

Request for Tender

Pacific Australia Skills – Brand Kit: Guidelines, Templates and Icons

Issue Date	01/10/2025
Questions Due	10/10/2025
Closing Date	19/10/2025 + 23:59 (Fiji) GMT+12

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1. Tender Particulars

Project Name	Pacific Australia Skills
Tender Name	Brand Kit - Guidelines, Templates and Icons
Closing date and time	19/10/2025 + 23:59 (Fiji) GMT+12
Registration	Potential bidders should register their interest by email to tenders@pacificaustraliaskills.org . Any updates to the tender documents or answers to questions will be sent to all registered bidders.
Questions	You may submit questions by email to tenders@pacificaustraliaskills.org . Answers to questions will be sent to all registered bidders.
Submission Method	By email to tenders@pacificaustraliaskills.org
Contracting Entity	DT Global is the company that manages Pacific Australia Skills. DT Global's Company registration number is 006 170 869.
Tender Validity	Tenders will be valid for at least 90 days after the closing time.

The anticipated timeline for the tender process is as follows. We may alter any of these dates at our discretion.

Tender Release	01/10/2025
Last Date for Questions to be Submitted	10/10/2025
Close of Tender	19/10/2025 + 23:59 (Fiji) GMT+12
Commencement Date	24/11/2025 (indicative)
End Date	31 March 2026 (indicative)

At any time, DT Global reserves the right to:

- (a) terminate this Request for Tender or cease to proceed with this procurement process;
- (b) change the structure and timing of the procurement process;
- (c) vary or extend any time or date in this Request for Tender;
- (d) require additional information or clarification from any tenderer or provide additional information or clarification;
- (e) negotiate with one or more tenderers;
- (f) call for new tenders;
- (g) reject any tender received after the closing time;
- (h) reject any tender that does not comply with the requirements set out in this Request for Tender; and
- (i) terminate negotiations with any applicants at any time for any reason.

1.2. Conflict of Interest

Tenderers must provide details of any circumstances or relationships that constitute, or may constitute, a conflict or potential conflict of interest regarding this application, or any obligations under any formal agreement with DT Global, or the Department of Foreign Affairs and Trade.

1.3. Eligibility of the Tenderer

The Tenderer, including parties constituting the Tenderer, may have the nationality of any country, except for those prohibited by the legislation of Partner Countries, or by any international Agreement of which the Partner Countries are a signatory, or by an Act of Compliance with a Decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations.

The Tenderer must meet the following eligibility criteria:

- (a) must be able to work in the country of the Tenderer;
- (b) be free from insolvency, bankruptcy or similar status;
- (c) have the legal capacity to enter into contract;
- (d) be current with payments of taxes and social charges;
- (e) not be ineligible pursuant to the provisions of this RFT;
- (f) not have been convicted within the last year of, or currently under indictment for, a criminal offence involving corruption or other misconduct reflecting a lack of suitability to participate in government procurement;

DT Global will exclude from consideration any tender if the Tenderer or one of its Related Entities is listed on a relevant sanctions list – more information here: <https://www.dfat.gov.au/international-relations/security/sanctions/consolidated-list>.

1.4. Composition or Constitution of the Tenderer

If the Tenderer is a joint venture, consortium or association (this does not include a sub-contractor) all of the parties will be jointly and severally liable to the Principal for the fulfilment of the Contract, but will appoint one party to act as the Member-in-Charge with authority to bind the joint venture, consortium or association. The composition or the constitution of the joint venture, consortium or association will not be altered without the prior consent of DT Global.

1.5. Corrupt or Fraudulent Practices

DT Global and DFAT require that Tenderers observe the highest standard of ethics during the procurement and execution of contracts. In pursuance of this policy:

- (a) Definitions:
 - (i) “corrupt practice” is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
 - (ii) “fraudulent practice” is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
 - (iii) “collusive” practice” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
 - (iv) “coercive practice” is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
 - (v) “obstructive practice is deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede an investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation.
- (b) DT Global will reject a proposal for award if it determines that the Tenderer recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question;
- (c) DT Global will declare a Tenderer ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, a contract.

1.6. Insurance

The Contractor must maintain and keep current all insurances that a prudent Contractor would maintain for this Agreement, including but not limited to:

- (a) Public liability and professional indemnity.
- (b) Worker’s compensation with the minimum cover as required by law.
- (c) Property insurance covering any contractor’s equipment, materials, supplies used on the Project for its full replacement value.
- (d) Motor vehicle insurance covering all mechanically propelled vehicles that are registered, or capable of being registered for road use and are at any time used by the Contractor and its personnel in connection with this Agreement.

