

Request for Proposal (RfP)

Reference No. 005.01

Graphic Design Services
for Aus4Growth Program

Structure

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1 Overview

1.1 RfP title

Request for Proposal title	Graphic Design Services for Aus4Growth Program
Reference	005.01
Issued by	Boston Consulting Group (BCG), as Managing Contractor of the Aus4Growth program (A4G), on behalf of the Australian Government Department of Foreign Affairs and Trade (DFAT)

1.2 Invitation to submit proposals

BCG, as Managing Contractor of the Aus4Growth program (A4G) on behalf of DFAT, invites suitably qualified individual consultants and/or graphic design firms to submit proposals to provide graphic design services to support A4G communications, events, publications and other program activities.

The selected service provider will be engaged to develop high-quality visual and graphic design products across print and digital formats, in accordance with A4G and DFAT branding and visibility requirements.

Further details on the scope of services, deliverables and requirements are set out in this RfP.

1.3 RfP contact details and communications

Proposals and supporting documentation must be submitted by email by **17:00 ICT, 19 October 2026** with the subject line **“Proposal – [Consultant/Firm Name] – Graphic Design Services”** to the following contact:

Contact name	Hang Pham
Position	Program Coordinator
Email	Pham.Hang@bcg.com

All communications in relation to this RfP must be directed to the nominated contact person above. Bidders must not contact other representatives of BCG, Aus4Growth or DFAT in relation to this RfP.

1.4 Overview of RfP conditions

By submitting a proposal, bidders acknowledge and agree that:

- BCG is not obliged to accept any proposal or to award a contract as a result of this RfP;
- BCG may amend, suspend or cancel the RfP process at any time;
- All costs incurred in preparing and submitting a proposal are the sole responsibility of the bidder; and
- Proposals submitted in response to this RfP will be treated as confidential, subject to applicable laws and contractual obligations.

2 Scope of services

2.1 Context

Aus4Growth (A4G) is a partnership between Australia and Vietnam and aims to close gaps in policy and practice to support enhanced economic growth, trade and investment, clean energy and transport, inclusion, and digital acceleration.

Building on previous programs – Aus4Reform and Aus4Transport – A4G integrates emerging initiatives in economy, energy, trade, inclusion, and digital. A4G will directly support the priorities of the Australia – Vietnam Development Partnership Plan 2025-2030 and the Australia-Vietnam Comprehensive Strategic Partnership (March 2024).

A4G is funded by the Australian Government Department of Foreign Affairs and Trade (DFAT) and managed by Boston Consulting Group.

A4G regularly organises courses, trainings, workshops, forums and other events, both face-to-face and online. The program also undertakes communications and promotional campaigns and produces a range of publications and reports. These activities require high-quality, consistent and engaging graphic design across a range of print and digital formats.

The selected consultant or firm will work under the overall supervision of the A4G Communications Adviser and will work closely with the A4G Communications Team and relevant program and domain teams.

The service provider will be expected to:

- Attend a kick-off meeting to align on the visual concept, design direction, branding and visibility requirements, key messages and delivery schedule;
- Develop and submit initial design concepts for review and approval before proceeding to final production;
- Incorporate consolidated feedback within the agreed revision timeline;
- Maintain consistency with approved A4G visual identity and design direction across products;
- Promptly notify the A4G Communications Team of any issues that may affect the quality or timely delivery of outputs; and
- Submit all final approved files in the agreed formats, including editable/source files where required.

2.2 Deliverables

A4G is seeking suitably qualified individual consultants and/or firms to provide graphic design services to support the program's communications, events, publications and other activities.

The services will include the development of high-quality print and digital communications materials, including but not limited to leaflets, brochures, posters, banners, reports, booklets, factsheets, infographics, digital and social media graphics, animations and promotional materials.

The anticipated initial deliverables include:

Product	Indicative requirement
Partnership in Action story template	1 template/layout, approximately 4 pages double-sided
Program factsheets	6 factsheets, approximately 4 pages double-sided each
Domain explainer infographics	5 one-page infographics
Program banner	1 program banner

Following the development of these initial products, the service provider will provide **graphic design support on an as-needed basis** throughout the engagement. This may include additional infographics, banners, publication and report layouts, story layouts, digital communications materials, adaptations of existing designs, and other design outputs required by A4G.

For each design assignment, the service provider will:

- Develop design concepts and visual treatments based on the agreed brief and content;
- Ensure consistency with A4G and DFAT branding and visibility requirements;
- Submit draft designs for review and incorporate consolidated feedback;
- Adapt designs for different formats or communication channels where required; and
- Submit final approved artwork and editable/source files in the agreed formats.

