arts and cultural sector. NOTE: The Arts and Disability Associated Plan covers the breadth of arts sub sectors, for example: visual arts and craft, literature, performing arts (including theatre and dance), music (including contemporary and classical), festivals, museums, galleries, libraries and archives institutions and the screen and digital games sectors.

To s22(1)(a)(ii) / AusGov Office / AusGov Office
for the Arts

From

BRIEF: Development of a cohesive visual identity for the Arts and Disability Associated Plan. This visual identity should include design elements that are accessible and can be applied across multiple communications products including, but not limited to, the Associated Plan document, infographics, promotional material, digital and social media. We are also open to the development of a tagline or title for the ADAP document itself (working title is currently 'Call to Action: A plan for equity for artists, arts workers and audiences with disability')

PURPOSE: What do we want to communicate?

The visual identity should include design elements or themes that amplify the messaging in the Plan to inform, educate and inspire, essentially bringing the Plan to life. It is important that each person or organisation who engages with the Plan and associated communication materials can 'find themselves' in it, see where they fit "how does this apply to me/my organisation/my career path/my arts practice" and access the tools or information they need. As the initial touchpoint for audiences, the Plan should contain a call to action to support ongoing, two-way engagement through sharing further resources, event opportunities and webinars to connect professional artists and arts workers with disability and the arts and cultural sector more broadly.

Calls to action may include:

- Signing up to the Creative Australia newsletter or other relevant and related newsletters
- Following our socials and registering for related events
- Joining arts and cultural groups for people with disability.

These actions be embedded via QR codes, taking users directly to the action/page. This will eliminate users having to manually visit a website and look for information to eliminate disengagement associated with hard to locate information/difficult pages to navigate/too many clicks. To this end demonstrating best practice accessibility and providing multiple formats for our audience to receive the information they need is crucial. Some key words from the ADAP Communications Plan are: Equity, Awareness, Connection, and Accountability. A key theme emerging from the codesign working group was that the Plan needed to emphasise that d/Deaf and disabled artists and arts workers (across all arts practices) make great art.

Tone and Style:

We are not looking for a formal 'Annual Report' style identity. It would be more appropriate to the Target Audience to be more user friendly, strong graphic shapes possibly, clear contrast, not too busy. We feel it is appropriate for the Plan to have its own graphic design elements, as a document (and associated material) that reflects the co-design approach undertaken between the government (OFTA and Creative Australia) and members of the Arts and Disability sector. The graphic design for the Plan's Visual identity does not have to include design elements from OFTA's style guide, or that of Revive, however we would like to see one concept developed to incorporate colours used in the Revive document, particularly that of Pillar 2 which links most strongly to the Plan.

All digital products created throughout the duration of the campaign, including the overarching visual identity, must meet WCAG 2.1 standards at a minimum.

Perceivable

- Provides text alternatives for non-text content
- Provides captions and other alternatives for multimedia
- Create content that can be presented in different ways, including by assistive technologies, without losing meaning.
- Make it easier for users to see and hear content.

Operable

- Make all functionalities available from a keyboard.
- Give users enough time to read and use content.
- Do not use content that causes seizures or physical reactions.

To **s22(1)(a)(ii) / AusGov Office for the Arts** From

- Help users navigate and find content.
- Make it easier to use inputs other than keyboard.

Understandable

- Make text readable and understandable.
- Make content appear and operate in predictable ways.
- Help users avoid and correct mistakes.

Robust

- Maximise compatibility with current and future user tools.

TARGET AUDIENCES

The Plan needs to reach a broad audience across the arts and cultural Sector, including people with disability. We anticipate that while aspects of the Plan, it's associated communications and promotional materials will have appeal across multiple audience sectors, some may target or appeal to, a more specific sector audience. This makes the visual identity crucial as a linking factor across all ADAP materials that sparks a reaction or a response of familiarity. Further target audience details are in the supplied project Background Paper

Quote Details

Amount

1) Discovery Phase: Study and take in the ADAP research, stakeholder feedback and reports to grasp ADAP's mission, values and audiences.	s47G(1)(a)
--	------------

POTENTIAL 'POSITIONING STATEMENT' AND NEW 'NAME' DEVELOPED:

Explore and develop a positioning statement and an overarching name for the ADAP document and implementation. Both the positioning and name will need to describe both intellectually and emotionally who and what ADAP is, what ADAP aspires to be. A well-crafted positioning statement will define the future direction and roll out of the plan.