2. Tender Selection Process

Pacific Australia Skills will evaluate tenders on the basis of the tenderer's technical capability and price. Achieving value for money is a critical consideration for the achievement of DFAT's strategic objectives. It is a requirement under the Public Governance, Performance and Accountability Act (2013) and the Commonwealth Procurement Rules.

Pacific Australia Skills will undertake an overall evaluation of Value for Money taking into consideration:

- (a) A technical evaluation
- (b) A commercial evaluation.
- (c) Any other matters that DFAT, DT Global and Pacific Australia Skills considers relevant, including but not limited to cost/benefit analyses, whole of life costing, program resourcing and other factors relevant to the suitability, capacity and qualifications of a Potential Supplier to deliver the Services.

Pacific Australia Skills will convene and Selection Panel to undertake the value for money evaluation.

Evaluation Criteria	Weighting
Technical Proposal	80%
Tender Application Form	-
<p>Parts 1 and 2: Company Details and Technical Information Provide your company details and responses to selection criteria outlined in the scope of services and deliverables above.</p> <p>Provide an outline technical proposal setting out your approach to developing the brand guidelines toolkit, communications templates and icons. Address how the handover of files and training of staff would be managed, as well as ongoing support.</p> <p>With your proposal – please provide design mock-ups for three icons that represent the following:</p> <ol style="list-style-type: none"> (1) Skills system strengthening (2) Training for employment (3) Regional and cross-country linkages 	40%
<p>Part 3: Previous Work Experience Demonstrate at least 5 years' experience in branding (either as an individual or as a creative agency). Provide up to three (3) examples of current or previous work activities (inclusive of branding and graphic design work for donor-funded programs) that demonstrate the ability to perform the required services. Please include links or PDFs highlighting past work / portfolio examples and people who can be contacted for references.</p>	30%
<p>Part 4: Resources Provide details of the project team composition and outline experiences and qualifications of each team member using the template provided or with CV attachments (maximum 2 pages each).</p>	10%
Commercial/Financial Proposal	20%
<p>Part 5: Financial Proposal Tenderers are required to provide a quotation for undertaking the work and demonstrating value for money. The quotation should be comprised of:</p> <ul style="list-style-type: none"> • Branding guidelines toolkit • Communication templates • Icon development • Handover • Ongoing support 	20%

Corporate Capability and Technical Capability will be scored by the selection panel based on the information contained in the Application Form and any requested supporting documentation provided in the tender. The panel may seek further information to support their assessment by requesting additional documents, conducting interviews with tenderers or contacting referees.

If requested in the table above, a technical proposal is limited to **five (5) A4 pages** plus a cover page with the Tenderers nominated contact person and their contact details. In all cases Tenderers should complete the **Tender Application Form (Annex 2)**.

Tenderers should use the commercial proposal template provided in the application form. Tenderers' commercial proposal will be assessed as part of the Value for Money evaluation.

Annex 1 Scope of Services

Pacific Australia Skills – Brand Kit

- Pacific Australia Skills requires the development of a high-quality, comprehensive branding guidelines toolkit, icon development, associated communications templates, file handover and staff training session, as well as ongoing support for additional template requests.
- The total contract period is for 4 months, comprising approximately 8-10 weeks for development of core deliverables (including the branding guidelines toolkit, icons and initial templates) plus up to 8 hours of ongoing support over the 2 months following delivery.

Background

Pacific Australia Skills is a development assistance program funded by the Australian Government's Department of Foreign Affairs and Trade (DFAT) and managed by DT Global. It is an Australian Government initiative aimed at enhancing skills and training in the Pacific region and Timor-Leste, focusing on employment opportunities and economic growth.

The program builds on the successes of the Australia Pacific Training Coalition (APTC) and aims to deliver training and qualifications that prepare individuals for employment both locally and internationally. Pacific Australia Skills emphasises collaboration with local partners to strengthen education and training systems across the region.

Pacific Australia Skills is currently scaling up operations in Fiji, Kiribati, Nauru, Papua New Guinea, Samoa, Solomon Islands, Timor-Leste, Tonga, Tuvalu and Vanuatu.

What services does Pacific Australia Skills wish to procure through this RFT?

Pacific Australia Skills wishes to engage a qualified creative agency or graphic designer supplier to develop a branding framework for the program. The regional-level typographic program logo and country-level co-branded logos have already been designed and approved by DFAT. The services required are to establish a consistent brand kit including branding guidelines, icons and corresponding templates.

