



ACT
Government

Chief Minister, Treasury and
Economic Development

Freedom of Information Publication Coversheet

The following information is provided pursuant to section 28 of the *Freedom of Information Act 2016*.

FOI Reference: CMTEDDFOI2023-042,043&044

Information to be published	Status
1. Access application	Published
2. Decision notice	Published
3. Documents and schedule	Published
4. Additional information identified	No
5. Fees	Waived
6. Processing time (in working days)	20
7. Decision made by Ombudsman	N/A
8. Additional information identified by Ombudsman	N/A
9. Decision made by ACAT	N/A
10. Additional information identified by ACAT	N/A

From: [REDACTED]
To: [CMTEDD FOI](#)
Subject: FOI Request for RFT GS2975543-CMTEDDFOI 2023-042
Date: Thursday, 16 February 2023 5:49:50 PM

Good afternoon,

On behalf of [REDACTED] I write to request, under the *Freedom of Information Act 2016*, a copy of the Tender Evaluation Report for RFT GS2975543.

Kind regards,



From: [REDACTED]
To: [CMTEDD FOI](#)
Subject: FOI Request for RFT GS2975543-CMTEDDFOI 2023-043
Date: Thursday, 16 February 2023 5:51:03 PM

Good afternoon,

On behalf of [REDACTED] I write to request, under the *Freedom of Information Act 2016*, copies of any government procurement board minutes where the tender GS2975543 and/or related contract/s awarded were discussed.

Kind regards,




From: [REDACTED]
To: [CMTEDD FOI](#)
Subject: FOI Request for RFT GS2975543-CMTEDDFOI 2023-044
Date: Thursday, 16 February 2023 5:52:42 PM

Good afternoon,

On behalf of [REDACTED] I write to request, under the *Freedom of Information Act 2016*, copies of any correspondence (CMTEDD, ministers, third parties) about tender GS2975543 and related contract/s awarded.

Kind regards,



From: [REDACTED]
To: [CMTEDD FOI](#)
Cc: [REDACTED]
Subject: Amended FOI Request
Date: Thursday, 23 February 2023 2:24:26 PM
Attachments: [REDACTED]

Good afternoon,

I just spoke to Emma on the phone, and we are amending an FOI request that was previously made to contain a reduced scope.

On behalf of [REDACTED] I write to request, under the *Freedom of Information Act 2016*, copies of the following briefs:

1. Copies of any correspondence (between CMTEDD and ministers) about tender GS2975543 and related contract/s awarded

Thank you for the clarification.

Kind regards,





ACT
Government

Chief Minister, Treasury and
Economic Development

Our ref: CMTEDDFOI2023- 2023-042,043 & 044



FREEDOM OF INFORMATION REQUEST

I refer to your application under section 30 of the *Freedom of Information Act 2016* (the Act), received by the Chief Minister, Treasury and Economic Development Directorate (CMTEDD) on 16 February 2023, Specifically, you sought:

- *A copy of the Tender Evaluation Report for RFT GS2975543*
- *Copies of any government procurement board minutes where the tender GS2975543 and/or related contract/s awarded were discussed*
- *Copies of any correspondence (CMTEDD, ministers and third parties) about tender GS2975543 and related contract/s awarded*

On 23 February 2023, you amended the third point in the scope of your request to:

- *Copies of any correspondence (between CMTEDD and ministers) about tender GS2975543 and related contract/s awarded.*

Authority

I am an Information Officer appointed by the Director-General of CMTEDD under section 18 of the Act to deal with access applications made under Part 5 of the Act.

Timeframes

In accordance with section 40 of the Act, CMTEDD is required to provide a decision on your access application by 17 March 2023.

Decision

Searches were completed for relevant documents based on information provided by you. Three documents were identified that fall within the scope of your request.

I have included as **Attachment A**, a schedule of relevant documents. This schedule provides a description of each document that falls within the scope of your request and the access decision for each of those documents.

I have decided to grant full access to two documents and partial access to one document relevant to your request.

My access decisions are detailed further in the following statement of reasons and the documents released to you are provided as **Attachment B** to this letter.

In accordance with section 54(2) of the Act a statement of reasons outlining my decisions is below.

Statement of Reasons

In reaching my access decisions, I have taken the following into account:

- the Act
- the content of the documents that fall within the scope of your request
- the *Information Privacy Act 2014*

Exemption claimed

My reasons for deciding not to grant access to components of the relevant documents are as follows:

Information that would, on balance, be contrary to the public interest to disclose under the test set out in section 17 of the Act

Public Interest

The Act has a presumption in favour of disclosure. As a decision maker I am required to decide where, on balance, public interest lies. As part of this process, I must consider factors favouring disclosure and nondisclosure.

In *Hogan v Hinch* (2011) 243 CLR 506, [31] French CJ stated that when ‘used in a statute, the term [public interest] derives its content from “the subject matter and the scope and purpose” of the enactment in which [public interest] appears’. Section 17(1) of the Act sets out the test, to be applied to determine whether disclosure of information would be contrary to the public interest. These factors are found in subsection 17(2) and Schedule 2 of the Act. Taking into consideration the information contained in the documents found to be within the scope of your request, I have identified that the following public interest factors are relevant to determine if release of the information contained within these documents is within the ‘public interest’.

Taking into consideration the information contained in the documents found to be within the scope of your request, I have identified that the following public interest factors are relevant to determine if release of the information contained within these documents is within the ‘public interest’.

Factors favouring disclosure in the public interest under Schedule 2 s2.1:

- (a) *disclosure of the information could reasonably be expected to do any of the following:*
 - (ii) *promote open discussion of public affairs and enhance the government’s accountability;*
 - (iii) *contribute to positive and informed debate on important issues or matters of public interest;*
 - (iv) *ensure effective oversight of expenditure of public funds.*

I consider release of this information could reasonably be expected to promote discussion of public affairs, contribute to positive and informed debate and the government's accountability regarding the expenditure of public funds on media services. The release of this information will provide insight in the process undertaken with regards to this procurement.

However, these factors are required to be balanced against those factors favouring nondisclosure.

Factors favouring nondisclosure in the public interest Schedule 2 s2.2:

- (a) disclosure of the information could reasonably be expected to do any of the following:*
 - (ii) prejudice the protection of an individual's right to privacy or any other right under the Human Rights Act 2004.*
 - (xi) prejudice trade secrets, business affairs or research of an agency or person.*
 - (xii) prejudice the competitive commercial activities of an agency.*

Having reviewed the information, I consider that the protection of an individual's right to privacy, is a significant factor. Release of information concerning individuals working within the ACT Public Service is generally not considered to prejudice the protection of an individual's right to privacy. However, personal information such as signatures of panel members and the information relating to a former workplace (p 27), this information is redacted, as it could or would reasonably be expected to prejudice an individual's right to privacy under the *Human Rights Act 2004*.

I have also considered the impact of disclosing information which relates to business affairs. Schedule 2 section 2.2(a)(xi) allows for government information to be withheld from release if disclosure of the information could reasonably be expected to prejudice the trade secrets, business affairs or research of an agency or person.

The information in question contains sensitive information including payment rates, negotiations, methods of calculations and service delivery for a business that are not publicly available. I consider release of this information could unreasonably cause harm to the businesses involved by providing commercial information to its competitors. I am satisfied that release of this information would, or could, have significant impact on the business affairs of the entities identified as this information is not publicly available.

The parties involved in this procurement have done so trusting that the ACT Government will not release their tender details. This trust, if broken, would, or could, reasonably be expected to prejudice an agency's ability to obtain confidential information from private sector suppliers of goods and services to the ACT Government.

Having applied the test outlined in section 17 of the Act and deciding that release of personal information contained in the documents is not in the public interest to release, I have chosen to redact this specific information in accordance with section 50(2). Noting the pro-disclosure intent of the Act, I am satisfied that redacting only the information that I believe is not in the public interest to release will ensure that the intent of the Act is met and will provide you with access to the majority of the information held by CMTEDD within the scope of your request.

Charges

Fees for this access application are waived under section 107 (e) of the Act.

Online publishing – Disclosure Log

Under section 28 of the Act, CMTEDD maintains an online record of access applications called a disclosure log. Your original access application and my decision in response to your access application will be published in the CMTEDD disclosure log. Your personal contact details will not be published.

You may view CMTEDD disclosure log at <https://www.cmtedd.act.gov.au/functions/foi>.

Ombudsman Review

My decision on your access request is a reviewable decision as identified in Schedule 3 of the Act. You have the right to seek Ombudsman review of this outcome under section 73 of the Act within 20 working days from the day that my decision is published in CMTEDD disclosure log, or a longer period allowed by the Ombudsman.

We recommend using this form [Applying for an Ombudsman Review](#) to ensure you provide all of the required information. Alternatively, you may write to the Ombudsman:

The ACT Ombudsman
GPO Box 442
CANBERRA ACT 2601

Via email: actfoi@ombudsman.gov.au

ACT Civil and Administrative Tribunal (ACAT) Review

Under section 84 of the Act, if a decision is made under section 82(1) on an Ombudsman review, you may apply to the ACAT for review of the Ombudsman decision. Further information may be obtained from the ACAT:

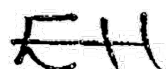
ACT Civil and Administrative Tribunal
Level 4, 1 Moore St
GPO Box 370
Canberra City ACT 2601

Telephone: (02) 6207 1740

<http://www.acat.act.gov.au/>

Should you have any queries in relation to your request please contact me by telephone on 6207 7754 or by email at CMTEDDFOI@act.gov.au.

Yours sincerely



Emma Hotham
Information Officer
Chief Minister, Treasury and Economic Development Directorate

17 March 2022



ACT
Government

Chief Minister, Treasury and
Economic Development

FREEDOM OF INFORMATION REQUEST SCHEDULE

WHAT ARE THE PARAMETERS OF THE REQUEST

Reference NO.

On behalf of [REDACTED] I write to request, under the *Freedom of Information Act 2016*:

CMTEDDFOI 2023-042,2023-043 & 2023-044

- A copy of the Tender Evaluation Report for RFT GS2975543
- Copies of any government procurement board minutes where the tender GS2975543 and/or related contract/s awarded were discussed
- Copies of any correspondence (CMTEDD and ministers) about tender GS2975543 and related contract/s awarded

Ref No	Page number	Description	Date	Status	Reason for Exemption	Online Release Status
1	1-5	GPB Minute - 18 January 2022	18 January 2022	Full Release		Yes
2	6-11	GPB Minute - 22 March 2022	22 March 2022	Full Release		Yes
3	12-112	Evaluation Report - Media Placement and Advice GS975543	27 September 2022	Partial Release	Sch 2 s2.2 (a)(ii) Sch 2 s2.2 (a)(xi) Sch 2 s2.2 (a)(xiii)	Yes
Total No of Docs						
3						

MINUTES

29/2021-22

Government Procurement Board Meeting

8:00-8:50am Tuesday 18 January 2022

Electronic Meeting via WebEx

1. Attendees:

Damon Hall (Acting Chair), Meghan Oldfield (Acting Deputy Chair), Anne-Maree Sabellico, Mathew Baldwin, Madeleine Taylor, Susan Hall, Suzy Nethercott-Watson, Kyla Kerkow (Acting Procurement ACT Observer), Charlotte Smith (Secretariat)

2. Apologies

Bettina Konti (Chair), Geoffrey Rutledge (Deputy Chair), Sanaz Mirzabegian (Procurement ACT Observer)

3. Appointment of an Acting Chair from the Public Employee Members Attending

The Board agreed that Mr Damon Hall will be acting Chair and Ms Meghan Oldfield will be acting Deputy Chair for this meeting.