2.3 Key requirements

Interested individuals and/or firms must demonstrate:

- Ability to communicate effectively in English and Vietnamese;
- Up to five (5) years of relevant professional experience in graphic design, branding and/or communications design for international companies and organisations;
- Proven experience in developing creative concepts, graphic design, and communication materials for both digital platforms and offline events/campaigns;
- Ability to manage multiple design assignments and deliver outputs within tight or competing deadlines;
- Ability to effectively incorporate consolidated feedback from multiple stakeholders and manage revisions within agreed timelines; and
- Proficiency in relevant graphic design and visual communication software and tools required to deliver the services.

Preferred Qualifications (Added Advantage)

The following qualifications will be considered an advantage:

- Experience providing graphic design services to DFAT-funded programs and familiarity with DFAT branding;

- Experience developing infographics and other visual products that communicate policy, technical or complex information to non-technical audiences;

3 Evaluation and selection criteria

3.1 Proposal submission requirements

Bidders should submit a proposal that substantively addresses the selection criteria specified below.

For individual bidders, the proposal should include:

1. **CV** – maximum three pages, outlining relevant education, qualifications and professional experience;
2. **Portfolio** – examples of up to five relevant graphic design products produced for other clients. Examples should, where possible, demonstrate a range of capabilities across publication design, infographics, digital communications and/or event materials; and
3. **Financial proposal** – completed using the template provided as part of this RfP.

For firm bidders, the proposal should include:

1. **Company profile** – brief information on the firm, including relevant experience and capabilities;
2. **Proposed personnel** – identification of the key personnel who will undertake the services, including their roles and relevant experience;
3. **Portfolio** – examples of up to five relevant graphic design products produced for other clients. Examples should, where possible, demonstrate a range of capabilities across publication design, infographics, digital communications and/or event materials; and
4. **Financial proposal** – completed using the template provided as part of this RfP.

3.2 Evaluation criteria

Proposals will be evaluated based on:

- **Relevant experience and capability:** Demonstrated experience providing graphic design and visual communications services to international organisations, development programs, companies or other comparable clients;
- **Quality and relevance of portfolio:** Quality, creativity, visual communication effectiveness and relevance of previous graphic design work;
- **Understanding of the requirements:** Demonstrated understanding of A4G's communications needs, branding requirements and the ability to translate program content into effective visual products;
- **Delivery capability:** Demonstrated ability to manage multiple assignments, meet deadlines and respond effectively to consolidated feedback; and
- **Financial proposal:** Proposed fees and overall value for money.

A4G is not bound to select the service provider that proposes the lowest price and reserves the right to negotiate fees and other contractual terms with the preferred bidder.

Financial proposal

All prices must be quoted in VND and must include all costs associated with the delivery of the services.

For individual consultants, quoted fees must be inclusive of any applicable Personal Income Tax (PIT) obligations.

For companies, quoted fees must include all applicable costs and taxes associated with the delivery of the services, excluding VAT.

Bidders must clearly indicate whether VAT is applicable and, where applicable, state the applicable VAT rate (%) and estimated VAT amount separately in the financial proposal.

For financial evaluation purposes, A4G will compare proposals on a consistent pre-VAT fee basis, taking into account the applicable tax treatment for the bidder's legal status. VAT, where applicable, will be identified separately and will not form part of the base fee comparison.

All tax treatment must comply with applicable Vietnamese tax regulations.

Format

All proposals must be submitted in PDF format.

4 RfP conditions and contract terms

4.1 RfP conditions

BCG reserves the right, at its sole discretion, to:

- Amend, suspend, or cancel this RfP at any time;
- Clarify any aspect of a proposal with a bidder;
- Accept or reject any proposal, in whole or in part;
- Not award a contract as a result of this RfP.

4.2 Costs of proposal preparation

All costs and expenses incurred by bidders in preparing and submitting a proposal, including any costs associated with clarification meetings or presentations, are the sole responsibility of the bidder. BCG will not be liable for any such costs, regardless of the outcome of the RfP process.

4.3 Disclaimer

The information contained in this RfP is provided in good faith for the purpose of assisting bidders in preparing a proposal. While BCG has taken reasonable care in preparing this document, it makes no representation or warranty as to the accuracy or completeness of the information provided.

Bidders are responsible for making their own enquiries and assessments in relation to this RfP and the proposed services.

4.4 Contract terms

The successful bidder will be required to enter into a **Services Agreement** with BCG, acting as Managing Contractor of A4G.

The Services Agreement will establish the general terms and conditions for the provision of services. Specific assignments will be agreed through **Work Orders** or other written instructions issued by A4G, setting out the required services, deliverables, timelines and applicable fees.

The initial term of the Services Agreement will be **12 months from the date of signing**, with the possibility of renewal or extension by mutual written agreement between the Parties, subject to satisfactory performance and continued value for money.

Submission of a proposal in response to this RfP constitutes the bidder's acknowledgement of its willingness to enter into the Services Agreement, subject to finalisation of the terms and conditions by the Parties.

