



Expression of Interest – Graphic Design Services

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Introduction

The ICC Cricket World Cup is one of the biggest events in global sport.

In 2015, the tournament will be hosted by Australia and New Zealand for the first time in 23 years. Fourteen international teams – the 10 Test ranked nations of Australia, Bangladesh, England, India, New Zealand, Pakistan, South Africa, Sri Lanka, West Indies, Zimbabwe and four qualifiers – will battle for cricket's ultimate prize.

The vision for the tournament is “for the ICC Cricket World Cup 2015 to inspire passion and participation in a celebration of cricket that will bring lasting benefits to the game locally and internationally.”

A highly experienced team is being assembled to organise, promote and deliver 49 matches over 42 days in multiple venues, preceded by 14 warm up matches and climaxing in a final that, on current metrics, will engage more than one fifth of the world's population.

Based on the results of ICC Cricket World Cup 2011 – the most successful ever – CWC 2015 expects to stage the fourth most viewed sports event in the world, behind only the Summer and Winter Olympics and the FIFA World Cup.

Its ambition extends beyond the cricket field. CWC 2015 will seek to inspire communities across New Zealand and Australia to actively join in a celebration of sport and culture, demonstrating again the support for major events in both countries. Globally, the tournament will showcase the flagship tournament in cricket's calendar. The tournament also provides a valuable opportunity to make productive use of existing sporting infrastructure, while promoting Australia and New Zealand to significant audiences around the world. It is a unique platform for tourism and trade into India and other parts of south Asia.

The Marketing and Communications Strategy for the tournament will identify the individuals and groups most likely to attend, understand their attitudes and aspirations around the tournament, create ticketing products that meet their needs and expectations, educate and excite them through the most effective channels and then make it as easy as possible to get involved.

Producing high quality digital and print collateral in the lead up to the tournament will be a key element in this approach, to support marketing and communications efforts. Therefore the department is seeking expressions of interest from suitably qualified graphic design providers to join a panel of service providers and assist the CWC 2015 in-house team.

CWC 2015 thanks you for your interest and looks forward to receiving your response to this EOI.

EOI Purpose, Process Requirements and Key Dates

This Expression of Interest (EOI) is issued by CWC 2015 for the purpose of selecting a shortlist of graphic design providers who will be invited to join a panel and subsequently quote for individual projects based on briefs received from CWC 2015. The aim of this EOI process is not to elicit proposals or tenders, but rather to assess the capacity and capability of respondents to carry out individual Scope of Works.

The EOI is comprised of the following sections which are attached to this document:

1. Conditions of EOI;
2. Scope of services; and
3. EOI Response.

Responses to this EOI should be concise and limited to not more than seven (7) A4 pages. Responses are to be received by **1000hrs Australian Eastern Daylight Time on 8 February, 2013.**

CWC 2015 will assess EOI responses in accordance with the key selection criteria set out in Section 2.

It is anticipated that unsuccessful respondents to this EOI will be notified and successful respondents issued with an invitation to join the panel of suppliers by **4 March, 2013.**

Those shortlisted to join the panel will be provided with a brief on a case by case basis and on joining the panel will be required to accept terms laid out in the CWC 2015 supplier contract, prior to providing a quote for services.

CWC 2015 reserves the right to amend these dates at its sole discretion.

SECTION 1 - Conditions of EOI

1. Interpretation

In these Conditions, unless the context otherwise requires:

“Closing Date” means the time and date for the close of this EOI nominated by CWC 2015 and outlined in clause 3 of the EOI Conditions which can be changed by CWC 2015 in its discretion.

“Confidential Information” means all documents, information, know-how and data, in any form, and in any media relating to or concerning CWC 2015 or connected with the staging of the tournament in any media which is marked “Confidential” or, would reasonably be regarded as confidential, including:

- (a) strategies, projects, policies and business plans;
- (b) financial information;
- (c) marketing and advertising concepts, plans and materials; and
- (d) drawings, designs, patterns, samples, models, plans, trade-marks and logos, but excluding information which:
 - (i) is in or comes into the public domain otherwise than as a result of a breach of this EOI; or
 - (ii) at the time of first disclosure to or observation by the Respondent is proven to already be in the Respondent’s lawful possession.

