

# Invitation to Tender

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## Tourism and Events Queensland Tender for Public Relations services in Japan – 2019-20

### 1. Purpose of this request

Tourism and Events Queensland (TEQ) is inviting organisations to submit offers to provide Public Relations (PR) services in Japan for the period 1 July 2019 - 30 June 2020 as detailed herein.

Tourism and Events Queensland Japan is seeking a Tokyo-based PR agency that can deliver:

- A Public Relations plan in alignment with TEQ's overall brand positioning and marketing communication strategy. The company is invited to obtain information on Brand Queensland at: <https://teq.queensland.com/industry-resources/marketing/brand-queensland>
- Consistent consumer communication via traditional and digital media that provides exposure for key destinations and experiences within Queensland with a focus on Cairns and Great Barrier Reef region, Whitsundays, Brisbane and the Gold Coast.
- Opportunities for exposure of Queensland in various media via strong working relationships and alliances with the terrestrial television industry, their affiliated production houses, all major publishing media conglomerates as well as the corporate communication departments of airlines, travel wholesalers and non-travel related industries.

### 2. About Tourism and Events Queensland

Tourism and Events Queensland is a statutory body of the Queensland Government and the state's lead marketing, destination and experience development and major events agency. In partnership with government, regional tourism organisations, industry and commercial stakeholders, TEQ aims to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure.

### 3. Information Provided

Whilst TEQ will do everything possible to supply the most up to date information, Tenderers must satisfy themselves that they have obtained all the information necessary to understand TEQ's requirements.

Should additional information be required, please submit your request in writing to:

Procurement Officer  
Tourism and Events Queensland  
T: +61 7 3535 3535  
E: [procurement@queensland.com](mailto:procurement@queensland.com)  
Level 8, 515 St Pauls Terrace  
Fortitude Valley Queensland 4006 Australia

### 4. Lodgement of your Submission

- 4.1. Your submission is to be lodged via email to [procurement@queensland.com](mailto:procurement@queensland.com).
- 4.2. Submissions must be received no later than Monday 3 June 2019 at 5.00pm (JST).
- 4.3. Tenders received after this time will only be accepted at the discretion of TEQ.

### 5. Shortlisting of Tenderers

- 5.1. TEQ will shortlist Tenderers from the compliant responses received based on their ability to meet the evaluation criteria.
- 5.2. Shortlisted Tenderers will be invited to present a summary of their credentials to TEQ staff in person (max 45 minutes + 15 minutes for questions).
- 5.3. Successful Tenderers must be available for a face to face interview between Tuesday 11 and Wednesday 12 June 2019 in Tokyo, Japan.
- 5.4. The core team who the Tenderer proposes will work with TEQ are expected to attend this presentation - maximum of three (3) agency representatives.

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## 6. Appointment of Provider

- 6.1. The provider will be appointed as TEQ's PR representation agency in Japan for a period of 12 months from 1 July 2019.
- 6.2. Thereafter, TEQ may choose to extend the arrangement for a further one (1) year period.
- 6.3. A review of PR representation in Japan be conducted periodically based on identified performance criteria as specified in the representation agreement.

## 7. Timetable for consideration of tender\*

Tender advertised	<b>Monday 20 May 2019</b>
Tender submissions due from Tenderers	<b>Monday 3 June 2019</b>
Shortlisted Tenderers notified	<b>Friday 7 June 2019</b>
TEQ to conduct interviews in-market	<b>Tuesday 11 and Wednesday 12 June 2019</b>
Announcement of successful agency	<b>Monday 24 June 2019</b>
Appointment effective	<b>Monday 1 July 2019</b>

*\*The above schedule is subject to change*

## 8. Confidentiality

The conditions of this tender are to be treated with the utmost confidentiality.

## SERVICES REQUIRED - MANDATORY REQUIREMENTS

### 9. Base of Operation

Your organisation must have an operation legally established in Japan, including all required insurance (public liability and professional indemnity) and workers compensation cover.

### 10. Required activities

You will provide a team who will deliver services to TEQ as per the terms of the representation agreement, including:

- Develop an annual Public Relations Activity plan in alignment with TEQ's overall brand positioning and marketing communication strategy.
- Deliver quality consumer communication that embodies Queensland's brand essence and drive strong commercial outcomes for the State's tourism industry; increase in visitors, spend, length of stay and regional dispersal.
- Insights into, and analysis of, the outbound travel market in Japan and strategies to ensure Queensland is at the forefront of market trends and innovations.

### 11. Specifications

#### 11.1. General PR

- Develop a PR Plan for TEQ Japan that positions Queensland as the preferred holiday destination within Australia.
- Formulate and maintain close relationships with appropriate key consumer and travel trade media in Japan to ensure Queensland receives positive and consistent media coverage.
- Research and respond to media enquiries. Draft media releases and editorials and pitch to targeted media in Japan.
- Compose and distribute regular product updates.
- Translation of TEQ's English media releases (on request basis).
- Plan and facilitate general media functions/events (actual function cost to be treated separately).

