



# Australian Government

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## Austrade

### WORK ORDER

Between  
 The Commonwealth of Australia as represented by the Australian Trade and Investment Commission  
 (Austrade)  
 and  
 Clemenger BBDO (Sydney) Pty Ltd  
 under Agreement for Services between the parties dated 14 December 2018

	Details	Required Information
1	Work Order Number	1679/1
2	Date of Work Order	15 January 2019
3	Contractor Name	Clemenger BBDO Pty Ltd
4	Services (Including Scope of Work, goods and/or services, specific tasks to be performed)	<p>Development of the following:</p> <ul style="list-style-type: none"> <li>- <b>Brand Strategy</b></li> <li>- Strategic and Account Management time to refine and finalise the Australian Brand Strategy and document it.</li> <li>- Electronic document (ppt and PDF) will include:               <ul style="list-style-type: none"> <li>o Summary of our audience(s)</li> <li>o Summary of Competitive landscape</li> <li>o Purpose of our Nation brand</li> <li>o Articulation of our Brand Positioning</li> <li>o Articulation of our Values</li> <li>o Articulation of our Personality</li> </ul> </li> <li>- <b>Brand Strategy Video</b> – educational tool for use with stakeholders;               <ul style="list-style-type: none"> <li>o 90 – 120 secs in length (to be confirmed in edit)</li> <li>o MP4</li> <li>o Two versions (1 x strategy only, 1 x strategy &amp; creative)</li> <li>o Licensed for 3 years usage, 'industrial' use meaning business to business and internal use plus online, events and presentations, with NO broadcast.</li> <li>o Supplied to Austrade on USB including:                   <ul style="list-style-type: none"> <li>▪ All project files and sequences</li> <li>▪ Wild reels (or equivalent) of clips and footage (including copyrighted and licensed material )</li> <li>▪ Shot List of (EDL or similar) of final sequence containing a clear licensing /copyright status of each clip</li> <li>▪ Copy of ALL copyright licensing agreements for all assets used in production including music</li> </ul> </li> <li>o Allowance made for up to 4 "pieces to camera" to be shot with key stakeholders. Assume 3 x Sydney and 1 x WA. Travel for videographer only. Austrade to coordinate avails of key stakeholders.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>o Production charges line item includes travel, camera equipment, sound, time for our Content Director, digital archiving, stock footage allowance <b>s 47G</b> offline and online edit, record and mix, and VO. Music allowance is based on a library track, not a composition or well known piece.</li> <li>o Allowance made for 2 x rounds of script amends and 1 x round of offline and 1 x round of online edit amends.</li> </ul> <p>- <b>Brand Identity;</b></p> <ul style="list-style-type: none"> <li>o Includes refining of <b>s 47G</b> concept in response to research and BAC feedback and the concepting of a minimum of 2 x additional creative options.</li> <li>o Includes 'proof of concept' design exploration for all proposed concepts (draft logo design).</li> <li>o Further refinement of the approved concept into brand mark and visual identity.</li> <li>o Designed and provided in mono, full colour and reverse in both CMYK and RGB. NB. Visual identity must be WCAG compliant.</li> <li>o File formats for all of the above: EPS, JPEG and PNG (transparent background) <ul style="list-style-type: none"> <li>▪ High Res 300dpi and low res 72dpi for both JPEG and PNG.</li> </ul> </li> <li>o English, traditional Chinese, simplified Chinese, Indonesian, Japanese and Korean;</li> <li>o Secondary elements for brand identity i.e. wordmark, graphic elements, brandmark symbol and 5 x examples of application <ul style="list-style-type: none"> <li>▪ Same formats as above</li> </ul> </li> <li>o Artwork files i.e. InDesign, Illustrator</li> <li>o Excludes third party font usage x multiple languages – this needs to be estimated once design is complete and a font approved.</li> <li>o Translation costs are being estimated for 'line only' x 5 languages with 1 x round of amends. Translation of individual executions and body copy will be estimated separately.</li> </ul> <p>- <b>Brand Architecture (provided electronically in English)</b></p> <p>- This document will cover:</p> <ul style="list-style-type: none"> <li>o Review of current Brand Architecture / relationship between existing versions of the Australia brand and what is / isn't working.</li> <li>o Strategic recommendation re use of the new brand mark.</li> <li>o Summary of where it will be used and its relationship to other marks including AMAG, State &amp; Territory Brands, Government logos and key partner brands.</li> <li>o Brand architecture documentation will outline the relationship between our new mark and all other Australia brands to maximise value for our stakeholders.</li> </ul> <p>- <b>Communications Strategy (provided electronically in English)</b></p> <p>- This document will cover:</p> <ul style="list-style-type: none"> <li>o Our key audience(s)</li> <li>o Context for each</li> <li>o Intended outcomes x audience</li> <li>o Key messages</li> <li>o Appropriate medium(s)</li> <li>o Recommended messages.</li> </ul> <p>- <b>Brand Guidelines including as minimum;</b></p> <ul style="list-style-type: none"> <li>o Typography</li> <li>o Colour palette (WCAG compliant)</li> <li>o Detail of the translations of mark for 5 x languages (as above)</li> <li>o Tone of voice</li> </ul>
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		<ul style="list-style-type: none"> <li>o Visual identity application including examples for web, mobile, event / exhibition and print / retail.</li> <li>o Quick reference guidelines including summary of brand story</li> <li>o Guidelines will be developed in digital format and supplied via PDF. Any web builds or other requirements will be scoped and estimated separately.</li> <li>o Raw files of logo assets will be uploaded onto a link for download.</li> </ul> <p>- <b>Brand Activation / Partnerships</b></p> <ul style="list-style-type: none"> <li>o 3 x days of strategic and creative development of ideas for execution of Brand Activation and Partnerships plus an additional 2 x days with a Creative Team to further develop executions.</li> </ul>		
5	Specified Personnel (if any) (Names, designated roles and specific tasks to be performed)	Specified Person	Role	Hourly Rate (GST Incl)
		s 47F	Managing Director	s 47G
			Chief Strategy Officer	
			Chief Creative Officer	
			Creative Director	
			Planning Director	
			Comms Strategy Director	
			Group Account Director	
			Account/Project Director	
			Account Manager	
			Art Directors	
			Copywriters	
			Senior Designer	
			Print Producer	
			Integrated Producer	
		Studio Manager		
		Finished Artist		
		Retoucher		
6	Service Fee	See Attachment A for service fee breakdown.		
7	Additional Payments	No additional payments will be made without our prior written consent from Austrade.		
8	Due date for completion	Some of the Services in Item 4 will need to be delivered concurrently (at the same time).		
		Task	Delivery Date	
		Brand Strategy	4 February 2019	
		Brand Strategy Video	18 February 2019	
		Brand Identity	14 February 2019	
		Brand Architecture	4 February	
		Communications Strategy	4 February 2019	
		Brand Guidelines	12 March 2019	
		Brand Activation/Partnerships	19 March 2019	
9	Invoices	<p>The Service Fee at Attachment A s 47G</p> <p>The parties agree that the amount of each payment below is a simple ¼ split of the total Service Fee, for convenience of administration. It does not accurately reflect the work expected to be conducted to the time of invoice. Please reference work order number on your invoice.</p>		

