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|  | **Request for Proposal Response**  **For: Creative and Strategy Services**  **Reference: WS1105136503**  **By: FEDERATION LIMITED**  **Made on: Friday, 19 August, 2022** |

**Section 1 – About the participant**

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|  | **Profile**  This is a response by FEDERATION alone to supply the requirements.   |  |  | | --- | --- | | **Company name** | FEDERATION | | **Physical address** | Level 1, 111 Wellesley Street West | | **Postal address** | P O Box 91570, Victoria Street West | | **Business website** | www.federation.net.nz | |
|  | **Contact person**   |  |  | | --- | --- | | **Name** | Sharon Henderson | | **Position** | Chief Executive Officer | | **Phone number** | 09 304 1200 | | **Mobile number** | 021 368 076 | | **Email address** | sharonh@federation.net.nz | |

**Section 2 – Response to requirements**

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|  | **Overview of our services**    **Ehara taku toa i te toa takitahi,  engari he toa takitini.**  **Success is not the work of an individual, but the work of many.**  ***federation****: an encompassing societal entity formed by uniting smaller or more localized entities: a union of organisations.*  **Kia ora from FEDERATION and thank you for this opportunity to submit our RFP to become a preferred agency partner of Auckland Council Group.**  FEDERATION is one of Aotearoa New Zealand’s largest, full-service independent creative agencies. We have a formidable reputation as a strategic agency partner delivering high quality strategic and creative solutions, and trusted outcomes to our clients. We are the only agency in New Zealand qualified in climate change, sustainability and net zero transition.  **Beyond 2022 – a new federation of minds**  To take Auckland Council Group beyond 2022, we have brought together a brand new ‘federation of minds’. A bigger, fresh and dynamic team of proven specialists who can deliver an incredible, high touch, best-in-class creative agency and marketing support partnership for Auckland Council Group.  Our federation of minds will work with Auckland Council Group to deliver our ‘Te Pae Mahutoka’ principle – a ‘Southern Cross’ of broad horizontal and deep vertical capabilities, delivering four points of expertise to help Auckland Council Group navigate 2022 and beyond:   1. **Strategy & creative agency deliverables** 2. **Māori and Pasifika engagement and communication** 3. **Data analytics and customer-centered design** 4. **Technology and digital innovation**   As a full-service agency, FEDERATION delivers everything needed to connect Auckland Council Group with the people of [Tāmaki Makaurau.](https://www.aucklandcouncil.govt.nz/arts-culture-heritage/heritage/Pages/tamaki-makaurau-aucklands-heritage.aspx)  From transformative creative ideas that ignite conversations, to digital presence and social content that grows relevance. To audience engagement that drives behaviour change, and innovative branding and placemaking that generates lasting positivity.  **We provide this through a full-service agency model delivering ‘connected creativity’:**   1. **Strategy and planning for:**  * Masterbrand * Campaign, communications, and channel * Behaviour Change and Societal Change methodology including  safety and modal shift * Te Ao Māori, Pasifika and Diverse Audiences * Sustainability, climate change and net zero transition * Branding and placemaking * Data analytics and customer-design led thinking * Social media campaign development and content * ESG-led consultancy  1. **Full, in-house creative services**  * Creative leadership from both our CCO and ECD * Creative ideation and concepting * Creative implementation including art direction, copywriting, design, digital media and web build, social and content  1. **Multi-discipline account service teams**   Seamlessly delivering high quality outputs across the entire communications landscape including television, print, press, radio, digital media, targeted customer marketing, placemaking, full build websites   1. **Māori and Pasifika expertise and partnership**  * Engagement and communication * Proven Te Ao Māori frameworks for communication * Iwi and stakeholder engagement * In language and translation expertise  1. **Data Analytics and Customer Centred Design**   A specialist team delivering Data Science, Data Warehousing, Business Intelligence, Customer-Centred Design, Journey mapping and Product development. An example of this is their data-sharing agreement with client, Visa International.   1. **In-House Technology and Digital Team** Full in-house digital design AND build team, with full proven capability for delivery of extensive, complex web-site builds, and technology innovation products to enhance customer-led design thinking and multi-media digital campaigns.   ***Alongside this RFP document, we have uploaded case studies to the following URL link:***  <https://acg.federation.net.nz/> |
|  | **Pre-conditions**   |  |  | | --- | --- | | **Pre-condition** | **Capacity to comply** | | If successful, participant agrees to report subcontracting value annually and commit at least 15% of total subcontracting value to Māori and/or Pasifika businesses or Social Enterprises.  *The definition of a Māori and/or Pasifika business is either a Māori authority (as classified by the Inland Revenue Department) or a business where a minimum of 50% of shares are held by Māori and/or Pasifika individuals.* | To take Auckland Council Group beyond 2022, we have brought together a brand new federation of minds that not only delivers to your pre-conditions, but brings together incredible capability and capacity to deliver your future needs through a high touch, best-in-class strategic partnership model approach.  **Our Strategy and Creative Agency Solution is led by:**   * **100% NZ owned agency Federation headquartered in Auckland’s CBD.** * **A partnership with Bright Sunday - 100% Pasfika-owned agency headquartered in South Auckland.** * Bright Sunday are strategic leaders in Māori and Pasifika communication and engagement. And a proven partner to Te Teriti o Waitangi and Te Arawhiti specialists, Auckland-based Te Amokura, and also Wawata.   **FEDERATION’S COMMITMENT:**  **We commit to a minimum sub-contract value for Māori and Pasifika of at least 20%:**  Federation is committed to the wellbeing and equity of Māori and Pasfika business. For this reason, we commit to starting **above** the required 15% threshold from ACG, and will guarantee at least 20% of subcontracting value will go to Bright Sunday and/or their partners.  We believe our authentic partnership model empowers Māori and Pasifika business to thrive and grow alongside us, (versus a traditional model of ‘in-housing’ which is not authentically equitable). By equity, we mean the fairness and justice of using Federation’s brand and reputation to help our Māori and Pasifika partners to grow and thrive.  **A 100% Aotearoa and** [Tāmaki Makaurau](https://www.aucklandcouncil.govt.nz/arts-culture-heritage/heritage/Pages/tamaki-makaurau-aucklands-heritage.aspx) **Owned-Agency Partnership**  **Federation:** is 100% New Zealand owned, and internationally accredited with WeConnect to meet Sustainable Development Goals for gender diversity.  **Bright Sunday:** is 100% owned by Pasifika business leaders Stella Muller & Robert Muller who have built a team of 10 Māori and Pasifika specialists.  **Our ACG agency solution supports [Tāmaki Makaurau](https://www.aucklandcouncil.govt.nz/arts-culture-heritage/heritage/Pages/tamaki-makaurau-aucklands-heritage.aspx)**  **owned business and the Auckland economy**  FEDERATION and our partners work at a national level across multiple sectors and regions, as well as at a regional Auckland level. We are proudly Tāmaki Makaurau based and owned companies, genuinely supporting the economy of Auckland and New Zealand. And not sending profits overseas like multi-nationals. | | If successful, participant agrees to report sustainable outcomes achieved annually. Achieved outcomes must align with ACG’s sustainable outcomes framework (section 8 of the Scope of Services). | **Economic well-being:**  As an independent, 100% Aotearoa New Zealand-owned agency, Federation prioritises the sustainable financial well-being of our economy, our people, clients, and the planet. This is evidenced by our decision to retain all of our people during the first lockdown in 2020, forgoing profit to employ people impacted by the wave of redundancies in multinational agencies. As an agency, we invest in our people through ongoing training opportunities, and our clients’ success through ever-increasing expertise and growth in capabilities and services. Evidence of this is our collaboration with the Marketing Association and The Marketing Association’s Growth Project Whakaahu Whakamua (TGP), which has been created to introduce career pathways into marketing for a new generation of Māori and Pasifika.  **Evidence of measures:**   * While a number of agencies halved in size to retain profit in 2020/2021, Federation increased staff levels by 35% and accepted reduced profit. * As a commitment to equity for Māori and Pasifika, we are taking on two interns over 2022/2023 with the Growth Project.   **Environmental well-being:**  Federation is the only agency in Aotearoa New Zealand to invest more than 1000 hours with Cambridge University’s Sustainability Leadership Institute to become certified in Sustainability, Climate Change and Net Zero transition. Evidence of this is a recent collaboration with the Marketing Association, where our clients and ourselves shared our knowledge with 60 senior marketers to help promote environmental, social and climate awareness. Federation has removed its company carpark to create space for e-bike parking for its people within the building footprint.   * FEDERATION has commenced its membership of Toitu, to measure and reduce Scope 1, 2 & 3 emissions, with a commitment to reducing our emissions by 15% over the next year, and YOY thereafter. * FEDERATION has partnered with New Zealand NGO, the Sustainable Business Network (SBN) as both a pro-bono partner and sponsor. We have committed to providing them low cost/free marketing expertise to build knowledge and awareness of sustainability in both NZ SME’s and large business.   **Social well-being:**  Federation supports the well-being of our country’s tamariki and their whanau living in hardship. Through our 5-year partnership with Variety the Children’s Charity, we help to raise vital funds needed to change lives. More than 40% of the children we ultimately help, live in Tāmaki Makaurau, while more than 50% of these children are Māori and Pasifika. Through our work, we are having genuine, measurable impact on affordability, living standards and the health of all children living in hardship.  FEDERATION created the NZME partnership masterplan for Variety New Zealand that built a multi-million-dollar fundraising pipeline. This has seen the number of Kiwi Kids sponsored by Variety each month nearly triple, from 3,000 to nearly 9,000.  **Cultural well-being:**  FEDERATION is proud to be an employer supporting diversity, inclusion and LGBTQIA+. We walk our talk, and our agency team is genuinely representative of this. Federation is also proud to FEDERATION is also proud to be Internationally Certified as a Women’s Business Enterprise with global organisation, WeConnect International of which SAP Ariba is a lead global partner. We are also recognised as an outspoken advocate and voice for gender equality within our sector.   * In the 2021/2022 year, we will assist Variety to grow its sponsorship of Kiwi Kids living in hardship to more than 10,000. More than 40% of whom will live in Tamaki Makaurau. * Maintaining our diversity ratio and increasing our ratio of Maori and Pasifika by a further 15%. | |
|  | **Response to evaluation criteria**  To evaluate whether each participant has the capability and capacity to perform the services required for the project, each respondent will need to answer all questions below in full and in order. Each question must be answered independently.  Respondents are asked to provide information to questions relevant to the scale and scope of services necessary for the requirements of the project based on the information contained within the Scope of Services.   |  |  | | --- | --- | | **Resources, Management Skills and Track Record** | **Weighting 25%** | | Provide the organisational chart of the team proposed to service ACG’s account. Please include the position and the name of the employee assigned to the position, or if the position is currently vacant. | | | FEDERATION’s staffing model is consciously structured around the multiple organisational areas, marketers and product owners of Auckland Council Group. Our Agency’s senior leaders work directly with your marketing teams. As an independent agency, we are able to deliver sizable additional value in this way, with genuine business people working alongside you as your partner. Unnecessary costs are not passed onto you, and we operate at speed from a position of vast experience. This provides another level in agility, expertise, top to bottom level strategic contribution and delivery.  It means exceptional efficiency for clients: significant capability and output, minimal wastage.  **Account Management / Client Service -**  The account management function of FEDERATION is led by x2 Managing Partners – Olly Walker-Boden (a consistent presence across all ACG brands for the past 5+ years) and Elizabeth Beatty (a senior partner to Auckland Council for 5+ years across a number of creative agencies in the last decade). Olly and Elizabeth are the senior leads of bespoke account management teams for Auckland Transport and Auckland Council respectively, with Group Business Director, Liz Adams, leading Auckland Unlimited at the same time as supporting Olly on Auckland Transport.  The account management teams FEDERATION has created are bespoke for Auckland Council, Auckland Transport and Auckland Unlimited mirroring the size, shape and seniority of the client teams. As follows:  A picture containing diagram  Description automatically generated  **Strategy / Planning -**  Strategy/Brand Strategy/Business Strategy development – including research, analysis, insight, interpretation, planning, templates and frameworks development – is shared across a number of Planning roles at various seniority, all spearheaded by the agency’s CEO Sharon Henderson. Sharon is very visible on the ACG business from a Planning perspective and holds key relationships in this capacity with Auckland Council Group brands’ leaders. Sharon’s business owner-operator status naturally elevates the function of Planning within FEDERATION.  The FEDERATION strategy department model brings together key functions of the Planning discipline that are crucial for the types of Creative and Strategy challenges Auckland Council Group requires. As follows:  Graphical user interface  Description automatically generated with medium confidence  **Creative (inc. Digital & Design) -**  FEDERATION’s in-house creative capabilities span across x3 key areas – Creative, Design and Digital. These areas are not siloed, the Agency’s model blends these disciplines to suit however a brief may require them. Each area includes senior, mid and junior staff and all persons report to the agency’s Chief Creative Officer.  FEDERATION has recently introduced a dedicated Executive Creative Director role bespoke for the Auckland Council Group. This role is charged with leading creation and development of all Auckland Council Group outputs - big or small. FEDERATION’s Executive Creative Director is the decision maker of which people within the agency’s Creative, Digital and Design areas should input to the brief in question.  Additionally, FEDERATION’s Creative Services Lead arranges all resource requirements for a Creative and Strategy Services brief in the agency, traffics the agency’s work through the various development and production stages from inception to dispatch, and leads the agency’s Quality Control of files to ensure all work is correct and accurate when fulfilling booked media specifications.  A picture containing graphical user interface  Description automatically generated | | | List the relevant experience and qualifications of the team proposed to service ACG’s account. | | | Our core team is a great bunch of humans. A mix of fresh new thinkers and seasoned hands. We genuinely enjoy each other’s company, and it’s important to us that our clients and collaborators feel the same.  ***Account Management / Client Service -***  **A person smiling for the camera  Description automatically generated with medium confidence**  **Olly Walker-Boden | Managing Partner**  Olly is a rare breed of account leader; combining a wealth of Digital, Social and Mobile expertise with years of blue chip Brand experience across all traditional forms of media too. Over his 15+ years in the advertising industry in the UK and here in NZ, Olly has partnered with prominent brands from a range of industry sectors - Adidas, BBC, BNZ, VISA, Visit Britain, Vodafone - to name a few.  Since day #1 of his time in New Zealand Olly is proud to have led agency teams in service of the Auckland Council Group account, including a change of agencies in that time (hired in 2018 by FEDERATION from Colenso BBDO). His global experience and ‘big picture’ perspective perfectly compliment others in the team. As a member of FEDERATION’s leadership team, Olly completed University of Cambridge’s Institute Of Sustainability Leadership ‘Towards Net Zero Transition’ course and leads the Agency’s pro-bono relationship with New Zealand’s Sustainable Business Network.  **A person with glasses smiling  Description automatically generated with low confidence**  **Elizabeth Beatty | Managing Partner**  Elizabeth is one of New Zealand’s most experienced senior Agency leaders who has held a number of creative agency leadership positions in New Zealand, UK and Australia. Elizabeth is the Managing Partner on Auckland Council at Federation. Prior roles include that of General Manager at FCB where she was on the Executive Management team and Managing Partner at DDB where she sat on the Management team across the DDB Group. Elizabeth’s international experience includes running OgilvyOne in Sydney, Australia's largest CRM and digital Agency at the time and a number of years leading European business at Saatchi & Saatchi and Ogilvy in London. Elizabeth has worked extensively in B2C and B2B markets across most categories during her career and is very experienced in leading strategic thinking and championing creative solutions which effect significant change. As a member of FEDERATION’s leadership team, Elizabeth completed University of Cambridge’s Institute Of Sustainability Leadership ‘Towards Net Zero Transition’ course. After having spent a number of years overseas, Elizabeth is proud to call Tamaki Makarau her home again and loves making the most of what our beautiful city has on offer!  **A person smiling for the camera  Description automatically generated with medium confidence**  **Liz Adams | Group Business Director**  Liz is one of New Zealand’s most experienced and savvy customer marketers. Across her career, Liz has worked on the agency side for some of New Zealand’s foremost organisations, including Air New Zealand, Auckland Airport, Humm Group, Emirates, Destination Samoa, Auckland Unlimited, Auckland Transport and Spark. As a Aucklander, Liz is immensely proud of her role within the Auckland Council Group structure.  **A person smiling for the camera  Description automatically generated with medium confidence**  **Carolina Schwager | Senior Account Director**  Carolina recently joined FEDERATION and is the account lead on L’Oreal, Auckland Council and Massey University. Carolina is constantly going above and beyond to keep her clients in the spotlight. Having over ten years’ experience in experiential, events, brand and retail, she is passionate about achieving quantified outcomes through memorable and relatable campaigns. This recently included facilitating NZ's first virtual store on behalf of Spark. Through her enthusiastic, hands on approach and unmatched work ethic, she's earned a high level of respect both within the agency, clients and the wider industry.    **Ollie Crawford | Account Director**  After spending time in London working on product launch and brand campaigns for Apple, Ollie re-joined our client service team in 2019. He has a particular interest in brand and behaviour change campaigns and has delivered multiple campaigns for Auckland Council. Having also worked on Spark, Volvo and Vodafone, Ollie has an impressive array of experience.  **A person with long hair  Description automatically generated with low confidence**  **Mikade Barns Graham | Account Manager**  Since joining Federation, Mikade has worked across the L’Oreal CPD and Auckland Council Group accounts – racing through large workloads with exacting precision and speed. Mikade brings valuable client side knowledge to FEDERATION having previously spent two years at Christchurch City Council.  ***Strategy / Planning –***    **Sharon Henderson (CEO & Business Strategy Consultant)**  Sharon is founder and CEO of Federation. She is an agency leader and overall business strategy partner to Federation’s clients. She is passionate about creating revenue growth for clients and has a special interest in behaviour-change marketing. She has worked alongside Auckland Transport to on the transformation of Auckland into a cycling city via year-on-year adoption-based behaviour change. Sharon has extensive knowledge of multiple and complex behaviour change models, and has worked alongside TRA and Behavioural Architects on key project for Auckland Transport. Prior to starting Federation in 2008, Sharon was Managing Director of DDB New Zealand. She also spent more than ten years with Clemenger BBDO, as CEO of Proximity New Zealand, and was also Group MD of Proximity Australia. Sharon has an extensive understanding of the unique dynamics of Auckland and has worked across core strategies to Auckland’s growth, and the complex barriers for future success with Auckland Council, Auckland Transport, Auckland Unlimited and Eke Panuku. She is a passionate leader on sustainability and Net Zero transition, and qualified with Cambridge University in Climate, Sustainability and Net Zero Transition. Sharon is also active in the community as the Vice President board member of Variety, the Children’s Charity. She has a deep and far-reaching understanding of the complex issues facing regional economies, and was previously a government cabinet appointee to the Business Development Group by the Ministry of Business, Innovation and Employment. Sharon was also inaugural Board Chair of the NZ Marketing Association.    **Emma Fern | Strategy Director (Growth, Customer)**  Emma is one of New Zealand’s most experienced Agency Planners and is equally experienced in developing Brand and Communication strategies as she is in the Digital and Data spaces. Emma has over 10 years’ experience working on Auckland Council Group and has worked on most areas across the organisation. She is a leader connecting brand platforms with customer experience and uses real and human insight to inspire ground-breaking positionings and campaigns.  **A person smiling for the camera  Description automatically generated with medium confidence**  **Jacalquine Smart | Strategy Director (Culture, Brand)**  Jacqueline has dedicated her academic and professional life to studying and understanding people; culture and the relationships people develop with brands and with marketing. Applying an Anthropological framework alongside market data, she focuses on creating insights that informs understanding of people, culture and the drivers for innovative organisational transformation and brand development. After gaining her MA (Edpsych) from the University of Auckland, she began her career as a research Director, heading up Research International Qualitatif in New Zealand and being appointed to the Global Board in 2000. A career shift from research to creative agency side saw her appointed Director of Strategy for FCB, M&C Saatchi and then J Walter Thompson. Her ability to drive strategy and socio-cultural insights into the commercial / mainstream space allows organisations to be effective in delivering impact, outcomes and ROI.  **A person with long hair  Description automatically generated with medium confidence**  **Molly Snowden | Social Media Strategist**  An award-winning ‘Swiss Army Knife’ of Digital strategy and Tech, Social, Content, CX and SEO solutions. Molly has a demonstrated history of optimizing advertising and communication strategies into award winning performance in all non-traditional media formats.  ***Creative (inc. Digital & Design) –***  **A person smiling for the camera  Description automatically generated with medium confidence**  **Tim Huse | Executive Creative Director (ACG)**  Tim brings more than twenty years of advertising experience to the group. As an Executive Creative Director at both network and independent New Zealand agencies he has had the opportunity to build brands and create behaviour change across a range of clients. Previous agencies include True, Saatchi & Saatchi, Colenso BBDO, TBWA and Y&R NZ.   With a passion for making a difference in the social space, he has created effective campaigns for Te Hiringa Hauora | Health Promotion Agency, ACC and Bowel Cancer NZ.    **Tony Clewett | Chief Creative Officer**  The creative leader behind some of NZ’s most famous behaviour change campaigns – from HPA’s ‘Yeah Nah’ alcohol moderation platform, to helping young kiwis struggling with mental health, through the Lowdown.co.nz. He’s also helped deliver Ministry of Health’s ground-breaking John Kirwan Depression initiative, as well as the iconic ‘It’s not OK’ family violence campaign. Tony’s also lead internationally awarded campaigns for major brands including Air New Zealand, Pak’nSave, Mitre10 and NZ Post and created record breaking ROI for Air New Zealand’s retail travel campaigns. Previously the CCO of FCB NZ, with over 100 awards for creativity. Tony has been heavily involved in ACG during the two years he has been with FEDERATION – creating change through innovation and distinct work.  **A person with a beard  Description automatically generated with low confidence**  **Jeremy Clarke | Head Of Digital**  Ask Jeeves, Napster, Bebo – after 15+ years in the digital design and advertising world, Jeremy has seen it all. He’s an inquisitive Creative, always researching and building on his encyclopedic knowledge of all things online, mobile and all the bits and bytes in between. Jeremy has worked on plenty of memorable campaigns, like the Speight’s ‘Great Beer Delivery’, as well as being involved in multichannel launches for Virgin Mobile and Tourism Victoria. Through the years, Jeremy’s stashed away an enviable number of awards including Cannes, D&AD, and Axis.  **A person smiling with his hand on his head  Description automatically generated with low confidence**  **Opeta Elika | Head Of Design**  Infusing cultural stories and narratives into marketing campaigns is something Opeta is hugely passionate about. Throughout this process he ensures Pacific and Te Ao Māori values are reflected authentically and displayed in empowering fashion. As our Head of Design, he brings distinctive branding and design strategy knowledge to Auckland Council Group.    **Miranda Kennedy | Creative Services Lead**  Working closely with the creative and digital teams, Miranda runs an extremely tight ship within our creative services department. Responsible for the allocation of agency resource across multiple, often complex, projects at any one time. As our Creative Services Lead, Miranda also works closely with the creative teams to design a wide variety of things across digital and offline media, preparing finished art and has amazing attention to detail. | | | List any relevant subcontractors to be engaged to service ACG’s account. Include key personnel experience and qualifications. | | | **Beyond 2022 – a new federation of minds**  Our new, federation of minds will work with Auckland Council Group to deliver our ‘Te Pae Mahutoka’ principle – a ‘Southern Cross’ of broad horizontal and deep vertical capabilities, delivering four points of expertise to help Auckland Council Group navigate 2022 and beyond:   1. **Strategy & creative agency deliverables** 2. **Māori and Pasifika engagement and communication** 3. **Data analytics and customer-centered design** 4. **Technology and digital innovation**   **Federation is lead agency coordinating a dynamic combined team of over 60 proven marketing and communication specialists**   1. **FEDERATION:** Lead agency for strategy and creative deliverables with a team of 30. 2. **Bright Sunday:** Led by Stella Muller and Robert Muller with a team of 10. Māori and Pasifika engagement and communication specialist partner to Federation. 3. **JOOTS** - Led by Simon Conroy with a team of 10. Customer Behaviour Data Analytics and Customer Design Thinking Specialist Partner to Federation. 4. **Born Digital** – Led by Brett Hancock with a team of nearly 10. Supporting Federation’s full in-house digital design and build team, with proven capability for the high technology delivery of extensive, complex web-site builds, and digital technology product innovation.   A picture containing timeline  Description automatically generated  **BRIGHT SUNDAY:** are specialists in marketing to Pacific and diverse audiences and have been providing marketing, advertising and communications services for 13 years. They are a full-service marketing communications agency based in South Auckland serving changemakers, communities, and entrepreneurs to unleash their greatness for social and economic impact that benefits all. Services include strategy, creative, PR, communications, digital marketing, video, visual design, illustration and animation. Bright Sunday has an extensive network of Māori and Pacific suppliers who have significant experience in their chosen fields, whether that is film production, cultural performers through to translators.  **JOOTS:** is a team of nearly 10 specialists with a range of skills from Data Science, Data Warehousing, Business intelligence, Customer-centred Design, Journey mapping and Product development, delivering customer research, data analytics and customer centred design.  Led by industry expert Simon Conroy, who has more than two decades of specialist large corporate customer marketing experience, the JOOTS team have completed large research and analytics projects for Auckland Council, ATEED, Auckland Unlimited, Auckland University and AUT. In addition to customer research projects JOOTS also provides specific data capability (strategic advisory, infrastructure build, contract resource) for a number of other prominent NZ brands including Auckland Transport, Foodstuffs, Southern Cross, Loyalty New Zealand, Z Energy, Restaurant Brands, Spark, Air New Zealand, Kotahi Logistics and Animates. Just recently, JOOTS has signed a data-sharing agreement with Visa International.  **Two of the founding partners of JOOTS have worked at Auckland Council Group’s data driven communications deployment partner Qrious, and have an intimate knowledge of the platform’s capability and how to get the best out of this investment for ACG.**  **BORN DIGITAL:** are back-end specialists who have partnered with FEDERATION for more than a decade to deliver proven, complex digital solutions. Including:   * **Software:** Custom cloud-based software and apps for your business to thrive. * **Touch Screen Kiosks:** Interactive screens that free up staff by performing automated tasks and providing information to customers. * **API Integration:** Elegant APIs to help digital technology systems play nicely with others. * **Digital Wayfinding:** Interactive screens to help customers navigate themselves around buildings. | | | **Detail your contingency plan for staff shortages.**  *Contingency staffing refers to temporary workers who supplement a company's permanent workforce and usually work under a contract for a fixed period of time on a specific project to help a company fill in large-scale staffing gaps, ramp up during peak seasons, or provide operational stability during times of crisis such as the ongoing pandemic.* | | | **Our contractors are part of FEDERATION’s whanau.  And our agency’s workplace is their ‘Te Papa’.**  As an independent agency established in 2008, FEDERATION enjoys long-established, fruitful relationships with a broad spectrum of multi-disciplinarian marketing and comms specialists.  We have a reliable, permanent in-house agency team resource at FEDERATION. In addition to this, we support our local Auckland economy of marketing professionals who prefer to work as contractors.  In doing so, we have established an incredibly loyal base of permanent contractors who are available to supplement urgent or specialist projects, staff holiday periods, and occasionally staff vacancies. Our cohort of contractors, at times, even make themselves available to work on secondment to clients.  **We have every situation covered:**   * Account Service * Planning * Creative Development * Studio & Design * Digital * Data Planning and Analytics * Research * Multi-cultural specialists   **A Federation ‘Whanau First’ Culture** Our contractors know that FEDERATION understands and respects the importance of their contractor income. We ensure our whanau are always paid on time, on the 20th of every month. They know they are a valued members of the whanau of Federation, so much so that many come to all of our social occasions as an agency, just like our permanent people.  **Preferential availability for FEDERATION clients**  Our culture of ‘FEDERATION Whanau First’ guarantees preferential availability. Our contractors consider our place of work as their ‘Te Papa’ – so much so, that some even drop in just to say help when in our local neighbourhood. | | | Detail the risk identification, mitigation and management process that will apply to ACG’s account. | | | **Over more than 12 years of business, including the disruptive years created by Covid-19, FEDERATION has proven itself as an agency able to seamlessly navigate any risks to the continuity of our clients business and their assets**.  From the outset, our agency was built with state-of-the-art cloud-based systems, backed up by physical servers to ensure minimal, even non-existent disruption to our clients.  At FEDERATION we have developed proven processes to pre-empt and mitigate risk for Auckland Council Group. This covers a range of business areas involving client engagement, creative production and delivery. Risks we have identified and mitigated include:   * **Business Continuity** * **Non-Disclosure and Confidentiality** * **Institutional Knowledge** * **Staff Succession** * **Delay and Disruption to Timelines** * **Project Cost Variances/Excesses** * **On-brief/On-brand Creative** * **Strategic Methodologies for Constant Business and Brand Alignment**  1. **Business Continuity**   We use a number of state-of-the-art systems to ensure efficiency and accuracy of output including:  **WorkFlowMax:** A State-Of-The-Art, highly secure cloud-based work management system that means our people can create jobs, detailed estimates and invoices, and log in anywhere at any time. Proof of the agility of this system was our agency’s seamless ability to move at speed from workplace to home office during Covid 19 lockdowns.  **PageProof:** Interactive platform that allows files to be shared with clients quickly receiving real time feedback. Users can comment directly on the proof, and owners receive instant updates.  **InVision:** An online link sharing system of digital creative. Instead of sending a flat PDF of digital artwork, InVision is sent as a digital artwork that adapts to the browser the client is using.  **Monday.com**: Project management application to track, run tasks, with in the agency. Is an efficient way to manage the schedule and flag early if additional resource is needed.  **Trello:** Project management application to track and run tasks within the agency: Trello works like a digital pinboard that allows multiple people to quickly view a status of a project.  **Xero:** FEDERATION chooses to use Xero for online financial management that integrates effortlessly into Workflow Max, ourall-in-one project management software to manage project workflow from quote to invoice while tracking time and costs.   1. **Staff confidentiality & Non-Disclosure**   All staff are contractually bound to treat all information pertaining to their role with utmost confidence during and after their employment. Any breach of this is considered a serious misconduct and may result in dismissal. Where an extra level of security is required on special projects by a select team, staff sign NDAs   1. **Institutional Knowledge**   FEDERATION has rigorous practices in place to ensure institutional knowledge is protected and preserved.   * Shared servers house key documentation and information pertaining to client business is shared with the broader team on a regular basis. * If a staff member leaves, their replacement typically joins two weeks beforehand to ensure a thorough handover and onboarding (at no cost to the client). * Leavers write comprehensive handover notes so their replacement has everything they need to seamlessly pick up the role.  1. **Staff Succession Management**   The business of Federation ensures the leaders of the agency are embedded in Auckland Council Group, with our two Managing Partners and CEO extensively involved at a strategic and key project level.  FEDERATION also has extremely high rates of staff retention and high levels of staff satisfaction which contributes to team member longevity.  We also ideally promote from within meaning staff stepping into new roles are well versed in the client business, and familiar with the Agency.   1. **Timeline Management**   At FEDERATION we are fully aware that a delay to market impacts the ability of a communication to have the impact required. We pride ourselves on our ability to work at pace - our nimble and agile way of working means we are always efficient with time making sure we find the fastest way to deliver high quality output.  Steps we take to manage timelines include:   * Providing a timeline at the outset of a project which we agree with our clients. * If things change due to unforeseen circumstances, we seek client approval of a timeline revisions. * If we cause a delay, we commit to making up lost time so key milestones and go to market deadlines are not impacted. * When delays occur beyond our control, we endeavour to identify a workaround solution to make up lost time.  1. **Budget Management**   We are fully aware that investment made by Auckland Council Group needs to be managed extremely carefully and there is a fiscal responsibility to maximise value for money.   * We have a policy of working to budget for our clients and will only request a review of cost in the event the scope changes significantly. * We always source at least three quotes for external production and have negotiated market leading rates e.g. with our partners, ToyBox for TV and Production Partners for print.  1. **Creative Process**   As detailed below in the ‘Campaign Process Flow’ we are inherently collaborative in the way we work to ensure we elicit feedback along the way and sense check our thinking.  This also means we avoid any pitfalls in presenting solutions which are not approved mitigating time and cost incurred meaning we can go to market in a timely fashion.  We deploy rigorous process with quality assurance checks and balances at every stage of delivery; adherence to brand guidelines and production/media specifications.   1. **Strategic Methodologies for Constant Business and Brand Alignment**   Our strategic process is proven, rigorous and interrogates the challenge thoroughly by considering deep market, category and human insights. We have a number of proven proprietary tools we successfully use:   * **THE OPPORTUNITY WORKSHOP™**   A business planning workshop that identifies your business objectives, and growth drivers, and the marketing opportunities for your brand within your category and macro environment. Output includes directions and priorities.   * **THE BRAND PLATFORM™**   A brand building process that identifies the ‘who, how and why’ of your brand. Identifies the ‘Heads and Hearts’ (Brand Purpose, Ambition, and Values). The ‘Walking & Talking’ (how a Brand behaves, talks and looks), and how your brand substantiates its proof points.   * **BRAND ARCHITECTURE AND BLUEPRINT™**   An organising framework delivering the overarching brand proposition, pillars, and proof points. A rigorous process that builds a brand identity playbook for how the brand shows up on every marketing occasion.   * **BRAND PURPOSE GAP™**   Our proprietary process for identifying and embedding purpose into your brand. Inside-out strategy planning that inspires and connects staff, stakeholders, customers and consumers in an authentic way.   * **SUSTAINABILITY ‘SWORDS AND SHIELDS’™**   Proprietary approach to communicating sustainability credentials within your marketing in a way which is understood by target audiences, while avoiding the pitfalls of greenwashing.  **Our approach is one where the entire senior team across Federation and MBM together with our cultural advisors, work collaboratively:**   * to develop robust strategic solutions which deliver the impact required * to have a positive impact on the economic, environmental, social and cultural wellbeing of communities within Tāmaki Makaurau. | | | **Detail the campaign process flows that will apply to ACG’s account.** | | | At FEDERATION, we have a planned and structured approach to working with clients including agreed deadlines and outputs, yet we maintain an attitude of flexibility to work around potential problems or to be able to take advantage of unexpected opportunities.  Inherent in our approach is a deep vein of collaboration. We pride ourselves on taking a partnership approach with everyone involved in the creation and delivery of communication and creative solutions. We inherently know that working together in this way means that the outcome for Tamaki Makaurau and Auckland Council Group will be a far superior one.  Our collaborative process is adapted for the size, scope, and executional requirements of each project or task. We separate briefs into **‘Think Brief™**, ‘**Dream Brief™**’ and ‘**Do Brief™**’, so we can quickly identify which level of involvement is required from our strategic, creative, and account service teams and partners – and how much time needs to be spent on each job. This ensures the right level of expertise is applied.    We treat each brief with equal importance, but ensure the right people are on the right briefs. This allows for higher levels of productivity and effectiveness, but also efficiencies from both workflow and cost perspectives.    **Think Brief™ - output is a brilliantly insightful strategic piece, a launch pad for great creative.**  A Think Brief is usedfor significant projects where a strategic response is only required. This will ensure we clarify the business problem/opportunity and identify required business input as well as data/research needed.  Workshops and focus groups may be essential to these briefs, allowing the discovery of deep insights which inform our strategic recommendations.  We have a truly collaborative model in place for responding to briefs of this nature where we iterate and work as a tight team including media, cultural advisors and other partners as necessary. We also like to work closely with clients and factor in a number of check-ins and ‘Tissue’ sessions to ensure we elicit feedback every step of the way.    **Dream Brief™ - output is a multi-faceted creative campaign that engages powerfully with its audience.**  A Dream Brief is used for large new campaigns that require a significant production element and deliverables through multiple channels. For example, a long-term integrated campaign where a new direction is required. It will usually require strategic planning ahead of the development of a creative brief and the careful selection of a production partner whose expertise aligns perfectly with the brief.  We take a very collaborative approach to Dream Briefs, ensuring we consult with relevant parties throughout the campaign process, which is crucial to deliver the best possible outcomes. As with Think Briefs, we like to adopt a process which involves all parties including our client team to ensure we elicit feedback and involve them in the process, avoiding any ‘Ta Da’ moments which do not resonate.  This is also particularly important for key milestones such as creative presentations, reviews of creative territories prior to full execution and pre-production meetings.  **Do Brief™ - output is efficiently produced, effective creative based on existing brand work**  A Do Brief is used for projects with clear parameters that must be produced with maximum efficiency and lowest cost. These are most commonly used for existing creative ideas where new material is required. Usually works with existing assets and templates and involves adapting or refreshing existing work. For a task brief strategic input is not required.    Often the work produced with a Do Brief has a tight timeframe and we ensure that our creative services are structured in a way where we can promptly deal with such requests. It’s essential that this work can be slotted into our workflow and completed quickly alongside larger briefs in play. | | | **Detail the management processes, including account management and quality assurance, that will apply to ACG’s account.** | | | At FEDERATION, our unique model is one where the senior leadership team works on your business and stays on your business. We care deeply about the success of the strategic and creative solutions we deliver for the Auckland Council Group and appreciate how critical our partnership is for Auckland. Due to the experience and tenure of the senior team we bring significant business and strategic value to all of the projects we help to lead.  **Quality Assurance:** The entire process of quality control involves inspecting each stage of a campaign, from brief to the final output as well as making sure the experience our clients have with our team is an enjoyable one. Here are five steps we follow:  **1. Understanding Client needs**  The first step to quality control at FEDERATION is to understand the needs of our clients. We make sure we completely understand clients’ expectations now and in the future both in terms of project delivery and how they prefer to work.  **2. Communicate identified needs throughout the Agency and with delivery partners**  We then communicate to the internal team and any partners we work with and capture any questions/ensure everyone understands the brief.  **3. Campaign/Asset Delivery Quality Control**  This is a key part of quality control. The Account Lead is responsible for ensuring the Agency and any partners deliver on time, on budget and on brief.  We have a rigorous process with check and balances at every stage of delivery; which we tailor to every client including whether the solution meets the brief to accuracy of content, adherence to brand guidelines and production/media specifications. This process also ensures all necessary sign-offs are obtained by client stakeholders at key milestones and by Agency discipline leads.  **4. Evaluate the Finished Product**  Prior to submission all key Agency and Partner team members sign off the output to ensure quality levels are adhered to. This includes the Account Lead, Strategic Lead and the Creative/Design Lead as required.  **5. Campaign Impact and Client Satisfaction**.  After the campaign has been dispatched, we often conduct Post Campaign Reviews (PIRs) to understand how it has performed with a view to understanding how we can optimise results over time. We also seek out feedback as to how the process/experience has been for the Client team and what we can do to improve Agency delivery if required. | | | **Detail the processes to manage and monitor budgets and expenditure.** | | | **At FEDERATION, we take pride in delivering a ‘no surprises’ policy. All projects are estimated upfront and estimates are approved before cost is incurred.**  Estimates will be developed against an agreed scope/budget and will only be re-issued if the scope increases or changes.  We charge to estimate and adopt a ‘no surprises policy’ in this respect. To mitigate any over-charging, we have an efficient timekeeping system in place for all staff and can provide project reconciliation reports when projects have underspent. If projects feel at risk of running over budget, we will pull a timekeeping report to analyse the situation. Costs will either be absorbed by FEDERATION, or we will have a transparent discussion with the client to arrive at a resolution.  For invoicing we have a system in place to ensure all invoices are correct and issued on time. Estimates which are accepted by the client are cross-checked by the Client Services team and the Accounts team before invoicing, to ensure the fees and any key information (client contact and PO if applicable) are correct. | | | **Detail your** **document storage and data security processes.** | | | Client files are stored on our own internal servers hosted onsite at FEDERATION in a secure cabinet/server room. Each shared folder is encrypted using 256-bit AES (Advanced Encryption Standard).  The servers are behind a Sophos XG Firewall hardware appliance which monitors and protects the servers against ransomware and security threats. Servers and Firewall software are updated frequently to maintain security standards.  FEDERATION servers are not accessible via the internet as our servers do not run any internet facing applications/services.  Remote Access to our servers for staff is accessed and monitored via the Sophos VPN Client.  We don't keep client data in the cloud as we prefer to host client data directly on premises and we backup client data to encrypted drives onsite and have a remote encrypted copy of the data backed up to an offsite location based in Auckland as an additional security measure.  Additionally, all staff and partners of FEDERATION are contractually bound to respect the confidentiality of all projects they are involved in, which is something we take very seriously. | | | Submit one relevant customer campaign example, detailing the entire process followed in the achievement of the client’s objectives from strategy planning to production and effectiveness of the project. | | | ***Please refer to the link below for all required case studies and creative examples. Including the case study below:***  <https://acg.federation.net.nz/>  **CLIENT: MASSEY UNIVERSITY: AUDIENCE: TERTIARY STUDENTS AND ADULT LEARNERS**  **CAMPAIGN GOAL: Building brand preference**  **The Business Context**  Massey had been operating in a highly competitive market against local and offshore universities, making considerable investment in brand, campaigns and events. With a low Share of Voice which dropped further in 2020, we needed to shake things up.    **The Marketing Challenge**  Brand and competitor tracking research showed Massey had the second to lowest conversion from consideration to preference across all Universities. Further qualitative research we undertook revealed why. We were still dealing with “Massey is where you go to work in agriculture or become a pilot - out in the country somewhere”. People may have heard of Massey but were rejecting the University based on a misunderstanding of their broad range of qualifications across urban and rural campuses, Auckland, Wellington and Palmerston North and the unique experience on offer across their whole educational journey.    We needed a solution which not only answered the “Why Massey?” question, we also needed one which would encourage students to apply for 24 programmes across five colleges, all of whom controlled their own budgets and success metrics.  We also needed a cohesive and integrated solution that achieved objectives at a Massey brand level nationally and locally and supported each college’s recruitment targets while supporting their ambition to be a Tiriti o Waitangi-led institution.    **The Target Audience Challenge**  We had to overcome the perception that Massey is an adult university and appeal to a wide range of students:    **1.** **School Leavers**  On the one hand we needed to catch the attention of school leavers, ‘Young Intenders’, an incredibly diverse group who are impressionable, motivated by where their friends are going and where they will have a good time.  **2.** **Adult Learners**  We also neededto resonate with ‘Adult Learners’, many of whom were distance learners who wanted to be supported and able to study in a flexible way that fits around family and other commitments.    **3.** **Diverse Ethnicities**  We needed a solution which would appeal to a broad range of domestic and internationally based ethnicities including Māori, Pasifika, Chinese, Indian and Pakeha groups.    We needed to find the sweet spot that would help us connect with both groups in a meaningful way.    **Our Approach**  Before a brief was even written, we spoke at length with existing students and staff across the three campuses in Auckland, Palmerston North and Wellington. In doing so we met with a diverse range of domestic and international students, as well as Pacifika and Māori support staff and students.  From this, we gleaned key points of differentiation to help us express what it means to study at Massey and how it is different to other universities. We also undertook research domestically and internationally with prospective students to ensure we understood their drivers and barriers to choosing Massey.    As a Tiriti o Waitangi-led institution, and to ensure we ultimately resonated with a diverse group of students, we engaged our Māori marketing partner, Wawata who were involved from the start of the process. They were an integral part of the team from strategic and creative development right through to execution. Inherent in this approach was ensuring we delivered on Massey’s cultural strength and spirit of their diverse community which meant students feel a strong sense of belonging, that they are in a safe place and forge a genuine and human connection with those around them.    This informed the subsequent strategy and brief. The whole process was hugely consultative, spanning a large number of stakeholders, including students, academics and the senior leadership team.    **Our Solution**  By talking to students across the three campuses and through broader research we found a sweet spot that would help us connect with both groups in a meaningful way.    The common insight was that education is a way to better themselves but is not easy. Success ultimately comes from a number of highs and lows over the long-haul. The gifted te reo Māori name, te kunenga ki purehuroa means from inception to infinity…Massey is not just about getting in and completing a 3-year degree but rather about lifelong learning.    