

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	1679/2
2	Date of Work Order	15 August 2019
3	Contractor Name	Clemenger BBDO Pty Ltd
4	Services (Including Scope of Work, goods and/or services, specific tasks to be performed)	<p>Background: Work order 1679-2 includes a continuation of some components listed under work order 1679-1 but not completed (Attachment C). The Parties agree there s 47G credit excluding GST carried over from work order 1679-1, detailed in the reconciliation at Attachment A. This credit will be deducted from the total value of this work order, as detailed in item 6.</p> <p>This work order 1679-2 includes work conducted by Clemenger since 1 July 2019 at its own risk, in anticipation that it was likely for this work order to be put in place.</p> <p>Required Services include development of the following:</p> <p>STRATEGY</p> <p>1. Brand strategy and framework</p> <ul style="list-style-type: none"> a. Further work to articulate the brand framework incorporating additional two rounds of copy changes to integrate Stakeholder and Brand Advisory Council advice and feedback. b. Supply of finalised framework documentation in PDF and editable PowerPoint format. <p>2. Communications Planning</p> <ul style="list-style-type: none"> a. The development of a draft communication plan (and communications plan costs) that articulates and recommends the best way to deliver our communications for audience, contexts, objectives and mediums. <p>3. Brand Architecture</p> <ul style="list-style-type: none"> a. Review of current Brand architecture and relationship between existing versions of the Australia brand and what is and isn't working.

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- b. Brand architecture documentation to outline the relationship between the new mark and all other Australia brands to maximise value for our stakeholders.).

Documentation to be provided to include:

- i. Strategic recommendation on the use of a new brand mark.
- ii. Summary on the mark's use, including:
 - 1. articulation of the rationale for where it will be used
 - 2. visual illustrations to demonstrate how and where the mark will be used and the mark's relationship / hierarchy to third party marks including; AMAG, State & Territory Brands, Government logos and key partner brands.
- c. Supply of finalised Brand architecture documentation in PDF and editable files (PowerPoint, InDesign formats accepted).

4. Industry consultation

- a. Strategy and account management for the preparation of:
 - i. workshop presentations and materials
 - ii. planning input (for workshops and discussion)
 - iii. full day attendance of 3 x staff at 2 x full days. 2 as facilitators S 47F
 - iv. documentation and report preparation. 3 x days of mid-weight staff time to finalise all documentation post workshops (travel costs being covered by Austrade directly).
 - v. Report documentation to be provided in PDF and editable file format (Word or PowerPoint accepted)

CREATIVE



5. Brand Strategy Video

- a. Finalise production of Nation Brand Strategy Film including the management of all production requirements including:
 - i. Production time for Content Director, digital archiving, stock footage and music track sourcing, offline and online edit, record and mix voice over. Music allowance is based on library track.
- b. Supply of final 90-120" video in MP4 format
- c. Conditions to be included: licensed for 3 years usage, 'industrial' usage meaning B2B and internal use plus online, events and presentations with no broadcast.
- d. Supply final video to Austrade on USB including
 - i. all project files and sequences
 - ii. wild reels or equivalents, including BAC members filmed
 - iii. shot list of final sequence including a clear licensing / copyright status of each clip
 - iv. copy of all copyright licensing agreements for all assets used in production including music.