- Multiple options explored, developed and presented for comment and review
- Refine preferred and develop more if necessary
- Present refined and new names and lines for further comment and review

2) Concept Development: Generate initial design concepts for the ADAP visual identity, covering logo, colour palette, typography, and visual elements. All concepts to adhere to departmental style guide requirements. Concepts presented stand-alone and in dummy applications: pull-up banner, digital application, and third dummy application.	s47G(1)(a)
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- Multiple creative executions, design elements and directions developed and presented for review
- Creative to show how branding elements can work with and without any positioning and design elements
- Refine preferred and develop more if necessary
- Present refined and new brand/design elements, for further comment and review

3) Revision Rounds (x3): Three rounds of revisions per creative concept to enhance and refine the vision based on stakeholder feedback. # further alts will be charged at s47G(1)(a)	s47G(1)(a)
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To **s22(1)(a)(ii) / AusGov Office for the Arts** From

4) Application Mock-ups: Produce mock-ups for various uses, (1) dummy social media tiles, (2) generic website banner and (3) generic pull-up display banner, for stakeholder review and approval. Three rounds of revisions per design, new proofs after each round. # further alts will be charged at

5) Finalisation of Visual Identity: Integrate stakeholder feedback to finalise the visual identity, ensuring it is accessible and adaptable across communication platforms.
 - Refine and make any necessary changes/modifications
 - Present new proofs for further comment and review
 - Final changes made and new proofs supplied for final design sign off

6) MINI Style Guide Development: Create a mini style guide detailing visual identity usage, visual identity tone and style, logo usage, colour specifications, typography guidelines, and accessibility standards. Include correct use of design elements, social media assets/tiles, and other graphics. Two rounds of revisions are allocated, with new proofs provided after each round.
*****Costs and specs TBC and quoted*****

7) Social Media Graphics: Design branded graphics and templates for social media platforms to boost online presence and engagement. Two rounds of revisions allocated, new proofs after each round.
*****Costs and specs TBC and quoted*****

8) Website & DIGITAL Design FILES: Develop visually appealing and user-friendly website banners reflecting the ADAP brand identity while ensuring accessibility. Two rounds of revisions allocated, new proofs after each round. Ensure files meet WCAG 2.1 standards.
*****Costs and specs TBC and quoted*****

9) Brand Assets Delivery: Deliver high-resolution design files, and style guide in various formats, for easy implementation by the Department and stakeholders. As per RFQ requirements. Ensure files meet WCAG 2.1 standards.
*****Costs and specs TBC and quoted*****

ADMINISTRATION & PROJECT MANAGEMENT	s47G(1)(a)
Total	
GST	
Total AUD inc. GST	

1) Quote is valid for 30 days. 2) Goods and Services Tax is an additional 10% on all items, as noted at the bottom of the quotation supplied. 3) If you make variations to the work required, a new quote can be issued by 2B Advertising & Design at any time upon request, but any work already commenced prior to the variation is chargeable at the invoice stage. 4) If the job is cancelled after work has commenced, the above signed agree to pay 2B Advertising & Design for any costs incurred up to that point. 5) Please note, this quote does not include photography.

To **s22(1)(a)(ii)** / AusGov Office / AusGov Office
for the Arts From

If you have any questions regarding this quotation, please feel free to contact me.

Accept this quote

I agree to and accept this quote

Signed: **s22(1)(a)(ii)** Date: *1 July 2024*

*A/g Director
Access, Participation and Inclusion
Office for the Arts.*

s22(1)(a)(ii)