Our strategy and creative solution were geared to make Massey a first choice University and carve out a unique and distinctive place, de-positioning others, many of whom took a generic approach and lacked a deeper understanding why students choose a university. There was a sea of navy blue with cliché shots of students sitting in parks, looking into the sky and thinking how they can change the world.    **Our solution delivered on four levels:**  **1.**  A **creative platform** that created a deeper emotional connection which resonated, was fresh and authentic against the generic approach of others by acknowledging the reality of study.  *‘Success from a thousand little moments’ was our strapline, alongside imagery and headlines showing late night rewrites, mums studying on laptops holding babies and students surviving on cheese toasties’*  **2. Messaging that drove students to prefer and choose Massey** by showing we understood what mattered to them while showcasing a broad choice of courses. This was influenced by the research undertaken as part of the strategic development:    *You’re a name not just a number, NZ’s most diverse university, small class sizes, 500courses to choose from, plus Business, Creative Arts, Humanities and Social Sciences, Health, and Science specific messaging.*    **3. An executional approach that cut-through category clichés** with a strong, unique and ownable executional style. We made Massey’s small marketing budget work incredibly hard and deliver beyond the spend.    Not only did we have a comparatively small budget to work with, and very tight timelines compared with other Universities, lockdown hit when we were about to go into production. We pivoted and came up with a new distinctive solution.    *We introduced unique art direction, dominated by hot pink, a quirky illustrative style and a bold distinctive typeface. Creative and messaging flowed through to all touchpoints across paid, owned and earned media, including the student eDM journey and internal resources for staff.*  **4. Working extremely closely with our media partner,** we ensured our messages appeared in the right place at the right time for our target audience. We also were able to target different ethnicities in a way which increased our reach through niche media channels locally and offshore. And we drove efficiencies across brand and specific college spend through the marketing funnel.    *We rigorously researched our solution with a broad range of students locally and internationally to ensure it would drive consideration and ultimately motivate students from all cultures to apply.*    **Effectiveness**  Not only did we bring an array of internal and siloed stakeholders across the University onboard and convince them to adopt a completely new and brave approach to promoting Massey – something we achieved unanimously and which we launched in a matter of weeks despite being locked down due to COVID. This was made possible through our collaborative approach where we took people on the journey, seeking input and approval every step of the way, ensuring everyone was on board and there were no unexpected surprises!    On a relatively small budget we delivered a category breaking strategy and long-term creative platform executed in owned channels (digital and on campus) and in paid media achieving impressive results, increasing consideration to preference conversion to 42%, the highest across all Universities in the country.  This was achieved by connecting with students in an authentic way, showing we understand the highs and lows of tertiary education, telling people what the Massey experience could offer them that others couldn’t. | | | Provide examples of your experience reaching our target audiences (diverse, local, national and international). | | | ***Please refer to the link below for all required case studies and creative examples. Including the case study below:***  <https://acg.federation.net.nz/>  **CLIENT: MINISTRY FOR PACIFIC PEOPLES CAMPAIGN: COVID-19 PACIFIC RESPONSE CAMPAIGN**  **CAMPAIGN GOAL:  Build trust and inform Pacific communities with one source of truth.**  In March 2020 Bright Sunday was contracted by the Ministry for Pacific Peoples (MPP) and Department of the Prime Minister and Cabinet (DPMC) to create and deliver a multimedia campaign for COVID-19 to reach Aotearoa’s Pacific population of over 381,000 people. With the virus quickly spreading and claiming lives around the world and in Aotearoa, the need to reach and disseminate accurate and clear information was one of the most important briefs our team at Bright Sunday had ever received.  **Background**  Upon receiving the brief, we needed to understand what information and resources were already in the market to get a better understanding about information quality and gaps. Undertaking a communications audit, we identified an absence of resources and content available for Pacific language speakers and readers. Māori and Pacific peoples were identified as populations that would likely be most vulnerable and adversely impacted by COVID-19. As such, there was an urgent need to ensure they were engaged and informed so they could make informed decisions. With many of the older population limited in their use and understanding of the English language, there was a need to address this.  **The Challenge**  Ensure Pacific language speakers had access to accurate information in a timely manner so they could understand what was happening and comply with the Government’s directions and instructions to keep themselves safe and well.  **The Opportunity**  Translations of key information was very slow. This was due to several factors including:  · **Overwhelmed translation services** – many services were overwhelmed by the demand and were struggling to respond in a timely manner  · **New language requirements** – with COVID came new terminology that needed to be discussed, created, and agreed upon  · **Translation process needed streamlining** – most processes worked on an assumption of having time. With COVID-19, time was a challenge as information changed rapidly.  Bright Sunday was able to innovate and develop a solution to provide timely translation of information across 9 Pacific languages – this included Cook Islands, Fijian, Kiribati, Niuean, Rotuman, Samoan, Tokelau, Tongan and Tuvalu. English language resources were also produced.  For the campaign we were able to develop and deploy language specific content across radio, digital and TV to reach the Pacific audiences. These channels included specific ethnic channels as well as mainstream media channels.  **The result**  222 content pieces created across the nine Pacific languages – with over 51.3 hours (total) of video, radio, and digital content. This included:  - 96 video content pieces  - 96 radio content pieces  - 7 TV content pieces  - 23 daily bulleting  Through surveys with radio listeners (Tongan and Samoan) they noted an increase in confidence because of having access to information in their respective languages. They also shared they were able to access support services to help them during lock down.  **Performance**  Top performing content included:  - Video content – highest reach was 194.9K  - Video content – highest conversion rate was 78%  - Video content – highest engagement rate was 44%  - Audience breakdown – top location was Auckland, female (59%) while male was 39% | | | List any of your relevant industry awards and recognitions. | | | |  |  | | --- | --- | | **FEDERATION PROVIDES AUCKLAND COUNCIL GROUP A BEST-IN CLASS TEAM OF HIGHLY AWARDED INDUSTRY PROFESSIONALS, AWARDED BY EVERY INDUSTRY BODY LOCALLY AND INTERNATIONALLY** | | | **Planning Directors:**  Jacqueline Smart & Emma Fern | Grand Effies, Gold Effies, Silver Effies, Axis and Cannes Lion, including clients such as NZ Police, Ministry of Justice and Z Energy | | **Executive Creative Director and Chief Creative Officer:**  Tim Huse and Tony Clewett | Gold/Silver/Bronze Cannes Lions  D&AD Yellow Pencils. Gold's at One Show, AWARD, Spikes, Clio, NZ AXIS, NZ EFFIES, Beacons, NZDMA’s.  Grand Prix’s at AXIS, EFFIES & NZDMA's. | | **Digital Creative Director and Digital Team** | D&AD, Cannes Lions Gold, Silver & Bronze, One Show, Best Awards, Effie Awards Gold, IAB Awards, Axis Silver for Digital and Short Films, Web Association Awards, RSVP Awards, Echo Awards, BestAds, D&AD | | **Creative Teams** | Best Awards, One Show, Axis, ORCA, EFFIES | | **Account Service Team** | D&AD Pencil, Creative Circle Gold, Cannes Bronze, Grand Effies, Effies Gold, IAB Creative Showcase award, Campaign (UK) Big Awards, Drum (UK) Awards, Campaign Brief brand of the year, NZDM Organisation Brand of the Year, Echo Awards, NZDM Grand Award, NZDM Category Golds | | **Bright Sunday** | Pacific Enterprise Award 2020, Sunpix Awards | | | |

**Section 3 – Price**

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|  | **Pricing schedule**  Check the box below to confirm you have completed the accompanying pricing schedule, including a breakdown of prices in the format required and details of any pricing-related assumptions.  The pricing schedule should be provided as a separate file, as stipulated in the “Format of submission” instructions in Section 4 of the main RFP document.  The pricing schedule has been completed and provided as part of our response. |

**Section 4 – Referees**

We will use the referees that you have provided during the REOI stage.

