

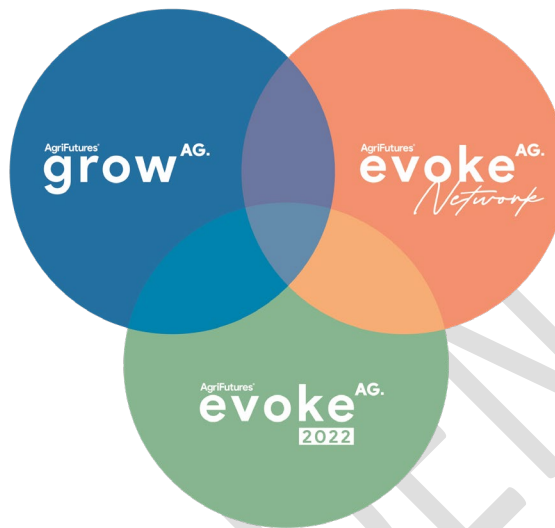
**OPEN TENDER - REQUEST FOR QUOTE:  
 Professional Conference Organiser for evoke<sup>AG</sup>.  
 Schedule 1  
 The brief**

<b>Date of brief</b>	Wednesday, 9 September 2020
<b>Open Tender - Request for Quote process</b>	Please note this Open Tender - Request for Quote has been placed on the AgriFutures website, displayed in the Australian newspaper and placed on evoke <sup>AG</sup> and AgriFutures social media channels.
<b>What</b>	<p>This Open Tender - Request for Quote is for AgriFutures Australia to find a suitable Professional Conference Organiser (PCO) for evoke<sup>AG</sup>. 2022 and possibly 2023 and 2024.</p> <p>Location for evoke<sup>AG</sup>. 2022 is in Perth, Western Australia.</p> <p>Location for evoke<sup>AG</sup>. 2023 and beyond is unknown.</p>
<b>Services required</b>	<p>End-to-end management PCO services for evoke<sup>AG</sup>. including (but not limited to):</p> <ul style="list-style-type: none"> <li>• Strategic planning and communications</li> <li>• Creative direction, branding and graphic design</li> <li>• Event management</li> <li>• Budget management</li> <li>• All production and logistics and</li> <li>• Regularly program reporting</li> </ul>
<b>About AgriFutures Australia</b>	<p>AgriFutures Australia is a rural Research and Development Corporation (RDC) based in Wagga Wagga, NSW. We are an organisation that proudly focuses on the future of Australian agriculture. We live and work in the regions and represent the interests and aspirations of farmers and rural communities.</p> <p>Our vision is to grow the long-term prosperity of Australian rural industries.</p> <p>AgriFutures Australia covers four main areas:</p> <ol style="list-style-type: none"> <li><b>1. People and Leadership:</b> Initiatives that attract capable people into careers in agriculture, build the capability of future rural leaders, and support change makers and thought leaders. For example, AgriFutures Horizon Scholarship, AgriFutures Ignite Network and AgriFutures Rural Women’s Award.</li> <li><b>2. National Challenges and Opportunities:</b> Research and analysis to understand and address important issues on the horizon for Australian agriculture (including evoke<sup>AG</sup>).</li> </ol>

