

From: [Natasha Dumais](#)
To: [LLOYD, Diana](#)
Subject: Estimate for FWA Brand Refresh
Date: Tuesday, 20 November 2012 1:41:06 PM
Attachments: [Est FWA1525 Branding Project.pdf](#)
[ATT00001.htm](#)
[MagSignature.png](#)
[ATT00002.htm](#)
[btn_viewmy_160x33.png](#)
[ATT00003.htm](#)

Hi Di,

As mentioned yesterday, I am sending this estimate to you in advance of our proposal document, which will address how we would propose to go forward, should you engage Magnetic. I am aiming to have this across to you by end of week at the latest.

Regards costs, we have kept this as tight as is possible to ensure that it fits within your budget parameters. We are keen to work with you on this project and know that we will be able to develop a more dynamic approach to the brand!

Please let me know if you have any other questions.

Warm Regards
Natasha.

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Estimate

CLIENT Fair Work Australia
CONTACT Diana Lloyd
PROJECT 1525-FWA Branding Project
DATE 19 November 2012
MAGNETIC CONTACT Daniel Dumais

ESTIMATE No. **E1167**

Thanks for the opportunity to quote on this project. Our itemised project fees are detailed below

Branding Projects

1. Fair Work Commission (FWC) Branding
 - a. Logo
 - b. Website look and feel (looking to a Drupal system)
 - c. Building Signage
 - d. Basic Stationery - B/Card, Electronic Letterhead
2. Road Safety Remuneration Tribunal (RSRT) Branding
 - a. Logo
 - b. Website look and feel
 - c. Basic Stationery - B/Card, Electronic Letterhead

Detailed brief has been supplied by client

Stage 1 Creative

Deliverables

- Concepts presentation with two design directions
 - Including Logo and at least two supporting applications from list requested
 - Develop Brand toolkits - fonts & colours
- Design refinement
 - Refine the selected direction based on client feedback

Stage 2 Implementation

- To be quoted as required prior to the brand roll-out per applications required.

Timelines

- Allow 2-3 weeks from client approval for concept presentation
- Allow 2-3 days for design refinement based on client feedback

CREATIVE

Stage 1 Creative

Research

Strategy

Concept Development

Design Refinement



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ESTIMATE No. **E1167**

ACCOUNT SERVICE	s 47G
Project Management	[REDACTED]
SUBTOTAL	[REDACTED]
GST	[REDACTED]
TOTAL	[REDACTED]

If you have any questions please don't hesitate to call us.

CLIENT ACCEPTANCE

I agree to the costs as detailed in this document and to the standard terms and conditions attached, and approve of Magnetic Design commencing this project as described.

Signed

.....

Name

.....

Title

.....

Date

.....

*Please complete the details above and fax back to Magnetic Design



ESTIMATE No. E1167

ADDITIONAL FEES

Digital printouts

Magnetic has inhouse colour printing facilities for design development purposes. Charged according to usage, the following fees will apply:

Black and white prints per	A4/A3	[REDACTED]	
Colour laser prints per	A4	[REDACTED]	s 47G
	per	[REDACTED]	

Volume discounts can be negotiated however very large volumes would be outsourced to an external supplier.

Couriers and travel time

Will be charged additionally at completion of a job according to usage. Couriers are charged based on standard, express and VIP rates depending on the delivery destination and urgency. Courier charges are marked up 20 per cent to cover the administration involved in carrying the supplier invoice and covers our liability for the project. Taxis and other travel costs are also charged directly to the client.

Author's corrections

Author's corrections are based on design/copy revisions made by the client after the initial content has been supplied to Magnetic. Author's correction charges are based on an hourly rate of \$140 per hour. As it is not possible to determine the extent of author's before a project begins, they are itemised out as a separate cost to the client when the project is invoiced. If requested, the client can be given an indication of the likely cost to be incurred before the alterations are made.

In house disbursements

Disbursements are charged additionally and itemised out as a separate cost to the client when the project is invoiced.

Low resolution images	per image	[REDACTED]	
CD Burning per	CD	[REDACTED]	s 47G
DVD Burning per	DVD	[REDACTED]	
Electronic file retrieval	per hour	[REDACTED]	

Pre press - Scans/Retouching

If required, these costs will be sourced once the requirements are confirmed at the briefing stage.

A rough guide is as follows:

A5	[REDACTED]	
A4	[REDACTED]	
A3	[REDACTED]	s 47G
A2	[REDACTED]	
A1	[REDACTED]	

In house illustration / digital photography

[REDACTED] per hour or as additionally quoted for specific illustration/photographic brief.

