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## Local Publicity Agency - Powerhouse Renewal - MAAS - M 23/051

**RFT ID** MAAS - M 23/051

**RFT Type** Open Tenders

**Published** 16-May-2023

**Closes** 5-Jun-2023 9:00am

**Covered Procurement** Yes

**Category** (based on [UNSPSC](#))

Public relations and professional communications services

**Agency** Museum of Applied Arts & Sciences



### Contact Person

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### Tender Details

The Powerhouse is one of Australia's oldest and most important cultural institutions. It is Australia's only museum of applied arts and sciences with an exceptional collection of approximately 500,000 objects. The Powerhouse is undertaking significant renewal through the creation of Powerhouse Parramatta, expansion of Powerhouse Castle Hill, the digitisation of Powerhouse Collection, and the renewal of Powerhouse Ultimo.

The Powerhouse renewal is focused on redefining museums and with a \$1.4 billion dollar investment by the NSW Government is the largest cultural project in Australia.

To deliver this major renewal program, Powerhouse seeks to appoint a local publicity agency to collaborate with international communications agency Bolton & Quinn to:

Promote Powerhouse as a significant global brand.

- Deliver significant Renewal stories across all Powerhouse sites.

- Profile strategic projects and programming across all Powerhouse sites.
- Focus on six primary communities requiring specialist cultural understanding.
- Deliver executive profile opportunities locally and nationally.

**Location**

Refer to Additional Details / Instructions

**RFT Type**

Open Tenders - An invitation to tender by public advertisement with no restriction placed on who may tender. Tenderers will normally be required to demonstrate in their tender that they have the necessary skills, resources, experience, financial capacity, and in some cases licences, accreditations, etc., to fulfil the tender requirements.

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**Additional Details / Instructions**

Please refer to RFQ document, 'Project Brief'.

**Covered Procurement Details**

- The Procurement (Enforceable Procurement Provisions) Direction 2019 applies to this procurement
- A government agency may conduct negotiations with suppliers regarding the procurement

**Conditions for Participation**

Please refer to RFQ document, 'Project Brief'.