

Department of Education / RFQ 2022 Schools Spectacular Social Media / PR / Marketing - SS39-22-01

RFT ID SS39-22-01

RFT Type Open Tenders

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Category (based on [UNSPSC](#))

80171602 - Online and social media publicity service

Agency Department of Education - Corporate

Image not found or type unknown



Agency Address

The Arts Unit

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Tender Details

• Background

The NSW Department of Education is seeking quotes from interested parties for the position of Social Media/PR/Marketing Agent for the 2022 Schools Spectacular.

The NSW Department of Education's Schools Spectacular is a high profile Performing Arts event involving the participation of over 5,000 public school children and young people.

The annual two day event is staged at Qudos Bank Arena, Sydney Olympic Park. It comprises Friday and Saturday matinee and evening performances, attracts arena audiences of over 30,000 people and is recorded for a televised broadcast nationally.

The Schools Spectacular Performances are held on the last weekend in November. Promotion of the event commences at the beginning of each year with a continual build up to the event proper. There are several key dates throughout the year and a schedule of these is produced early in the calendar year. The development of brand awareness and the push for ticket sales are two of the main drivers behind the event promotion.

The successful supplier will be offered a one-year contract with potential to extend for a maximum of two years. The Department reserves the right to negotiate with the successful candidate.

• **Objective**

The objective of this RFQ is to identify an individual or organisation capable of delivering Social Media/PR/Marketing services to the Schools Spectacular live arena production and subsequent television broadcast within a limited budget

The individual or organisation will develop, implement and integrate an overall strategy that will cover the needs of the event as well as providing evaluation reports incorporating the dashboard metrics for all mediums within the strategy.

• **Scope**

The Social Media/PR/Marketing Supplier will work under the direction of the Executive Producers, The Producer and Operations Manager for the show.

Following is the general scope broken into major categories:

Design and General Overview

- Develop produce a marketing strategy based on available research to identify key target audience and produce campaign based on findings.
- Develop Social Media/PR/Marketing plan and timeline against the budget for each year
- Define, develop, produce and implement the marketing and promotional campaign including producing a variety of digital assets to ensure they meet The Department of Education accessibility standards.
- Develop intergovernmental links and external connections

Objectives

- Increase brand awareness of Schools Spectacular by:
- Education (school to community)

- Showcasing excellence - branded as world class all executions must be of high quality
- Value adding, school participation, showcase student achievement, showcase student voice.
- Increasing quality and quantity of sales
- Improving ROI
- Creating an increased loyal fan base
- Providing value add for sponsors of the event
- Compete within industry standards

Location

NSW Regions: Far North Coast, Mid North Coast, New England, Central Coast, Hunter, Cumberland/Prospect, Nepean, Northern Sydney, Inner West, South East Sydney, South West Sydney, Central West, Orana/Far West, Riverina/Murray, Illawarra, Southern Highlands

RFT Type

Open Tenders - An invitation to tender by public advertisement with no restriction placed on who may tender. Tenderers will normally be required to demonstrate in their tender that they have the necessary skills, resources, experience, financial capacity, and in some cases licences, accreditations, etc., to fulfil the tender requirements.

Address for Lodgement

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Multi Agency Access

No