



Australian Government

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	1679/4
2	Date of Work Order	22 January 2020
3	Contractor Name	Clemenger BBDO (Sydney) Pty Ltd
4	Services (Including Scope of Work, goods and/or services, specific tasks to be performed)	<p>Background: Work order 1679-4</p> <p>Work order 1679-4 includes a continuation of some services listed under work order 1679-3 for which the parties agreed that further work is needed, as well as new services.</p> <p>This work order 1679-4 includes work to get Nation Brand Launch prepared – including:</p> <p><u>CREATIVE</u></p> <p>1. Austrade Corporate Identity</p> <p>a. Strategic input and design direction to translate Australia's Nation Brand look and feel creating a nuanced design approach for Austrade communications. Includes:</p> <ul style="list-style-type: none">i. Development of one design concept for Austrade's corporate identity with one round of feedbackii. Demonstrated through up to eight executional examples (to be agreed with the Austrade and Nation Brand team). <p>Exclusions: Any development of usage guidelines or templates. To be scoped separately if required.</p> <p>2. Nation Brand Guidelines (Supplementary)</p>

		<p>a. Design development to create additional elements required for the brand guidelines, including delivery of:</p> <ul style="list-style-type: none"> i. Flexible adoption scale for users to determine correct usage, including government (Federal and States and Territories) examples. ii. Print and Digital examples of co-branding that show scale-able use (up to 5 in total per print and 5 per digital). iii. Guidelines on bringing the brand to life outside of design to include guidance on: usage of the flower, lighting installation and illumination techniques, technology, foreign post usage, greetings and uniforms. iv. Usage guidelines of the brand in the built environment at offices/posts, events and activations. <p>3. Creation of bespoke font</p> <p>a. Creation of a custom type family, including test Roman and Italics (4-6 weights) and Display Romans (4-6 weights), including global perpetuity ownership. Design process includes presentation of initial concepts and one round of refinement.</p> <p>EXECUTION</p> <p>4. Stories & Case Study Consultant</p> <p>a. 24 days of a stories & case study consultant to assist in launch content research and creation. Specific deliverables include:</p> <p>Translating the narrative idea into specific deliverables per stakeholder groups.</p>
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Specified Personnel (if any) (Names, designated roles and specific tasks to be performed)	s 47F	Specified Person	Role	Hourly Rate (GST Incl)
		s 47F	CEO	s 47G
		s 47F	Chief Strategy Officer	s 47G
		s 47F	Chief Creative Officer	s 47G
		s 47F	Creative Director	s 47G
		s 47F	Planning Director	s 47G
		s 47F	Group Account Director	s 47G
		s 47F	Account/Project Director	s 47G
		s 47F	Account Manager	s 47G
		s 47F	Art Directors	s 47G
		s 47F	Copywriters	s 47G
		s 47F	Senior Designer	s 47G
		s 47F	Print Producer	s 47G
s 47F	Integrated Producer	s 47G		