4. Acknowledgement of Country

Before the meeting commenced, the Acting Chair acknowledged the country that we are meeting on.

5. Declarations of Interest

Mr Damon Hall noted that he is the currently the A/g Executive Group Manager of Infrastructure Delivery Partners in Major Projects Canberra until the first week of February 2022.

6. Procurement Plans

6.1 Media Placement and Advice (Campaign and Non-Campaign) (Procurement ACT assisted – First Pass) (8.20am)

Attendees:

- Nathan Ward, Senior Director, Procurement ACT, Chief Minister, Treasury and Economic Development Directorate (CMTEDD)
- Elizabeth Philpott, Director, Procurement ACT, CMTEDD
- Lori Catelli, Assistant Director, Procurement ACT, CMTEDD

The Board thanked the attendees for the papers and overview provided.

The Board looks forward to considering the second pass. The following advice from the Board is provided for proponents' consideration and clarification is sought as part of the second pass documentation that will come to the Board:

- **Recommend** exploring engaging more than just two suppliers under this procurement (e.g., more than two and/or a consortium), including how small, local Aboriginal and Torres Strait Islander Enterprises and Social Enterprises could be engaged for smaller, unique offerings of work. The Board also **recommend** that the scope of services procurement approach is considered as part of this work, i.e., creative versus non-creative.
 - The Board **noted** that the proponents agreed to explore this further with the CMTEDD Communications Team.
- **Recommend** exploring which of the non-campaign elements could be delivered in house by the Territory. The Board **noted** that some of these elements are sourced by other jurisdictions.
 - The Board **noted** that the proponents agreed to explore this further with the CMTEDD Communications Team.
- **Recommend** mapping the Territory's needs and services between non campaign and campaign elements to determine the percentage split.
- **Recommend** advertising the tender on social media, as the Board **noted** in the Risk Plan that a risk was that there would not be enough interest in this procurement.
- **Recommend** that from an intellectual property perspective that the Government has the editable files from the current suppliers early in the transition process.
- **Recommend** considering when developing the Evaluation Plan how the balance between a supplier's capacity with the size and volume of work will be assessed.
- **Recommend** articulating in the documentation what the current performance management arrangements are if there are concerns or underperformance by the supplier.
- **Recommend** clarifying in the documentation (including contract documentation) what the process will be when Key Performance Indicators are not met i.e., how this will be managed and what options there will be for the Territory if the supplier does not undertake adequate efforts to try to resolve these.

During discussion with the proponents the Board also **noted**:

- The research and inter jurisdictional analysis work that has been undertaken.

- There has been one supplier historically; however, during the pandemic it was identified that there was a need for a second supplier due to the bottlenecking of pieces of work and the criticality of the situation. It was agreed between parties that over the last few months that a second supplier would be engaged.
- The suppliers provide services to different directorates across Government, each directorate with its own requirements and standards for the delivery of medical placement and advice services, and each directorate has different levels of maturity around these services.
- The directorates have provided positive feedback around maintaining two suppliers moving forward.
- Historically, the majority of the spend has been for the campaign element services.
- The Seek advertising around is separate to this procurement and managed by NeonLogic on behalf of the Government. The proponents will be reviewing this arrangement this year as a new pricing arrangement was entered into last July and the use of the Seek advertising is increasing as Territory recruitment increases (given the pandemic).
- The proponents preference would be to limit to two suppliers as there is a limited volume of work and spend that the Government will engage in under this procurement.
- The proponents team is proactively monitoring the market, volumes and value of work, and the changing pandemic circumstances and consider the 3 year initial term with a one-year extension to be sufficient.
- Feedback from other jurisdictions has shown that there is value in engaging a media auditor. The proponents will explore this further separately to this procurement and assess the costs versus benefits to the Territory.
- Under the current arrangements there is a suite of Key Performance Indicators in place to assess performance that has worked well for the contract managers.
- Where there have been issues with the current supplier, the Territory has met with the supplier, articulated the concerns and then developed a plan with the supplier to resolve these.

Outside Scope

8. Minutes

Minutes from the previous meeting were circulated and endorsed out of session. Feedback has been provided to the proponents.

Outside Scope

Outside Scope

MINUTES

38/2021-22

Government Procurement Board Meeting

8:00-9:30am Tuesday 22 March 2022

Electronic Meeting via WebEx

1. Attendees:

Bettina Konti (Chair), Damon Hall, Meghan Oldfield, Mathew Baldwin, Susan Hall, Suzy Nethercott-Watson, Kyla Kerkow (Acting Procurement ACT Observer), Charlotte Smith (Secretariat)

2. Apologies

Geoffrey Rutledge (Deputy Chair), Madeleine Taylor, Anne-Maree Sabellico

3. Acknowledgement of Country

Before the meeting commenced, the Chair acknowledged the country that we are meeting on.

4. Declarations of Interest

No conflicts have been declared.

5. Procurement Plans

5.1 Media Placement and Advice (Procurement ACT assisted – Second Pass) (8.30am)

Attendees:

- Nathan Ward, Senior Director, Procurement ACT, Chief Minister, Treasury and Economic Development Directorate (CMTEDD)
- Elizabeth Philpott, Director, Procurement ACT, CMTEDD
- Lori Catelli, Assistant Director, Procurement ACT, CMTEDD
- Jody Gleeson, Senior Director – Whole of Government Communications and Engagement Services, Communications and Engagement, CMTEDD

The Board thanked the attendees for the papers and overview provided.

The Board **endorsed** this proposal. The following advice from the Board is provided for proponents' consideration:

- **Recommend** clarifying in the documentation that they are seeking two suppliers per category, except for the Media Negotiation category where only one supplier is being sought.

- **Recommend** clarifying in the documentation to market if suppliers can tender for one or more categories. The Board also **recommended** if suppliers could tender for more than one category and a price discount or bonus services would also then be included, that this needs to have a mechanism to be assessed in the Evaluation Plan and captured in the pricing information supplied by the tenderer.
- **Recommend** reviewing the Evaluation Plan and revising to clarify the steps which will be followed to assess. For example, if tendering for category 1A only then will be assessed against other tenderers also tendering for that category in situ (i.e., not against other categories that other tenderers might also have tendered for).
 - The Board **noted** that this is not clear in the current version of the documentation.
- **Recommend** thoroughly testing the Evaluation Plan and its criteria to ensure the calculation for assessment operates as intended.
 - The Board **noted** that they have not seen an evaluation calculation using this method before.
- **Recommend** considering if each category should have its own set of evaluation criteria and/or the weighting of the criteria to be reviewed and adjusted as required to achieve the desired procurement outcomes.
 - The Board **noted** that the current evaluation criteria is the same for all the categories and the proponents may not achieve the desired procurement outcomes using this.
- **Recommend** reviewing and updating the Key Performance Indicators (KPIs) to be centred more around performance.
 - The Board **noted** the current KPIs focus on the number of deliverables.
- **Recommend** reviewing the Risk Plan items around relationships with suppliers to ensure the mitigation treatments listed are sufficient. The Board also recommend including relationship management sections in the Panel Management Plan for this procurement.
 - The Board **noted** the proponents are using the learnings from past dealings with current suppliers to inform the risks and treatments in the Risk Plan.
- **Recommend** reviewing the documentation to ensure that the categories listed in the Evaluation Plan are referenced consistently across all the documentation.
 - The Board **noted** the Request for Tender documents include a category for Additional Services, which is not referenced in the Evaluation Plan.

- **Recommend** including the category for Additional Services as a component of each of the other categories.
- **Recommend** clarifying in the documentation what the transition plan will be if the current suppliers are unsuccessful at tendering for this procurement.

During discussion with the proponents the Board also noted:

- The first pass feedback has been responded to in the second pass documentation provided.
- CMTEDD have in place strong probity arrangements which outline the current suppliers' roles and responsibilities.

Outside Scope

Outside Scope

Outside Scope

7. Minutes

Minutes from the previous meeting were circulated and endorsed out of session.
Feedback has been provided to the proponents.

Outside Scope

Outside Scope



Procurement ACT

**EVALUATION REPORT
(PANEL)**

GS2975543

**FOR THE PROVISION OF MEDIA
PLACEMENT AND ADVICE**

27 September 2022

Contents

1. EXECUTIVE SUMMARY.....	3
2. EVALUATION TEAM RECOMMENDATION.....	7
3. DELEGATE APPROVAL.....	10
4. CONFIDENTIAL TEXT.....	11
5. PURPOSE.....	12
6. PROJECT BACKGROUND.....	12
7. PRELIMINARY STAGE AND ESTABLISHMENT OF THE EVALUATION TEAM.....	13
8. RECEIPT AND REGISTRATION OF RESPONSES.....	14
9. ASSESSMENT OF EVALUATION CRITERIA.....	16
10. CONTRACT NEGOTIATION.....	43
11. CONTRACT EXECUTION.....	43
12. NOTIFICATION OF UNSUCCESSFUL RESPONDENTS.....	43
13. NOTIFIABLE CONTRACT REGISTER.....	43
14. ATTACHMENT A – DETAIL CONSENSUS EVALUATION.....	44

1. EXECUTIVE SUMMARY

1.1. Overview

- 1.1.1. This Evaluation Report is for the Approach to Market (ATM) to establish a panel for the provision of Media Placement and Advice (GS2975543) and describes the evaluation process that was undertaken in accordance with the ATM and the approved Evaluation Plan.
- 1.1.2. This Evaluation Report also details the outcomes of the Value for Money (VFM) evaluation and provides recommendations to the Delegate for the overall evaluation outcome.

