

**MEDIA PANEL**

**SECONDARY**

**PROCUREMENT**

**SIMPLE PURCHASE RECOMMENDATION**

## FOR PROCUREMENTS

UNDER THE MASTER MEDIA SCHEME VALUED GREATER   
T H A N $55,000 I N C G S T

**Project Name:** <insert campaign / project name>

**Department:** <insert department name>

**Division:** <insert division name>

**Date:** <insert date>

LAST UPDATED FEBRUARY 2024

**Submission Summary**

## OFFICIAL

All figures quoted herein must be GST inclusive. Please enter information highlighted in yellow.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Title of project:** | <insert name of project> | | | | | |
| **Project manager and contact details:** | Name: <insert your name>  Title: <insert your title>  Telephone: <insert your telephone>  Email: <insert your email> | | | | | |
| **Procurement process:** |  | Request for Services (RFS) | | | | |
|  | Request for Quote (RFQ) | | | | |
|  | Invitation to supply (ITS) | | | | |
|  | Direct negotiation | | | | |
|  | Other: | | | | |
| This is a secondary procurement Request for Quote, as part of the Media Panel  Secondary Procurement process for the Master Media Scheme. | | | | | |
| **South Australian Industry Participation Policy compliance:** |  | Economic contribution test | | | | |
|  | Not applicable (state reasons): **IPP Plan approved during establishment of the**  **Whole of Government Purchasing Agreement as part of the Master Media Scheme.** | | | | |
| **Contract type:** |  | One off purchase | |  | Panel contract | |
|  | One off purchase with maintenance | |  | Pre-qualification | |
|  | Period contract with Media Panel Supplier as part of the Master Media Scheme Purchase Agreement. | |  | Standing offer | |
| **Period of engagement:** | <insert period of engagement> | | | | | |
| **Total value including options:** | <insert total value including GST> | | | | | |
| **Funding approved:** | Yes | | No | Capital | | Recurrent |
| **Recommended  Media Panel supplier:** | <insert recommended supplier> | | | | | |
| **Pricing information:** | Under the Master Media Scheme Purchasing Agreement Media Panel head hour fees have  been set and media buying rates negotiated on behalf of whole of government: | | | | | |
|  | Fixed | | | | |
| The pricing relating to this procurement will be: | | | | | |
|  | Fixed Maximum | | | | |
| **Limitation or exclusion of liability:** | Has this procurement been subject to a limitation or exclusion of liability? | | | | | |
|  | Yes. Established under the whole of government Purchasing Agreement  under the Master Media Scheme. | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **This section only applicable for procurements over $550,000 inc gst** | | | | |
| **DTF Procurement Services SA *International Obligations Guideline*:** |  | Covered procurement under whole of government Purchasing Agreement  of the Master Media Scheme. | | |
|  | Limited tendering under clause: | | |
|  | Exempted under clause: | | |
|  | Under financial threshold | | |
| **PC027 Disclosure of Government Contracts:** | Is this contract subject to contract disclosure | | | |
| Yes | | Yes, but with exemptions  All rates of the Media Panel are to  remain confidential as outlined in the whole of government Master Media Scheme Customer Agreement. | No | |

# Public Authority Requirements

On 20 June 2023 the Premier on behalf of the Government of South Australia entered into a Purchasing Agreement with two agencies, Wavemaker and Carat (known as the Media Panel) to provide whole of government media strategy, planning and buying services under   
the Master Media Scheme.

The Master Media Scheme is mandatory for all government departments, statutory authorities and business enterprises as outlined in   
*DPC Circular 005: Whole of Government Communication and Branding*.

The approved Media Panel Secondary Procurement Process has followed the process as outlined in the *Master Media Scheme: Media Panel Rules of Engagement*.

All procurement and financial approval and responsibilities remain with each individual agency.

# Brief description of the Project

Briefly summarise the project as outlined in the *Request for Quote Media Brief*.

# Probity

Probity has been applied to this procurement consistent with DTF Procurement Services SA Probity and Ethical Procurement Guidelines

and procedures of: <insert your department / agency name>

The evaluation team has expressed no conflict of interest with the Media Panel suppliers.