“CWC 2015” means the Local Organising Committee (LOC) for the ICC Cricket World Cup 2015.

“EOI Response” means the written response made by the Respondent pursuant to and in accordance with these EOI Conditions.

“EOI Conditions” means the terms and conditions that govern the EOI process.

“ICC Cricket World Cup” means the ICC Cricket World Cup to be held in Australia and New Zealand in February and March 2015.

“ICC” means the International Cricket Council, the official international governing body of cricket. Any reference to the ICC incorporates its commercial arm, ICC Development (International) Limited.

“Public Announcement” means any release, comment, provision or disclosure of any information, to any media entity or anyone engaged in the provision of information to the public.

“Respondent” means a company, individual or consortia who has submitted an EOI Response pursuant to this request for EOI.

“Services” means the provision of the Services outlined in the Scope of Work attached to and forming part of this EOI.

“Scope of Work” means the indicative Scope of Work required to be carried out by the successful Respondent as attached to this document.

2. EOI Conditions

2.1. These EOI Conditions apply on receipt by the Respondent of this EOI. If the Respondent does not accept all of these EOI Conditions it will not be entitled to participate further in this process.

3. Submission of EOI Response

3.1. An EOI Response may only be made by the submission of an electronic document (in PDF format) with fully completed schedules, documents and information as required by CWC 2015.

3.2. EOI Responses must be lodged at any time on or before **1000hrs Australian Eastern Daylight Time, 8 February 2013** electronically in emails less than 10MB in size to the following email address: procurement@cricketworldcup.com.

4. Late Submissions

4.1. CWC 2015 may, in its absolute discretion, permit any EOI Response lodged after the Closing Date to be admitted for evaluation.

5. Information provided by CWC 2015

5.1. All information in relation to the EOI provided by CWC 2015, whether in the EOI documents or not, is provided in good faith to assist the Respondent to assess and respond to the EOI. CWC 2015 makes no representations or warranties regarding the accuracy or completeness of the information.

5.2. The Respondent acknowledges that CWC 2015 is not liable for any loss, damage or expense suffered by a Respondent as a result of any inaccuracy or inadequacy in any information it provides to the Respondent or any reliance on such information by the Respondent.

6. Errors

6.1. If the Respondent finds any discrepancy, error or omission in its EOI, the Respondent must notify CWC 2015 in writing of such discrepancy, error or omission on or before the Closing Date.

7. Costs and Expenses

7.1. All costs and expenses associated with the preparation of a response to this EOI will be the responsibility of the Respondent.

8. Ownership of documentation

8.1. All documentation and copyright in all documentation provided to CWC 2015 in response to this EOI by the Respondent shall upon lodgement with CWC 2015 become the property of CWC 2015.

9. Evaluation

9.1. CWC 2015 is not bound to accept any response to this EOI and CWC 2015 reserves the right to vary, suspend or abandon this EOI.

9.2. CWC 2015 will evaluate all EOI Responses and may request further detailed clarifications from selected short listed Respondents prior to finalising its short list panel.

10. Scope of Works

10.1. CWC 2015 will consider proposals for the Services as outlined in the Scope of Works.

10.2. Respondents are therefore requested to provide specific detail of the Services that they intend to bid for when submitting the EOI Response.

11. No contractual relationship established

11.1. This EOI is an invitation to treat only and not an offer to acquire any goods and or services. Submission of a response to this EOI does not create a contract for the provision of the Services in any way unless and until a subsequent response to a request for proposal is accepted by CWC 2015 and the parties execute a definitive and binding Agreement for the provision of the Services by the Respondent to CWC 2015.

12. No right of recourse

12.1. Any decision made by CWC 2015 in relation to the selection of a short list from the EOI Responses will be final. CWC 2015 is not liable for any costs or expenses incurred by a Respondent in preparing and lodging the EOI Response irrespective of whether the EOI Response is successful or not.

13. Public Announcement

13.1. The Respondent must not make any Public Announcements in relation to this EOI or any matters relating to it unless it first obtains written consent from CWC 2015. If the Respondent makes any Public Announcement at any time without the prior written consent of CWC 2015, CWC 2015 reserves the right to reject the Respondent's EOI Response without notice, whether or not the Respondent has been advised it is successful or unsuccessful. CWC 2015 reserves its right to pursue all remedies available to the fullest extent of the law.