1.2. Background

- 1.2.1. The Territory had a requirement to market test the provision of Media Placement and Advice across the Whole of Government to support its requirements and operations.
- 1.2.2. The Media Placement and Advice Services Panel consists of five Categories:
 - (a) Brand (campaign) Advertising;
 - (b) Digital Only (campaign) Advertising;
 - (c) Functional (non-campaign) Advertising;
 - (d) Media Negotiations (Brand and Functional); and
 - (e) Additional Services.
- 1.2.3. The ATM was developed utilising the Procurement ACT suite of tendering documents with the assistance of Procurement ACT.
- 1.2.4. In accordance with the *Government Procurement Act 2001* and the *Government Procurement Regulation 2007*, the ATM was issued by the Territory as a Public Tender via Tenders ACT on 14/04/2022 and closed at 2:00pm (Canberra Local Time) on 17/05/2022.
- 1.2.5. Six addenda were issued providing answers to questions of clarification in relation to the ATM.
- 1.2.6. Seven Responses were received, with none set aside, all meeting the conformance requirements of the ATM.
- 1.2.7. In recommending Respondents to be appointed under this Panel the Territory considered:
 - (a) technical capability and capacity of the Respondents to provide Media Placement and Advice;
 - (b) Respondents' specialty and or expertise in delivering Media Placement and Advice (within a similar environment to the Territory's requirements);
 - (c) number and availability of appropriate available organisations to provide specific Media Placement and Advice services; and
 - (d) Respondents' pricing rates for delivering/supplying Media Placement and Advice.

- 1.2.8. The number of approved Respondents was determined by the Evaluation Team which took into consideration the following during the evaluation process:
- (a) current demand – ensuring sufficient Respondents are appointed to cover the Territory’s current demand/Panel usage for Media Placement and Advice; and
 - (b) future demand – ensuring sufficient Respondents are appointed to cover increases in demand for Media Placement and Advice.

1.3. Outcome

- 1.3.1. In accordance with the approved Evaluation Plan, the Evaluation Team undertook a robust evaluation of the Responses. The Evaluation Team determined three Respondents were not suitable and four Respondents proceeded to a shortlist.
- 1.3.2. The shortlisted Respondents with acceptable technical weighted scores participated in interviews with the Evaluation Team. The interviews confirmed the views of the Evaluation Team’s initial assessments. The Evaluation Team did not change any initial technical scores.
- 1.3.3. **Two** of the shortlisted Respondents tendered alternative pricing schedules. The Evaluation Team undertook analysis of both the standard and alternative pricing schedules.
- 1.3.4. In accordance with the approved Evaluation Plan, the Evaluation Team were responsible for undertaking a value for money evaluation and the Evaluation Team has summarised the outcome in the following table. It shows only one Respondent represents a value for money outcome for the Territory and should be considered as the preferred Respondent.

1.3.5. Considerations of VFM included discussions on the Respondents' ability to undertake the Categories tendered for, price analysis, the risk profile identified during the evaluation phase and overall VFM ranking.

SHORTLISTED RESPONDENT	TENDERED CATEGORY	PRICING MODEL	OVERALL RISK RATING	Category Consideration	VFM RANKING
Mediabrand Australia Pty Ltd Sch 2.2(a)(xi)	C1a - Campaign Brand C1b - Campaign Digital C2 - Functional C3 - Media Negotiations C4 - Additional Services	Acceptable for all Categories	Low	Acceptable	1
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)	Sch 2.2(a)(xi), Sch 2.2(a)(ii)	Sch 2.2(a)(x), Sch 2.2(a)(ii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)	Sch 2.2(a)(xi), Sch 2.2(a)(xii)	Sch 2.2(a)(x), Sch 2.2(a)(ii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)	Sch 2.2(a)(xi), Sch 2.2(a)(xii)	Sch 2.2(a)(x), Sch 2.2(a)(ii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)	Sch 2.2(a)(xi), Sch 2.2(a)(xii)	Sch 2.2(a)(x), Sch 2.2(a)(ii)

		Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]			
Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]	Sch 2.2(a)(xi) [Redacted]	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]

- 1.3.6. The Evaluation Team determined Mediabrands Australia Pty Ltd represents the best VFM outcome for the Territory. Mediabrands Australia Pty Ltd had the highest technical scores and has the capability and capacity to provide all Services under all Categories as a single contractor across the Territory.
- 1.3.7. Mediabrands Australia Pty Ltd will operate under an exclusive arrangement Sch 2.2(a)(xi), Sch 2.2(a)(xiii).
- 1.3.8. The Territory will enter contract negotiations with Mediabrands Australia Pty Ltd on six key points. It is anticipated that negotiations will be successfully undertaken, and the contracted Services will commence on 1 January 2023.
- 1.3.9. If negotiations were to fail, the Evaluation Team has determined that remaining shortlisted Respondents Sch 2.2(a)(xi), Sch 2.2(a)(xiii) to deliver all Services required under the Panel.

2. EVALUATION TEAM RECOMMENDATION

- 2.1.1. The Evaluation Team makes the following recommendation for the Delegate's consideration and approval.
- 2.1.2. The Evaluation Team recommends that you:
- (a) note that the procurement process for the provision of Media Placement and Advice was conducted in accordance with the Procurement Plan approved by the then Under Treasurer as the Delegate on 12 April 2022;
 - (b) approve the Negotiation Team (refer Section 10) be authorised to enter into contract negotiations with **Mediabrands Australia Pty Ltd** based on the table at Section 2.1.4;
 - (c) pending successful negotiations, approve the appointment of **Mediabrands Australia Pty Ltd** as the Preferred Respondent for all Categories, representing the best VFM outcome for the Territory;
 - (d) note the Territory will be entering into an exclusive arrangement with **Mediabrands Australia Pty Ltd**; and
 - (e) approve entering into a Panel Deed with **Mediabrands Australia Pty Ltd** for an initial term of three years including an extension period of twenty-four months in the aggregate. With a total term of 5 years.

Negotiations

- 2.1.3. The Evaluation Team engaged the ACT Government Solicitor for advice on the proposed contract departures.
- 2.1.4. The Negotiation Team, including ACT Government Solicitors, will enter contract negotiations on the following key points.

NEGOTIATION POINT	TERRITORY POSITION
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

2.1.5. The contents of this Evaluation Report reflect an accurate representation of the evaluation process conducted in accordance with the ATM and the Evaluation Plan for the provision of **Media Placement and Advice**.

EVALUATION TEAM ACKNOWLEDGEMENT AND ENDORSEMENT	
<p>Name: Nicole Mahar Title: Executive Branch Manager Directorate: Chief Minister, Treasury and Economic Development Directorate Date: 19 September 2022</p>	<p style="text-align: center; font-size: 24px; color: #ccc;">Sch 2.2(a)(ii)</p> <p>Signature: _____ Evaluation Team Chair</p>
<p>Name: Jody Gleeson Title: Senior Director Directorate: Chief Minister, Treasury and Economic Development Directorate Date: 15 September 2022</p>	<p style="text-align: center; font-size: 24px; color: #ccc;">Sch 2.2(a)(ii)</p> <p>Signature: _____ Evaluation Team Member</p>
<p>Name: Josie Khng Title: Senior Director Directorate: Suburban Land Agency (currently acting at Canberra Health Services) Date: 20 September 2022</p>	<p style="text-align: center; font-size: 24px; color: #ccc;">Sch 2.2(a)(ii)</p> <p>Signature: _____ Evaluation Team Member</p>

3. DELEGATE APPROVAL

3.1. Recommendation

- 3.1.1. The Evaluation Team recommendation is **Approved/Not Approved**, and the Evaluation Team is authorised to:
- (a) enter into negotiations with Mediabrands Australia Pty Ltd with the parameters outlined in the Evaluation Team recommendation;
 - (b) arrange for Procurement ACT and the ACT Government Solicitor to prepare a Panel Deed between the Territory and Mediabrands Australia Pty Ltd, provided the outcomes of the contract negotiations are successful as outlined in the Evaluation Team recommendation at Section 2;
 - (c) arrange for the Panel Deed to be uploaded onto the Notifiable Contracts Register within 21 days of execution; and
 - (d) provide a debriefing to unsuccessful Respondents following execution of the Panel Deed.
- 3.1.2. I (as the Delegate) have the properly delegated authority as the Under Treasurer, of the Chief Minister, Treasury and Economic Development Directorate, with regard to the above approved procurement expenditure to authorise an officer of Procurement ACT, to sign, as may be required to affect the delivery of the Project, the following documents:
- (a) Letters – Preferred Respondent and Unsuccessful Respondents;
 - (b) Panel Deed (executed by EGM Procurement ACT); and
 - (c) Other Related Documents.

DELEGATE APPROVAL	
<p>DELEGATE NAME: Stuart Hocking</p> <p>TITLE: Under Treasurer</p> <p>DIRECTORATE: Chief Minister, Treasury and Economic Development Directorate</p> <p>DATE: <input type="text" value="(Click to enter date)"/></p>	<p>Signature: _____</p>
STATEMENT	The Evaluation Report is APPROVED / NOT APPROVED
DELEGATE COMMENTS	

4. CONFIDENTIAL TEXT

- 4.1.1. **Mediabrand Australia Pty Ltd** has proposed three contractual components as confidential text as outlined in the table below. The information requested and the grounds for the claims for confidentiality are in accordance with section 35(1) of the Government Procurement Act.
- 4.1.2. The Evaluation Team reviewed the rationale for confidentiality and deemed that the requested for exclusion of personal information and trade secrets (tools and pricing) was acceptable.
- 4.1.3. The Negotiation Team and Mediabrand Australia Pty Ltd will engage in contract negotiations. Assuming successful negotiations, a forthcoming minute including the outcome of the negotiations, agreed final draft contract and specific confidential text will be submitted for your approval. Within the minute, it will also be requested that the EGM Procurement ACT is delegated to execute the final contract.

CONFIDENTIAL TEXT		
DESCRIPTION OF TEXT	BASIS FOR CLAIM	REASONING
35(1)(a)(i)	Name and title of individuals not listed as Directors.	Disclosure of the relevant text would be an unreasonable disclosure of Personal Information about a person.
35(1)(a)(ii)	Proprietary Tools.	Disclosure of the relevant text would disclose a trade secret.
35(1)(a)(iii)	Individual Pricing Schedules.	Disclosure of the relevant text would disclose information (other than a trade secret) having a commercial value that would be, or could reasonably be expected to be, destroyed or diminished if the information were disclosed.

5. PURPOSE

- 5.1.1. To seek approval to enter contract negotiations in accordance with the recommendations of the Evaluation Team at Section 2.

