

Tasmanian Industry Participation Plan

TASMANIAN INDUSTRY PARTICIPATION PLAN

TASMANIAN INDUSTRY PARTICIPATION PLAN

At Freelance Skelton, we firmly believe Tasmania has some extraordinarily talented people working across a range of different disciplines and support service industries within the advertising and marketing industry. There is no need to look to the mainland for services, and should never happen. (As evidence of the capacity for new Tasmanian businesses to generate employment for the Tasmanian economy through creativity, innovation, and a different way of presenting contemporary art and ideas, we only have to look at the vision of David Walsh at MONA and how he has helped to transform the image of Tasmanian to the world).

In terms of utilising local businesses, it's hard to imagine a project where there is not someone in Tasmania (or Hobart for that matter) who has the necessary experience and skills to deliver the level of excellence and professionalism required. Our first preference will always be supporting the local industry, and maximising opportunities for local SME business, of which Freelance Skelton is one.

DIRECT LOCAL IMPACT OF FREELANCE SKELTON

Freelance Skelton is one of Hobart's new and most exciting brand consultancies. Currently, around 50% of our business is with local companies, (the remainder is work for clients on the mainland.) Ideally, we would like to increase our percentage of local work, and feel confident that our business model, which is based on utilising the new technology that's available (high speed internet, mobile phones, skype, video conference calls etcetera) will enable us to create and produce outstanding communication ideas, bringing highly experienced strategic and creative thinkers to the table, and a level of personal service and transparency to each project.

Our Business Model

Our business model is different to traditional agencies. We don't have a big office in the city with lots of mouths to feed, and who clock in at 9 and leave home at 5, five days a week. (We've been there, done that.) We're a brand consultancy whose focus is on 'clever communication ideas'. We're nimble, we're responsive, and we're paid project by project. (that means we have to deliver!)

Our Office

Both Jerome and Lance reside in a beautiful part of the Huon Valley called Randalls Bay, which is an hour south of Hobart. We work from our offices at home, and share a studio that looks out over the bay. We have high speed internet which enables us to keep clients up to speed with the progression of projects, and allows us to get more work done by not having to commute into work. It also means our 'overheads' are minimal, which translates into cost savings for clients without any compromise on the quality of the work.

In the preparation of our tender (CPU 2015 – 01), we have had positive discussions of business alliances with local Tasmanian companies who are comfortable about a reciprocal arrangement with Freelance Skelton. In our submission, we've highlighted the specialist areas in which we would involve external consultants.

BUSINESSS ALLIANCES

Public Relations and Media Advise: Font PR

Font PR is one of Tasmania's most successful PR companies, and is based in Hobart. Our point of contact is Becher Townshend, the owner at Font PR. For details contact the 03 6223 3333.

Media Buying and Planning – Integral Communications

Integral Communications is the largest independent local media buying and planning company in Tasmania, and is based in Hobart. Our point of contact is Glenn Phiar, the owner. For details contact 03 62231858.

High-end Website Development

We have several options for large projects in which we develop the look and feel, and would then bring in an experienced web site builder. Crease Creative – Rob is based in Hobart. His contact is 03 6224 0422.

TV commercial Production, sound and editing

There are several experienced local companies we would feel confident about using for TV production, sound and editing.

Mike Sampey is one of Tasmania's most experienced TV commercial producers. He is based in Hobart, and has assisted Freelance Skelton in a recent TACC TVC commercial that is now in production. Mike can be contacted at mikesampey@hotmail.com

Photography

We would work with local professional photographers such as Paul Redding, Peter Whyte and Mel Lunden who each have different skills in product photography, architectural and industrial photography and portrait photography.

Printing

We have a working relationship with a variety of local commercial printers such as Mercury Walch, Monotone Art Printers, Imagetec, Xerox and What's in a Name. We would use each of these service providers for different projects depending on the quantity and the specific print job requirements.

THE CREATION OF NEW SME JOBS.

Should Freelance Skelton be shortlisted as a preferred provider of marketing and communication services by the Department of Premier and Cabinet, then we have no doubt that this would translate into new projects for other SME working in Tasmania. As stated previously, we believe that almost every project, should we require external businesses to complete the project, there is an experienced and qualified expert that we would have confidence in working with.

Goods and services to be utilised in the contract

Unfortunately, until we know what the requirements of the project (or projects) it's impossible to answer this question in any detail.

What we can say is that, in looking at the examples of previous projects, we believe Freelance Skelton has the proven experience and capacity to manage any one of these projects from conception through to creation and completion.

In many of the examples provided, the entire work could be created and produced by Freelance Skelton without the need for external businesses.

Tasmanian Climate Change Office case studies

- Develop two-page Word template

Australia Day cocktail party

- Design, copywriting and print management of invitations
- Supply of design elements as jpegs
- One page powerpoint screensaver
- Design email 'save the date' card

Aussie of the Month program materials

- Design poster, certificate and badges
- Printing of certificates
- Provide Word versions of poster and certificate for use by councils
- Production of badges

Design of logo for Tasmanian Women's Council

- Develop three logo options
- Refine one option and develop a one-page style sheet

TasALERT promotion

- Develop a TasALERT graphic element and style guide
- Promotional campaign including press, radio, TV and online advertising; banners; email signatures; and posters.

Internal and external awareness campaign for changes to Government phone numbers

- Internal campaign materials including:
 - Word fact sheet template
 - Intranet/ web icons / social media icons
 - Email newsletter template
 - Signature block to communicate number change to clients
 - Editable A3 Poster template
 - DL brochure
- External campaign including:
 - Media schedule comprising press, radio, bus and online advertising