

## Management report to Council

Agenda item 6.2

### Premier Event Broadcast Partnership contract: No 3526

Council

Presenter: Martin Cutter, Director City Economy and Activation

15 December 2015

#### Purpose and background

1. The purpose of this report is to award a tender for the provision of event broadcast services for two years with two, one year extension options.
2. The current Premier Event Broadcast partnership contract is held by the Seven Network. Originally awarded in November 2012, as a one year contract with two further one year extensions, it concludes on 28 February 2016.
3. The contract provides exposure for both the City of Melbourne and relevant Premier Event brand via exposure to a national audience in the lead up to and during the event period. The key to the partnership is the creation of a strong brand story with the broadcast partner that drives talent, event and brand recognition and stimulates visitation to the event, website and other social communication channels.
4. The tender was advertised in 'The Age' newspaper on Saturday 29 August 2015. One fully compliant tender submission was received, from the incumbent.
5. The weightings of the evaluation criteria were declared in the invitation to tender documents, and were cost (60 per cent), experience, capability and past performance (20 per cent) and plan for proposed services supply (20 per cent).
6. A summary of the tender evaluation is contained in Attachment 1 and supplementary information concerning the details of the proposed tender for each premier event is contained at Attachment 2.

#### Key issues

7. The tender evaluation panel conducted a thorough review of the submitted tender.
8. The cost to Council of appointing the recommended tenderer is \$135,000 (ex GST) per year.
9. The support offered varies event by event and includes live broadcast, news crew coverage of event launch and key moments, integration within broadcast and commercial airtime support. The full detail, which was critical to the overall assessment and scoring process, is detailed within the "supplementary information attachment" contained at the end of this report.
10. The incumbent's proposal offers a total guaranteed airtime value of \$1.1million which compares to \$775,000 in the current contract.
11. The incumbent contract has proved to be a strong partner under the previous contract and is recommended to be the successful tenderer.

#### Recommendation from management

12. That Council awards the contract for the provision of broadcast services to Seven Network (operations) Limited for a term of two years commencing 29 February 2016 with two, one year options to extend the contract term for an annual contract sum of \$135,000 (ex GST) and otherwise in accordance with the negotiated terms and conditions of contract.

#### Attachments:

1. Supporting Attachment
2. Supplementary Information Attachment

**Supporting Attachment****Legal**

1. Pursuant to section 186 of the *Local Government Act 1989* (Vic), before a Council enters into a contract for the purchase of goods or services to the value of \$150,000 or more (levels increased by Order in Council dated 7 August 2008), the Council must give public notice of the purpose of the contract and invite tenders from persons wishing to undertake the contract.

**Finance**

2. The financial implication of the recommendation to Council is \$135,000 (ex GST) in year one, year two and subsequent years. Funding for this item will be incorporated as part of the budget process for 2016–17 and subsequent years.

**Tender evaluation summary**

3. The membership of the tender evaluation panel was as follows.

<b>Title and/or company</b>	<b>Generalist or Nominated Speciality</b>	<b>Full / Advisory Member</b>
Commercial Team Manager, CoM	Generalist (Chair)	Full
Manager Events Melbourne, CoM	Generalist	Full
Exec Manager, Comm & Mkt'g, CoM	Generalist	Full
Finance & procurement officer, CoM	Probity Advisor	Advisory
Financial Analyst, CoM	Finance	Advisory

4. The summary of final scoring for the conforming tenderer is shown below:

<b>Summary of final scoring</b>				
<b>Company</b>	<b>Price</b>	<b>Financial score</b> <i>(Refer to Note 1)</i>	<b>Non-financial score</b>	<b>Total score</b>
<b>Seven Network</b>	<b>\$135,000 (ex GST)</b>	<b>60.0</b>	<b>35.0</b>	<b>95.0</b>

Note1: this score includes an assessment of both lump sum pricing and schedules of rates.

**Conflict of interest**

5. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.']

**Stakeholder consultation**

6. Consultation with external stakeholders was undertaken with relevant parties over the previous three years of the contract as part of information gathering to determine the approach and requirements for this tender.

