

**DECISION OF 3657th COUNCIL MEETING
HELD ON 13 OCTOBER 2014**

439. CIS01: North Sydney Centre Marketing and Promotion Strategy - Tender 11/2015

Report of Mark Yee, Strategic Planner

Tenders were called and were received until 4pm, 24 September 2014 for submissions of tenders to implement the North Sydney Centre Marketing and Promotion Strategy.

In order for Councillors to discuss the content of this Commercial in Confidence report it will be necessary to close the Council meeting to the public.

Funding for this project was included in the adopted 2014/15 budget.

Funding for the project is appropriate.

Recommending:

1. THAT Council reject all offers for Tender 11/2015 for the implementation of the North Sydney Centre Marketing and Promotion Strategy.

2. THAT Council not call for fresh tenders to be submitted.

3. THAT Council resolves to enter into direct negotiation with tenderers and other suitable consultants for the implementation of the 'North Sydney Centre Marketing and Promotion Strategy'.

4. THAT where appropriate, implementation works are managed by Council's expanded Communications and Events team.

5. THAT authority be delegated to the General Manager to negotiate with suitably qualified consultants and enter into a contract for the implementation of the 'North Sydney Centre Marketing and Promotion Strategy'.

6. THAT the attached Tender Evaluation memorandum to the subject report remain confidential in accordance with section 10A(2)(d) of the Local Government Act 1993.

The Motion was moved by Councillor Baker and seconded by Councillor Barbour.

Voting was as follows:

For/Against 9/0

Councillor	Yes	No	Councillor	Yes	No
Gibson	Y		Barbour	Y	
Reymond	Y		Morris		Out
Clare		Absent	Burke	Y	
Baker	Y		Marchandean	Y	
Carr	Y		Bevan	Y	
Beregi	Y				

RESOLVED:

1. THAT Council reject all offers for Tender 11/2015 for the implementation of the North Sydney Centre Marketing and Promotion Strategy.

2. THAT Council not call for fresh tenders to be submitted.

3. THAT Council resolves to enter into direct negotiation with tenderers and other suitable consultants for the implementation of the 'North Sydney Centre Marketing and Promotion Strategy'.

4. THAT where appropriate, implementation works are managed by Council's expanded Communications and Events team.

5. THAT authority be delegated to the General Manager to negotiate with suitably qualified consultants and enter into a contract for the implementation of the 'North Sydney Centre Marketing and Promotion Strategy'.

6. THAT the attached Tender Evaluation memorandum to the subject report remain confidential in accordance with section 10A(2)(d) of the Local Government Act 1993.



Report to General Manager

Attachments:
Nil

SUBJECT: North Sydney Centre Marketing and Promotion Strategy - Tender 11/2015

AUTHOR: Mark Yee, Strategic Planner

ENDORSED BY: Joseph Hill, Director City Strategy

EXECUTIVE SUMMARY:

Tenders were called and were received until 4pm, 24 September 2014 for submissions of tenders to implement the North Sydney Centre Marketing and Promotion Strategy.

In order for Councillors to discuss the content of this Commercial in Confidence report it will be necessary to close the Council meeting to the public.

FINANCIAL IMPLICATIONS:

Funding for this project was included in the adopted 2014/15 budget.

Comment by Director Corporate Services:

Funding for the project is appropriate.

RECOMMENDATION:

- 1. THAT** Council reject all offers for Tender 11/2015 for the implementation of the North Sydney Centre Marketing and Promotion Strategy.
 - 2. THAT** Council not call for fresh tenders to be submitted.
 - 3. THAT** Council resolves to enter into direct negotiation with tenderers and other suitable consultants for the implementation of the 'North Sydney Centre Marketing and Promotion Strategy'.
 - 4. THAT** where appropriate, implementation works are managed by Council's expanded Communications and Events team.
 - 5. THAT** authority be delegated to the General Manager to negotiate with suitably qualified consultants and enter into a contract for the implementation of the 'North Sydney Centre Marketing and Promotion Strategy'.
 - 6. THAT** the attached Tender Evaluation memorandum to the subject report remain confidential in accordance with section 10A(2)(d) of the Local Government Act 1993.
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LINK TO DELIVERY PROGRAM

The relationship with the Delivery Program is as follows:

Direction: 3 Our Economic Vitality

Outcome: 3.1 Diverse, strong, sustainable and vibrant local economy
3.2 North Sydney CBD is one of Australia's largest commercial centres
3.3 North Sydney is a place that attracts events

BACKGROUND

As part of the North Sydney Centre Review, Council is undertaking the North Sydney Centre Marketing and Promotion Strategy. The project was one of the key recommendations of the 'North Sydney Commercial Centre Study', completed by Urbis in February 2013.

On 2 December 2013, Council awarded the consultant Frost Tender 12/2014, to develop the 'North Sydney Centre Marketing and Promotion Strategy'. The finalised strategy was reported to Council on 19 May 2014 (Min. No.187), where it was resolved:

- 1. THAT Council adopt the North Sydney Centre Marketing and Promotion Strategy from Frost.*
- 2. THAT Council move into implementation of the North Sydney Centre Marketing and Promotion Strategy.*

Frost developed a marketing campaign based on a theme which promotes work/life balance. To promote this theme the strategy recommended initiatives such as events and activities, rather than a traditional print based marketing campaign. Such a campaign will need to be sustained over a number of years and would link into Council's existing projects/initiatives.

On completion of the development of the strategy, it was determined that a consultant is required to assist in the implementation phase of the project. The appointment of a consultant for the implementation phase was subject to a new tender process as it was not specified under Tender 12/2014.

SUSTAINABILITY STATEMENT

The sustainability implications were considered and reported on during the initiation phase of this project.

TENDERS RECEIVED

The methodology adopted to undertake the tender evaluation of Tender 11/2015 was based on selection criteria outlined in the tender documents and in accordance with the Local Government Act 1993 and the Local Government (General) Regulation 2005.

The tender process has been reviewed and endorsed by Council's Procurement Panel for adherence to the Procurement Policy.

Tenders were called for and closed at 4pm 24 September 2014. Two tenders were received by the appointed time from Frost and The Gallery and assessed under the following criteria:

Criteria	Weighting
Price	40%
Demonstrated the relevant experience to complete the project with examples of similar projects	30%
Demonstrated understanding of the brief	30%
Required Insurances	Mandatory

Information provided by tenderers which is commercial-in-confidence has been protected and will not be disclosed in accordance with section 10A(2)(d) of the *Local Government Act 1993*. A consistent standard for all tenderers has been used in assessing any request for confidentiality by a tenderer.

Application for access to documentation should be through lodgement of a GIPA Public Information application form and payment of prescribed fees.

Project Program

Anticipated Start: November 2014

Anticipated Completion: 30 June 2016

Responsible Officer: Mark Yee, Strategic Planner