14. Confidentiality

14.1. The Respondent undertakes to:

- (a) keep secret and treat as confidential the Confidential Information;
- (b) only use the Confidential Information for the purposes of considering whether to respond and providing a EOI Response (Agreed Purpose); and
- (c) ensure that any person to whom it discloses Confidential Information only uses the Confidential Information for the Agreed Purpose.

15. Assignment of EOI and all rights obligations and benefits

15.1. The Respondent acknowledges that CWC 2015 is contracting through Cricket Australia (ACN 006 089 130) at the commencement of this EOI, but the Respondent agrees that all rights, obligations and benefits under this EOI will be novated to a legal entity yet to be established to be named Cricket World Cup 2015 or something substantially similar. The novation shall occur at no cost, charge or condition to CWC 2015 (neither Cricket Australia nor the new entity). No obligation or liability in any way relating to this EOI shall remain on or with Cricket Australia following the novation to the new legal entity, which entity shall assume all such rights obligations and liabilities of CWC 2015 under this EOI, including any and all rights, obligations and liabilities of CWC 2015 incurred or accrued or owing at any time prior to the novation.

SECTION 2 – Scope of Work

1. Tournament Structure

The tournament (including warm-up games) is scheduled to take place in February and March 2015. These dates are subject to alteration on notice at any time, but it is not currently anticipated that there will be a material change from the dates detailed above.

Fourteen teams will compete in the ICC Cricket World Cup 2015 which follows a 50 over per team one day international format. The participating teams will comprise the ten Full Member Nations and four other nations that qualify through tournaments held in 2013 and 2014. These teams will be allocated into two pools of seven teams based on ICC rankings.

The ICC One Day International (ODI) rankings of the 10 Full Member nations as at 31 December were:

- 1 England
- 2 South Africa
- 3 India
- 4 Australia
- 5 Sri Lanka
- 6 Pakistan
- 7 West Indies
- 8 Bangladesh
- 9 New Zealand
- 10 Zimbabwe

The four qualifiers will include the:

- top two teams in a current eight-team Associates and Affiliates League played until October 2013, and
- two Finalists from a ten-team qualifying event to be held in New Zealand in January 2014.

Teams of Associate Member Nations that may qualify based on current rankings include Afghanistan, Canada, Ireland, Kenya, Netherlands and Scotland.

2. Tournament Fixture

The tournament fixture, including details of the venues at which matches will be played will be released following the conclusion of the venue selection process. There will be venues spread across Australia and New Zealand.

3. Tournament Vision

CWC 2015 and its key stakeholders have agreed a Vision for the tournament.

“Our vision for the ICC Cricket World Cup 2015 is to inspire passion and participation in a celebration of cricket that will bring lasting benefits to the game locally and internationally”.

4. Graphic Design Services

CWC 2015 marketing and communications are managed by a small in-house team as part of the local organising committee (CWC 2015) with staff in Melbourne and Wellington and support from the ICC in Dubai. The CWC 2015 team is working under the direction of the General Manager, Marketing and Communications and with the support of the ICC, to develop a global marketing and communications strategy which is integrated into the organisation’s other strategies, especially commercial and government relations.

CWC 2015 is expected to create and distribute a range of digital and printed collateral for tournament marketing and communications purposes. This will include, but is not limited to, website and social media design, email marketing templates, sales brochures, signage and corporate stationary.

To achieve this, CWC 2015 is compiling a pre-qualified panel of graphic design providers. The panel will be invited to quote for specific design projects as they arise, and if selected, provide high-quality digital and print collateral in line with the brand value proposition and guidelines; and support CWC 2015 as required ensuring the quality of the end product. The scope of projects may vary considerably and engagement to work on one project in no way obliges CWC 2015 to choose the same provider for other work.