6. PROJECT BACKGROUND

- 6.1.1. The Whole of Government Creative Services Panel (CSP) commenced on 1 October 2017 and is due to expire on 30 September 2022.
- 6.1.2. The Territory is using the Australian Government's Services Australia panel arrangements for the provision of creative and digital communication services as a cooperative arrangement. This arrangement does not include Media Placement and Advice services, which needs to be procured separately to cater for the Territory's advertising requirements.
- 6.1.3. To design an appropriate procurement strategy for Media Placement and Advice services, the Contracts and Category Management Team undertook a comprehensive due diligence report. The outcome of the report recommended strategic and procurement review by the Government Procurement Board. The Board reviewed the strategic submission and provided recommendations regarding options for approaching the market. An Open Market approach was the preferred method and subsequently undertaken.
- 6.1.4. The scope of this procurement was to establish a panel arrangement to provide Media, Placement and Advice services, both campaign and non-campaign, to the Territory.
- 6.1.5. The scope of the Services include:

No.	Category	Description
1	1a - Brand (campaign) Advertising	Planning, strategy, advice, buying, placement, reporting and evaluation of multi-channel advertising media. This includes digital and non-digital channels.
	1b - Digital Only (campaign) Advertising	Search, social, websites, apps, display, video, programmatic
2	Functional (non-campaign) Advertising	Planning, strategy, buying and placement of functional non-campaign advertising media. This generally involves advertising pertaining to recruitment and public notices.
3	Media Negotiations (Brand and Functional)	Annual negotiation of favourable, competitive media rates and trading terms with media network groups (eg. but not limited to TV, newspapers, magazines, digital, radio stations, cinema, out of home) on behalf of the Territory.
4	Additional Services	Ad-Hoc

6.2. Funding

- 6.2.1. CMTEDD is responsible for any Whole of Government costs, however, the funding of Services is the responsibility of each of the Territory's Directorates and Agencies that utilise the Media Placement and Advice Panel.

7. PRELIMINARY STAGE AND ESTABLISHMENT OF THE EVALUATION TEAM

7.1. Probity

- 7.1.1. All Evaluation Team members, Specialist Advisors or others involved in supporting the evaluation process completed relevant confidentiality documentation confirming their intent to maintain confidentiality throughout the ATM, Evaluation and Contract periods.
- 7.1.2. Additionally, all Evaluation Team members, Specialist Advisors or others involved in supporting the evaluation process, were required to disclose any perceived or actual conflict of interests or associations with any of the Respondents.
- 7.1.3. Two Procurement ACT staff (Facilitator and Administration support) identified that they currently manage the incumbent contractors for the provision of Media Placement and Advice, however noted that they are not voting members and their roles in the evaluation process is to facilitate and not influence any decisions.
- 7.1.4. One Evaluation Team member declared that the current owner of [redacted] was a previous manager of theirs at another company with limited contact with this person since leaving the company in [redacted].
- 7.1.5. One Specialist Advisor noted they had previously worked in the Commonwealth and had professional interactions with one of the Tenderers however they are not a voting member and will participate in the process professionally and will act impartially.
- 7.1.6. All documents and proceedings of the Evaluation have been treated as confidential.

7.2. Probity Auditor/Advisor or Specialist Advisors

- 7.2.1. A Legal Probity Auditor was not engaged to provide advice for this procurement process.
- 7.2.2. The Evaluation Team Facilitator provided non legal probity advice and undertook probity briefings prior to the release of the ATM to the incumbents and Territory staff who currently have contact with the incumbents. The probity protocols were also discussed at the commencement of each interview and a supporting probity document was provided to the Respondents when interview requests were issued.

7.3. Evaluation Overview

- 7.3.1. The evaluation was conducted in accordance with the guidelines and methodology detailed in the approved Evaluation Plan dated 12 April 2022.
- 7.3.2. The evaluation was based on the requirements as published in the ATM and the Assessment Criteria set out in the approved Evaluation Plan. The evaluation approach was based on a weighted scoring system supported by qualitative judgement.
- 7.3.3. As outlined in the approved Evaluation Plan, the evaluation has been divided into the following stages and parts:
 - (a) Stage 1: Preliminary Stage involving establishing the Evaluation Team and those providing specialist advice and support;
 - (b) Stage 2: Receipt, Registration, Security and Distribution of Responses;
 - (c) Stage 3: Evaluation;
 - (d) Stage 4: Recommendations and Evaluation Report for Delegate Approval;

- (e) Stage 5: Contract Negotiations;
- (f) Stage 6: Execution of Contract(s);
- (g) Stage 7: Notification of Unsuccessful Respondent(s) and offer of debriefs; and
- (h) Stage 8: Contract Registration and Storage.

7.4. Evaluation Methodology

- 7.4.1. Prior to commencing the evaluation process, Territory personnel involved with the evaluation completed and/or familiarised themselves with:
- (a) Declarations/Deeds of Confidentiality and Conflicts of Interest;
 - (b) the approved Evaluation Plan;
 - (c) the ATM documentation, Standard Conditions of Response and all addenda;
 - (d) the relationship between the Evaluation Criteria, the Goods and Services and the Territory requirements and operations;
 - (e) all requirements of Territory policies, including probity and financial policies; and
 - (f) the expectations of the technical scoring and risk rating regime descriptors to be applied in the evaluation process.

8. RECEIPT AND REGISTRATION OF RESPONSES

8.1. Lodgement

- 8.1.1. Responses were received and registered in accordance with the approved Evaluation Plan and the Territory's Tender Box protocols.
- 8.1.2. Responses were received and stored securely by the Evaluation Team Facilitator and the information contained within were treated as Commercial-in-Confidence.
- 8.1.3. There were five received from the following Respondents by the Closing Date and Time and registered by the Tenders ACT Team:

RESPONDENT	ABN
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Mediabrand Australia Pty Ltd	19 002 966 001
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

- 8.1.4. ^{Sch 2.2(a)} alternative bids were received from ^{Sch 2.2(a)(xi), Sch 2.2(a)(xiii)}. The alternative bids were considered once compliant bids were confirmed.

8.2. Late Responses

- 8.2.1. There were two Late Responses received after the Closing Time and Date. Both Respondents contacted Tenders ACT at 2.02pm immediately after failing to upload their Responses. As it was not anticipated that the Respondents received an unfair advantage by submitting a late response, the Evaluation Chair accepted the following two Late Responses.

RESPONDENT	ABN
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

8.3. Compliance Assessment

General Compliance

- 8.3.1. The Evaluation Team Facilitator completed a compliance check on all lodged Responses and provided in the Tender Opening Report by Tenders ACT.
- 8.3.2. The insurances for **five** of the Respondents did not meet the required limits and will be reviewed if required pending the outcome of the evaluation.
- 8.3.3. **Two** of the Respondents partially complied with the Draft Contract Compliance Response and will be considered as part of negotiations should the Response/s proceed to this stage.
- 8.3.4. **One** of the Respondents resubmitted an updated Response Schedule which contained omissions. This was accepted as per Section 7 of the Terms and Conditions.
- 8.3.5. All Responses were accepted by the Evaluation Chair in consultation with the Evaluation Team Facilitator and proceeded to Technical Evaluation (Weighted Criteria).

Incomplete Responses

- 8.3.1. Sch 2.2(a)(xi), Sch 2.2(a)(xiii) submitted a Response that did not have an Attachment E (LIPP) completed. Noting that the Respondent referenced in the Response Schedule that Attachment E was completed in a separate file, it was considered that this was an omission and therefore provided the Respondent with the opportunity to submit the attachment.
- 8.3.2. Sch 2.2(a)(xi), Sch 2.2(a)(xiii) submitted a Response that did not:
- have a signed Ethical Supplier's Declaration, however, it is noted that the Respondent does comply with the terms of the declaration; and
 - include a completed Section 4 of Attachment B (Financial and Corporate Information) due to time constraints however noted that it will be completed if required.
- 8.3.3. It was determined that the Response would be assessed and if required during the evaluation the additional information would be requested.
- 8.3.4. Two Respondents, Sch 2.2(a)(xi), Sch 2.2(a)(xiii), partially completed the Response for Financial and Corporate Information. The Respondents will be requested to provide a full response if required during the evaluation.

- 8.3.5. All Responses proceeded to Technical Assessment (Weighted Criteria).
- 8.3.1. Following the Compliance Check, the Evaluation Facilitator redacted and removed Pricing Information from all Responses to ensure a two-stage evaluation process, whereby price does not influence evaluation of the Technical Evaluation.
- 8.3.2. Price details were provided to the Evaluation Team only following the evaluation of the Mandatory Evaluation Criteria and Weighted Evaluation Criteria.

9. ASSESSMENT OF EVALUATION CRITERIA

9.1. Mandatory Evaluation Criteria

- 9.1.1. Not used.

9.2. Fair and Safe Employment Evaluation Criteria (FSEE)

- 9.2.1. Not used.

9.3. Technical Assessment (Weighted Criteria)

9.3.1. The Evaluation Team considered all information in the Responses and conducted an objective analysis, scoring each Weighted Evaluation Criterion using the Scoring table included in the approved Evaluation Plan.

9.3.2. The Weighted Evaluation Criteria headings are outlined in the table below and the detailed criterion is available in the Evaluation Plan.

NO.	WEIGHTED EVALUATION CRITERIA	WEIGHTING 100%
1	<p>Proposed Account Management, Service Delivery, Reporting and Supporting Administration Tool/s (Dashboard/WIP).</p> <p>Tenderers to provide information on:</p> <ul style="list-style-type: none"> • Account Management and Service Delivery • Reporting and Supporting Administration Tool/s (Dashboard/WIP) 	30%
2	<p>Methodology</p> <p>Tenderers to provide information and samples for each Service Categories/Category (Category) being tendered.</p> <ul style="list-style-type: none"> • Category 1a Brand (campaign) Advertising • Category 1b Digital Only (campaign) Advertising • Category 2 Functional (Non - campaign) Advertising • Category 3 Media Negotiations (Brand and Functional) <p><i>Allocation of weighting</i></p> <p>Each Category tendered has an independent weighting of 20% for Weight Criterion 2 – Methodology.</p> <p>Tenderers tendering for one or more Categories will have its Weighted Criterion 2 assessed against those only tendering for the same Category (i.e., not against other categories that other tenderers might also have tendered for).</p> <p>Weighted Criteria 1, 3, 4, 5 and 6 remain a constant score and would not be dependent on the Category being tendered in Weighted Criterion 2.</p>	20%
3	<p>Agency Structure and Capability</p> <p>Tenderers to demonstrate its capability and capacity to provide the Service Category being tendered.</p>	15%
4	<p>Supporting Strategic Objectives</p> <p>Tenderers to demonstrate its operational alignment to provide the Service Categories being tendered.</p>	15%
5	<p>Experience and Past Performance</p> <p>Tenderers to provide a case study example.</p>	10%
6	<p>Local Industry Participation Policy</p> <p>Tenderers to demonstrate its local business impact during the term of the Agreement.</p>	10%

- 9.3.3. The table below outlines the consensus scores for each Respondent. It is noted that weighted criterion 2 contains four Categories each with a sub weighting. A Respondent was only provided a sub weighting if it tendered for any of the Categories.
- 9.3.4. The Scope of Services included a Category 4 for Additional Services. This Category was not scored as all Panellists would be assigned to the Category.

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

- 9.3.1. A summary of the technical evaluation commentary of each Respondents is provided in the following tables.
- 9.3.2. The order of the Respondents is listed from highest score (excluding Weighted Criterion 2) to lowest score.
- 9.3.3. A detailed criteria consensus summary for each Respondent is detailed in **Attachment A - Detailed Consensus Evaluation**.