	<p><b>3. Growing Profitability:</b> Research and development for established industries that do not have their own RDC, including the rice, chicken meat, honey bee, thoroughbred horses, pasture seeds, export fodder, ginger and tea tree oil industries.</p> <p><b>4. Emerging Industries:</b> Research and development to accelerate the establishment and expansion of new rural industries, such as camel milk and pomegranates.</p> <p>Head to our website for more information about AgriFutures Australia - <a href="https://www.agrifutures.com.au/">https://www.agrifutures.com.au/</a></p> <p>For more information on the RDC system, visit - <a href="http://www.ruralrdc.com.au/about/">http://www.ruralrdc.com.au/about/</a></p>
<p><b>Background information</b></p>	<p>This Open Tender - Request for Quote is for the <b>evoke<sup>AG</sup> event only</b>. However, the below background information is for context of how the evoke<sup>AG</sup> event is part of a broader family.</p> <p>AgriFutures Australia has <u>three</u> programs that sit in their Agrifood Engagement and Events team. They are:</p> <ol style="list-style-type: none"> <li>1. grow<sup>AG</sup>. – A platform which is currently being built. Expected live date November/December 2020.</li> <li>2. evoke<sup>AG</sup>. Network – This is the way we refer to the 30,000 people who have attended an evoke<sup>AG</sup> event, follow us, subscribe to the newsletter etc.</li> <li>3. evoke<sup>AG</sup>. 2022 – This is the physical event.</li> </ol> <p>The Agrifood Engagement and Events programs are a collision of circumstances. Ministerial direction, COVID-19 influences and an already existing event have brought upon an opportunity for AgriFutures Australia as an organisation to step up and step in to a true leadership position when it comes to delivering a “multi-stop shop” for all things agrifood tech and innovation in Australian agriculture.</p> <p>The Agrifood Engagement and Events programs align to the organisational strategy of positioning AgriFutures Australia, a modern RDC with a global interface and to ensure we remain relevant to the future of Australian agriculture, and viewed as a critical link in the agricultural innovation system.</p> <p>This collision of circumstances has now catapulted us into the leadership position where we are now the custodians (owners) of the entry point and gateway:</p> <ul style="list-style-type: none"> <li>• To how the world views the Australian agrifood tech system</li> <li>• To how the world navigates the Australian agrifood tech system.</li> </ul>

Whilst we are responsible for the build of these platforms and the delivery of these programs, we are doing this for the betterment of Australian agriculture. We do this by demonstrating collective action/benefits, collaboration and sharing results. Collaboration with the ecosystem is more important than ever as this system will be the vehicle of other people and other organisations information.

AgriFood Engagement and Events programs diagram:



1. grow<sup>AG.</sup> – Is the opportunity
2. evoke<sup>AG.</sup> Network – Is the community
3. evoke<sup>AG.</sup> 2022 – Is the experience.

**evoke<sup>AG.</sup> 2022**

[evoke<sup>AG.</sup>](#) is the Asia Pacific region’s premier agrifood tech event and has run for the past two consecutive years.

evoke<sup>AG.</sup> is an event which allows delegates to explore what’s next in the agrifood tech space, covering three main themes: food, farm, future.

evoke<sup>AG.</sup> is an immersive experience delivering topics and cutting-edge innovation from across the region and around the world. It is the only event of its type where people come together to connect, collaborate and evolve all things agriculture.

There is an event Steering Committee that is made up of agrifood tech and innovation specialists from across the globe. This Steering Committee is being led by AgriFutures Australia.

There are numerous agrifood tech events and conferences happening all around the world however evoke<sup>AG.</sup> dares to be different, it dares to think