**Corporate social responsibility**

7. Consideration has been given to the inclusion of Corporate Social Responsibilities in the provision of the service.

7.1. Social Enterprises

The Seven Network partners with numerous local charities and events.

7.2. Environmental

The Seven Network are actively working toward the certification of an environmental system.

**Supplementary Information Attachment**

**EVENT – Moomba**

**Broadcast Support**

- Produce and air a 60 minute live broadcast of the MOOMBA parade (March timing).
- Provision of all staging, infrastructure, lighting, talent, production, transport and editing requirements.
- Provide a dedicated producer for the broadcast to work with City of Melbourne management on each project from planning through to acquittal.
- Work closely with a City of Melbourne broadcast coordinator to develop agreed content and deliver the broadcast with minimal impact on live events.
- Content will be developed by Seven and City of Melbourne, broadcast by Seven.
- Design best camera locations based on annual event.
- Incorporate City of Melbourne / Event logos to all screen graphic components of each broadcast, including but not limited to – introduction packages, highlights packages and screen banners.
- Incorporate verbal recognition into broadcast stating “The MOOMBA Festival is proudly brought to viewers by City of Melbourne and Seven”.
- Provide approved on air talent to present / host each broadcast.

**Event Support**

- Seven will produce a post-broadcast highlights package / show reel.

**On-Air Support**

- Produce and air 20 second promo spot promoting the broadcast (content and City of Melbourne logo / event logo use to be approved by City of Melbourne). On-air one week prior to broadcast. Scheduled across peak and off-peak airtime (at the discretion of Seven).
- Produce and air 10 second Call to Action spot promoting the location of the MOOMBA Parade. On-air one week before telecast. Scheduled across peak and off-peak airtime (at the discretion of Seven).
- Consideration for a 30 second money-can't-buy consumer promotion. Prize to be provided by City of Melbourne.
- The City of Melbourne / MOOMBA Festival logo to be featured in all line-up spots on day of telecast.

**Editorial Support**

- Weather pointer to the event.
- Inclusion of MOOMBA in Melbourne Weekender.
- Weekend Sunrise editorial.
- Attendance by a News crew at every official event.
- Event coverage to cover and film events for news inclusion.
- Wider programming and editorial exposure via live weather crosses, news at the event exclusive event access and talent interviews.

\*all editorial coverage is at the discretion of the News Director and/or Executive Producer.

**Online Support**

- Two week banner advertisement on 7News website.
- Online support across Network social media channels.
- Live Streaming

**Consideration**

- Event integration.
- Availability of Seven Artists.
- Leveraging of events through associated channels.
- Written risk assessment covering bump in, the event and bump out of all camera positions and scaffold towers.

**Mandatory Support**

- Incorporate City of Melbourne and Event / Festival logos (and verbal) recognition into broadcast. City of Melbourne to have final approval of use of logos.

**Airtime Value**

- MOOMBA Broadcast
- MOOMBA TVC (3 x 30 sec) produced by Seven
- MOOMBA Spot (10 sec) produced by Seven
- Melbourne Weekender – MOOMBA Story (3.5 minutes)

**Total Airtime Value - \$475,295**

**EVENT – Melbourne Awards**

**On-Air Support**

- Produce and air 30 second TVC promoting the Event. On-air during the two month nomination period prior to the Event. Scheduled across off-peak and peak airtime.

**Event Support**

- Provide acceptable talent, direct and produce finalist and sponsor video packages, including provision of a camera crew to obtain footage of all event finalists which will be screen during the Gala Awards Ceremony (approximately one day of filming).
- Provide acceptable talent, direct and produce a brief video presentation involving three of the program’s major sponsors for screening during the Gala Awards Ceremony.
- Provide acceptable talent and technical production manager to host, produce, stage manage and coordinate the Gala Awards Ceremony.
- Seven will produce a post-broadcast highlights package / show reel.

**Editorial Support**

- Editorial coverage of Awards and relevant winners including Melburnian of the Year (story ideas and angles to be pitched by City of Melbourne).
- Editorial coverage of Melbourne Awards launch.
- Across the nominations period, Seven News will endeavour to feature nominees.
- Additional stories / PR opportunities to be presented to Seven by City of Melbourne.

