



Request for Quotation
Interpretation brief – Lennox Bridge, Parramatta
Released December 2012
By Parramatta City Council

Quotations are due to the Project Manager by **COB 4:00pm Wednesday 23 January 2013.**

THE TASK

The interpretation specialist will progress and complete the interpretation concept and design development stages for two specific locations;

- 1) within the proposed two portals of the Lennox Bridge, and
- 2) within the proposed pedestrian walkway on top of the Lennox Bridge.

SCOPE OF WORK

1. Within the two portals:
 - a) Design and outline a strong interpretive concept to be experienced within the two portals. This may include a combination of soundscapes, light projection within the portal, or treatment of images/and or text on hard surfaces (i.e. tiles)
 - b) With Councils approval of the internal portal interpretive concept, proceed and deliver specifications required for section 60C application (including drawings, hardware details and requirements, etc)
2. Within the pedestrian walkway on top of the bridge:
 - a) Design and complete the composition/layout to etch quotes within the proposed new concrete pavers
 - b) Deliver specifications required for section 60C application (including drawings / layout, etc)

Through this project the specialist will be expected to:

- Consider research, portal design, and interpretive ideas which Council has commissioned to date (refer to appendix)
- Design concepts which effectively communicates the core themes of the bridge to the key audiences (as required by Council)
- Work collaboratively and closely with Council and Council's contractors (including, heritage architects, lighting designers, and interior designers, etc)

The specialist will be responsible for any sub-contracting of third parties that they engage.

PROPOSED TIMEFRAME: 2 months

Milestone	Jan	Feb	March
Official engagement of consultant			
Completion of 1a and 2a.			
Design development complete including all specifications required for section 60 submission			20 March 2013

QUOTATION SUBMISSIONS

Please provide an itemised and realistic timeframe of all the actions that are required.

Please itemise your quotation according to the break down of services required to deliver the scope of works and identify hourly rates (inc, estimate of travel cost, total fee plus GST, and proposed payment schedule).

ALL COSTS ARE TO BE SHOWN AS GST EXCLUSIVE.

Any additional work deemed necessary by the consultant to fulfil the requirements of the brief should be detailed separately in the fee proposal. Cost items not identified in the proposal will not be allowed in the final contract.

Selection Criteria:

- Suitability of the proposed methodology to complete the project and achieve the expected outcomes and timeframe
- Demonstrated ability to prepare and produce interpretation that:
 - is evocative, imaginative and attracts and engages the general public
 - effectively communicates messages/themes and ideas
- Demonstrated ability to collaborate with other professionals and ability to deliver on time and on budget

Refer to Appendix 2 for *Conditions of Engagement*.

Submissions must be sent via e-mail and by the closing date to:

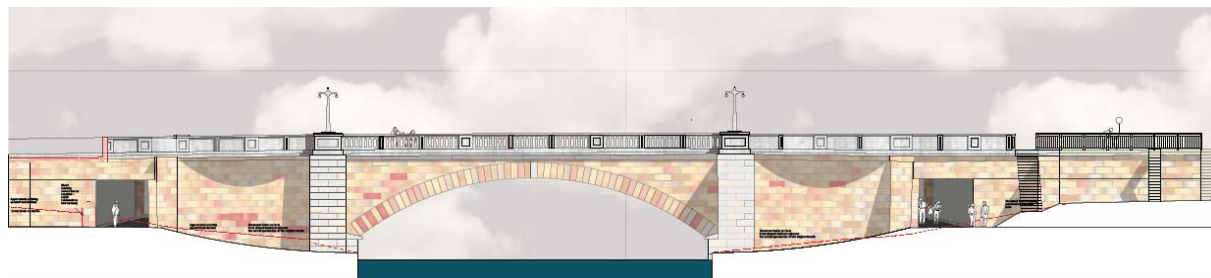
Project Manager
Michelle Desailly
Parramatta City Council

