



# 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	1679/3
2	Date of Work Order	4 November 2019
3	Contractor Name	Clemenger BBDO Pty Ltd
4	Services (Including Scope of Work, goods and/or services, specific tasks to be performed)	<p><b>Background:</b> Work order 1679-3</p> <p>Work order 1679-3 includes a continuation of some services listed under work order 1679-2 for which the parties agreed that further work is needed, as well as additional services.</p> <p>This work order 1679-3 includes work to get Nation Brand Launch prepared – including</p> <p><b><u>ADMIN</u></b></p> <p><b>1. Admin</b></p> <ul style="list-style-type: none"><li>a. Head hours to cover WIP meetings, project plan updates, housekeeping, finance management/reconciliations &amp; general account management.</li><li>b. This allocation covers: Period: to December 21 (until agency Christmas closure dates). No. of meetings: No more than 16x1hr meetings (one per week during that period) to cover weekly WIP and project plan. No. of concepts: N/A No of changes: One change of format to weekly WIP document and one change of format to project plan included in period. Specific deliverables include:<ul style="list-style-type: none"><li>i. Preparation of weekly WIP document in client-agreed format</li></ul></li></ul>

- ii. Weekly update of master project plan in client-agreed format.
- iii. Monthly reconciliation of head hours against work order.
- iv. Housekeeping and Filing as per Austrade requirements.
- v. General account support.

## 2. Stakeholder Management and Collateral Creation

- a. Account management head hours to cover presentation / briefing packs / report preparation for internal and external stakeholder meetings.
- b. This allocation covers:  
 Period: to December 21 (until agency Christmas closure dates).  
 No. of meetings: Preparation for no more than 12 meetings across period including:
  - 1. Executive Preview with Dr. Stephanie Fahey:
  - 2. Government Meeting:
  - 3. DFAT / Dubai 2020 Alignment Meeting:
  - 4. Executive Preview with Dr. Stephanie Fahey:
  - 5. Brand Advisory Council Meeting:
  - 6. Executive Preview pre-Government Meeting:
  - 7. Government Meeting:
  - 8. Plus 5 additional meetings post Government meetings
 Specific deliverables include:
  - i. Preparation of documentation for meetings as required including pre-read briefing packs, report preparation and presentations.
  - ii. Management of master creative presentation documents and collateral.
  - iii. Attendance at 1x rehearsal for **s 47F** per meeting.

## 3. BAC Report Preparation

- a. Preparation of 1x report for Brand Advisory Council submission.
- b. To include:
  - 1. Drafting and revisions of documentation content and structure, to include 1x round of content amends.
  - 2. Design, artworking of maximum 8 pages in Nation Brand look and feel.
  - 3. Estimated external printing costs **s 47G** of final documentation.
 Specific Deliverables include:
  - i. Creation of 2x draft report - content.
  - ii. 1x round of content amends.
  - iii. 1x round of design amends.

- iv. Design of report in Nation Brand look and feel for up to 8 single pages.

## **STRATEGY**

### **4. Comms Planning**

- a. Pending approval of one budget scenario.
- b. Development of detailed channel plan, timing and messaging by media and innovation recommendations.
- c. Recommendation of media vendor partnership approach and development of brief for selected partner.
- d. Where applicable, briefings for local buying agencies to deliver against plan.
- e. General comms planning support and small allocation for assisting in socialisation beyond the core Austrade team.
- f. Exclusions: media buying and management.

Specific deliverables include:

- i. Detailed channel plan, timing and messaging by media and innovation.
- ii. Recommended media vendor partnership approach.
- iii. Development of brief for selected partner.
- iv. Where applicable, briefings for local buying agencies to deliver against plan.

## **CREATIVE**

### **5. DAM design development**

- a. Four month scope for DAM to finalise mark and visual direction in collaboration with Balarinji, and roll out design guidelines in collaboration with Clemenger.

Specific deliverables include:

- i. Typography
- ii. Colour palette (WCAG compliant)
- iii. Detail of the translations of mark for 5 x languages (as above)
- iv. Tone of voice
- v. Visual identity application including examples for web, mobile, event / exhibition and print / retail.
- vi. Quick reference guidelines including summary of brand story
- vii. Guidelines will be developed in digital format and supplied via PDF. Any web builds or other requirements will be scoped and estimated separately.
- viii. Raw files of logo assets will be uploaded onto a link for download.

### **6. BALARINJI design development**

- a. Scope for Balarinji to finalise mark and visual direction in collaboration with DAM

Specific deliverables include:

- i. Attendance at collaboration meetings with DAM, Clemenger and Austrade.
- ii. Design development in collaboration with DAM.
- iii. In association with DAM, delivery of final mark and associated elements.