\*all editorial coverage is at the discretion of the News Director and/or Executive Producer.

**Online Support**

- Seven will provide a nominee & entry tile for The Melbourne Awards nomination period on the 7News website.
- Online support across Network social media channels.

**Consideration**

- Availability of Seven Artists.

**Mandatory Support**

- Incorporate City of Melbourne and Event / Festival logos.

**Airtime Value**

- \$50,000.

**EVENT – Melbourne Spring Fashion Week**

**On-Air Support**

- Produce and air Daily Fashion Wraps. Daily 45 second spot hosted by Seven Artist and MSFW Ambassador (mutually agreeable). On-air during MSFW. Scheduled across peak/off peak airtime.

- Produce and air 10 second Proud to Support Spot – ‘MSFW is brought to you by City of Melbourne and proudly supported by Seven’. On-air minimum 2 weeks prior and during MSFW. Scheduled across peak and off-peak airtime.
- Consideration for a 30 second money-can’t-buy consumer promotion. Prize to be provided by City of Melbourne.

**Event Support**

- Invitations to Seven artists to attend Opening Night Party, Designer Series Runways and other MSFW events.
- Corporate ticketing for Designer Series Runways and other MSFW events.
- Seven to provide artists to MC various MSFW events (mutually agreeable).

**Editorial Support**

- Attendance by News crew at every official MSFW event.
- Sunrise and Weekend Sunrise editorial support.
- Melbourne Weekender support.
- Wider programming and editorial exposure via live weather crosses, news at the event exclusive event access and talent interviews.

\*all editorial coverage is at the discretion of the News Director and/or Executive Producer.

**Consideration**

- Further event integration.
- Availability of Seven artists for MC opportunities.
- Leveraging of events through associated channels such as social media.
- Opportunity to include item in gift bags – to be further discussed between Seven and City of Melbourne.

**Mandatory Support**

- Incorporate City of Melbourne and Event / Festival logos.

**Airtime Value**

- \$150,000.

**EVENT – New Year’s Eve**

**Broadcast Support**

- Produce and air a 60 minute broadcast of New Year’s Eve.

- Provision of all staging, infrastructure, lighting, talent, production, transport and editing requirements for the broadcast.
- Provide a dedicated producer for the broadcast to work with City of Melbourne management on each project from planning through to execution.
- Work closely with a City of Melbourne broadcast coordinator to develop agreed content and deliver the broadcast with minimal impact on the live events.
- Content will be developed collaboratively with City of Melbourne, broadcast by Seven.
- Design best camera locations based on annual content.
- Incorporate City of Melbourne / Event logos into all screen graphic components.
- Incorporate verbal recognition into broadcast stating that “News Year’s Eve Celebrations are proudly brought to viewers by City of Melbourne and Seven.
- Provide approved on air talent to present and host broadcast.

#### **Event Support**

- Seven will produce a post-broadcast highlights package / show reel.

#### **On-Air Support**

- Produce and air 20 second promo spots promoting the broadcast (City of Melbourne logo / event logo use to be agreed with City of Melbourne). On-air one week before broadcast. Scheduled across peak / off peak airtime.
- Produce and air 20 second call to action spot promoting the location of City of Melbourne NYE live sites. On-air one week before broadcast. Scheduled across peak / off peak airtime.
- Consideration for a 30 second money-can't-buy consumer promotion. Prize to be provided by City of Melbourne.

#### **Editorial Support**

- Attendance by a News crew at every official event.
- Melbourne Weekender Support.
- Cover and film events for news inclusion, including the Media launch.
- Wider programming and editorial exposure via live weather crosses, news at the event exclusive event access and talent interviews.

\*all editorial coverage is at the discretion of the News Director and/or Executive Producer.

#### **Consideration**



- Availability of Seven artists.
- Leveraging of events through associated channels such as social media.
- Written risk assessment covering bump in, the event and bump out of all camera positions and scaffold towers.

**Airtime**

- NYE Broadcast
- NYE TVC (30 sec) produced by Seven
- Telecast Promo (10 sec) produced by Seven
- Melbourne Weekender – NYE Story (3.5 minutes)
- Production of all Spots - \$40,000
- **Total Airtime Value - \$414,249**