



Murrumbidgee COUNCIL

Darlington Point Office
21 Carrington Street
PO Box 5
DARLINGTON POINT NSW 2706

Telephone: 02 6960 5500

Coleambally Office
39 Brolga Place
COLEAMBALLY NSW 2707

Telephone: 02 6954 4060

Jerilderie Office
35 Jerilderie Street
PO Box 96
JERILDERIE NSW 2716

Telephone 03 5886 1200

MEDIA RELEASE

11 October 2017

THE ARTICULATE PEAR APPOINTED FOLLOWING MERIT-BASED, COMPETITIVE EVALUATION

Murrumbidgee Council General Manager Craig Moffitt has refuted claims that undue influence was involved in the appointment of a marketing and design company engaged to develop the new Council's corporate brand.

Mr Moffitt said the decision to appoint The Articulate Pear was made at management level and based on merit following industry standard processes.

"This process was undertaken following normal procurement processes," he said.

"The proposal submitted by The Articulate Pear was evaluated against set criteria and the company demonstrated the experience and capacity to develop and provide an appropriate, relevant corporate identity for Murrumbidgee Council.

"It involved a comprehensive consultation process including grassroots community sessions, staff sessions and in-depth stakeholder sessions.

"I think the results speak for themselves. Murrumbidgee Council is delighted with the logo and the work carried out by The Articulate Pear."

In July 2016 Murrumbidgee Council went to the market for proposals to undertake the Corporate Branding and Community Engagement Project, which included elements such as the logos, corporate design and signage.

The development of a corporate identity for the new Council was mandated by the NSW Government following the merger between Jerilderie Shire and Murrumbidgee Shire Councils which took place on 12 May 2016.

Mr Moffitt said four companies were approached to provide Expressions of Interests (EOIs).

"Three were local and the fourth had previously undertaken work in the region with Council receiving three submissions," he said.

"Based on a thorough assessment by Council's Project Management Office and input provided by the Senior Management Team, The Articulate Pear was engaged to carry out the project."

ENDS

For further information contact:
GENERAL MANAGER
CRAIG MOFFITT

1300 676 243

murrumbidgee.nsw.gov.au