## **EXECUTION**

### **7. Research Stim Creation R3**

- a. Preparation and creation of stimulus as per research requirements for semiotic and ATSI research in 5x languages (English, Chinese - Simplified, Korean, Japanese and Indonesian).
- b. No. of meetings: total of attendance at 2 meetings including briefing and debrief.
- c. No. of concepts: As required for stimulus and directed by research agency.
- d. Attendance at briefings and debrief.

Specific deliverables include:

- i. Artwork and design of maximum of 8 research stimulus (existing stories).
- ii. Rollout of artwork x 4 additional languages.
- iii. Existing translations to be used - no further translations to be required.
- iv. Attendance at briefings and debrief.

### **8. Research Stim Creation R4**

- a. Allocation for development of stimulus for round 4 research. Exact stimulus and requirements TBC.
- b. Includes external translation costs of **s 47G** and associated costs for printing and boarding of stim
- c. No. of meetings: total of attendance at 2 meetings including briefing and debrief.
- d. No. of concepts: As required for stimulus and directed by research agency.

Specific deliverables include:

- i. Artwork and re-design of maximum of 8 research stimulus (new stories).
- ii. Copywriting and image search to go with new stories for stimulus.
- iii. Rollout of artwork x 1 additional languages.
- iv. External costs associated with translation
- v. Attendance at briefings and debrief.

**9. Partnerships:**

- a. Roll out of Federal Government collateral for consultations workshops planned for Dec 2019
- b. Roll out of States & Territory collateral for consultations workshops planned for Dec 2019
- c. Supply the brand assets in a working format to Austrade to provide to in-house marketing teams and/or partner agencies to develop partnership opportunities

Excludes: any final scoping or partnership production, implementation or delivery costs or any external third party costs such as martech. Excludes and travel, accommodation and disbursements.

Specific deliverables include:

- i. Following a briefing from Austrade – 3x revised federal government examples of Austrade, DFAT & TA.
- ii. Following a briefing from Austrade – revised States & territory executions for all 8x jurisdictions

**10. Initial stories production**

- a. Includes account management, creative and production head hours for production of 2 x 1 min case studies for BAC meeting and 5-10 hero images. Includes production allocation for pre-production, shoot and post-production.

No. of meetings: total 5 meetings, including script presentation and 2x offline review meetings.

- b. No. of rounds of amends: total of 1 round of amends per video.
- c. No. of concepts: one proposed script per video adhering to one master framework. Requirement from client: Introduction to key contacts at each company.

Specific deliverables include:

- 11. Project management, creative and production of 2 x 1 minute case study films
- 12. 1 day shoot for each of the two films
- 13. Post production and delivery of 2 x 1 minute case study films
- 14. Shoot and retouching of 5-10 hero images for each story

**15. BAC Printing Costs and Freelance Design Resource**

- a. Production costs to print 40x books for BAC meeting and wider stakeholders
- b. Cost for 1x studio freelancer for 1x day for BAC meeting preparation.

Specific deliverables include:

16. External printing costs of 40x final recommendation books

17. 1x freelance studio resource for 1x day

#### 18. BAC Collateral Creative Head Hours

- a. Three weeks of creative & design time for creation of all collateral for BAC meeting book, deck and other presentation elements.
- b. No of meetings: n/a. Covers creative and design time for work only. Meetings covered by account management.
- c. Client requirement: Austrade to provide clear brief on requirements for BAC meeting and timely feedback on creative work produced.
- d. Excludes: any creative work outside of BAC meeting preparation. Any planning, production or account management head hours.

Specific deliverables include:

- i. Application of finalised design elements
- ii. Creation, copywriting and design of brand book for presentation
- iii. Creation, copywriting and design of presentation accompaniment
- iv. Overseeing any additional elements required for presentation, with the exception of stories (scoped under 'Initial stories production for BAC')

#### 19. Stories & Case Study Consultant

- a. 24 days of a stories & case study consultant to assist in launch content research and creation.

Specific deliverables include:

- i. Development of bank of unique Australian stories to explore at launch
- ii. Research into breadth of Australian sectors for priority messaging

#### 20. Communications Consultant

- a. 16 days of a communications consultation resource – with the

Specific deliverables include:

- i. Translating the narrative idea into specific deliverables per stakeholder groups.