5 Scope of graphic design services

The scope of service delivery will differ slightly between each event but on a whole is likely to include, as a minimum, the following:

- Graphic design services for digital and print formats in accordance with project-by-project briefings provided by CWC 2015;
- Liaison with print or web development companies to ensure high quality production of designed materials;
- Liaison with marketing, government relations, commercial staff within CWC 2015 and where applicable with the external agencies involved in these areas;
- Excellent and responsive account management and service delivered via a dedicated client service team;
- Ability to work within given brand guidelines; and
- Ability to work within specified budget.

6 Key Selection Criteria for the EOI Response

Respondents must refer specifically to the key selection criteria for the evaluation of the EOI being:

- Previous experience of successfully providing graphic design services for a comparable event or campaign across multiple print and digital media;
- Proven capability to operate on the ground in either Melbourne (Australia) and/or Wellington (New Zealand);
- Experienced and suitably qualified staff in Australia and/or New Zealand to create both digital and print collateral;
- Demonstrable understanding of “cricket culture” and how this would translate to graphic design executions;
- Ability to adhere to pre-existing brand guidelines;
- Ability to work in a positive way with other marketing and communications agencies; and
- Adequate staff and financial resources to fulfil obligations to CWC 2015 over the life of the contract.

SECTION 3 - EOI Response

Respondents are requested to complete each Schedule (1 & 2) in this section.

SCHEDULE 1: RESPONDENT DETAILS

NAME OF RESPONDENT:	
AUSTRALIAN BUSINESS NUMBER (ABN): (If applicable)	
DATE AND PLACE OF INCORPORATION:	
REGISTERED COMPANY ADDRESS:	
ADDRESS FOR SERVICE OF NOTICES :	
TELEPHONE NO:	EMAIL:

RESPONDENT DETAILS

Date Business Commenced:		Total Employees:	
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KEY PERSONNEL

Function	Name	Position	Competency	Estimated time commitment*
<i>Eg. Executive Partner</i>	<i>John Smith</i>	<i>Managing Director</i>	<i>(insert relevant skills)</i>	<i>10%</i>

*Estimated time commitment to be contributed by the key personnel to this project of their total time.

Note - Additional personnel can be added on a separate sheet

Shareholders

Provide names of shareholders holding 20% or more of any issued capital in the company registering the interest.

Consortia

For consortia, please list details for all consortium members.

SCHEDULE 2: DESCRIPTION OF REQUIREMENTS

Respondents are required to incorporate the following in their responses to this EOI:

1. **Previous Experience** – Provide an outline of involvement in previous design projects within or outside of New Zealand and Australia.
2. **Technical Knowledge and Experience** – Provide evidence of technical knowledge relevant to the requirements of the proposed services.
3. **Budget Accountability** – Provide a summary of previous project and financial management experience and capabilities, working within a fixed budget and the budget amount where possible.
4. **Project Delivery** – Provide a brief overview of how the respective element(s) of the Services would be planned, managed and delivered across both New Zealand and Australia.
5. **Resources** – Provide an outline of the management model and key personnel proposed, together with details of experience and capabilities across both New Zealand and Australia.
6. **Client Referees** – Provide at least three (3) referees which are relevant to the services proposed for this EOI.
7. **Company Background** – Provide appropriate financial details outlining years of operation, annual turnover, list of Directors or Partners, ownership structure, staff numbers (full time and part time) and financial stability. Brief details of all key personnel experience and capability are also to be submitted.
8. **Reverse Brief** – Based on the information provided detail your understanding of the Services scope and purpose and specific details how you can meet the needs of CWC 2015.
9. **Relevant work samples** – Provide two (2) examples of client campaigns across multiple print and digital media. Please present each client example on a single A4 page.

Responses to this EOI should be concise and limited to not more than nine (9) A4 pages. Brochures and similar documentation supporting this EOI response may be submitted but are included within the maximum page limit as part of the above response.

As part of the response to the items above, Respondents must refer specifically to the key selection criteria for the evaluation of the EOI being:

- Graphic design services for digital and print formats in accordance with project-by-project briefings provided by CWC 2015;
- Liaison with print or web development companies to ensure high quality production of designed materials;
- Liaison with marketing, government relations, commercial staff within CWC 2015 and where applicable with the external agencies involved in these areas;
- Excellent and responsive account management and service delivered via a dedicated client service team;
- Ability to work within given brand guidelines; and
- Ability to work within specified budget.