	<p>outside of the square and dares to challenge the concept of a traditional agricultural event/conference.</p> <p>evoke<sup>AG</sup>. is an immersive experience for delegates, where they can listen to agrifood tech thought leaders, and industry experts in the global ecosystem on a Plenary mainstage and three breakout rooms, browse the exhibition hub, and find a solution to their agricultural challenges in Startup Alley.</p> <p>Please visit the evoke<sup>AG</sup>. website for more information on the 2019 and 2020 event, including information on the event partners, program, startups and content. For a visual experience of evoke<sup>AG</sup>. visit our YouTube channel to get a feel of the event look and feel in our highlight reels and our panel sessions:  <a href="https://www.youtube.com/channel/UCRdMDMeGKiEmZu397u99mkA?pbjreload=101">https://www.youtube.com/channel/UCRdMDMeGKiEmZu397u99mkA?pbjreload=101</a></p> <p>All information from both events is still housed on <a href="http://www.evokeag.com">www.evokeag.com</a></p> <p>International agrifood tech events include:</p> <p><a href="http://worldagritechinnovation.com/">http://worldagritechinnovation.com/</a></p> <p><a href="http://www.worldagritechusa.com/brochure-download/">http://www.worldagritechusa.com/brochure-download/</a></p> <p><a href="http://www.foodtechlondon.com/">http://www.foodtechlondon.com/</a></p> <p><a href="http://futurefoodtechnyc.com/">http://futurefoodtechnyc.com/</a></p> <p><a href="http://www.agrivestisrael.com/">http://www.agrivestisrael.com/</a></p> <p><a href="http://www.foodbytesworld.com/">http://www.foodbytesworld.com/</a></p> <p><a href="http://www.slush.org/">http://www.slush.org/</a></p> <p><a href="https://www.seedsandchips.com/">https://www.seedsandchips.com/</a></p> <p><a href="https://hortconnections.com.au/">https://hortconnections.com.au/</a></p> <p><a href="https://www.fie.com.au/events/extrusionaust">https://www.fie.com.au/events/extrusionaust</a></p> <p><a href="https://www.informa.com.au/event/conference/agtech-summit/">https://www.informa.com.au/event/conference/agtech-summit/</a></p> <p><a href="https://www.sensorexpo.com/">https://www.sensorexpo.com/</a></p> <p><a href="https://www.xponential.org/xponential2020/public/enter.aspx">https://www.xponential.org/xponential2020/public/enter.aspx</a></p>
<p><b>Why</b></p>	<p>When evoke<sup>AG</sup>. launched to the public in February 2018, we promised to deliver a world-class event that would:</p> <ol style="list-style-type: none"> <li>1. Create one location to see what is happening across agrifood tech in Australia, New Zealand and Asia</li> </ol>

	<ol style="list-style-type: none"> <li>2. Bring a global lens to Australia, New Zealand and Asia as a hotbed for agrifood tech and related research excellence</li> <li>3. Increase the capability of Australia, New Zealand and Asia's ecosystems</li> <li>4. Attract the entire ecosystem – industry leaders, farmers, innovators, accelerators, researchers, universities, corporates, government and investors</li> <li>5. Provide an opportunity for startups across Australia, New Zealand and Asia to shine to global investors</li> <li>6. Position Australia, New Zealand and Asia as active players in the international agrifood tech ecosystem</li> <li>7. Build a productive bridge between research and industry</li> <li>8. Provide direction to innovators on where agrifood tech gaps are so that growers and processors are able to seek solutions.</li> </ol> <p>The above objectives still ring true. AgriFutures Australia has spearhead funding and taken on 100% of the risk associated with the delivery of evoke<sup>AG</sup>. 2019 and 2020.</p> <p>Unfortunately, due to the impact of COVID-19 we have had to postpone our 2021 event, until February 2022. COVID-19 also had a devastating impact on many of our event suppliers and as a result, all of our event contracts have ended.</p>
<b>Location in 2022</b>	Claremont Showgrounds, Perth, Western Australia
<b>When</b>	15 - 16 February 2022 (event days)
<b>Duration of event</b>	<p>Two event days</p> <p>Two days bump in</p> <p>Two days bump out.</p>
<b>AgriFutures Australia evoke<sup>AG</sup> team</b>	AgriFutures has an internal evoke <sup>AG</sup> project team consisting of six staff. Further information on their roles, and how they would work alongside our PCO team will be provided on request.
<b>Guide PCO roles and responsibilities</b>	<p><b>Director:</b></p> <ul style="list-style-type: none"> <li>• Mentoring Future Young Leaders and assisting them to create content for their sessions</li> <li>• Creating on screen material for Plenary and Breakout Sessions</li> <li>• Creating material for signage across the event including welcome signs, registration signs, business lounge signs, directional signage, festival of food signs etc.</li> <li>• Managing rehearsals with all Speakers, Future Young Leaders and Startups in the Showcase at evoke<sup>AG</sup>.</li> </ul>

