

**ITEM 19. TENDER - 2015-2017 SYDNEY NEW YEARS EVE HARBOUR
BRIDGE PYLON PROJECTIONS**

FILE NO: X000602

TENDER NO: 1529

SUMMARY

This report provides details of the tenders received for Sydney New Year's Eve Harbour Bridge pylon projections for 2015 to 2017.

Sydney New Year's Eve is one of the biggest annual celebrations in the world, attracting one million spectators along the Sydney Harbour foreshore and a global audience of one billion. It's Australia's largest public event and features one of the largest, most technologically advanced fireworks displays in the world. The event has a direct economic impact on NSW of more than \$133 million.

The projections on the Sydney Harbour Bridge pylons form a key element of Sydney New Year's Eve. The pylon projections are utilised as a key creative element as well as an important public messaging channel, including community service announcements, sponsor recognition and emergency messaging.

A tender has been advertised for the supply of equipment and services for the pylon projections for Sydney New Year's Eve to be held on 31 December 2015, 2016 and 2017, with an option to extend to cover the 2018 event.

This report recommends that Council accept the tender offer of Tenderer 'A' to supply the Sydney New Year's Eve Harbour Bridge pylon projections.

RECOMMENDATION

It is resolved that:

- (A) Council accept the tender offer of Tenderer 'A' to supply the Sydney New Year's Eve Harbour Bridge pylon projections for a period of three years, with the option of an extension of one year, if appropriate;
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer the contracts relating to the tender; and
- (C) authority be delegated to the Chief Executive Officer to exercise the option referred to in clause (A), if appropriate.

ATTACHMENTS

Attachment A: Tender Evaluation Summary (Confidential)

(As Attachment A is confidential, it will be circulated separately from the agenda paper and to Councillors and relevant senior staff only.)

BACKGROUND

1. Sydney New Year's Eve is one of the biggest annual celebrations in the world, attracting one million spectators along the Sydney Harbour foreshore and a global audience of one billion. It's Australia's largest public event and features one of the largest, most technologically advanced fireworks displays in the world. The event has a direct economic impact on NSW of more than \$133 million.
2. As part of the Sydney New Year's Eve celebrations, Council engages a supplier to project images onto the northern and southern pylons of the Sydney Harbour Bridge. The pylon projections form a key element of Sydney New Year's Eve. The pylon projections are utilised as a key creative element as well as an important public messaging channel, including community service announcements, sponsor recognition and emergency messaging.
3. A tender has been advertised for the supply of equipment and services for the pylon projections for Sydney New Year's Eve to be held on 31 December 2015, 2016 and 2017.
4. Tenders were invited for the provision of the pylon projection services which included:
 - (a) supply, installation, operation and removal of all equipment required to meet the specifications;
 - (b) production of all digital and video content developed from supplied artwork and consultation with the Sydney New Year's Eve team as detailed in the specifications; and
 - (c) architectural surveys of pylon and projection sites to create mask and internal design detail for content.
5. As part of the Request for Tender, partial sponsorship packages were considered. Tenderers were invited to offer value-in-kind (VIK) services in exchange for a package of benefits detailed by the City in the Request for Tender.
6. The Request for Tender included additional deliverables to provide equipment and services to operate and manage projection sites for each event. Bidders were required to respond to both the core deliverables and additional deliverables. The decision as to whether to appoint the service provider to supply the additional deliverables is at the sole discretion of the City.

INVITATION TO TENDER

7. The Request for Tender was advertised in The Sydney Morning Herald, The Daily Telegraph and via the City's online eTendering portal on Tuesday 2 June 2015. The closing date for submissions was 11am Tuesday 30 June 2015.

TENDER SUBMISSIONS

8. Two submissions were received via Tenderlink from the following organisations:
 - PM Production Design and Management Pty Ltd trading as The Electric Canvas
 - The Technical Direction Company of Australia Pty Ltd

9. No late submissions were received.

TENDER EVALUATION

10. All members of the Tender Evaluation Panel have signed Pecuniary Interest Declarations. No pecuniary interests were noted.
11. The relative ranking of tenders as determined from the total weighted score is provided in the confidential Tender Evaluation Summary – Attachment A.
12. All submissions were assessed in accordance with the approved evaluation criteria being:
- (a) the lump sum price and/or schedule of prices;
 - (b) demonstrated experience of the organisation and key personnel in providing comparable services on major outdoor events (in relation to the core deliverables);
 - (c) suitability and detail of the proposed methodology, including proposed equipment (in relation to the core deliverables);
 - (d) environmental management;
 - (e) Work Health and Safety; and
 - (f) financial and commercial trading integrity of the tenderer, including insurances.

PERFORMANCE MEASUREMENT

13. Key Performance Indicators were set out in the Request for Tender documentation, as set out below, and were based on the terms and conditions of the proposed contract template included in the Request for Tender. The Key Performance Indicators included:
- (a) deliverables as detailed in the tender specification;
 - (b) quality of work;
 - (c) time;
 - (d) reporting;
 - (e) communication; and
 - (f) WH&S compliance.
14. Performance of contractors will be evaluated regularly, at least annually, and always upon completion of the contract. Each assessment will form the basis of the individual contractors Performance Review.

FINANCIAL IMPLICATIONS

15. There are sufficient funds allocated for this project within the current year's operating budget and future years' forward estimates.

RELEVANT LEGISLATION

16. The tender has been conducted in accordance with the Local Government Act 1993, the Local Government (General) Regulation 2005 and the City's Contracts Policy.
17. Attachment A contains confidential commercial information of the tenderers and details of Council's tender evaluation and contingencies which, if disclosed, would:
 - (a) confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business; and
 - (b) prejudice the commercial position of the person who supplied it.
18. Discussion of the matter in an open meeting would, on balance, be contrary to the public interest because it would compromise Council's ability to negotiate fairly and commercially to achieve the best outcome for its ratepayers.

CRITICAL DATES / TIME FRAMES

19. Key dates for 2015 Sydney New Year's Eve that pertain to the Bridge Pylon projections are:
 - (a) Pylon projection creative storyboard: 21 September 2015
 - (b) Pylon projection creative content due: 27 November 2015
20. Critical dates for future Sydney New Year's Eve events will be advised to the successful tenderer each year.

OPTIONS

21. Not proceeding with the scope of work would impact the City's ability to deliver the 2015 Sydney New Year's Eve event with the current creative of having projections on the Harbour Bridge.

ANN HOBAN

Director City Life

Aneurin Coffey, Producer Sydney New Year's Eve
Lana Zegura, Business Operations Manager, Sydney New Year's Eve