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores	WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6	
	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									
	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)											
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6	
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										

9.4. Non-Weighted Evaluation Criteria

9.4.1. The Evaluation Team reviewed the Non-Weighted Evaluation Criteria as included below:

NO.	NON-WEIGHTED EVALUATION CRITERIA
1	<p>Price</p> <p>Tenderers are required to complete the Returnable Pricing Schedule (Attachment C). All Pricing breakdown categories within the Schedule should be populated.</p> <p>Prices are to be in Australian Dollars and GST inclusive.</p> <p>Note the Territory reserves the right to undertake up to three (3) pricing benchmarking reviews and may request updated Services fees during the Term of the Panel.</p>
2	<p>Value Added</p> <p>Tenderers are invited to detail any further value-added offerings not requested in the Statement of Requirements that it believes would be beneficial to the Territory.</p>

Pricing Assessment

- 9.4.2. The Panel has an estimated potential value/spend of \$23.4 million over four (4) years, based on a spend of approximately \$5 - \$6 million per annum.
- 9.4.3. This potential value/spend for the Panel is based on all Directorate/Agencies utilising the arrangement.
- 9.4.4. As part of the evaluation process, the Evaluation Team undertook an analysis of pricing submitted by the Respondents as part of their Response.
- 9.4.5. The pricing analysis included benchmarking against current media plans and average of current rates and fees; historic data, and industry standard rates. The Evaluation Team asked for additional analysis to be undertaken by the two nominated technical advisors who provided insight into the rates and fees.
- 9.4.6. The Evaluation Team compared the submitted prices/rates by each Respondent for each Category and determined the additional cost to the Territory, if any, and ascertained whether submitted prices are a financially viable.
- 9.4.7. Any risks associated with the price information provided have been identified as part of the price evaluation process.
- 9.4.8. The Evaluation Team rated Responses based on the evaluation of each Respondent's submitted prices for each of their nominated Categories.
- 9.4.9. The Evaluation Team did not rank Responses based on their pricing however the pricing was considered during the VFM assessment.
- 9.4.10. The Evaluation Team noted that two Respondents provided Alternative Tenders which included alternative pricing models. The alternative pricing models were considered after the initial pricing analysis was undertaken.
- 9.4.11. The tables below outline the Evaluation Teams summary of each Respondent against the relevant Categories.

CATEGORY 1 (A&B) BRAND AND DIGITAL (CAMPAIGN) ADVERTISING	
RESPONDENT	SUMMARY OF PRICING ANALYSIS
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	<p>The average hourly rates for the incumbents were calculated for the following Service Types and compared with the hourly rates proposed by the Respondents:</p> <ul style="list-style-type: none"> – Media booking and buying – Media Planning – Media Strategy – Account Management – Production Services – Reporting – Trafficking Dispatch <p>With the exception of Sch 2.2(a)(xi), Sch 2.2(a)(xiii), all rates are considered acceptable as the Respondents were within a suitable range above or below the current rates. Where there were some higher rates, these were balanced with lower fees in other areas.</p> <p>Clarifications (Section 9.4.15) were requested from Sch 2.2(a)(xi), Sch 2.2(a)(xiii) to provide daily rates for the Service Types to better compare hourly or daily rates as opposed to a 'per campaign' fee that did not have adequate context and could therefore not be compared for VFM.</p>
CATEGORY 2 - FUNCTIONAL (NON-CAMPAIGN) ADVERTISING	
RESPONDENT	SUMMARY OF PRICING ANALYSIS
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	<p>The Evaluation Team considered the pricing submitted for this Category as acceptable and in line with current rates provided to the Territory.</p> <p>The Evaluation Team did not consider that a percentage of media that was proposed is the best model for this Category and does not provide VFM or transparency for the Territory. While there were hourly rates proposed for additional services, it was unclear as to how this would transpose to a media plan as the sample provided did not include percentages, only hourly rates.</p> <p>The Evaluation Team considered the pricing submitted for this Category as acceptable and in line with current rates provided to the Territory.</p> <p>The Evaluation Team did note that the Response did not provide further breakdown for line items as Sch 2.2(a)(xi), Sch 2.2(a)(xiii) did, however the overall cost per placement provided good VFM.</p>

CATEGORY 3 - MEDIA NEGOTIATIONS (BRAND AND FUNCTIONAL)	
RESPONDENT	SUMMARY OF PRICING ANALYSIS
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	The Evaluation Team considered the pricing submitted by the Respondent as excessive with no added value identified, however, a request for clarification was sought as to whether the pricing quoted is annually or across the term of the Deed.
	The Evaluation Team considered the pricing submitted for the proposed Services as acceptable to the Territory and in line with current industry rates.
	The Evaluation Team considered the pricing submitted for the proposed Additional Services as acceptable to the Territory and in line with current industry rates and considered VFM given senior leads would be brought into negotiations and process was far more transparent in terms of ongoing tracking of rates.
CATEGORY 4 - ADDITIONAL SERVICES	
RESPONDENT	SUMMARY OF PRICING ANALYSIS
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	The Evaluation Team considered the pricing submitted for the proposed Additional Services as acceptable to the Territory and in line with current industry rates.
	The Evaluation Team considered the pricing submitted for the proposed Additional Services (training only) as acceptable to the Territory and in line with current industry rates.
	The Evaluation Team considered the pricing submitted for the proposed Additional Services as acceptable to the Territory and in line with current industry rates.
	The Evaluation Team considered the pricing submitted for the proposed Additional Services as acceptable to the Territory and in line with current industry rates. It was noted that there is a risk of scope creep or 'overcooking' the team proposed. Costings would be needed up front with a breakdown. The Evaluation Team requested clarification for an hourly training rate as it is not anticipated that full day training would be required by the Territory.
	The Evaluation Team considered the pricing submitted for the proposed Additional Services as acceptable to the Territory and in line with current industry rates.
	The Evaluation Team considered the pricing submitted for the proposed Additional Services as acceptable to the Territory and in line with current industry rates.
	The Evaluation Team considered the pricing submitted for the proposed Additional Services as acceptable to the Territory and in line with current industry rates.

Value Added Services

- 9.4.12. Tenderers were invited to detail any further value-added offerings not requested in the Statement of Requirements that it believes would be beneficial to the Territory.
- 9.4.13. With the exception of Sch 2.2(a)(xi), Sch 2.2(a)(xiii), all Respondents provided a Response to this Evaluation Criteria, however, the Responses were simply providing marketing information about their organisations and did not provide any actual Value Added Services to the Territory.
- 9.4.14. The Response submitted by Sch 2.2(a)(xi), Sch 2.2(a)(xiii) stated that Value Added offerings were completed and attached, however, no attachments were provided to this effect.

Clarifications

- 9.4.15. As part of the evaluation process, the Evaluation Team deemed it was necessary and appropriate to request clarifications from Tenderers.
- 9.4.16. The Evaluation Team sought clarifications from shortlisted Respondents
- 9.4.17. All clarifications were managed by the Evaluation Team Facilitator and Administration Support officer with assistance of other Evaluation Team members, and in accordance with the approved Evaluation Plan.
- 9.4.18. A summary of the Tender Response clarifications and outcomes for each Tenderer is provided in the table below:

RESPONDENT	REQUIREMENT	RESPONSE / OUTCOME	EVALUATION TEAM COMMENTS
<p>[Redacted]</p>	<p>The Respondent provided a rate (per campaign) for media strategies for Categories 1a and 1b (Brand and Digital).</p> <p>In order to compare the rate with other Respondents, the Territory has sought an hourly rate for this Service Type.</p>	<p>The Respondent provided the following clarifications in response:</p> <ul style="list-style-type: none"> a) Media Strategy – 1a Brand: [Redacted] inc GST b) Media Strategy – 1b Digital: [Redacted] inc GST 	<p>The Evaluation Team agreed that the additional fees are deemed suitable.</p>
<p>[Redacted]</p>	<p>The Respondent provided an alternate pricing model for Categories 1a and 1b (Brand and Digital) rather than hourly or daily rates.</p> <p>In order to further evaluate the Response against the requirements of the RFT, hourly or daily rates has been requested for each of the Service Types specified in Attachment D – Pricing Schedule for Categories 1a and 1b (Brand and Digital).</p> <p>Clarification has also been sought on pricing provided for Media Negotiations and whether [Redacted] would be charged annually or once for the term of the Contract (ie. [Redacted]).</p>	<p>The Respondent provided the following clarifications in response:</p> <ul style="list-style-type: none"> a) The hourly/daily rate option was not intended to be an alternative pricing model. The proposed pricing for each campaign is based on either hourly rates or a percentage fee – whichever is less. The hourly and daily rates included in that section of the response are applicable for all service types. <ul style="list-style-type: none"> – Hourly rate: [Redacted] inc GST – Daily rate: [Redacted] inc GST 	<ul style="list-style-type: none"> a) While the Evaluation Team noted the suggestion of an alternative pricing model was innovative, it remained difficult to assess on VFM when individual campaign funding was not available to conduct a cost/benefit analysis and was going to require close monitoring by both the Territory, and individual directorates. b) The Evaluation Team was satisfied with the response and did not require any further clarification. The response confirmed that the negotiation fees was excessive and not suitable. <p>There was no limit placed on the hourly rates which indicates that the Territory may not</p>

RESPONDENT	REQUIREMENT	RESPONSE / OUTCOME	EVALUATION TEAM COMMENTS
		<p>b) The fees specified for media negotiations is an annual fee (based on [redacted] hours of work effort in each year). The fee would be charged annually.</p>	<p>receive VFM and the Respondent could influence which model was quoted each time.</p>
<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[redacted]</p>	<p>The Respondent provided a daily rate of [redacted] for 1-2 people to deliver training in-person or via video link (including preparation time).</p> <p>The Territory has sought an hourly rate for these services as it is unlikely that training would be required for a full day.</p> <p>The Respondent presented an Alternative Tender. The Territory has requested clarification whether the Respondent would agree to:</p> <ul style="list-style-type: none"> a) an exclusive arrangement for all Categories using the Territory’s fee for service model; or b) participate as a Panel member for one or more of the Categories using the Territory’s fee for service model; or c) either of the above. 	<p>The Respondent provided the following clarifications in response:</p> <ul style="list-style-type: none"> a) The hourly rate is [redacted] Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [redacted], for delivering training courses. It includes preparation and delivery. The [redacted] Sch 2.2(a)(xi), Sch 2.2(a)(xiii) rate is [redacted] per hour. b) The [redacted] Sch 2.2(a) team proposed in the RFT is based on an exclusive arrangement. [redacted] Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	<ul style="list-style-type: none"> a) The Evaluation Team agreed that the response to this section was satisfactory and provided VFM. b) The Evaluation Team noted the clarity of the exclusive arrangement being requested and did not seek further information.
<p>Sch 2.2(a)(x), Sch [redacted]</p> <p>[redacted]</p>	<p>Clarifications has been sought on the Alternative Tender proposed by the Respondent:</p> <ul style="list-style-type: none"> a) whether Category 3 (Media Negotiations) is included in the scope of services and costs provided in the Alternative Tender; 	<p>The Respondent provided the following clarifications in response:</p> <p>[redacted] Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<ul style="list-style-type: none"> a) The Evaluation Team agreed that the response still lacked detail and transparency and did not answer the question satisfactorily.