External photography and illustration

Photography and illustration can be commissioned upon project requirement. Alternatively, if time constraints apply, images can also be sourced from various image banks with both royalty-free and rights managed images available.



ESTIMATE No. E1167

These Terms and Conditions of Trading apply to everything produced by Magnetic Design [ABN 11103299930] (unless otherwise agreed in writing). They must be read in conjunction with any estimates provided. They override any other terms and conditions.

1. Acceptance of Project Estimate

For Magnetic to proceed with a project, the client must signify its acceptance of the relevant studio estimate by signing it.

2. Right to Refuse Project

Magnetic reserves the right to withdraw estimates or refuse projects within 7 days of receiving a client's signed estimate acceptance.

3. Right to Re-Cost Estimates

Magnetic may re-cost estimates prior to acceptance. Magnetic may also recost estimates if additional work is required and the client will be bound by the new estimate. The client is also responsible for increases in material and third party services (e.g. printers and bureaus) which are beyond Magnetic's reasonable control.

4. Copyright

Magnetic owns the copyright of any work produced on behalf of clients, including preliminary proposals, scripts, ideas, roughs and/or artwork created in the course of developing a project. Clients are given an exclusive license to use any work Magnetic produces for the client for the sole purposes outlined in the estimate, in accordance with these Terms and Conditions of Trading. The client may not modify the work or use it for any purpose other than the purpose for which it is originally created without Magnetic's prior written permission.

5. Time Specifications

All specifications of time submitted during the production process or contained in the estimate are guides only. While Magnetic makes every effort to follow them, no responsibility is accepted if it is unable to do so.

6. Delay in Supplying Raw Material or Returning Signed Proofs

Magnetic will usually consult with clients to set estimated production schedules. To keep to these estimates, Magnetic may require the client to provide Magnetic with material on which to work. (e.g. the text of a brochure) or return signed proofs within a specific time. If this is not received by the specified date, Magnetic is entitled (at its discretion) to add the length of the delay to Magnetic's production time.

7. Author's Corrections

Author's corrections (excluding first proof), including alterations in style, will incur extra charges.

8. Proofs

Proofs of all work may be submitted for client's approval and no responsibility will be accepted for errors in proofs which have been approved by the client and returned to Magnetic. In cases where the client is not able to proof material and requests Magnetic to proof the material on its behalf, Magnetic will exercise due care but will not accept responsibility for any errors

11. Archiving

All artwork, film and computer files are kept for 12 months from the date of their creation, after which they are archived. Magnetic is not responsible if files or material are corrupted. To retrieve digital files, a minimum fee of \$100 applies.

12. Out-of-Pocket Expenses

Unforeseen out-of-pocket expenses (such as couriers, materials etc, see 'Additional Fees') are not included in and are additional to the estimate. Magnetic charges a fee on all out-of-pocket expenses (including pre-press, illustration, printing, photography etc) to cover administration costs.

13. Payment

Invoices representing work in progress may be issued monthly. Full payment must be made within 14 days of the date of the invoice. Unless all outstanding invoices are fully paid, Magnetic reserve the right not begin, continue or deliver any work; and

- (i) retain any goods supplied to Magnetic and/or which have been produced for the client.
- (ii) Magnetic reserves the right to charge for any preliminary work carried out at a client's request.

14. Payment in Advance

Magnetic may require a deposit representing 50% of the total invoice when working with new clients.

15. Overdue Accounts

For overdue accounts, Magnetic may charge interest at 125% per month.

16. Implied Warranties

- (i) Magnetic gives no express warranty in relation to the supply of its services to the client and the client acknowledges that it has not relied on any representation or warranty made by Magnetic or on Magnetic's behalf.
- (ii) The Trade Practices Act 1974 and certain State and Territory legislation may imply certain conditions and warranties into these Terms and Conditions of Trading.
- (iii) To the extent that such conditions and warranties may lawfully be excluded, all such conditions and warranties are expressly excluded.
- (iv) Further, to the extent permitted by law, if Magnetic becomes liable to the client in any manner whatsoever for breach of warranty or for any other reason, then Magnetic's liability is limited solely to the cost of supplying the services to the client again or the payment of the cost of having the services supplied to the client by a third party, whichever Magnetic elects.

17. Client's Warranties

Where the client supplies Magnetic with information, designs or other material the client warrants that:

- (a) it does not infringe any copyright, trademark or design
- (b) it is not in breach of confidence, misleading or deceptive;