		<p>Payment to split equally over 4 months, subject to the Supplier having provided the Services required to be provided by the date of invoice:</p> <p>Invoices are due:  31 January 2019  28 February  31 March  30 April</p> <p>Invoices to be addressed to:  Fiona de Jong  Head of Australia's Nation Brand  Austrade  Level 23, 201 Kent St Sydney NSW 2000  Phone: 02 9392 2315  fiona.dejong@austrade.gov.au</p> <p>Invoices to be sent to: s 47F@austrade.gov.au</p> <p>Austrade will pay invoices in accordance with Agreement clause 13.</p>
10	Other Austrade requirements (if applicable)	Not applicable
11	Additional Requirements  (Including a detailed description of all other requirements to be provided by the Contractor under this Work Order)	Not applicable
12	Contractor Contact details	s 47F Managing Director Clemenger BBDO (Sydney) Pty Ltd s 47F@clemenger.com.au
13	Austrade Contact details	s 47F Manager Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 s 47F@gov.au
<p><b>SIGNED FOR AND ON BEHALF OF THE COMMONWEALTH OF AUSTRALIA AS REPRESENTED BY THE AUSTRALIAN TRADE AND INVESTMENT COMMISSION by its authorised representative:</b></p> <p><i>Kelly Ralston</i>  Signature of Authorised Representative</p> <p><i>KELLY RALSTON</i></p>		

Name of Authorised Representative

Name of Witness

Date: 18/01/19

SIGNED FOR AND ON BEHALF OF CLEMENGER (SYDNEY) PTY LTD by its authorised representative:

**S 47F**

Name of Authorised Representative

Name of Witness

Date: 18.1.19

Attachment A – Detailed task schedule.