RESPONDENT	REQUIREMENT	RESPONSE / OUTCOME	EVALUATION TEAM COMMENTS
	<p>b) whether the assumption, <i>Financial services are charged at [redacted] of gross media spend and [redacted] digital, are additional or included as part of the [redacted] Costs; and</i></p> <p>c) explanation of the [redacted]</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[redacted]</p> <p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[redacted]</p> <p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[redacted]</p> <p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[redacted]</p> <p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[redacted]</p>	<p>b) The Evaluation Team were satisfied with the response however noted that this was an additional external fee that would need to be funded. It also confirmed that as this had not been clarified in the original response there was a risk of transparency in the fees and pricing information being provided.</p> <p>c) The Evaluation Team agreed that the response was not suitable and provided more uncertainty. [redacted]</p>

RESPONDENT	REQUIREMENT	RESPONSE / OUTCOME	EVALUATION TEAM COMMENTS
		<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[Redacted]</p> <p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[Redacted]</p> <p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[Redacted]</p>	
	<p>In your Response, your organisation proposed an Alternative Tender.</p> <p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[Redacted]</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> <p>[Redacted]</p>	<p>The Evaluation Team agreed that the response remained unclear and unsatisfactory and the fee structure was excessive. The Evaluation Team also noted an error in the calculations indicating that this had not been reviewed in detail prior to submission.</p>

Alternative Tenders

- 9.4.1. Sch 2.2(a) Respondents submitted an Alternative Tender and pricing model to provide an exclusive arrangement between the Territory and the Respondent.
- 9.4.2. A summary of the evaluation commentary of the Alternative Tender proposed by each Respondent is provided in the following table:

RESPONDENT	SUMMARY
<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>The Alternative Tender proposed will fully achieve the outcomes and services required by the Territory. The Respondent clearly demonstrated the benefits and value add that would be achieved including enhanced client service, single reporting model, single contract management, and access to the global intelligence and resources of the organisation.</p> <p>The pricing model was transparent, easy to assess and allowed the Evaluation Team to undertake an assessment of the three and five year forecasted amounts, and how this would be costed to directorates.</p> <p>It also showed the costs that the central CMTEDD team would need to fund to deliver the new reporting and financial functionality.</p> <p>The Alternative Tender proposed requests exclusivity which the Evaluation Team assessed in detail and noted that the benefits outweighed the risks.</p>
<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>The Alternative Tender did not represent VFM for the Territory. The cost model had errors, and when clarified, remained unclear. While the Respondent provided transparency in salaries and oncosts, it was presented in a complicated table that the Evaluation Team found difficult to assess. There were inconsistencies between the Alternative Tender and the original submission in terms of service delivery and charges.</p> <p>The cost structure proposed was higher than expected given the services were only for campaign advertising and were up to three times higher than other Respondents, and current rates that the Territory would expect.</p>

Risk Assessment

9.4.3. As part of the evaluation process, the Evaluation Team undertook an assessment of the various Responses to identify risks associated with the information submitted against the technical criteria, pricing considerations or requested departures from the published draft contract and, if required, any mitigating strategies that could be applied to the requirements of the Goods and or Services to render the bid to an acceptable level of risk.

9.4.4. The Evaluation Team identified the following key risks as outlined in table below.

RESPONDENT	RISK RATING	RISK DETAIL
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>
<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>

Shortlisting

- 9.4.1. Following the evaluation of Respondents against the Weighted and Non-Weighted Criteria, the Evaluation Team has determined the following Respondents are non-competitive and stand no reasonable chance of exhibiting best VFM.
- 9.4.2. The Responses will therefore will not be further considered or selected as preferred Respondents.
- 9.4.3. The Respondents were notified on 12 July 2022 advising that their organisation has not been shortlisted and offering an opportunity to be debriefed following appointment of the preferred Respondent.

RESPONDENT	SUMMARY
<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) [Redacted]

Requested Draft Contract Departures

- 9.4.4. The Evaluation Team collated the various departures requested by the Respondents to the published draft Panel Deed and forwarded to the nominated Legal Advisor for advice.
- 9.4.5. Based on the advice provided by the Australian Government Solicitor, the Evaluation Team has identified ^{Sch 2.2} key negotiation points as outlined in Section 2.1.4.
- 9.4.6. The Negotiation Team specified in the table at Section 10 will be established along with a Negotiation Strategy.

External Feedback Procedure

- 9.4.7. Tenders ACT, when receipting Responses, provided a copy of the Tender Opening Report to Unions ACT, the Environmental Protection Agency and the Long Service Leave Board regarding the Respondents. No feedback was received.

Referee Checks

- 9.4.8. No referee checks have been undertaken to date. The Evaluation Team was comfortable to proceed to seek Delegate approval to undertake negotiations. However, referee checks may be undertaken dependent on the outcome of the negotiations.

Additional Corporate/Financial Information

- 9.4.9. No corporate/financial information was sought in this evaluation process.

9.5. Value for Money Evaluation

- 9.5.1. In accordance with the approved Evaluation Plan, the Evaluation Team were responsible for undertaking a VFM evaluation.
- 9.5.2. In conducting the VFM evaluation, the Evaluation Team recognised that the Responses representing the best VFM outcome for the Territory might not necessarily be the lowest priced Responses.
- 9.5.3. The Evaluation Team undertook the following steps and undertook robust discussions in order to determine the outcome of the Panel based on VFM:
- (a) reviewed the technical scores and Weighted Criterion 1, 3 to 6;
 - (b) reviewed the technical scores for each Category being tendered (Weighted Criterion 2);
 - (c) Identified the ranking of the top three Respondents per Category and discussed Panel membership options;
 - (d) reviewed and identified if pricing was suitable for the identified Panel members;
 - (e) reviewed Alternative Tenders and determined their suitability to meeting the Territory's requirements;
 - (f) undertook clarifications and interviews to confirm and address questions/concerns the Evaluation Team had identified;
 - (g) reviewed the impact of the Alternative Tender pricing model and alternative tender contract departures; and
 - (h) reviewed any risks and the impact posed to the Territory.
- 9.5.4. Based on the VFM evaluation, the Evaluation Team determined **Mediabrand Pty Ltd** offered the best VFM for each Category and **Sch 2.2(a)(xi)** and exclusive arrangement would provide the Territory with a mature and consistent service delivery outcome.

10. CONTRACT NEGOTIATION

- 10.1.1. Contract negotiations will be carried out in line with the Delegate's approval. The negotiation team will comprise of the following members:

CONTRACT NEGOTIATION TEAM
<p>Name: Nicole Mahar Title: Executive Branch Manager Organisation: CMTEDD Communications and Engagement</p>
<p>Name: Byron Little Title: A/g Senior Director – Campaigns and Creative Services Organisation: CMTEDD Communications and Engagement</p>
<p>Name: Elizabeth Philpott Title: Director, Contracts and Category Management Organisation: Procurement ACT</p>
<p>Name: TBC Title: ACT Government Solicitor</p>

- 10.1.2. A record of contract negotiations including what was negotiated, the process and outcomes will be maintained and included in the W: drive.

11. CONTRACT EXECUTION

- 11.1.1. On successful completion of the contract negotiations, the Evaluation Team Chair will prepare the Panel Deed for signature by the preferred Respondent and then provide to the Delegate for execution.

12. NOTIFICATION OF UNSUCCESSFUL RESPONDENTS

- 12.1.1. On execution of the Panel Deed, letters will be sent to all unsuccessful Respondents with an offer to attend a debrief.

13. NOTIFIABLE CONTRACT REGISTER

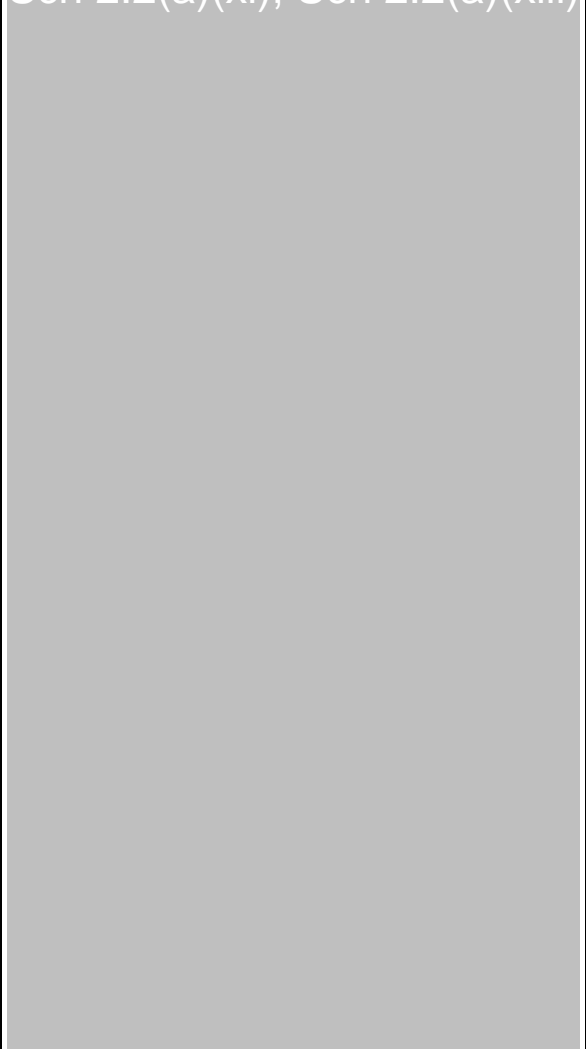
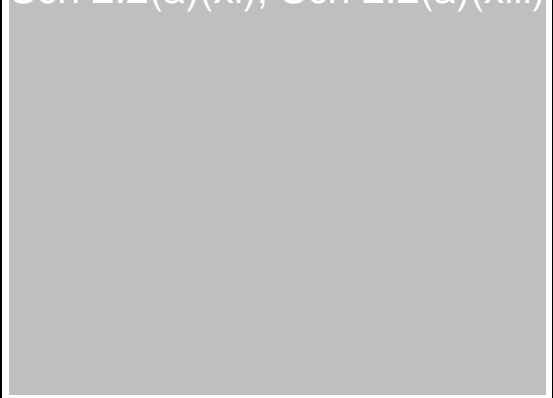
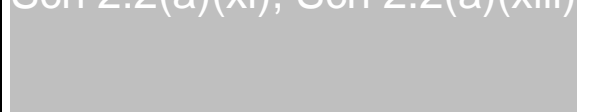
- 13.1.1. Within 21 days of contract execution, the Evaluation Team Chair will provide the executed Contract to Tenders ACT for inclusion on the Notifiable Contracts Register.