0423 841 143

mdesailly@parracity.nsw.gov.au

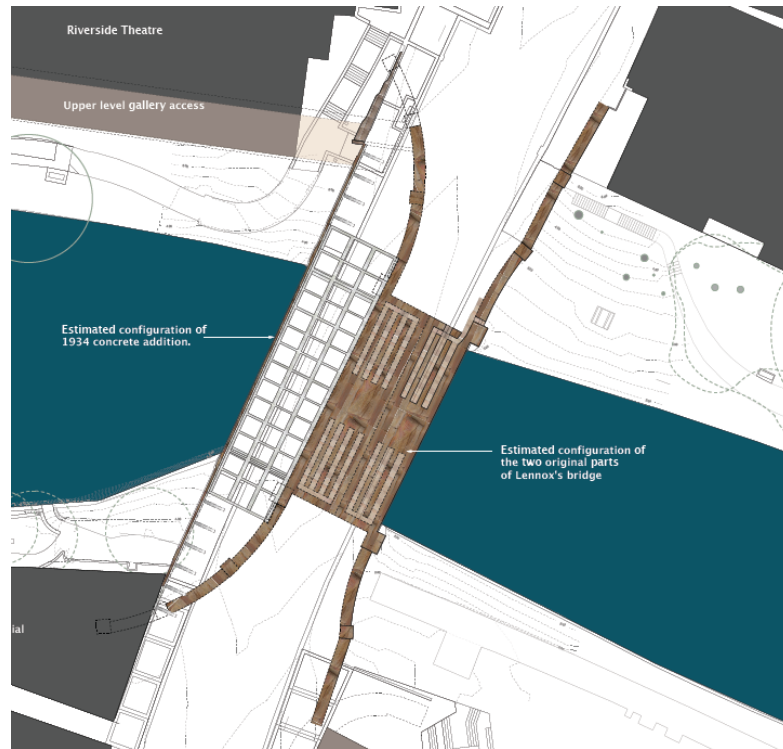
Appendix 1: Background – Lennox Bridge Portals Project

Proposed portal locations (North and South) within the Lennox Bridge

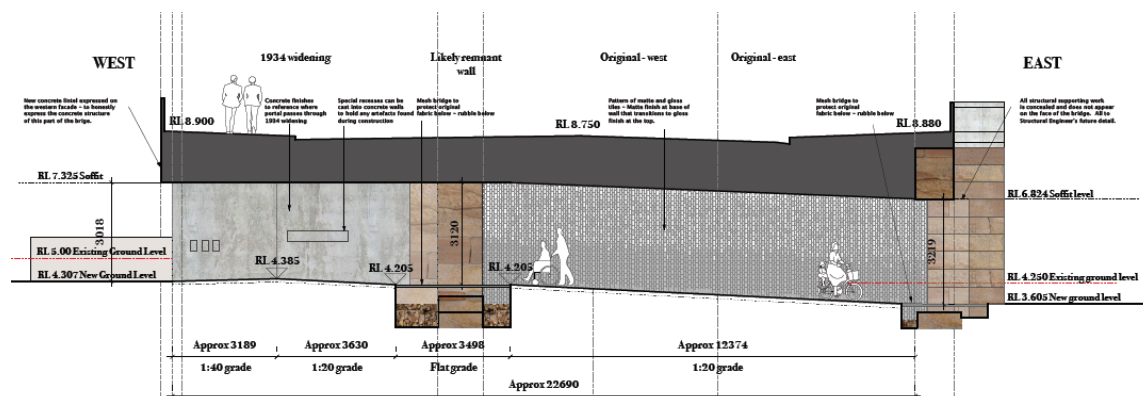


Hill Thalys, Architecture and Urban Projects consultants have proposed some material treatments that subtly reference the previous development and structural changes that have occurred bridge, particularly during 1934 with the widening of the bridge. Refer to the images on the following page.