**Project Manager:**

- Manage relationship with AgriFutures Australia staff (First Point of Contact in most situations)
- General enquiries
- Overall venue enquiries
- Manages relationship with the venue
- Manages all coordination of staff at the event (volunteers, back of house staff, video editors etc.)
- Manages catering for the event, showcase the state's local cuisine
- Manages the evoke<sup>AG.</sup> app process including the feedback from AgriFutures Australia staff and event management app designer
- First point of contact for major changes to the website
- Manages the showbook creation and distribution across event management team and AgriFutures team
- Manages all login details for evoke<sup>AG.</sup> app
- Creates and manages delegate lanyards
- Create and manage the budget for evoke<sup>AG.</sup>
- Manage the design of the name badges
- Creation and management of collateral; water bottles, coffee cups, pens, delegate bags etc.

**Project Support:**

- Setting face to face meetings with AgriFutures Australia staff including coordination of travel, catering etc
- Taking minutes across face to face meetings
- Writing agendas for face to face meetings
- Coordinating weekly WIPs with AgriFutures staff
- Taking minutes for weekly WIPs
- Manages storage facility and contents of this such as banners, supplies to be reused etc. (currently based in Melbourne)
- Manages all postage to and from AgriFutures Australia between event management company
- Coordinates crew meals for event management staff and AgriFutures staff (including dietary requirements etc)
- Manages all uniforms for crew at evoke<sup>AG.</sup>

**Exhibition Manager:**

- Managing relationships with Exhibitors and Hospitality Suite Partners
- Coordinating the layout of Expo Spaces and Hospitality Suites on the floorplan
- Manage relationships with suppliers
- Coordinates furniture and tech for expo and hospitality spaces
- Working with partners to create designs for the Expo and Hospitality suites. E.g. Banners, presentations, general content to be played on tv screens or interactive screens

<b>Dare to be different</b>	<p>Claremont Showgrounds is a well-known event location in Perth, WA. However, we would like to re-imagine this space. Therefore, we are looking for vision and creative direction to bring the space to life.</p> <p>Be brave, come up with an event format that is unlike anything we've seen before. We do not want our delegates to attend "just" another conference. We want the format to be innovative, bold, exciting and something that people will talk about and share! We want to grow the evoke<sup>AG</sup> brand and take the event to the next level.</p> <p>We want people to continue to leave evoke<sup>AG</sup> saying it was the best agrifood tech innovation event they have been too (like 2019 and 2020). We want to set a new precedent/standard of conferencing.</p> <p>Come up with an event concept, look, feel, project plan and ideas for evoke<sup>AG</sup> 2022 and beyond.</p>
<b>Branding</b>	<p>The evoke<sup>AG</sup> style guide will be provided upon request.</p>
<b>Event audiences</b>	<p>The event audience will include:</p> <ul style="list-style-type: none"> <li>• Agrifood tech startups and entrepreneurs from Australia and Asia</li> <li>• Startups</li> <li>• Investors from around the world</li> <li>• Farmers</li> <li>• Students</li> <li>• Agricultural industry</li> <li>• Agricultural corporates such as banks, consulting</li> <li>• Accelerators and incubators</li> <li>• Government</li> <li>• Researchers</li> </ul>
<b>Attendee target</b>	<p>Approx: 1,400</p> <p>Ticket price is yet to be determined.</p>
<b>Budget for PCO</b>	<p>\$400,000</p>
<b>Event operating budget</b>	<p>\$2.8m (this includes the PCO management fee).</p>
<b>Any important information</b>	<p>Within the proposed event format the following activities must be catered for:</p> <ul style="list-style-type: none"> <li>• Linking innovators / start-ups with investors</li> <li>• Networking</li> <li>• International guest speakers</li> <li>• Showcase of technologies</li> </ul>