In providing their details you confirm the referees have agreed to provide a reference and authorise us to collect any information about your organisation, except commercially sensitive pricing information, from the referees, and use such information in the evaluation of your response. You also agree that all information provided by the referee to us will be confidential to us.

**Section 5 – Declaration**

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|  | **Key information**   |  |  | | --- | --- | | **RFP for** | Creative and Strategy Services | | **Identifying number** | WS1105136503 | | **Council organisation** | Auckland Council  Auckland Transport  Tātaki Auckland Unlimited | | **Administrator** | Auckland Council, Procurement Department | |
|  | **Acknowledgements**  The participant acknowledges and agrees that:   1. they have examined the RFP documents (as defined in the RFP Conditions) and are submitting their response for the supply of the goods and/or services (also as defined in the RFP Conditions). 2. they have received and examined 1 notices issued in relation to the RFP. 3. all information provided is complete and accurate and it has not withheld any information potentially relevant to the council organisation’s consideration of its response (Ref RFP Conditions 5.10). 4. the prices/rates submitted in the response include full allowance for all such notices. 5. the council organisation is not bound to accept the lowest priced, highest scoring or any response received. 6. the Terms of Contract in the contract accompanying this RFP will be the terms used if a contract(s) is awarded to the participant. The council organisation reserves the right to change the terms of contract at its sole discretion. |
|  | **Statement of departures**  Please list below all departures from the standard requirements of the RFP **OR** if there are no departures, check the box below to confirm.  Note to participant: Add or delete rows as required.   |  |  | | --- | --- | | **Description of departure** | **Relating to** | | Case Studies have been supplied on the link supplied above, and also here:  <https://acg.federation.net.nz/> | CASE STUDIES  <https://acg.federation.net.nz/> |   There are **no departures** from the requirements of the RFP documents. |
|  | **Changes to terms and conditions**  Please list any changes you request to the council’s standard terms and conditions of contract **OR** if you are not requesting any changes, check the box below to confirm. No further changes to contract terms will be entertained.   |  |  | | --- | --- | | **Draft contract reference** | **Proposed change** | | insert contract reference | insert details of proposed change | | insert contract reference | insert details of proposed change | | insert contract reference | insert details of proposed change |     There are **no changes** proposed to the council’s standard terms and conditions of contract. |
|  | **Assumptions**  Please list all assumptions on which your response is based **OR** if there are no assumptions, check the box below to confirm.  Note to participant: Add or delete rows as required.   |  |  | | --- | --- | | **Assumption** | **Relating to** | | insert details of assumption | insert reference to requirements or response | | insert details of assumption | insert reference to requirements or response | | insert details of assumption | insert reference to requirements or response |   There are **no assumptions** on which this response is based. |
|  | **Conflict of interest**  A conflict of interest is a situation in which a participant could gain (or be seen to gain) an unfair advantage through an association with an individual or organisation. Associations include financial, personal, professional, family-related or community-related relationships.   * An **actual** conflict of interest is where there already is a conflict. * A **potential** conflict of interest is where the conflict is about to happen or could happen. * A **perceived** conflict of interest is where other people might reasonably think there is a conflict.   The responses below must take into account all organisations associated with this tender (including subcontractors).   |  |  | | --- | --- | | **Question** | **Details** | | Does any person in your organisation have a close friend or relative who is (or could be) involved in any evaluation or decision-making relating to this procurement process?  Yes No Potential  Perceived | if you selected "Yes" or "Potential" or "Perceived", please insert details | | Has any person in your organisation recently offered any special discounts, gifts, trips, hospitality, rewards or favours to any person involved in any evaluation or decision-making relating to this procurement process? (e.g. free travel, free samples for personal use)  Yes No Potential  Perceived | if you selected "Yes" or "Potential" or "Perceived", please insert details | | Does any person involved in any evaluation or decision-making relating to this procurement process have a financial interest in your organisation? (e.g. the person is an employee of, or a shareholder in, your organisation)  Yes No Potential  Perceived | if you selected "Yes" or "Potential" or "Perceived", please insert details | | Are you aware of anything that might give the appearance that any person involved in the evaluation stage or decision-making stage of this procurement process is biased towards or against your organisation? (e.g. the person has used your organisation’s corporate box)  Yes No Potential  Perceived | if you selected "Yes" or "Potential" or "Perceived", please insert details  Should ACG’s Media Partner be involved in the RFP or decision panel, and their network agency be shortlisted, we are aware this will create a conflict of interest resulting in bias against our organisation.  This does not impinge on our day to day working relationship, but is a potential situation for bias in the RFP. | | Is there anything else that we should know?  Yes No Potential  Perceived | if you selected "Yes" or "Potential" or "Perceived", please insert details | |
|  | **Declaration**  I/we declare that in submitting the response and this declaration:   1. the information provided is true, accurate and complete and not misleading in any material respect 2. the response does not contain intellectual property that will breach a third party’s rights 3. I/we have secured all appropriate authorisations to submit this response, to make the statements and to provide the information in the response and I/we am/are not aware of any impediments to enter into a contract to deliver the requirements. 4. I/we agree to notify the council organisation as soon as possible of any conflicts of interest that arise (or could arise) in the future. 5. the offer will remain open for acceptance for four calendar months from the deadline for responses 6. I/we have read and agreed to the RFP Conditions available from the link stated below.   I/we understand that the falsification of information, supplying misleading information or the suppression of material information in this declaration and the response may result in the response being eliminated from further participation in the RFP process and may be grounds for termination of any contract awarded as a result of the RFP.  By submitting a response to this RFP the person named below represents, warrants and agrees that he/she has been authorised by the participant/s to make this declaration on its/their behalf.   |  |  | | --- | --- | | **Name and title** | Sharon Henderson | | **Organisation** | FEDERATION | | **Contact details** | 021 368 076 | | **Date** | Friday, 19 August, 2022 |   On behalf of the participant/s, the signatory has read and agreed to the RFP Process, Terms and Conditions available from the following link:  [terms-conditions-for-suppliers-060418.pdf (aucklandcouncil.govt.nz)](https://www.aucklandcouncil.govt.nz/about-auckland-council/how-we-buy-products-and-services/Documents/terms-conditions-for-suppliers-060418.pdf) |

**Section 6 – Health and safety**

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|  | **Auckland Council Contractor Health and Safety Qualification Form**  In order that the council and the contractor meet their mutual obligations under health and safety laws, regulations and other relevant legislation, contractors are required to complete the *HST218 Auckland Council Contractor Health, Safety & Wellbeing Pre-qualification Questionnaire / Declaration*.  On behalf of the participant/s, the signatory acknowledges that the signed *HST218 Auckland Council Contractor Health, Safety & Wellbeing Pre-qualification Questionnaire / Declaration* has been submitted as part of their RFP response. |