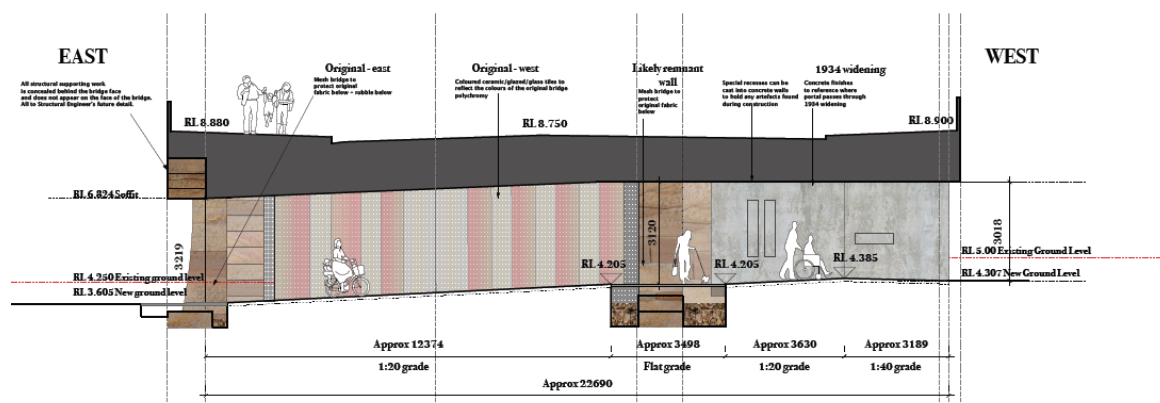
Below: Markings on the surface of the bridge at the road level to subtly reference the outline of the original roadway and width of the bridge prior to 1934.



Below: Different colour materials in strips the inside the proposed portals to reference the width of the bridge prior to 1934, and coloured tiling inside the portals to reference the different materials (sandstone and concrete) of the bridge.



1 Cross section through northern portal - looking north



2 Cross section through northern portal - looking south

During 2012, Council commissioned Dr Peter Emmett to propose a series of preliminary interpretation ideas for the bridge. Images of the proposed designs will be provided to the interpretation specialist for consideration.

Background – Visitation to the Site

The general public are currently able to access the bridge from various locations. The views and perspectives of the bridge differ depending on where the person is standing. For example, most people do not realise they are standing on the bridge when on the roadway because the bridge itself is not visible. This is considered to be important for interpretation and had been considered in Council and Dr Peter Emmett's exploration of preliminary interpretation ideas.

The user groups and potential audiences that will need to be considered include:

- People who work in Parramatta (population of 90,000 Monday - Friday)
- Day-trippers (weekdays and weekends)
- local residents who live in the suburbs around the foreshore who use the river for passive recreation such as, walking, dog-walking, running, cycling, etc
- Greater Sydney residents who visit Parramatta
- Cyclists (daily)
- Heritage enthusiasts
- Students (primary, secondary or tertiary)
- People from various cultural backgrounds
- People with little knowledge of colonial heritage in Parramatta
- Young families (parents, children and grandparents) on weekends picnicking and using the playgrounds at the small reserves or in Parramatta Park

Key market segments for Parramatta

Council has identified a series of target market segments to attract and encourage them to visit, explore and enjoy the various places in Parramatta. These market segments are based on psychographic profiles and many of them live across the Greater Sydney Metropolitan area. The river foreshore is considered to be a site for interpretation and product development that would align with and attract the *Friendly Adventurer* market segment. We estimate that a proportion of the current user groups of the river foreshore are Friendly Adventurers.

Priority market segments for interpretation of the Lennox Bridge include:

1. Younger and Older Parramatta Workers

The best opportunity to engage them is at lunchtime Monday – Friday. The river does not currently attract the bulk of the 90,000 working population, however, the few who do venture to the foreshore use it as a passive recreation space for walking or jogging up to the bridge. Use the stairs for exercise. They also sit on the benches to relax, read and on occasion socialise with colleagues. A profile of the *Parramatta Workers* will be provided to the specialist for consideration.

