

9/08/2019

## **MEMORANDUM**

TO: GENERAL MANAGER (COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT)

FROM: EVENT SERVICES MANAGER

RE: QUOTE OR TENDER CONSIDERATION PLAN: RESIN PTY LTD

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This Quote or Tender Consideration Plan provides the information required to comply with the Local Government Regulation 2012 Section 230 to justify the use of the plan as an effective and appropriate alternative to seeking quotes or to calling for open tenders, in particular for circumstances where providers have been identified as sole or unique suppliers.

This Quote or Tender Consideration Plan presents the information required to comply with the regulation and seeks approval to enter into an agreement with an industry specialist to provide an existing Christmas themed augmented reality digital app, with an expected value of \$35,000 ex GST.

### **1. Objectives of the Plan**

This plan has been prepared to formalise a short term contract with Resin Pty Ltd to utilise the *Finding Santa* augmented reality app during Council's 2019 Christmas in Ipswich Celebrations.

**This quote or consideration plan is intended to fulfil the following objectives:**

#### **ALIGNMENT TO COUNCIL STRATEGIES**

- Caring for our Community – Strengthen council's branding of Ipswich to align with our identity and changing communities.

#### **CITY OF IPSWICH DESTINATION MANAGEMENT PLAN**

- Extend the positioning and activation of Ipswich Central as a regionally significant economic and activity precinct.
- Enhance the events and activations delivered within Ipswich Central ensuring they reach audiences in the greater South East Queensland marketplace.

#### **ARTS AND CULTURAL STRATEGY 2018–2023**

- GOAL 1: Embracing and celebrating our cultural heritage and diversity – Action 1.7 – Use Apps and digital communication to connect with and interpret our heritage assets.

- GOAL 2: Activating and engaging the whole of our city – Action 2.4 – Integrate creative lighting and public art to create safe and lively city spaces, parks and precincts.

## **2. How the objectives will be achieved**

*Finding Santa* is an augmented reality digital walking trail that will guide families and visitors on a festive adventure through the city centres and streets of Ipswich in an event that forms part of the overall 2019 Christmas in Ipswich Celebrations.

Showcasing the city in a whole new light *Finding Santa* will highlight Ipswich's architecturally significant buildings and key locations as users search for loveable Christmas characters.

This event offers residents, workers and visitors to the city a unique festive experience whilst showcasing the city as a vibrant and exciting location at Christmas time.

Users download the app, available for free on Apple and Android devices and use the GPS enabled map to locate markers all over the city. Once activated markers will reveal eight customised festive animations at over 40 separate locations with the potential to activate citywide – specifically at the key 'city of centre' locations. The event will run from 15 November to 24 December and will feature in selected sites within Ipswich Central, Rosewood and Springfield.

## **3. How the objectives will be measured**

Indicators for measuring the delivery of outcomes and success of use of this tender consideration plan include:

- The volume of activations at each marker (location) will be recorded
- A hashtag will be developed that will allow Ipswich City Council to track the user-generated content posted online
- Digital engagement with the app will be measured

## **3. Any alternative ways of achieving the objectives and why the alternative ways were not adopted**

There are no known comparable alternatives in the market. *Finding Santa* is an off the shelf product developed by visual effects studio Resin Pty Ltd. The augmented app was implemented in Adelaide and Geelong and will be a Queensland first.

To provide some context around value for money, the development of the Finding Santa App for Adelaide City Council cost around \$150,000 (which Adelaide used for three years). Council's \$35,000 investment is a fraction of the cost of a custom-built application and also has the benefit of proven engagement metrics from previous host sites. We sought costings for additional custom animations for the application and were quoted \$15,000 per animation.

As per *Local Government Regulation 2012* Section 230, a Quote or Tender Consideration Plan is prepared for adoption by council for providers which have been identified as sole or unique suppliers.

#### 4. The proposed terms of contract for the goods and services

Council intends to enter a contract which spans September to December 2019 and covers the cost of supplied content for a total cost of \$35 000.00 +GST

#### 5. A risk analysis of the market from which the goods or services are to be obtained

The following general risks and mitigation strategies have been identified in relation to continuation of the proposed short term contract.

Financial Risk		Risk Level
Likelihood	Possible	Low
Consequence	Minimal	

There is no perceived Financial Risk.

Legal/ Governance Risk		Risk Level
Likelihood	Unlikely	Low
Consequence	Minimal	

There is no perceived Legal / Governance Risk.

Political/ Reputation Risk		Risk Level
Likelihood	N/A	N/A
Consequence	N/A	

There is no perceived Political / Reputation Risk

Environmental/ Public Health Risk		Risk Level
Likelihood	N/A	N/A
Consequence	N/A	

There is no perceived Environmental or Public Health Risk

Workplace Health & Safety Risk		Risk Level
Likelihood	N/A	NA
Consequence	N/A	

There is no WH&S Risk.

Service Delivery/ Business Continuity Risk		Risk Level
Likelihood	Unlikely	Low
Consequence	Minimal	

There is no perceived Delivery/ Business Continuity Risk

Cyber Security, security & Confidentiality Risk		Risk Level
Likelihood	Unlikely	Low
Consequence	Minimal	

There is no specific perceived Cyber Security, Security or Confidentiality Risk.