	Hours Required
<b>ADMIN</b>	<b>S 47G</b>
Admin	
Stakeholder Management and Collateral Creation	
BAC Report Preparation	
<b>STRATEGY</b>	
Comms Planning	




		Internal Comms Specialist		
		<b>CREATIVE</b>		s 47G
		DAM Design Development	-	
		Balarinji Design Development		
		<b>Execution</b>		
		Research Stim Creation R3		
		Research Stim Creation R4		
		Partnership		
		Initial stories production		
		BAC Printing costs		
		BAC Collateral Creative Head Hours		
	Specified Personnel (if any) (Names, designated roles and specific tasks to be performed)	<b>Specified Person</b>	<b>Role</b>	<b>Hourly Rate (GST Incl)</b>
		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	<p>The Service Fee is a capped price s 47G excluding GST s 47G including GST).</p> <p>It is calculated in accordance with Attachment A. It excludes the items listed in Note 1 to Attachment A, including additional time or hours spent beyond those scoped, for all items.</p> <p>The parties acknowledge it is critical to avoid unexpected cost overruns. The Supplier will regularly advise the Customer of expenditure to date against the estimated amounts for each item of the Services.</p> <p>The Supplier must obtain prior written approval from the Customer to any expenditure ab s 47G including GST.</p> <p><i>Note: The Supplier used hourly rates as a way of estimating the work required for each item of Services (above and at Attachment A), and will use the hourly rates as a way of tracking time spent against estimates. The Service Fee is charged on a time and materials basis and is not a fixed price.</i></p>		

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.	
9	Invoices	<p><b>Billing timing and process</b></p> <p>The Supplier will invoice:</p> <ol style="list-style-type: none"> <li>1. the first 50% on signing</li> <li>2. 25% on providing a reconciliation of work to date under work orders 1679-2 and 1679-3, to Austrade's reasonable satisfaction</li> <li>3. 25% after completion of delivery of Services. (note: this assumes capped Service Fee of <b>s 47G</b> excluding GST. If this is not all spent, or the Customer agrees to increase in Service Fee, this will be adjusted in the third invoice).</li> </ol> <p>Payment will be made in arrears subject to the Supplier having provided and the Customer approving the reconciliation of expenditure against invoice. Please reference work order number 1679-3 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 <a href="mailto:fiona.dejong@austrade.gov.au">fiona.dejong@austrade.gov.au</a></p> <p>Invoices to be sent to: <a href="mailto:fiona.dejong@austrade.gov.au">fiona.dejong@austrade.gov.au</a> and <b>s 47F</b> <a href="mailto:[REDACTED]@austrade.gov.au">[REDACTED]@austrade.gov.au</a></p>	
10	Other Austrade requirements (if applicable)	Not applicable	
11	Additional Requirements	Not applicable	
12	Contractor Contact details	<p><b>s 47F</b></p> <p>Managing Director Clemenger BBDO (Sydney) Pty Ltd <b>s 47F</b> <a href="http://clemenger.com.au">clemenger.com.au</a></p>	



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 <a href="mailto:fiona.dejong@austrade.gov.au">fiona.dejong@austrade.gov.au</a>
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**SIGNED FOR AND ON BEHALF OF THE COMMONWEALTH OF AUSTRALIA AS  
REPRESENTED BY THE AUSTRALIAN TRADE AND INVESTMENT COMMISSION** by its  
authorised representative:

  
.....  
Signature of Authorised Representative

**S 47F**

*Kelly Ralston*  
.....  
Name of Authorised Representative

Date: *05 November 2019*  
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**SIGNED FOR AND ON BEHALF OF CLEMINGER BBDO (SYDNEY) PTY LTD** by its

**S 47F**

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Date: *20.11.19*  
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## Attachment A – Service Fee Breakdown

Item number	Deliverable	Rate ex. GST. Estimate	Description
	ADMIN		
	Admin	s 47G	
	Stakeholder Management and Collateral Creation		
	BAC Report Preparation		
	STRATEGY		
	Comms Planning		
	Comms Consultant		
	CREATIVE		
	DAM Design Development		
	Balarinji Design Development		
	Execution		
	Research Stim Creation R3		
	Research Stim Creation R4		
	Partnership		
	Initial stories production		
	Brand Book Printing Costs		
	Brand Enablement Execution - Creative Head Hour Allocation		
	Stories & Case Study Consultant		
	Project Communications Consultation		
			EX GST
			GST
			NC GST

**2. The Service Fee does not include these items. The Supplier must get written agreement from Austrade before incurring costs for these items:**

- Delivery of any strategic, creative, or production elements over and above those listed in the Work Order
- Executional elements of any design direction not listed in the work order
- Third party translation fees
- Any additional time or hours spent beyond those scoped, for all items on the work order.