		<p>6. Idea development and creative execution</p> <ul style="list-style-type: none"> a. Refinement of Idea.1 presented during pitch, and the creation of at least two additional idea options for presentation to Austrade, BAC and BEWG. b. Work to include creative development on: <ul style="list-style-type: none"> i. "Proof of Concept" exploration for the preferred concept (as at end June), including draft logo design. ii. Refinement of final creative and executions for approval. <p>7. Balarinji design development</p> <ul style="list-style-type: none"> a. The engaging of Balarinji artists to: <ul style="list-style-type: none"> i. research and review existing wattle concept ii. concept design and development iii. provision of high res art files, design briefings and integration with design team <p>8. DAM Design development:</p> <ul style="list-style-type: none"> a. The preliminary engaging of DAM to develop design elements – specifically : <ul style="list-style-type: none"> i. 3.5 days of creative design, 3.5 days of a senior designer and 1 day of a managing director <p>EXECUTION:</p> <p>9. Asset Creation:</p> <ul style="list-style-type: none"> a. The creation of 8x master assets required for stakeholder meetings and engagement (including Ministers meeting) <p>10. Research</p> <ul style="list-style-type: none"> a. Preparation of research stimulus for research agency work. b. Attend research briefing / debriefing. c. Application of research findings to BAC presentation. <p>11. Partnership strategy and creative development</p> <ul style="list-style-type: none"> a. Development of partnership strategy and related creative development - includes strategy, Creative and, Account Management time. <p>12. Event design & collateral – CIIE & AIEC</p> <ul style="list-style-type: none"> a. Agency Strategy, Creative and Activation Specialist time for CIIE development and supply of branding files. <p>ADMINISTRATION</p> <p>13. Administration</p> <ul style="list-style-type: none"> a. Includes weekly WIPs, Daily Project Management, Contact Reports, Financial Tracking and Reporting, Presentation preparation and meeting attendance.
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		14. Project management a. Hiring of Project Management resource for July - August period. 15. Presentation costs a. Printing of materials for Brand Advisory Council presentation		
5	Specified Personnel (if any) (Names, designated roles and specific tasks to be performed)	Specified Person s 47F	Role Managing Director 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	Hourly Rate (GST Incl) s 47G
6	Service Fee	As outlined in Item 4 the parties agree there is a cre GST which is to be applied against the total value of the Service Fee. <i>See Attachment B for service fee breakdown.</i> The Service Fee is a fixed price s 47G including GST It excludes the items listed in Note 1 to Attachment B. <i>Note: The Supplier used hourly rates as a way of estimating the work required for each item of Services (at Attachment B), and will use the hourly rates as a way of tracking time spent against estimates. However the Service Fee is a fixed price, not charged on a time and materials basis.</i>		
7	Additional Payments	No additional payments will be made without 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). The Supplier must get Austrade's written approval if any delivery dates are to be delayed. Austrade will not unreasonably withhold its approval, and acknowledges that delays may be due to events beyond the Supplier's control.		
		Task	Delivery Date	
		1. Brand Strategy and Framework	15 August 2019	
		2. Communications Planning	31 August 2019	

		3. Brand Architecture	31 August 2019
		4. Industry Consultations	15 August 2019
		5. Brand Strategy Video	15 August 2019
		6. Idea Development & Creative Execution	30 November 2019
		7. Balarinji Design Development	6 September 2019
		8. DAM Design Development	15 August 2019
		9. Asset Creation	30 November 2019
		10. Research	30 November 2019
		11. Partnership Strategy & Creative Development	30 November 2019
		12. Event design & collateral – CIIE & AIEC	30 November 2019
		13. Admin	30 November 2019
		14. Project Manager Resources	31 August 2019
		15. Presentation costs	31 August 2019
9	Invoices	<p>The parties agree that the credit as outlined in Item 4 (and detailed at Attachment A) is to be expended prior to any additional payments being made. The Supplier must provide a monthly reconciliation of hours to be approved by the Customer including for the amount in credit.</p> <p>The Supplier will invoice the first 50% on signature by both parties of the work order, 25% at the end of September 2019 and 25% after completion of delivery of Services but no later than 15th November 2019.</p> <p>Payment will be made in arrears subject to the Supplier having provided and the Customer approving the reconciliation of monthly expenditure against invoice. Please reference work order number 1679-2 on your invoice.</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: fiona.dejong@austrade.gov.au and s 47F@austrade.gov.au</p> <p><u>Austrade will pay invoices in accordance with Agreement clause 13.</u></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	s 47F	