COOPERATIVE PROCUREMENT PROGRAM – REQUEST FOR QUOTE

Item no.	Description	Details
General		
1.	Panel	Creative and Digital Communication Panel
2.	Category of service	Graphic Design
3.	Participating Agency / Customer	Commonwealth of Australia (Commonwealth) as represented by Department of Infrastructure, Transport, Regional Development, Communications and the Arts, GPO Box 594 CANBERRA ACT 2601 ABN 86 267 354 017
4.	Background	<p><u>The Arts and Disability Associated Plan - background and context</u></p> <p>The Office for the Arts is seeking innovative and engaging graphic design services to develop a cohesive, engaging visual identity for the pending Australian Government Arts and Disability Associated Plan (ADAP), and associated communications products that will raise awareness of the ADAP, its call for improving equity in the arts, and support ongoing stakeholder engagement.</p> <p>The ADAP is a commitment under the National Cultural Policy – <i>Revive: a place for every story, a story for every place</i> – and aligns with <i>Australia’s Disability Strategy 2021-2031</i>. The Office for the Arts is delivering the ADAP in partnership with Creative Australia. The ADAP will replace the National Arts and Disability Strategy (2009).</p> <p>Under the collaborative leadership approach of <i>Australia’s Disability Strategy</i>, the Minister for the Arts is charged with delivering actions to ensure that ‘people with disability can fully participate in social, recreational, sporting, religious and cultural life’. The ADAP will support greater equity for artists, arts workers and audiences with disability in the arts and cultural sector.</p> <p>Building on broad public consultation on renewing the National Arts and Disability Strategy in 2018 and the National Cultural Policy in 2022, the Office for the Arts and Creative Australia undertook a range of targeted consultation and co-design activities with the arts and disability sector during 2023, through to early 2024. This included:</p> <ul style="list-style-type: none"> • roundtables with arts and disability peak bodies and other experts in disability access and inclusion in the arts • engaging social researchers to run targeted stakeholder workshops with artists and arts workers with disability, urban and regional disability art groups and disability advocates • a wide ranging disability-led consultation to support Creative Australia’s Disability Arts Services Needs Analysis • convening a Working Group of artists and arts workers with disability to co-design major elements of the Associated Plan, including priorities for funding. <p>Discussions in the Working Group have led to a focus on delivering equity for artists, arts workers and audiences with disability in the ADAP.</p>

COOPERATIVE PROCUREMENT PROGRAM – REQUEST FOR QUOTE

		<p>Key stakeholder groups for the ADAP include:</p> <ul style="list-style-type: none"> • Artists, arts workers and audiences with disability • The broader arts and cultural sector, including arts training organisations and cultural institutions. This sector comprises a range of diverse sub-sectors with different operating models, stakeholders, and levels of engagement with the Australian government. • Arts and Disability peak organisations <p><u>Additional information and attachments</u></p> <ul style="list-style-type: none"> • Our webpage - Arts and Disability Office for the Arts • Attachment A – s22(1)(a)(ii) [REDACTED] • Attachment B – s22(1)(a)(ii) [REDACTED] • Attachment C – s22(1)(a)(ii) [REDACTED]
5.	Customer Representative	<p>s22(1)(a)(ii) [REDACTED] Assistant Director, Access, Participation and Inclusion Email: s22(1)(a)(ii) [REDACTED] @arts.com.au Ph: 02 6136 s22(1)(a) [REDACTED]</p>
6.	Closing time and lodgement	<p>Responses are to be provided by 5:00 pm AEST 15 May 2024 Arts.Disability@arts.gov.au</p>
Statement of requirement		
8.	Services required	<p>The successful supplier will be required to visually interpret the ADAP and design and produce a variety of digital and print products. All digital products created throughout the duration of the campaign, including the overarching visual identity, must meet WCAG 2.1 standards at a minimum. The standards can be accessed here: https://www.w3.org/WAI/standards-guidelines/wcag/#versions</p> <p>The Communications products should be designed to inform, educate and inspire, essentially bringing the ADAP to life. The Associated Plan needs to reach a broad audience across the arts and cultural Sector, including people with disability, so ensuring best practice accessibility is incorporated in the design early will be important.</p> <p>It is estimated that there will be 4 - 5 key deliverables throughout the duration of the six- month contract. However the total number of hours is not guaranteed and will depend on the Office for the Arts work requirements. The supplier will be required to complete work as identified by the Department and creative briefs will be provided to the supplier for each work task.</p> <p>Deliverables will include:</p> <ul style="list-style-type: none"> • to visually interpret/represent the Arts and Disability Associated Plan (ADAP) and develop a cohesive visual identity for all ADAP communications materials, such as: <ul style="list-style-type: none"> ○ the design and typesetting of the ADAP and Easy English version of the ADAP, ensuring alignment with the Department’s style guide and with a focus on graphic design solutions that support