	<ul style="list-style-type: none"> <li>• Sideline events such as Welcome Evening, Investor-only Pitch Dinner, Future Young Leaders Dinner</li> <li>• Offsite excursions/field trips following evoke<sup>AG</sup>. - Australia is a long way to travel for one event; creating offsite excursions to farms, corporates etc. to make their trip worthwhile</li> <li>• Discussion of national and international issues and opportunities.</li> </ul>	
<b>Selection criteria proposals</b>	<ol style="list-style-type: none"> <li>1. Demonstrated organisational capability and a team structure to compliment and support the AgriFutures evoke<sup>AG</sup>. project team to deliver a world class event</li> <li>2. Demonstrated technical skills and development of project plan to enable the execution of a world class event</li> <li>3. Demonstrated past performance and experience in delivering world class events</li> <li>4. Demonstrated creativity and ability to think outside the square to create a unique value proposition for evoke<sup>AG</sup>. 2022 and beyond</li> <li>5. Demonstrated experience in delivering high quality work that is value for money.</li> </ol>	
<b>Proposal inclusions</b>	<p>Please ensure you include the following information in your proposal:</p> <ul style="list-style-type: none"> <li>• Proposal outlining each area of the selection criteria</li> <li>• Detailed budget including PCO management fees</li> <li>• Section 2 of this document.</li> </ul>	
<b>Selection criteria weighting for proposals</b>	<ul style="list-style-type: none"> <li>• Organisational capability and team structure – 10%</li> <li>• Technical skills and project plan – 15%</li> <li>• Past performance (experience) – 20%</li> <li>• Creativity – 35%</li> <li>• Value for money – 20%</li> </ul> <p>TOTAL: 100%</p>	
<b>Selection committee for proposals</b>	<p>The Selection Committee for the successful PCO will consist of:</p> <ul style="list-style-type: none"> <li>• Managing Director, AgriFutures Australia</li> <li>• General Manager, Communications and Capacity Building, AgriFutures and</li> <li>• Senior Manager, Agrifood Engagement and Events, AgriFutures Australia</li> </ul>	
<b>Next steps</b>	Open Tender - Request for Quote opens	Wednesday, 9 September 2020
	Please notify <a href="mailto:Dallas.Pearce@agrifutures.com.au">Dallas.Pearce@agrifutures.com.au</a> if you plan to submit a proposal and would like to be sent supporting documents to aid with your proposal e.g. Delegate	Friday, 25 September 2020



	Handbook, floor plans, style guides, evoke <sup>AG</sup> . team structure etc.	
	Please notify <a href="mailto:Dallas.Pearce@agrifutures.com.au">Dallas.Pearce@agrifutures.com.au</a> if you would like to schedule a videoconference to discuss any questions, prior to meeting period opening.	Before Monday, 28 September 2020.
	Video conferences will be arranged to answer any questions.	Video conferences will take place between Monday, 28 September – Friday, 9 October 2020
	Open Tender - Request for Quote closes	Friday, 16 October 2020
	Selection panel Round 1 of vetting	Monday, 19 October – Friday, 23 October 2020
	Shortlisted agencies notified	Monday, 26 October 2020
	Interviews with shortlist	Tuesday, 27 October – Friday, 6 November 2020
	Any final meetings/interviews required	Monday, 9 November – Friday, 13 November 2020
	Preferred PCO recommendation included in the December Board Meeting Papers	Friday, 20 November 2020
	December Board Meeting – Decision	December 2020
	Contract executed	Monday, 21 December 2020
	Commence contract	1 January 2021
<b>Main point of contact</b>	Dallas Pearce Manager, Projects Agrifood Engagement and Events, AgriFutures Australia <a href="mailto:dallas.pearce@agrifutures.com.au">dallas.pearce@agrifutures.com.au</a>	

**OPEN TENDER - REQUEST FOR QUOTE:**  
**Schedule 2**  
**The quotation**

**Respondent's details:**

Full legal name and postal address:  
ACN/ARBN (if applicable):  
ABN (if applicable):

**Project Manager (day to day contact):**

For all matters relating to this RFQ, the respondent's Project Manager will be:  
Name/position title:  
Postal address:  
Telephone:  
Mobile:  
Email:

**Quotation and total costing:**

List below OR if this is presented in a different document, please list the name of the documents presented.

