

MEDIA PANEL SECONDARY PROCUREMENT

SIMPLE ACQUISITION PLAN

FOR PROCUREMENTS
UNDER THE MASTER MEDIA
SCHEME VALUED GREATER
THAN \$550,000 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.**

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:	<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.
State Procurement Board International Obligations Policy compliance:	<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
South Australian Industry Participation Policy compliance:	<input type="checkbox"/> Economic contribution test <input checked="" type="checkbox"/> 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:	<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
Period of engagement:	<insert period of engagement>
Total value including options:	<insert total value including GST>
Risk assessment undertaken:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not applicable
Overall Project Risk Rating:	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
If low risk, will a default liability cap apply (set at one to five times the contract value)?	<input checked="" type="checkbox"/> Yes – as per Purchasing Agreement under Master Media Scheme. <input type="checkbox"/> No <input type="checkbox"/> Not Applicable
Funding approved:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Capital <input checked="" type="checkbox"/> Recurrent

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 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.

2. Key Project Risks

Communications staff should have regard to the State Procurement Board '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>

3. Probity

Probity applied to this procurement will be consistent with the State Procurement Board Probity and Ethical Procurement Guidelines and procedures. <insert department name>

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.

4. Market Approach and Evaluation Process

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

- Wavemaker
- Carat
- Reprise

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		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
		Total	/20

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>

5. 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 all three Media Panel suppliers.

The proposed contract term is for a period of <insert term>.

Prepared by:

Signature:

.....
Name:

Position:

Date:

Supported by business unit head:

Signature:

.....
Name:

Position:

Date:

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

Signature:

.....
Name:

Position:

Date:

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

Signature:

.....
Name:

Position:

Date:

Approved by procurement authority delegate:

Signature:

.....
Name:

Position:

Date:



**Government
of South Australia**