Brand Platform components	Role	Est. hours	Rate GST inc.	Fee	Notes
Brand Strategy	Chief Strategy Officer	s 47G	S 47G		As above with allowance for 2 x rounds of Client amends. Allows time for consultation meetings with advisory committee and the associated prep time.  Additional rounds of changes will be estimated separately.
	Planning Director				
	Chief Creative Officer				
	Creative Director				
	Account / Project Director				
	GAD				
	MD				
	<b>Total</b>				
Brand Video	Chief Strategy Officer	s 47G	S 47G		As above allows for 2 x rounds of script amends in consultation with stakeholders. And production allocation allows for 2 x rounds of edit amends.  Additional rounds of changes will be estimated separately.
	Planning Director				
	Chief Creative Officer				
	Creative Director				
	Art Director				
	Copywriter				
	TV Producer				
	Account / Project Director				
	Account Manager				
	GAD				
	MD				
	Production costs				
	<b>Total</b>				
Brand Identity	Chief Strategy Officer	s 47G	S 47G		As above. Additional rounds of creative development or design will need to be estimated separately.  Costs are based on moving to a March live date.  Have also made a small allocation for dealing with feedback from Austrade International teams.
	Planning Director				
	Chief Creative Officer				
	Creative Director				
	Art Director				
	Copywriter				
	Producer				
	Account / Project Director				
	Account Manager				
	GAD				
	MD				
	Designer				
	Finished Artist				
Translation costs			TBC		

					Creative head hours for video concept development covered by brand identity fee. Creative supervision of edit in Brand Video component.
	<b>Total</b>				
<b>Brand Architecture</b>	Chief Strategy Officer	s 47G		s 47G	As above. Allocation made for 2 x rounds feedback and senior team oversight.
	Planning Director				
	Chief Creative Officer				
	Account / Project Director				
	GAD				
	MD				
	<b>Total</b>				
<b>Comms Strategy</b>	Chief Strategy Officer			s 47G	As above. Allocation made for 2 x rounds feedback and senior team oversight.
	Comms Strategy Director				
	Chief Creative Officer				
	Account / Project Director				
	GAD				
	MD				
	<b>Total</b>				
<b>Brand Activation</b>	Chief Strategy Officer	s 47G		s 47G	As above.
	Chief Creative Officer				
	MD				
	Art Director				
	Copywriter				
	<b>Total</b>				
<b>Brand Guidelines</b>	Chief Strategy Officer			s 47G	Brand guidelines including; typography, colour palette, tone of voice, visual identity application including design elements; digital e.g. web and mobile, event and exhibition and retail/in-store promotion guidelines, quick reference guidelines including brand story. 2 rounds of client feedback included. Allowance has increased to allow for required versioning by vertical.
	Chief Creative Officer				
	Creative Director				
	Art Director				
	Copywriter				
	Account / Project Director				
	Account Manager				
	GAD				
	MD				
	Designer				
	Finished Artist				
<b>Total</b>					
<b>Templates</b>	Account / Project Director	s 47G		s 47G	Includes supply of working templates for Letterhead, Business Card, PowerPoint and
	Chief Creative Officer				
	Creative Director				

	Account Manager			<span style="color: red; font-size: 2em; font-weight: bold;">s 47G</span>	Word. 2 rounds of changes to artwork allowed for.
	GAD				
	MD				
	Designer				
	Finished Artist				
	<b>Total</b>				
<b>Proofs</b>	<b>Total</b>			<span style="color: red; font-size: 2em; font-weight: bold;">s 47G</span>	
<b>Contingency</b>					
<b>SUBTOTAL</b>					<b>Excluding GST</b>
<b>TOTAL</b>					<b>Including GST</b>
<b>Notes:</b> <ol style="list-style-type: none"> <li>These estimates exclude 3rd party production costs for activations, production of stationery, printing of brand guidelines or other required signage or documentation</li> <li>Except for the contingency, the amounts in the table are a fixed price. The "Est. hours" column is only used to calculate the likely amount of work for each component of the Services</li> </ol>					