Pacific Australia Skills will engage the successful tenderer for a period of 8-10 weeks for core deliverables, with up to 8 hours of additional inputs for a period of 2 months following the delivery of the branding guidelines tool kit. This 8 hours of consultancy support is required to assist the communications team and in-house graphic designer with further template set up and address any issues including the delivery of small design adjustments/enhancements to maximise the overall efficiency and effectiveness of the branding guidelines toolkit and subsequent templates.

Requirements

The contractor will be required to provide the following services/goods:

1. **Branding guidelines toolkit:** aligned with DFAT logo and style guides including typography, colour usage, correct positioning and scale of logo usage, brand values, photography and illustration style, program tagline, branded hashtags, accessibility standards, co-branding rules and branding guidelines for external partners.
2. **Communication templates:** including design and supply editable templates for factsheets, briefs (Microsoft Word and InDesign formats), PowerPoint presentation slide decks, event signage and pull-up banners, merchandise mock-ups, social media graphics (Facebook, LinkedIn, YouTube title cards), newsletter template, reports and publications (Microsoft Word and InDesign formats) and infographic templates (InDesign and PowerPoint formats).
3. **Icon development:** design of a series of icons related to the themes and activities of Pacific Australia Skills – to be used in reports, presentations, social media posts, infographics, fact sheets, website etc. – files to be provided in PNG, PDF and Adobe Illustrator (EPS) formats.
4. **Handover:** provide a final packaged brand toolkit (including fonts, branded icons, templates and master files), conduct a handover session with communications staff and in-house graphic designer.
5. **Ongoing support:** assist the communications team and in-house graphic designer with additional icon development and further template set up as required (up to 8 hours total to the contract end date)

**Note:* the branding guidelines toolkit, communications templates and icon development deliverables will need to include two rounds of feedback / revisions per deliverable. All products produced are the intellectual property of DFAT / Pacific Australia Skills and cannot be reused or repurposed by the supplier.

Annex 2 Tender Application Form

Part 1: Company Details

Company Name	
Tax Identification Number	

Please attach the following documents:

Document	Attached? (Tick if <u>YES</u>)	If <u>NOT</u> Attached, Explain Why Not
Company Registration Certificate	<input type="checkbox"/>	
Current certificates of insurance for Workers' Compensation	<input type="checkbox"/>	
Current certificates of insurance for Public Liability. This insurance should be for a reasonable amount allocated	<input type="checkbox"/>	

Part 2: Response to Key Selection Criteria

Key Selection Criteria	Response
Demonstrated experience on similar projects <ul style="list-style-type: none"> Proven experience developing brand guidelines, toolkits, icons and templates for programs of a similar scale and complexity, particularly for government, international development, or education sectors. Familiarity with co-branding frameworks, DFAT branding, or other donor-funded program branding is highly desirable. 	
Creative and strategic capabilities <ul style="list-style-type: none"> Ability to translate brand values and program objectives into a visually cohesive and accessible branding system. Demonstrated capability to design impactful and culturally appropriate communication templates and iconography for multi-platform use (print, digital, social). 	

Key Selection Criteria	Response
<p>Technical proficiency and tool compatibility</p> <ul style="list-style-type: none"> • High-level proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office (Word and PowerPoint), and design tools compatible with DFAT and program team workflows. • Ability to deliver templates in both editable Microsoft and Adobe formats, following best practices for usability and accessibility. 	
<p>Approach to Accessibility and Inclusivity</p> <ul style="list-style-type: none"> • Understanding of accessibility standards in branding and communication materials (e.g., colour contrast, readability, font use). • Demonstrated ability to integrate accessibility considerations into branding systems, templates, and iconography. 	
<p>Project management, timeline assurance and handover approach</p> <ul style="list-style-type: none"> • A clear methodology and timeline for delivering the full branding toolkit within the 8–10 week timeframe. • Capacity to manage feedback cycles, approvals, and handover processes efficiently. • Ability to meet deadlines and provide reliable communication throughout the project. • Clear strategy for handover to the communications team and in-house graphic designer, including documentation, file organisation, and training/support session. 	

Key Selection Criteria	Response
Value for money <ul style="list-style-type: none"> Transparent pricing structure including breakdown of design services, number of revisions, licensing (if applicable), and consultancy hours. Explanation of how the proposed fee delivers value in relation to scope, quality, and long-term usability of assets. 	