14. ATTACHMENT A – DETAIL CONSENSUS EVALUATION

Note alphabetical order

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)			
Criteria	Strengths	Weaknesses	Technical Risks
WC1	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 
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	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC2 – 1A	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC2 – 1B	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

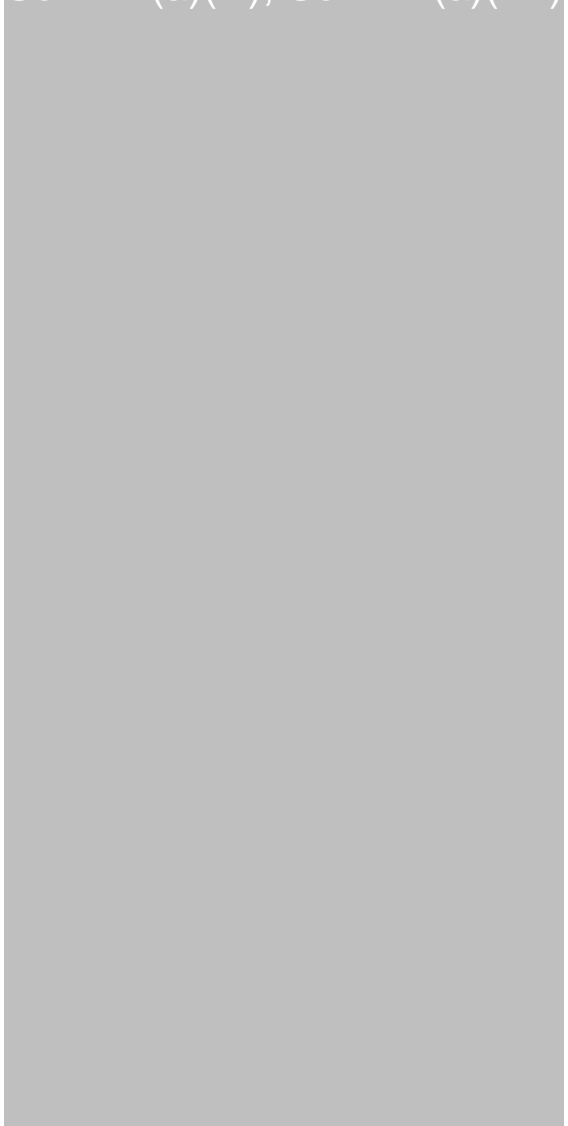
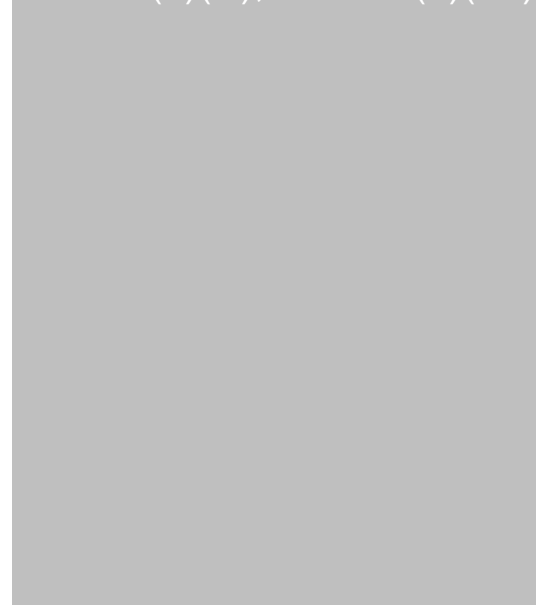



		Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC2 - 2	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC3	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC4	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC5	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
WC6	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

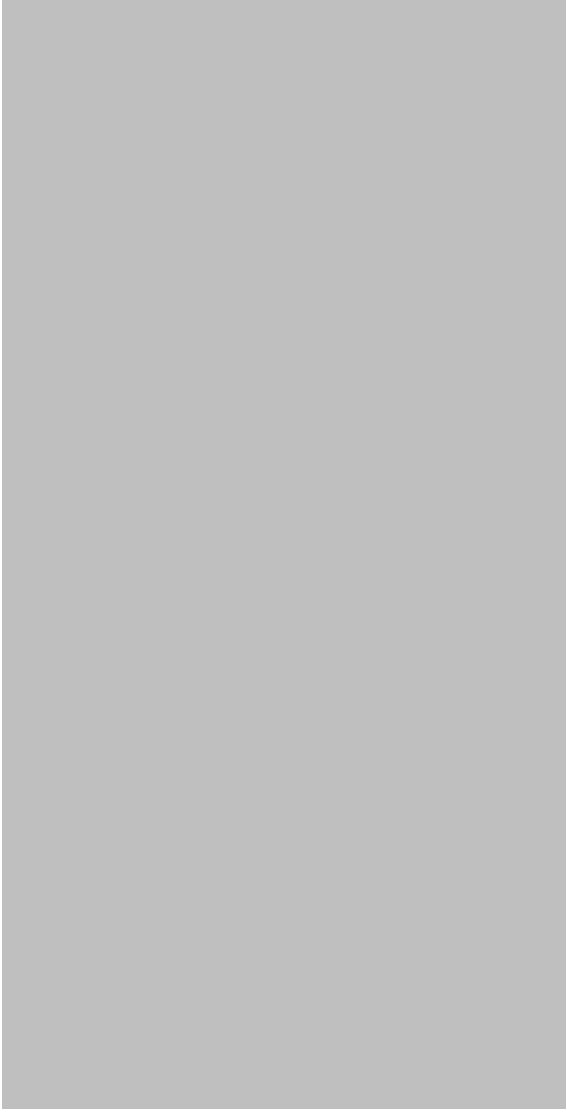

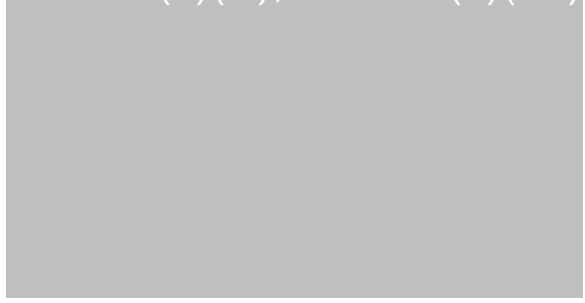
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

	<h1>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</h1>		
Criteria	Strengths	Weaknesses	Technical Risks
<p>wc1</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)  	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)  
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	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC2 – 1A	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC2 – 1B	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

WC2 - 3	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)
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WC3	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 
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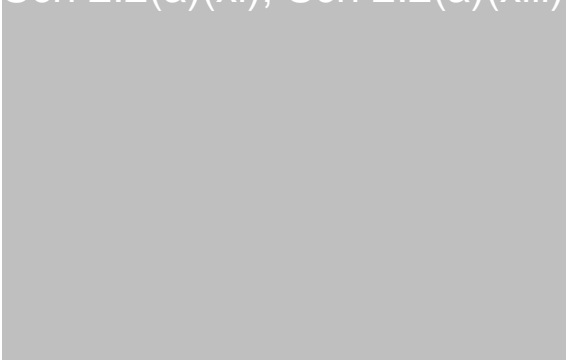
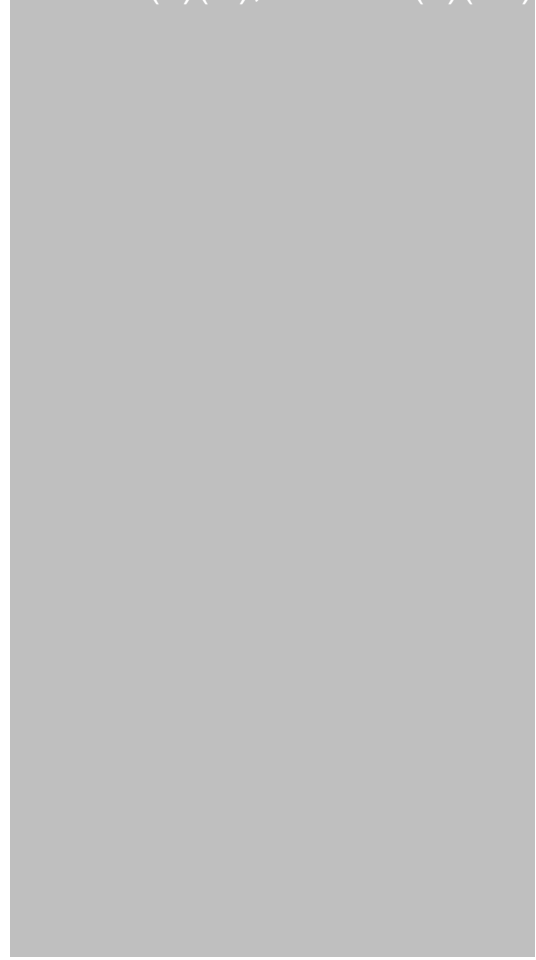
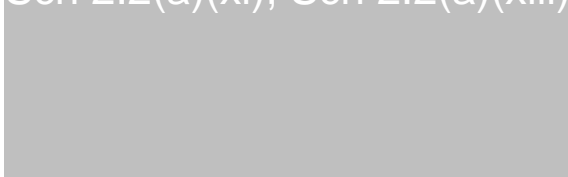
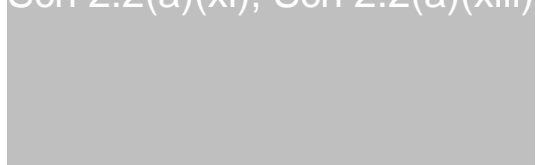
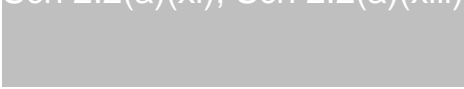
WC4	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
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<p>WC5</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>		<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>							
<p>WC6</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>		<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>							
<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>										
<p>Scores</p>		<p>WC1</p>	<p>WC2 – C1a</p>	<p>WC2 – C1b</p>	<p>WC2 – C2</p>	<p>WC2 – C3</p>	<p>WC3</p>	<p>WC4</p>	<p>WC5</p>	<p>WC6</p>
	<p>Score</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>								
	<p>Weighted Score</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>								

