



ASI Communication Support – Request for Quotation

Background

The [Australian Solar Institute](#) (ASI) has recently been established by the Australian Government to support research and development into Solar energy technologies in Australia. The ASI is an independent company limited by guarantee. The Commonwealth Government are currently the sole member.

The ASI was incorporated and management team appointed in late 2009. The first round of R&D funding has been announced and the ASI team are now moving into an ongoing operational activity. A critical part of this being communication with the Australian Solar stakeholder community.

The ASI is seeking quotations to support 3 specific phases of an ongoing communication program:

- A. Development of a detailed 3 year communication plan including material development and delivery. This includes the production of a strategic plan document.
- B. Developing key materials that will be the foundation for the communication plan.
- C. Ongoing support to deliver the communication plan – initially limited to 12 months.

Process and Time Line

05/03/10	ASI release RFQ to interested parties.
19/03/10	Deadline for quotations
12/04/10	ASI review and recommendations

Detail to be included in the Quotation and used by the ASI for assessment.

Estimated times and costs for delivery of the tasks detailed in the scope of work.
Resume of key person(s) who are proposed to work with the ASI.
2-3 references from past projects / clients with a similar scope of work.
Examples of similar materials developed for other clients.

Contact for Further Information

guidelines@australiansolarinstitute.com.au

Scope of Work

Part A: Long Term Plan and Implementation to be delivered by May 2010

- Work with the ASI team to prepare a high level 3 year communications and material development plan including:
 - Design and delivery of key materials and delivery timeline
 - On-going delivery and assisting ASI in managing profile
 - Review and upgrade plan for ASI website
- Work with the ASI team to publish a Strategic Plan document. Services to include Edit, Layout, Look & Feel and Production Plan.

Part B : Foundation Material Development to be delivered by October 2010– detailed timeline to be negotiated.

- Work with the ASI team to deliver Annual Report – as per Strategic Plan due in August 2010
- Communication templates – letter, emails, media releases, presentations etc
- ASI Project Case Study Template and completion for selected R&D projects (eg 10)
- ASI Brochure – design and populate in co-operation with ASI team a professional paper brochure suitable to guide introductory meetings with key stakeholders – eg Industry players , Finance sector etc.
- Upgrade ASI Website following benchmark vs other comparable organisations.
- ASI Solar Factsheets and Q&As for Media
- ASI Introductory Video : 5 minute (?) promotional video suitable to start of key presentations, place on web site etc
 - Explain the objectives of the ASI
 - Observations from key contributors – Minister, RAC, Chair etc?

Part C

Proposal for ongoing support of the ASI communication function. To be defined and quantified during part A but envisaged to be on retainer / daily rate basis – expectation in region of 6 days per month.