Part 3: Project Experience

Tenderers may include up to 3 examples of prior experience (please use this format)

Project			
Client			
Client Contact Person		Client email/phone:	
When did the Services Start?		When did the Services End?	
Approximate Total Value of the Services	<input type="checkbox"/> Less than \$100,000 <input type="checkbox"/> \$100,000 – \$500,000 <input type="checkbox"/> \$100,000 – \$1,000,000 <input type="checkbox"/> More than \$1,000,000		
Write a Description of the Services Here			

Part 4: Team Composition and Curricula Vitae (CVs)

Name of Staff	Area of Expertise	Position Assigned	Task/s Assigned

CVs for Proposed Professional Staff (Key staff only – this can alternatively be submitted as PDF attachments)

1. Name of Staff <i>Insert full name corresponding to table above.</i>															
2. Education and relevant training <i>Indicate college/university and other specialised education of staff member, giving names of institutions, degrees obtained, and dates of obtainment.</i>															
3. Countries of Work Experience and languages <i>List countries where staff has worked in the last ten years.</i>															
4. Employment Record <i>Starting with present position, list in reverse order relevant employment held by staff member, giving for each employment (see format on the right): dates of employment, name of employing organisation, positions held.</i>	<table border="1" style="width: 100%;"> <tr> <td style="width: 30%;">From (Year)</td> <td style="width: 20%;"></td> <td style="width: 30%;">To (Year)</td> <td style="width: 20%;"></td> </tr> <tr> <td>Employer</td> <td colspan="3"></td> </tr> <tr> <td>Positions Held</td> <td colspan="3"></td> </tr> </table>			From (Year)		To (Year)		Employer				Positions Held			
From (Year)		To (Year)													
Employer															
Positions Held															

Part 5: Financial Proposal

- Tenderers must submit a Financial Proposal in the format provided below.
- The rates shall be inclusive of all costs including general administration costs, travel, accommodation, materials, transport, overheads and profit.
- The Financial Proposal must be expressed in Australian Dollars (AUD). Any escalators, foreign exchange rate variations, or other price risks, must be built into the fixed price proposal.
- The Financial Proposal will be prepared free of taxes. The Tenderer is required to determine their own company tax liabilities for this assignment, based on their own company status with regard to undertaking a consultancy in the country of operation. If taxes are payable the Tenderer will be required to provide evidence for the requirement to pay those taxes.
- DT Global will withhold and remit any Withholding Tax that it is legally obliged to in the country of operation.

Item	Price (AUD)
Draft branding guidelines (25%)	\$
Draft communications templates (20%)	\$
Draft icons (15%)	\$
Final branding toolkit, templates and icons, plus handover– following approval from Pacific Australia Skills and DFAT (40%)	\$

In addition, the contractor must provide an hourly rate for the up to 8 hours of support for February – March 2026. A timesheet and invoice will be used to claim the hours worked at the end of the contract period.

Part 6: Certification and Submission checklist

Before submitting this form, confirm that you have done the following:

- ☐ Completed Part 1: the Company Details
- ☐ Attached the documents specified in the Company Details section
- ☐ Answered the questions in Part 2: Response to key selection criteria:
- ☐ Provided information in Part 3 – Project/Prior Experience
- ☐ Answered all questions in Part 4 – Team Composition
- ☐ Provided prices for all items in Part 5 – Financial Proposal
- ☐ Completed the Due Diligence assessment checklist (Annex 3)
- ☐ Read the draft sub-contractor agreement and noted any questions for DT Global (Annex 4)
- ☐ Provided a disclosure of any conflict of interest, or any matter that may materially affect the company's performance of the contract

I _____ (Name) on behalf of

_____ (Company) declare that:

We offer the services in the attached proposal at the prices quoted, upon and subject to the conditions of the Request for Tender.

This offer remains open for acceptance by DT Global for a duration of ninety (90) days from the date of closure of tenders.

We have not prepared our application with the benefit of information obtained from a current or former employee of DT Global or the Client/Donor in circumstances that constitute a breach of confidentiality or fidelity on the part of that person; or with the benefit of information otherwise improperly obtained.

We have disclosed below (to the best of our knowledge) any matter that may materially affect our performance of the contract, including but not limited to: any security, probity or integrity issue, including current or pending investigations or enquiries by any government, law enforcement, or regulatory body; financial capacity and viability to perform the services.

I confirm I am authorised to submit this tender on behalf of the company mentioned in this form above.

Signature		Date	
Name		Position	

Annex 3 Due Diligence Assessment Checklist

Provided as a separate document.

Annex 4 Draft Sub-Contractor Agreement Template

Provided as a separate document.