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		<p>accessibility in the document; and the printing of 100 copies of the final ADAP and printing of 20 copies of an Easy English version</p> <ul style="list-style-type: none"> ○ design of visual elements for the Arts and Disability web page ○ the design and production of a promotional 'touchpoint'- e.g. foldout infographic/interactive postcard providing a high level overview of the ADAP ○ design of materials for use across social and digital media (social media tiles, digital banners etc. that can be shared with stakeholders) <ul style="list-style-type: none"> ● On completion of the project, all working files must be packaged and provided back to the Department of Infrastructure, Transport, Regional Development, Communications and the Arts creative service team. It is expected that all packaged files include the original working files, all links including any logo's photography, vector files etc that have been used in the creation of the original working files. ● It is expected that all packaged files include the original working files, all links including any logo's photography, vector files etc that have been used in the creation of the original working files. Document fonts should also be included in the final pack. ● A separate logo pack needs to be provided which includes: the original working file (Ai format preferred), and exports in JPEG, PNG, EPS, and SVG. All logo variations should be included in the final package, including mono, reverse and colour. <p>Optional service: The Office for the Arts is committed to the highest level of accessibility in all communications products promoting the ADAP. This will include an Easy English version available both on our web page and in hard copy, and recording a video Auslan translation of the Executive Summary.</p> <p>It is most likely that these specialist accessibility services will need to be procured separately, however, should your agency have the skills and capacity to either provide in house, or subcontract one, or both of these services, please detail this in your response to the RFQ.</p>
9.	Timeframes and delivery dates	<p>It is anticipated that the supplier will be appointed from early June 2024 until 31 December 2024.</p> <p>The Office for the Arts will negotiate deadlines with the supplier for each work task.</p>
10.	Security Requirements	<p>Any information provided by the Office for the Arts to the supplier throughout the duration of the contract is to remain confidential and must not be shared further.</p>
Response and evaluation		
13.	Response requirements	<p><u>Responses should be a maximum of 8 pages and address the Evaluation Criteria at Item 15</u></p>

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		<p>Responses should address the following three requirements:</p> <ol style="list-style-type: none"> 1. Maximum of four pages: Provide examples of previous projects completed of a similar nature for either government or non-government clients (include links to projects if applicable). Specify your capabilities and experience producing high quality and fit for purpose material, with a particular focus on accessibility. 2. Maximum of two pages: Provide information about key personnel who will work closely with the Office for the Arts on this work and include their experience creating accessible materials and references if available. 3. Maximum of two pages: Please provide pricing estimates for the two work task examples listed below. Estimates should provide detailed prices against each line item and be inclusive of GST. Please use your standard business estimate template. <p>Work task example 1</p> <p>Requirements: Supply an <u>indicative quote</u> on the design and production of a cohesive visual identity for the Arts and Disability Associated Plan (ADAP). This visual identity should include design elements that are accessible and could be applied across multiple communications products including, but not limited to, documents, infographics, promotional materials, digital and social media.</p> <p>Specifications:</p> <ul style="list-style-type: none"> • Quantity: Please quote on providing x 3 potential concepts • Design and client management: Please specify expected number of hours to complete the project and the standard hourly rates that will apply. • Delivery: files supplied electronically in formats suitable for print and digital applications. <p>Work task example 2</p> <p>Requirements: Supply an indicative quote on cover design, typesetting and printing of a 44 page perfect bound book.</p> <p>Specifications:</p> <ul style="list-style-type: none"> • Quantity: x 100 • Size: A4 - 44 pages (including front and back cover) • Perfect bound, with options for 300gsm satin matte or cello glaze cover • 148gsm pacesetter or similar stock • Design and client management: Please specify expected number of hours to complete the project and standard hourly rates that will apply. • Delivery: to one address (Acton ACT) .
14.	Payment – Service Charges	<p>Pricing quotations must be inclusive of GST.</p> <p>Please supply your hourly rates for design and client management.</p> <p>Pricing quotations can be supplied using your standard estimate template.</p>
15.	Evaluation criteria	<p>Responses to this RFQ will be assessed based on the following Evaluation Criteria:</p>

COOPERATIVE PROCUREMENT PROGRAM – REQUEST FOR QUOTE

		<p>a) the extent to which the respondent’s offer meets the Commonwealth’s requirement as set out in the RFQ;</p> <p>b) the respondent’s proven capacity and ability to provide the requirement; and</p> <p>c) the respondent’s quoted hourly rate.</p>
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