	Contact details	Managing Director Clemenger BBDO (Sydney) Pty Ltd S 47F <u>clemenger.com.au</u>
13	Austrade Contact details	Fiona de Jong Head of Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 Phone: 02 9392 2413 <u>fiona.dejong@austrade.gov.au</u>
<p>SIGNED FOR AND ON BEHALF OF THE COMMONWEALTH OF AUSTRALIA AS REPRESENTED BY THE AUSTRALIAN TRADE AND INVESTMENT COMMISSION by its authorised representative:</p> <p> Signature of Authorised Representative Signature of Witness</p> <p> Name of Authorised Representative Name of Witness</p> <p>Date: <u>23/08/19</u></p> <p>SIGNED FOR AND ON BEHALF OF CLEMENGER BBDO (SYDNEY) PTY LTD by its authorised</p> <p>S 47F</p> <p>Date: <u>16.8.19</u></p>		

Attachment A – Work Order 1679-1 Reconciliation

Work Order 1697-1 - Reconciliation at 30 June 2019				
Item	Forecast Cost	Forecast Hours	Actual Cost as at 30.6.19	Hours
Brand Strategy				s 47G
Brand Video				
Brand Identity				
Brand				
Architecture				
Comments				
overage is due to exceeding agreed rounds of amends by 4 x and extended stakeholder engagement period				
Include s 47G production costs, music and stock footage.				
Costs cover - Planning and facilitation of initial Comms Planning Workshop. This session was to establish brief / draft shape of desired Comms Plan including all key phases and audiences.				
Introduction of s 47G to core team. 4 days work to:				
- Establish International Media Context through identification of relevant Global Media Trends.				
- Framing the task of what 'media' means in this context and what it needs to achieve.				
- Development of a Comms Planning Framework (using Nation Brand and Behaviour Change Theory).				
- A perspective on media choices according to our Values.				
- Draft Communications Architecture (Perception / Influence / Action Media x Roles x Behaviour x Indicative Channels).				
- Inputting into / shaping the "Priority Matrix" – to be populated by Austrade so we can move to next phase.				
Brand activation ideas developed to-date				
Comms Strategy			s 47G	s 47G
Brand Guidelines				
Templates				
Brand Activation				



Australian Government

Austrade

Attachment B – Service Fee Breakdown

Item number	Deliverable	Rate GST inc. Estimate	Description
	STRATEGY		
1	Brand strategy and framework	s 47G	
2	Communications planning		
3	Brand Architecture		
4	Industry consultation		
	CREATIVE		
5	Brand Strategy video		
6	Idea development and creative execution		
7	Balarinji design development		
8	DAM Design development		
	EXECUTION		
9	Asset Creation		
10	Research		
11	Partnership strategy and creative development		
12	Event Design & collateral – CIIE & AIEX		
	ADMINISTRATION		
13	Administration		
14	Project Management		
15	Presentation costs		
	TOTAL FIXED PRICE		EX GST
			GST
			INC GST

1. The Service Fee does not include these items. The Supplier must get written agreement from Austrade before incurring costs for these deliverables only

- Delivery of any strategic, creative, or production elements over and above those listed in the Work Order
- Executional elements of any design direction
- Any additional time or hours spent beyond those scoped
 - Brand Strategy / framework – does not include any further work to develop the brand framework beyond the 2x rounds of feedback allowed for
 - Comms Planning – does not include any of s 47G time beyond the hours agreed to (10 days from August onwards)
 - Brand Architecture – does not include any executional deliverables beyond those included in the scope
 - Industry Consultation – does not include time for Melbourne scribes, nor time for any Industry Consultation sessions beyond those scoped until August 9
 - Strategy Film – does not include any time for revisions following first round of Industry Consultation
 - Big Idea and Creative Development – does not include any third party costs such as translation, printing for presentations.
 - Balarinji design exploration – does not include any scope of work beyond initial Minister meeting
 - DAM initial design fee – does not include any scope of work beyond initial Minister meeting

- Asset creation – does not include any asset creation pertaining to overall design direction

Attachment C

Work Order 1679/1 (separate document)