

# MEDIA PANEL SECONDARY PROCUREMENT

## SIMPLE PURCHASE RECOMMENDATION

FOR PROCUREMENTS  
UNDER THE MASTER MEDIA  
SCHEME VALUED GREATER  
THAN \$33,000 INC GST

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

**Department:** <insert department  
name>

**Division:** <insert division  
name>

**Date:** <insert date>

MARCH 2019



Government  
of South Australia

# Submission Summary

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

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

<b>State Procurement Board International Obligations Policy compliance:</b>	<input checked="" type="checkbox"/> Covered procurement under whole of government Purchasing Agreement of the Master Media Scheme. <input type="checkbox"/> Limited tendering under clause: <input type="checkbox"/> Exempted under clause: <input type="checkbox"/> Under financial threshold
<b>Acquisition Plan compliance:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>PC027 Disclosure of Government Contracts:</b>	Is this contract subject to contract disclosure requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> Yes, but with exemptions <input type="checkbox"/> No All rates of the Media Panel are to remain confidential as outlined in the whole of government Master Media Scheme Customer Agreement.

## 1. 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, Wavemaker, Carat and Reprise (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 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.

## 2. Brief description of the Project

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

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## 3. Probity

Probity has been applied to this procurement consistent with the State Procurement Board 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.

## 4. Key Project Risks

The following key risks have been identified for this procurement:

<b>Risk</b> (name & description)	<b>Current Controls</b> (how is the risk currently managed)	<b>Impact</b> (impact / effect if risk eventuates)	<b>Likelihood</b>	<b>Risk Rating</b> (low / high)	<b>Treatment</b> (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>

## 5. Evaluation Process Summary

A Request for Quote Media Brief was issued to all three appointed suppliers of the Media Panel:

- Wavemaker
- Carat
- Reprise

Request for Quote released <insert date>

Request for Quote closed <insert date>

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

<b>Mandatory criteria</b> (not weighted)	<b>Y / N</b>	<b>Scored criteria</b>	<b>Score</b>
Conflict of interest statement		Understanding of the brief including intended approach to the strategy and value for money	/10
Declaration of unlawful collusion		Relevant past experience and past performance	/10
		<b>Total</b>	<b>/20</b>

The evaluation team consisted of:

<b>Name of evaluation team member</b>	<b>Title</b>
<insert team member name 1>	<insert title 1>
<insert team member name 2>	<insert title 2>
<insert team member name 3>	<insert title 3>

## 6. Evaluation Outcomes

Responses were received from the following Media Panel suppliers:

### Names of respondents

Wavemaker

Carat

Reprise

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	X	Understanding of the brief including intended approach to the strategy and value for money	X /10
Declaration of unlawful collusion	X	Relevant past experience and past performance	X /10
		<b>Total</b>	<b>X /20</b>

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	X	Understanding of the brief including intended approach to the strategy and value for money	X /10
Declaration of unlawful collusion	X	Relevant past experience and past performance	X /10
		<b>Total</b>	<b>X /20</b>

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

### Reprise:

Mandatory criteria (not weighted)	Y / N	Scored criteria	Score
Conflict of interest statement	X	Understanding of the brief including intended approach to the strategy and value for money	X /10
Declaration of unlawful collusion	X	Relevant past experience and past performance	X /10
		<b>Total</b>	<b>X /20</b>

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

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

## 7. Contractual Arrangements

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 12 February 2019.

## 8. 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>

**Prepared by:**

Signature:

.....  
Name:

Position:

Date:

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**Supported by business unit head:**

Signature:

.....  
Name:

Position:

Date:

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**Approved by departmental representative with appropriate delegation:**

Signature:

.....  
Name:

Position:

Date:

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**Endorsed by Accredited Purchasing Unit or equivalent:**

Signature:

*Only if over \$550,000*

.....  
Name:

Position:

Date:

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**Approved by procurement authority delegate:**

Signature:

*Only if over \$550,000*

.....  
Name:

Position:

Date:

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**Note:**

- Please ensure your departmental procurement processes are followed



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of South Australia**