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## 11.2. Media Familiarisations

- Provide suggestions on targeted media personnel for familiarisations.
- Invite media personnel on TEQ's behalf to participate in familiarisations to Queensland.
- Prepare all relevant media familiarisation documentation.
- Provide escort for familiarisations to Queensland (on request).

## 11.3. Event Promotions

- Provide advice on media/PR approach for TEQ's events promotion activities.
- Develop PR/Media plans for specific events that TEQ is promoting in Japan.
- Provide media buy services (on request).

## 11.4. Consumer Campaigns

- Develop and facilitate PR/Media Plans for TEQ's consumer campaign/s.
- Facilitate PR activities by liaising with suitable consumer partners.

## 11.5. Administration

- Provide regular reports on activities and achievements against key performance indicators as requested.
- All expenses to be reconciled and acquitted.

## 11.6. Personnel/Working Hour Engagement

- Ideally, a minimum of one (1) dedicated personnel to fulfil the Contract requirements for an estimated 40 hours per week, although this is open to discussion.
- All personnel who will be liaising with TEQ and its partners must have adequate English skills to fulfil the Contract requirements.

## 12. TEQ Assistance

The services and expected deliverables detailed above are provided as a minimum requirement only and as such should not restrict the submission of additional appropriate and relevant activities that would enhance the service you provide. TEQ will assist the successful tenderer by providing the following services:

**12.1.** Support from TEQ's Japan office to provide strategic guidance.

**12.2.** Provision of TEQ branding elements, as mutually agreed.

## 13. Relevant Information

Further information in relation to TEQ's operations and philosophy can be sourced on the TEQ Corporate website: <http://teq.queensland.com/>.

## 14. Submission and Evaluation Criteria

Organisations responding to the 'Tourism and Events Queensland Tender for Public Relations services in Japan – 2019-20' should address the following criteria (failure to follow this format may result in elimination from the process):

### 14.1. Company profile

- an outline of the company's history and client list in Japan and any other relevant countries or regions;
- the company's experience within the tourism and travel industry;
- name and roles of the company's key personnel;
- a brief profile for each of the key personnel, outlining:
  - skills and experience;
  - qualifications and awards (if any);
  - language skills – with an emphasis on English language ability;
  - length of service with your company as well as availability throughout the proposed term.
- provide details of contracts for services provided for similar clients including:
  - a detailed description of the services provided;

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- similarities between the previous contract and this request;
- when the previous contract was performed;
- the outcome of the previous contract;
- details regarding any potential conflicts of interest and how they would be managed.

## 14.2. Organisation Performance

Demonstrated experience in the planning, development and execution of Public Relations activities:

- provide two (2) case studies that illustrate your company's capability and experience in the public relations industry;
- for each case study offered, the company is to provide details of the objectives, target audiences, communication channels, key messages and results;
- provide an example of a recent media familiarisation trip undertaken outlining the company's approach and outcomes of the trip; and
- provide the names of two (2) individuals / clients who can attest to your organisation's abilities as they relate to public relations (including for tourism) and client service. Your referees should be from different organisations to reflect a broad client base.

## 14.3. Destination knowledge

Demonstrated understanding of Queensland as a destination, including:

- an in-depth knowledge of the tourism distribution networks in Queensland, Australia and Japan that would enable the company to contribute to the growth of the Queensland tourism industry;
- an in-depth understanding of the Queensland based travel industry, key travel operators and distribution systems within Japan and specifically;
- understanding of Queensland as a tourism, events and conference destination, considering the geography, seasonality and tourism experiences on offer; and
- ideally, demonstrate an in-depth understanding of the travel industry in Japan, including distribution systems as well as having strong partnerships and a proven track record in working closely with key travel agents/wholesalers, airlines and other key members of the travel industry trade in Japan.

## 14.4. Location

- The Company must provide the primary location for which they are offering to provide services, including the registered business address of their organisation within that location.

## 14.5. Conflict of interest

- The company must declare and provide details of any actual, potential or perceived conflict of interest.

## 14.6. Fee for Service

- The company must provide an all-inclusive (including normal business and after hours) monthly fixed fee in Japanese Yen (inclusive of any applicable taxes) to undertake activities as detailed in the Specification for one (1) year (12 months).

Fixed Fee per month	Total annual sum
JPY	JPY

- Outline your preferred Terms of Business.

## 15. Tender Submission

**15.1.** The tenders will be evaluated on the criteria listed above, coupled with TEQ's requirements.

**15.2.** Submissions are required to be submitted in PDF.

**15.3.** Submissions should address all the evaluation criteria within each section.

**15.4.** Failure to address all the evaluation criteria will result in the submission being classified as non-compliant and your submission will be dismissed by the panel.

**15.5.** The terms and conditions of this tender are based upon the normal operational requirements of TEQ. Should for any unforeseeable reason the service demand for normal operational requirements be increased or decreased, the tendered and accepted price will remain as quoted. For any projects which

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are agreed to be out of the scope of normal operational requirements, TEQ will negotiate suitable terms for increased services to deliver on the project scope.

## **16. Agreement with Successful Provider**

The successful tenderer will be required to enter into a Service Level Agreement with TEQ for the provision of PR services for the term.