**Proven capacity:  
Statement of skills and experience**

List below OR attach resume of events.

**Specified personnel:**

**If the quality of the respondent's Quotation is based on the experience of its personnel, the respondent should provide full details here.**

Name	Position/Role	Rate (\$A, duty paid, GST exclusive)	Rate (\$A, duty paid, GST inclusive)	Anticipated Time	Total for Person	Current level of Security Clearance

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**Sub-contractors:**

If the quality of the respondent's Quotation is based on using sub-contractors, the respondent should provide full details here.

Name	Position/Role	Rate (\$A, duty paid, GST exclusive)	Rate (\$A, duty paid, GST inclusive)	Anticipated Time	Total for Person	Current level of Security Clearance

**Referees:**

Referee Name	Position/Company	Phone No:	Email Address

**Insurance:**

Respondents must provide details of the insurance they hold in the table below. If no policy is held for a particular type of insurance write 'nil' in the relevant space. If requested, the successful respondent must provide the Agency with evidence of the listed insurances before a contract will be executed.

Insurance details			
Type	Insurer	Total amount of insurance cover (including details of any limits on a per claim or aggregate basis)	Expiry Date of Policy
Professional Indemnity			
Public Liability			
Property Insurance			
Workers Compensation			

**Administrative information:  
Confidentiality of tenderer information**

Provisions considered necessary to be confidential	Reasons for requesting confidentiality

**Declaration by respondent:**

The Respondent provides this Quotations to provide the Services described in *Schedule 1*.

**The quotation**

The Respondent agrees to enter into a contract to provide the Services in accordance with its Quotation in the form of the Provider Agreement attached to, or provided with, this RFQ which incorporates by reference AgriFutures Australia's Conditions of Contract.

The Respondent agrees that AgriFutures Australia may accept or decline to accept the Respondent's Quotation in its discretion. No commitment or contract exists until a contract in the form of the Standard Form Contract is executed by both parties. The Respondent agrees that AgriFutures Australia is not required to enter into any contract in connection with the RFQ.

The Respondent agrees that participation in any stage of the RFQ process is at the Respondent's sole risk and cost.

**Unpaid employee entitlements**

The Respondent warrants that neither it nor its proposed subcontractors (if any) has a judicial decision against it (excluding decisions under appeal) relating to unpaid employee entitlements where the entitlements remain unpaid.

**Conflict of interest**

The Respondent agrees to notify AgriFutures Australia immediately if an actual or potential conflict of interest arises.

**Criminal code acknowledgement**

The Respondent acknowledges that the giving of false or misleading information to AgriFutures Australia is a serious offence under section 137(1) of the schedule to the *Criminal Code Act 1995 (Cth)*.

**Compliance with Equal Opportunity for Women in the Workplace Act**

The Respondent warrants that neither it nor its proposed subcontractors (if any) is currently named as not complying with the *Equal Opportunity for Women in the Workplace Act 1999 (Cth)*.

**Improper assistance with preparing quotation**

The Respondent warrants that its Quotation has not been prepared with the improper assistance of employees or contractors or former (within the previous twelve months) employees or contractors of the

AgriFutures Australia or with improperly obtained information.

<p>.....</p> <p>Signatory's printed name:</p>	<p>.....</p> <p>Signatory's signature:</p>
<p>.....</p> <p>Signatory's Position</p>	<p>.....</p> <p>Date</p>
<p>.....</p> <p>Signatory's Phone Number</p>	<p>.....</p> <p>Signatory's Email Address</p>
<p>.....</p> <p>Witness's printed name</p>	<p>.....</p> <p>Witness's signature</p>

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