

Expression of Interest – Liverpool Visitor Guide Advertising

1. Background

Liverpool has experienced major changes over the last few years, and will continue to see significant change in coming years. It is Sydney's third CBD and is home to multicultural culinary and speciality retail offerings, a vibrant arts scene, rich Indigenous and colonial histories, and a burgeoning health, innovation and education sector.

Liverpool City Council's (Council) Destination Management Plan (DMP) is a five-year strategy detailing Council's priorities for the development of the visitor economy in Liverpool. A strong visitor economy will showcase the city's assets, its people and lifestyle, rich cultural diversity, heritage, natural environment and events. Marketing and promotion will enhance the profile of the Local Government Area (LGA), building and strengthening community pride and raising investor confidence. The vision of the DMP is, *A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature.*

Liverpool's tourism brand, *Love Liverpool*, focuses on showcasing to locals and visitors the amazing reasons to love the area. The brand focuses on engaging local residents and their visiting friends and relatives, as well as other visitors. Liverpool conducted a social media campaign using #lovelivo to generate organic content from locals and visitors on Instagram.

2. Visitor Guide

Size: A4 – 30 to 40 pages approximately

Council is providing advertising opportunities for local businesses, organisations and neighbouring Councils to feature in the first official annual visitor guide for the LGA. The guide will be utilised by locals and visitors to discover great things to see, taste and do in the area. The guide will provide the following information:

- See: attractions around the area for visitors and locals to see, some examples include street art around the CBD, Casula Powerhouse Arts Centre, natural and historical attractions
- Taste: focus on the multicultural culinary experiences and fresh produce available throughout the LGA
- Do: highlight experiences visitors and locals can enjoy in the LGA, including highlighting special events

Key features of the print publication will be:

- Detailed editorials and inspiring images
- Calendar of events
- Recommended drives and walking trails
- Maps including a CBD map and an LGA map
- Minimum 12-month shelf life
- Large distribution throughout New South Wales
- Primary marketing tool used for Liverpool's tourism campaign

3. Distribution

7,000+ printed copies will be distributed through:

- Visitor Information Centres across NSW
- Accommodation providers in Western and Central Sydney
- Events
- Local businesses throughout the LGA, including attractions, restaurants and cafés
- Real estate agents in Liverpool
- Liverpool libraries, Casula Powerhouse Arts Centre and Council Customer Service

Copies of the visitor guide will also be sent to digital media platforms such as Time Out, Concrete Playground and Ellaslist.

The visitor guide will be distributed and available between March 2020 and February 2021.

A digital version of the guide will also be available online.

4. Launch

The guide will be launched at a an official event in the first quarter of 2020.

5. Advertising packages

Two-page editorial - \$1650 (including GST)

Two full A4 page editorial style ad written by a professional copy writer which will be provided by Council. There is a maximum of two paid editorials in each category (see, taste, do) which includes:

- Placement within the first five pages of the relevant category (see, taste, do)
- Professional photography to compliment the editorial

Full-page advertisement inside cover - \$770 (including GST)

Full page ad on the inside front or inside back cover for maximum exposure which includes:

- Exclusivity of dedicated page with no other advertising
- Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications

Full-page advertisement - \$550 (including GST)

Full page ad inside one of the relevant categories (see, taste, do) which includes:

- Maximum two full page advertisements within each category
- Businesses such as accommodation providers and neighbouring Councils which do not suit a core category can promote in the guide outside of the categories
- Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications

Half-page advertisement - \$330 (including GST)

Half page ad inside one of the relevant categories (see, taste, do), which includes:

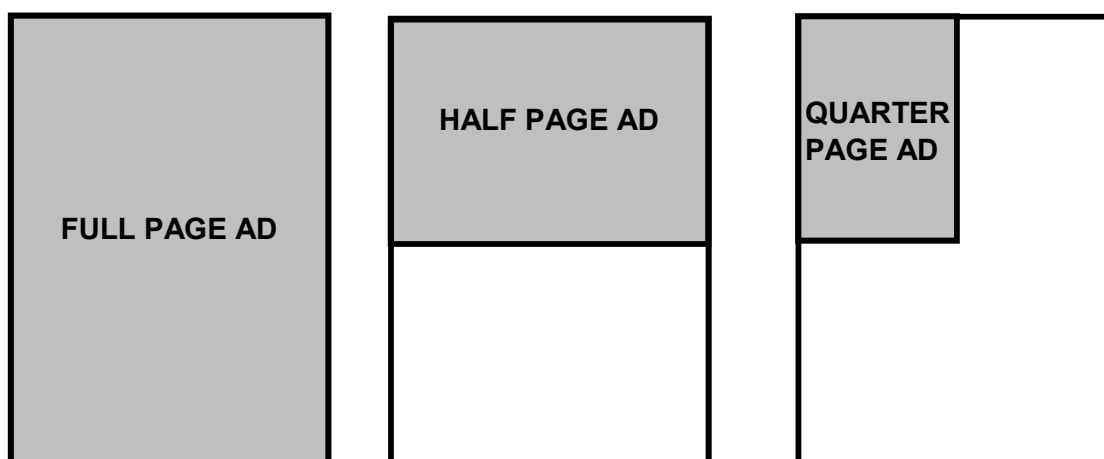
- Maximum two half page advertisements within each category
- Businesses such as accommodation providers and neighbouring Councils which do not suit a core category can promote in the guide outside of the categories
- Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications

Quarter-page advertisement - \$220 (including GST)

Quarter page ad inside one of the relevant categories (see, taste, do), which includes:

- Maximum four quarter page advertisements within each category
- Businesses such as accommodation providers and neighbouring Councils which do not suit a core category can promote in the guide outside of the categories
- Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications

Sample ad sizes on page – A4



6. Submission of an Expression of Interest

All interested businesses are to submit an expression of interest to Vi Girgis, Senior Officer City Precinct, at GirgisV@liverpool.nsw.gov.au by COB Friday 20 December 2019.

Successful expressions of interest will be contacted in January 2020.

7. Terms and conditions

By submitting an EOI, the applicant agrees to the following Terms and Conditions:

- The applicant understands that Council may request amendments to their proposed advertisement, and that all such reasonable requests will be adhered to by the applicant
- The applicant agrees to cooperate with Council on all matters related to delivery of the advertisement and visitor guide
- The applicant will be able to adhere to all deadlines set by Council. Timeline to be provided to applicant at the acknowledgement of a successful EOI
- The applicant acknowledges that submission of an EOI is used as an expression of interest only and does not guarantee that their activity will be included in the guide
- Artwork requirements – successful applicants will be contacted with the artwork specifications to feature in the visitor guide. This includes bleed, resolution, colour, ink coverage, type. The successful applicant must be able to deliver artwork according to the required specifications
- Payment terms – payment is due 14 days after invoice is issued. Rates are inclusive of GST
- The applicant understands that Council reserves the right to cancel the application if the applicant does not provide what was agreed with Council

VISITOR GUIDE ADVERTISING EXPRESSION OF INTEREST FORM

For all enquiries, and to submit this form, contact Vi Girgis, Senior Officer City Precinct,
GirgisV@liverpool.nsw.gov.au or 8711 7559

1. APPLICANT DETAILS

Organisation/company: _____

Name of nominated contact: _____

ABN: _____

Billing Address: _____

Telephone: _____

Email: _____

2. ADVERTISING PACKAGE

Please advise of your preference for the after-life of flags and banners. Hirers will be charged the cost to undertake any of these works.

<input type="checkbox"/> <i>Two-page editorial</i> Two full A4 page editorial style ad written by a professional copy writer. There is a maximum of two paid editorials in each category (see, taste, do) which includes: <ul style="list-style-type: none"> • Placement within the first five pages of the relevant category (see, taste, do) • Professional photography to compliment the editorial 	\$1650 (including GST)
<input type="checkbox"/> <i>Full-page advertisement inside cover</i> Full page ad on the inside front or inside back cover for maximum exposure which includes: <ul style="list-style-type: none"> • Exclusivity of dedicated page with no other advertising • Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications 	\$770 (including GST)
<input type="checkbox"/> <i>Full-page advertisement</i> Full page ad inside one of the relevant categories (see, taste, do) which includes: <ul style="list-style-type: none"> • Maximum two full page advertisements within each category • Businesses such as accommodation providers and neighbouring Councils which do not suit a core category can promote in the guide outside of the categories • Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications 	\$550 (including GST)

<input type="checkbox"/> Half-page advertisement Half page ad inside one of the relevant categories (see, taste, do), which includes: <ul style="list-style-type: none"> Maximum two half page advertisements within each category Businesses such as accommodation providers and neighbouring Councils which do not suit a core category can promote in the guide outside of the categories Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications 	\$330 (including GST)
<input type="checkbox"/> Quarter-page advertisement Quarter page ad inside one of the relevant categories (see, taste, do), which includes: <ul style="list-style-type: none"> Maximum four quarter page advertisements within each category Businesses such as accommodation providers and neighbouring Councils which do not suit a core category can promote in the guide outside of the categories Note: businesses will be responsible for designing and supplying the artwork to Council to the correct design specifications	\$220 (including GST)

3. OPTIONAL: ADVERTISING

If possible, please provide an example of a previous advertisement your business or organisation has done in the past. Previous examples may be provided as an attachment to the EOI. If your business has never advertised, please provide what you plan to promote in the visitor guide in 100 words or less.

4. ACKNOWLEDEMENT

☐ I acknowledge and agree to the Terms and Conditions provided by Council for this expression of interest.

Name: _____

Signature: _____

Date: _____