

**MEDIA PANEL**

**SECONDARY**

**PROCUREMENT**

**SIMPLE ACQUISITION PLAN**

## FOR PROCUREMENTS

UNDER THE MASTER MEDIA SCHEME VALUED GREATER   
T H A N $550,000 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 NOVEMBER 2022

**Submission Summary**

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. | | | | |
| **DTF Procurement Services SA International Obligations Policy compliance:** | Covered procurement under whole of government Purchasing Agreement   of the Master Media Scheme.  Limited tendering under clause:  Exempted under clause:  Under financial threshold | | | | |
| **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  One off purchase with maintenance  Period contract with Media Panel Supplier as part of the Master Media Scheme Purchase Agreement. | | | Panel contract Pre-qualification Standing offer | |
| **Period of engagement:** | <insert period of engagement> | | |  | |
| **Total value including options:** | <insert total value including GST> | | |  | |
| **Risk assessment undertaken:** | Yes | No | Not applicable | | |
| **Overall Project Risk Rating:** | Low | Medium | High |  | |
| **If low risk, will a default liability cap apply (set at one to five times the contract value)?** | Yes – as per Purchasing Agreement under No  Not Applicable | | | Master Media Scheme. | |
| **Funding approved:** | Yes | No |  | Capital | Recurrent |
| **Has your CE approved this submission to be published on PARS:** | Yes | No |  |  |  |
| **Outcome of Complexity Assessment:** | Transactional  Routine  Complex  Strategic | | | | |
| **Capability Assessment:**  Based upon the Complexity Assessment above, provide details of the capability assessment of the staff undertaking the procurement | <insert capability assessment> | | | | |

# Public Authority Requirements

On 12 February 2019 the Premier on behalf of the Government of South Australia entered into a Purchasing Agreement with three agencies. On 23 July 2020, the panel transitioned to 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 009: The Master Media Scheme for Government Advertising*.

The approved Media Panel Secondary Procurement Process will follow 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.

See the attached *Request for Quote Media Brief* for required outcomes and deliverables which include consideration of the context

of the procurement in terms of public value and describes why the expenditure of public funds is justified.

# Key Project Risks

*Communications staff should have regard to DTF Procurement Services SA's ‘Risk Management Guideline’ and your Agency’s ‘Risk Management Policy’ in completing this section.*

*Identify and list any key risks involved with this acquisition including supply, business, work health and safety, environmental and public safety and political or sensitivity risks. Ensure that any significant risks are addressed.*

The following key risks have been identified:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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> |

# Probity

Probity applied to this procurement will be consistent with DTF Procurement Services SA's Probity and Ethical Procurement Guidelines and procedures: <insert department name>

DPC Procurement Services will be approached for probity advice if necessary.

The Evaluation Team has no known Conflicts of Interest. If any conflicts of interest do arise; they will be registered as they become.

# Market Approach and Evaluation Process

A *Request for Quote Media Brief* will be issued to both appointed suppliers of the Media Panel:

* Wavemaker
* Carat

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

|  |  |
| --- | --- |
| **Scored criteria** | **Score** |
| Understanding of the brief including intended approach to the strategy and value for money | X /10 |
| Relevant past experience and past performance | X /10 |
| **Total** | **X /20** |

|  |  |
| --- | --- |
| **Mandatory criteria** (not weighted) | **Y / N** |
| Conflict of interest statement | <Y/N> |
| Declaration of unlawful collusion | <Y/N> |

Note: the above evaluation criteria is only an example, you may tailor this to your own requirements

Evaluation of the responses to the *Request for Quote Media Brief* will be evaluated by:

|  |  |
| --- | --- |
| **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> |

# Recommendation

It is recommended that this acquisition plan is approved.

The estimated total cost of this acquisition is <insert $ cost inc GST>.

The market approach will be with a *Request for Quote* to both Media Panel suppliers. The proposed contract term is for a period of <insert term>.

|  |  |
| --- | --- |
| **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> |