2. Day-trippers coming into Parramatta from the Rivercat

The majority of day-trippers arrive in Parramatta by the Rivercat at Parramatta Wharf. They then walk up the river in search of information, to see the river foreshore or to access the Church St dining or Riverside Theatres. The most common reason why day-trippers come to Parramatta include;

- a. the pleasant, inexpensive and scenic river cruise experience,
- b. they used to live in the region and have come back to see how it has changed,
- c. they haven't visited Parramatta before and were generally interested to see what this place was all about,
- d. going to lunch at a restaurant or café in Church or Phillip St
- e. some arrive in Parramatta and specifically want to visit Elizabeth Farm, and
- f. some are aware of Old Government House.

Those who show a specific interest in heritage often wish to visit a house museum and the majority ask for directions to Elizabeth Farm Cottage. Many people who pass the bridge comment on how lovely it is. Few say that they are aware it is significant and might mention David Lennox. Fewer are aware of the broader story of the bridge.

3. Local Residents

There is a need to capitalise on and engage the local residents who already use and appreciate the river foreshore to become advocates and encourage to other friends, family and colleagues to visit.



Terms & Conditions for Engagement of Consultants

Acceptance of conditions

Written confirmation of acceptance of the commission, in accordance with the brief and the *Terms and Conditions for Engagement of Consultants* is required prior to work commencing.

Council's obligations

Council will, as soon as practicably possible, make available to the consultant all relevant instructions, information, documentation or data and any other material as required for the performance of the services.

Sub-contracting

The primary consultant may engage a sub-consultant for a specified part of the work required by the brief, subject to written approval by the project manager. The primary consultant will be responsible for the work of the sub-consultant and his/her compliance with the brief and Council's *Terms and Conditions for Engagement of Consultants*.

The sub-consultant has no claim on Council for fees or expenses.

Conflict of interest

The consultant will vouch that it has no conflict of interest in the performance of the work required by the brief. Immediately becoming aware of the existence or possibility of a conflict of interest affecting the consultant, the consultant must advise the Council in writing.

Termination

The Council may terminate the whole or part of the performance of the work required to be undertaken in accordance with the brief if the consultant:

- (i) becomes bankrupt, or insolvent, or enters into a scheme or arrangement with its creditors,
- (ii) fails to carry out the work specified by the brief with due diligence and competence,
- (iii) Suspends carrying out the work required by the brief without reasonable cause,
- (iv) Breaches the conflict of interest clause of this agreement,
- (v) Commits a substantial breach of the terms of the brief and/or the *Terms and Conditions for Engagement of Consultants*.

Termination by Council will not release the consultant from liability in respect of any breach of, or non-performance of any obligation by the consultant pursuant to the brief.

The consultant may terminate the engagement with the Council if the Council commits a substantial breach of the terms of engagement.

Confidentiality

All findings, recommendations and material produced in undertaking the work shall remain confidential. The consultant shall not release any such findings, recommendations or material to any person or organisation without written approval from Council.

Communication with the press

The consultant shall not make any verbal or written statements to any newspaper, television station or radio network or to any person associated with such organisations, in connection with any work undertaken by the consultant under this agreement.

Council will arrange for public exhibition of the work and any publicity and media releases.

Council's materials

The consultant accepts all responsibility for the secure guardianship of Council's materials provided by Council to the consultant.

These materials are to be returned to Council as soon as practically possible upon completion of the project or in the case of termination.

Corrections

Any error, ambiguity or deficiency that becomes apparent during the course of the work shall be referred to the consultant for correction or clarification. If it is the fault of the consultant there is no entitlement to an additional fee.

Variations

Council may request (in writing) the consultant to vary the services provided the variation is within the general scope of the brief.