# Key Project Risks

The following key risks have been identified for this procurement:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Risk**  (name & description) | **Current Controls**  (how is the risk  currently managed) | **Impact**  (impact / effect  if risk eventuates) | **Likelihood** | **Risk Rating**  (low / high) | **Treatment**  (further controls to  reduce risk rating) |
| <insert risk> | <insert controls> | <insert impact> | <insert likelihood> | <insert rating> | <insert treatment> |
| <insert risk> | <insert controls> | <insert impact> | <insert likelihood> | <insert rating> | <insert treatment> |
| <insert risk> | <insert controls> | <insert impact> | <insert likelihood> | <insert rating> | <insert treatment> |
| <insert risk> | <insert controls> | <insert impact> | <insert likelihood> | <insert rating> | <insert treatment> |

# Evaluation Process Summary

|  |  |
| --- | --- |
| A *Request for Quote Media Brief* was issued to both appointed suppliers of the Media Panel:   * Wavemaker * Carat   *Request for Quote* released <insert date>  *Request for Quote* closed <insert date> | Y  N  If no, please provide approval from the DPC Contract Administrator. |

This *Request for Quote Media Brief* will be assessed against the following evaluation criteria:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Mandatory criteria** (not weighted) | **Y / N** | |  | **Scored criteria** | **Score** |
| Conflict of interest statement | Y | N |  | Understanding of the brief including intended approach to the strategy and value for money | X /10 |
| Declaration of unlawful collusion | Y | N |  | Relevant past experience and past performance | X /10 |
|  |  |  |  | Assigned team including location of proposed resources | X /10 |
|  |  | |  |  |  |
|  |  | |  | **Total** | **X /30** |

The evaluation team consisted of:

|  |  |
| --- | --- |
| **Name of evaluation team member** | **Title** |
| <insert team member name 1> | <insert title 1> |
| <insert team member name 2> | <insert title 2> |
| <insert team member name 3> | <insert title 3> |

# Evaluation Outcomes

## OFFICIAL

Responses were received from the following Media Panel suppliers:

|  |
| --- |
| **Names of respondents** |
| Wavemaker  Carat |

The evaluation team assessed each response and the following scores out of 10 were achieved:

### Wavemaker:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Mandatory criteria** (not weighted) | **Y / N** | |  | **Scored criteria** | **Score** |
| Conflict of interest statement | Y | N |  | Understanding of the brief including intended approach to the strategy and value for money | X /10 |
| Declaration of unlawful collusion | Y | N |  | Relevant past experience and past performance | X /10 |
|  |  | |  | Assigned team including location of proposed resources | X /10 |
|  |  | |  |  |  |
|  |  | |  | **Total** | **X /30** |

Provide details of including the merits of the respondents and justification of the selection.

### Carat:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Mandatory criteria** (not weighted) | **Y / N** | |  | **Scored criteria** | **Score** |
| Conflict of interest statement | Y | N |  | Understanding of the brief including intended approach to the strategy and value for money | X /10 |
| Declaration of unlawful collusion | Y | N |  | Relevant past experience and past performance | X /10 |
|  |  | |  | Assigned team including location of proposed resources | X /10 |
|  |  | |  |  |  |
|  |  | |  | **Total** | **X /30** |

Provide details of including the merits of the respondents and justification of the selection.

**An Industry Participation Plan has been completed by both Media Panel suppliers as part of the whole of government Purchasing Agreement under the Master Media Scheme procurement.**

# Contractual Arrangements

## OFFICIAL

The State executed a Purchasing Agreement and a Customer Agreement with each supplier on the Media Panel on behalf of whole

of government for the Master Media Scheme on 20 June 2023.

# Recommendation

The evaluation team recommends that <insert name of preferred respondent> is the preferred supplier for the provision

of media strategy, planning and buying services for a period of <insert term of the proposed contract including options to extend>.

The estimated value of the proposed contract for the initial term is <insert GST inclusive dollar value>.

*The evaluation team must sign this section.*

**Evaluation Team:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Signature** | **Date** |
| <insert name> | <insert signature> | <insert date> |
| <insert name> | <insert signature> | <insert date> |
| <insert name> | <insert signature> | <insert date> |

OFFICIAL

|  |  |
| --- | --- |
| **Prepared by:** | Signature: <insert signature>  Name: <insert name>  Position: <insert position>  Date: <insert date> |
|  |  |
| **Supported by business unit head:** | Signature: <insert signature>  Name: <insert name>  Position: <insert position>  Date: <insert date> |
|  |  |
|  |  |
| **Endorsed by Accredited Purchasing Unit or equivalent:** | Signature: <insert signature>  Name: <insert name>  Position: <insert position>  Date: <insert date> |
|  |  |
| **Approved by procurement authority delegate:** | Signature: <insert signature>  Name: <insert name>  Position: <insert position>  Date: <insert date> |

# Note:

* Please ensure your departmental procurement processes are followed