4.5 Confidentiality

All information provided by BCG in connection with this RfP must be treated as confidential and used solely for the purpose of preparing a proposal. Bidders must not disclose any such information to third parties without BCG's prior written consent, except as required by law.

BCG will treat proposals received as confidential, subject to applicable laws, DFAT requirements, and contractual obligations.

4.6 Conflicts of interest

Bidders must declare any actual, potential, or perceived conflicts of interest that may arise in connection with the proposed services. This includes any relationships or activities that could reasonably be perceived to compromise the bidder's ability to perform the services impartially and independently.

BCG may, at its discretion, require bidders to propose appropriate mitigation measures or may exclude a bidder from the process if a conflict of interest cannot be adequately managed.

4.7 Ethics and compliance

The successful bidder will be required to comply with all applicable laws and regulations, as well as relevant DFAT, Aus4Growth, and BCG policies, including those relating to ethical conduct, fraud and corruption, safeguarding, and gender equality, disability, and social inclusion (GEDSI). This includes but is not limited to:

- Commonwealth Supplier Code of Conduct ([link](#))
- BCG Supplier Code of Conduct ([link](#))
- DFAT Child Protection Guidelines ([link](#))
- Commonwealth Procurement Rules ([link](#))
- Commonwealth Fraud and Corruption Control Framework 2024 ([link](#))
- DFAT International Disability Equity and Rights Strategy ([link](#))
- DFAT Preventing Sexual Exploitation, Abuse and Harassment Policy ([link](#))
- DFAT Family Planning and the Aid Program: Guiding Principles ([link](#))
- DFAT Information accessibility requirements combined in the Guidelines for preparing accessible content ([link](#))
- DFAT Environmental and Social Safeguards Policy for the Aid Program ([link](#))
- DFAT Australia's International Gender Equality Strategy ([link](#))
- DFAT Gender equality and women's empowerment strategy ([link](#))
- DFAT Displacement and Resettlement of People in development activities ([link](#))

- Background Checks: Mandatory security vetting, including vetting on the DFAT Consolidated List, the Criminal Code Act List, the World Bank List, or any other relevant list
- Compliance with DFAT's fraud, anti-corruption, and workplace safety guidelines.

Failure to comply with these requirements may result in termination of the contract.

Annex A: Quotation Form

1. General information

General Information	
Full legal name	Insert name
Trading name (if different)	Insert name
Tax code (if applicable)	Insert number
Type of entity (e.g. company, individual)	Insert entity
Registered business office address (for company)/Residential address (for individual)	Insert address
Key Point of Contact	Insert name and position
Email	Insert email address
Phone	Insert phone number

Bidder's Point of Contact	
Contact person (authorised to negotiate and enter into a contract)	Insert name
Position	Insert position
Phone number	Insert phone number
Email address	Insert email address

2. Quotation

No.	Service	Unit	Rate (VND)	Note (if any)
A. EVENT & PROMOTIONAL MATERIALS				
1	Design of event banner / backdrop	Per design/product		
2	Design of event poster / standee	Per design/product		
3	Design of invitation / event promotional material	Per design/product		
B. PUBLICATIONS & EDITORIAL MATERIALS				
1	Leaflet/ factsheet/ success story	Per design		

2	Report / publication layout	Per page		
3	Booklet / handbook	Per publication		
C. INFOGRAPHICS & DATA VISUALISATION				
1	Infographic / visual explainer	Per design		
2	Diagram / data visualisation	Per design		
D. DIGITAL & BRANDED MATERIALS				
1	Social media / digital graphic	Per design		
2	Presentation / digital visual	Per page/slide		
3	Certificate / letterhead / other branded template	Per design		
E. ADAPTATION & OTHER SERVICES				
1	Adaptation / resizing of existing design	Per adaptation		
2	Animation / motion graphic	Per item		
3	Other graphic design service	As applicable – please list out		

Tax and Pricing Information

Item	Bidder to Complete
For individuals, quoted rates include applicable PIT	Yes/No/Not applicable
For companies, VAT applicable & VAT rate	VAT applicable: Yes/No/Not applicable VAT rate:

Notes:

- Rates should be all-inclusive and cover all costs required to deliver the final design, including standard design software, design development, source/editable files, file preparation and formatting for agreed output formats, and reasonable rounds of revisions based on A4G's consolidated feedback, unless otherwise stated. No additional charges for these elements will be accepted unless agreed in writing in advance.
- For **individual bidders**, quoted rates should include any applicable **Personal Income Tax (PIT)** obligations.

- For **company bidders**, quoted rates should include all applicable costs and taxes **excluding VAT**, which should be stated separately where applicable.

Bidder confirmation

I confirm that the information and rates provided above are accurate and valid for the purposes of this RfP.

Name: _____

Position: _____

Signature: _____

Date: _____