Fees for variations shall be agreed in writing between parties.

Insurance

The consultant must hold policies of public liability, professional indemnity insurance and workers compensation and provide details to Council prior to commencing the work required by the brief. The policies must cover liability for loss, damage claims and all direct or associated costs and expenses arising at common law or under worker's compensation in respect of persons employed by the consultant.

Copyright and intellectual property

Council retains copyright of all material and documents produced in meeting the requirements of the brief.

The ownership of intellectual property in the material and documents vests upon its creation in the Council. The consultant must vest ownership and title of intellectual property in relation to the consultancy in the Council.

Council may permit the consultant on request, to utilise information gained in undertaking the work required by the brief for the purpose of learned papers or other publications, provided that these are appropriately acknowledged and the confidentiality of information is respected.

The consultant must ensure all license fees and /or consents required under law are paid and/ or obtained as a result of any reproduction, adoption or use of any intellectual property or study material necessary for the provision of services required by the brief.

Performance evaluation

At the conclusion of the work required by the brief, a performance evaluation will be undertaken by the Project Manager, which will have regard to:

- The extent to which the agreed time and budget targets were met
- The quality of the documentation and presentation of material in terms of the requirements of the brief.
- The assessment by the Project Manager of the overall quality of work produced by the consultant.

Goods and Services Tax

For the purposes of this Clause, unless the context otherwise requires:

- "Adjustment" means each form of adjustment to consideration provided for in this clause;
- "Cost Savings" shall mean in respect of each Supply the Cost Savings made by the Supplier as a result of New Tax System Changes other than the imposition of GST on the Supply in so far as they are properly allocated to that Supply. In determining the Cost Savings made in relation to costs incurred after 1 July 2000, such costs shall be deemed to be incurred in an amount equal to the actual costs less the amount of any input credits available to the Supplier in respect of such costs;
- "GST" means any tax imposed on Supply by or through the New Tax System (Goods and Services Tax) Act 1999 ("the Act") and any related Tax Imposition Act and "New Tax System Changes" has the meaning it bears in the New Tax System (Trade Practices Amendment) Act

1999 ("the TPA"). Where any other term is used in this clause which is defined in the Act or the TPA it shall have the meaning which it bears in the Act, or (if the term is not defined in the Act) then the meaning which it bears in the TPA;

- "Recipient", "Supplier" and "Supply" have the meaning they bear in the Act.

The Supplier and the Recipient acknowledge that the consideration under the Agreement has been set without including GST and without taking account of any Cost Savings.

The Supplier and the Recipient agree that in the case of a Supply which is a taxable Supply:

- the consideration payable to the Supplier will be increased by an amount equal to the GST payable on the Supply calculated in accordance with the Act and on the value stipulated in the Act in relation to the Supply; and
- the Recipient shall be entitled to a reduction in the consideration payable to the Supplier equal to any Cost Savings properly allocated to that Supply.

The Recipient must pay to the Supplier an amount equal to any increase in consideration which is payable in respect of any taxable Supply, but need not do so until the Supplier provides the Recipient with tax invoices and/or adjustment notes in relation to the Supply and does all things reasonably necessary to assist the Recipient to enable it to claim and obtain any input tax credit available to the Recipient in respect of the Supply.

Notwithstanding any other disputes, arbitration, mediation or similar clauses elsewhere in this Contract disputes in relation to GST matters shall be determined under this clause.

If the parties cannot agree the amount of an Input Cost Reduction within eight weeks from the date when either party has required the other to commence good faith negotiation, either party may require the appointment of an expert appointed by agreement of the parties and in default of agreement within four weeks appointed by the Chairman of the New South Wales State branch of the Institute of Chartered Accountants in Australia, and the Input Cost Reduction must be determined by the expert so appointed.

If there are any conditions with which you disagree, you are required to identify these and, if appropriate, propose alternatives or amendments.