		<div style="display: flex; justify-content: space-between;"> s 47F <table border="1" style="border-collapse: collapse;"> <tr><td style="width: 150px;">Studio Manager</td><td style="width: 100px;"></td></tr> <tr><td>Finished Artist</td><td></td></tr> <tr><td>Retoucher</td><td></td></tr> </table> s 47G </div> <p>The Service Fee is a capped price of s 47G excluding 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 above s 47G excluding 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>	Studio Manager		Finished Artist		Retoucher													
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6	Service Fee	No additional payments will be made without prior written consent from Austrade.																		
7	Additional Payments	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.																		
8	Due date for completion	Task																		
		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Task</th> <th style="width: 40%;">Delivery Date</th> </tr> </thead> <tbody> <tr> <td></td> <td style="background-color: #4a7ebb; color: white; text-align: center;">Predicted billing month (s)</td> </tr> <tr> <td>CREATIVE</td> <td></td> </tr> <tr> <td>Austrade Corporate Identity</td> <td>50% on signing 50% on completion (January)</td> </tr> <tr> <td>Brand Guidelines (Supplementary)</td> <td>50% on signing 50% on completion (February)</td> </tr> <tr> <td>Creation of bespoke font</td> <td>50% on signing 50% on completion (February)</td> </tr> <tr> <td>Final colour print testing</td> <td>50% on signing 50% on completion (February)</td> </tr> <tr> <td>EXECUTION</td> <td></td> </tr> <tr> <td>Stories & Case Study Consultant</td> <td>50% on signing 50% on completion (February)</td> </tr> </tbody> </table>	Task	Delivery Date		Predicted billing month (s)	CREATIVE		Austrade Corporate Identity	50% on signing 50% on completion (January)	Brand Guidelines (Supplementary)	50% on signing 50% on completion (February)	Creation of bespoke font	50% on signing 50% on completion (February)	Final colour print testing	50% on signing 50% on completion (February)	EXECUTION		Stories & Case Study Consultant	50% on signing 50% on completion (February)
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Delivery Date

Billing timing and process

The Supplier will invoice:

- 1. the first 50% on signature
- 2. the second 50% on completion of delivery of services, but no later than 29th of February.

(note: this assumes capped Service Fee of **s 47G** 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).

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 1679-4 on your invoice.

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

Invoices to be sent to: fiona.dejong@austrade.gov.au and **s 47F** [@austrade.gov.au](mailto:austrade.gov.au)

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		<p>s 47F</p> <p>CEO Clemenger BBDO (Sydney) Pty Ltd</p> <p>s 47F @clemenger.</p>	
		<p>Fiona de Jong Head of Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 Phone: 02 9392 2413 fiona.dejong@austrade.gov.au</p>	
9	Invoices	<p>Fiona de Jong Head of Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 Phone: 02 9392 2413 fiona.dejong@austrade.gov.au</p>	
10	Other Austrade requirements (if applicable)	<p>Fiona de Jong Head of Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 Phone: 02 9392 2413 fiona.dejong@austrade.gov.au</p>	
11	Additional Requirements (Including a detailed description of all other requirements to be provided by the Contractor under this Work Order)	<p>Fiona de Jong Head of Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 Phone: 02 9392 2413 fiona.dejong@austrade.gov.au</p>	
12	Contractor Contact details	<p>Fiona de Jong Head of Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 Phone: 02 9392 2413 fiona.dejong@austrade.gov.au</p>	
13	Austrade Contact details	<p>Fiona de Jong Head of Australia's Nation Brand Austrade Level 23, 201 Kent St Sydney NSW 2000 Phone: 02 9392 2413 fiona.dejong@austrade.gov.au</p>	

Attachment A – Service Fee Breakdown

Item number	Deliverable	Rate ex. GST. Estimate	Description
	CREATIVE		
	Variation Fee (Additional Fees for Balarinji)	s 47G	Third party pass through cost
	Austrade Corporate Identity (DAM)		Third party pass through cost
	Nation Brand Guidelines (DAM)		Third party pass through cost
	Nation Brand Guidelines (Balarinji)		Third party pass through cost
	Creation of Bespoke Font (DAM)		Third party pass through cost
	Final colour print testing (DAM)		Third party pass through cost
	EXECUTION		
	Stories & Case Study Consultant		Contractor Cost s 47F
			INC GST
			GST
			INC 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.

SIGNED FOR AND ON BEHALF OF THE COMMONWEALTH OF AUSTRALIA AS REPRESENTED BY THE AUSTRALIAN TRADE AND INVESTMENT COMMISSION by its authorised representative:

Fiona de Jong
 Signature of Authorised Representative

Fiona de Jong
 Name of Authorised Representative

Date: 20th April 2020

s 47F

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

s 47F

Name of Authorised Representative
 Date: 20th April 2020

Name of Witness