Summary

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

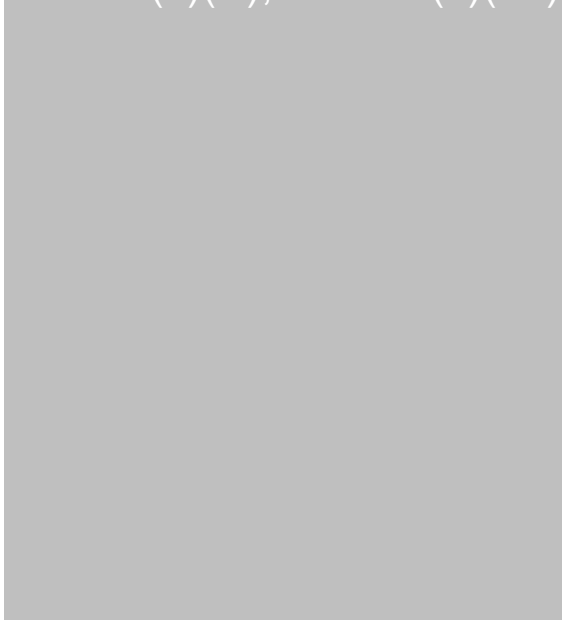



Criteria	Strengths	Weaknesses	Technical Risks
WC1	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)



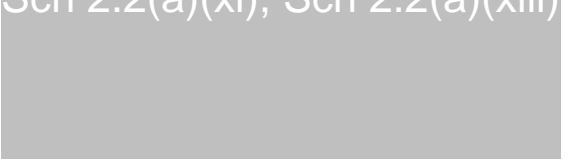
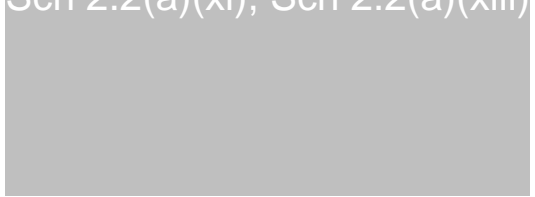

	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	
<p>WC2 – 1A</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
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		Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC2 – 1B	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	


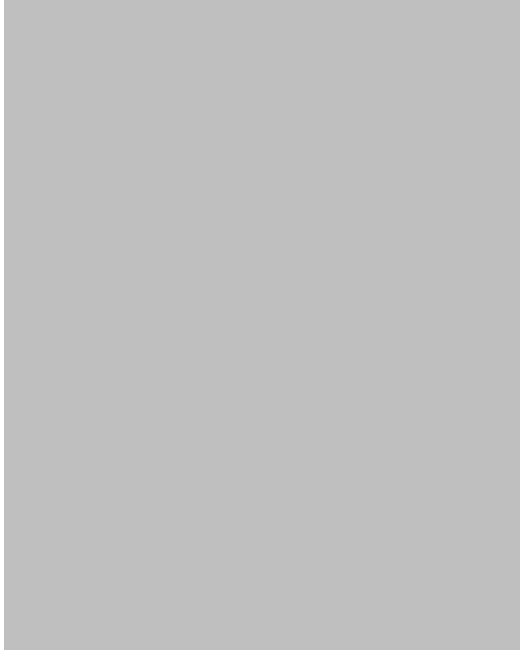




	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC2 - 2	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC3	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)


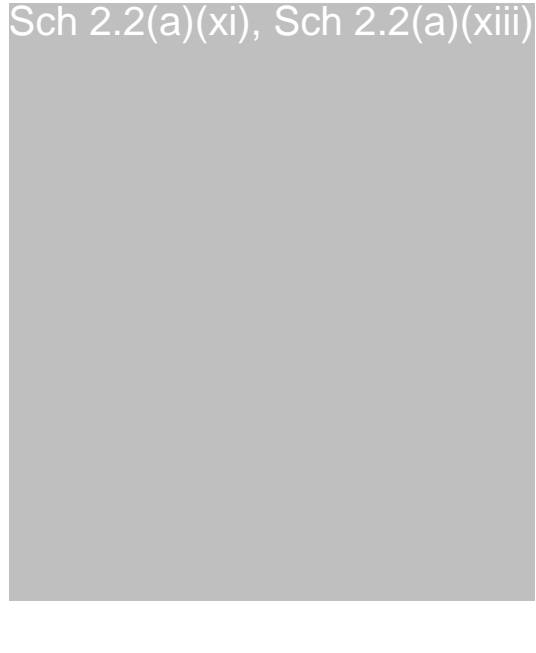
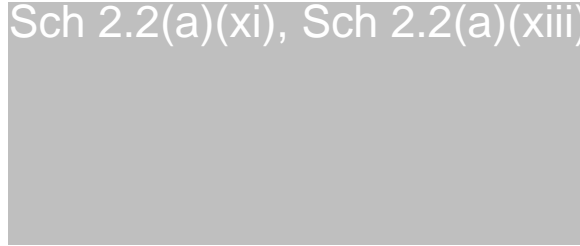


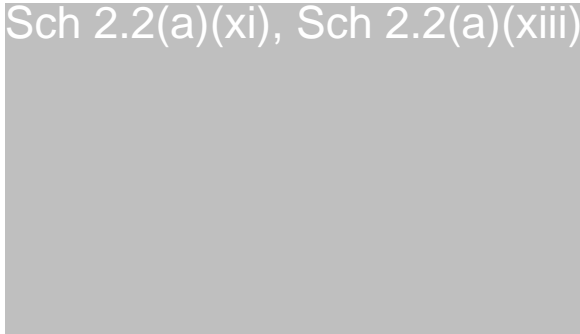
	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	
WC4	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	

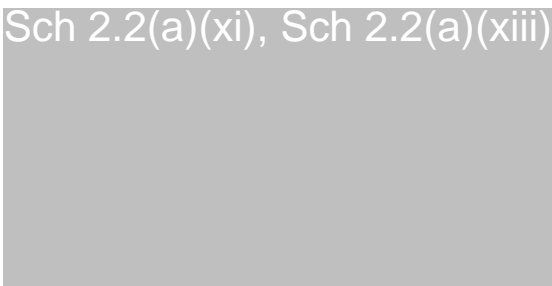

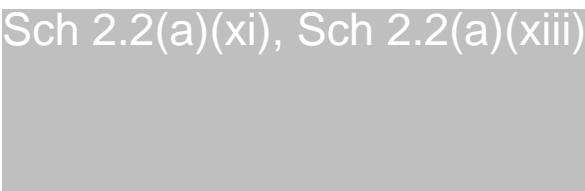
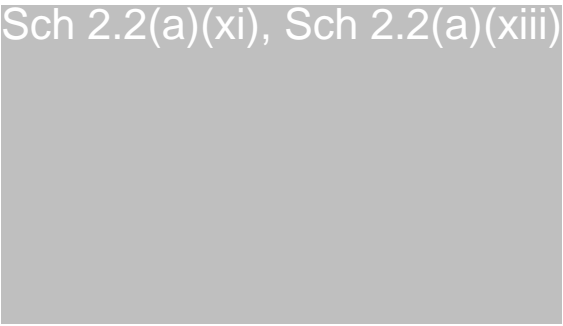
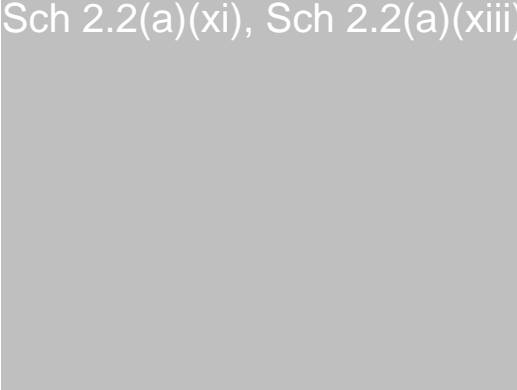
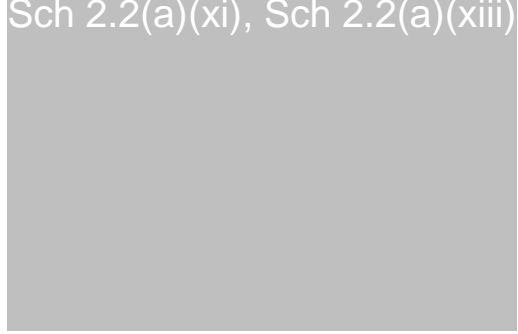
	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	
<p>WC5</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
WC6	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								

<p>Summary</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>		
<p>Criteria</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Technical Risks</p>
<p>WC1</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>

	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 
<p>WC2-1b</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 

<p>WC3</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 
<p>WC4</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 




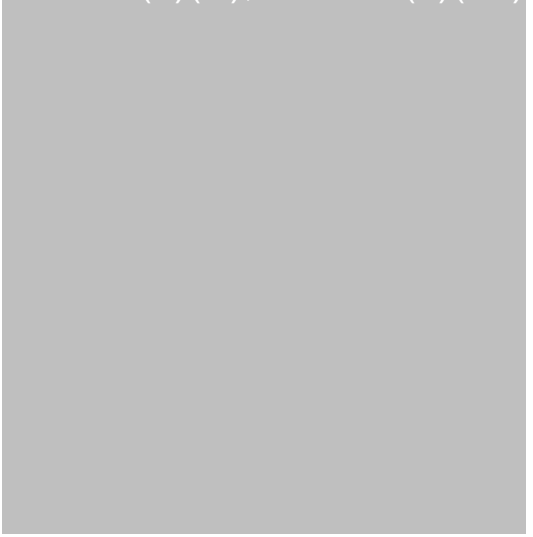
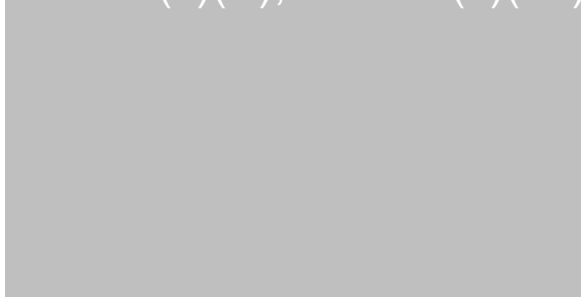
WC5	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 
WC6	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 

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Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

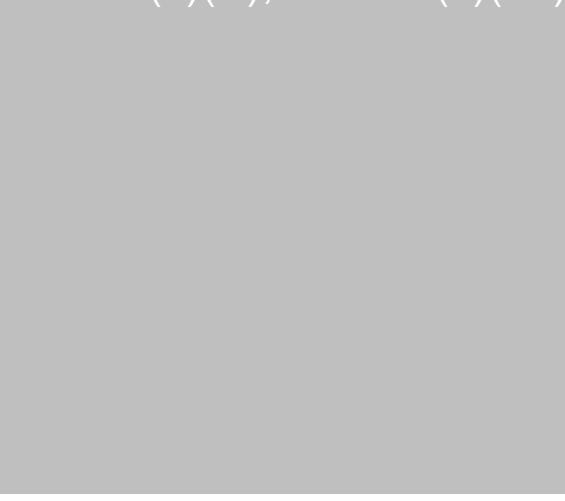
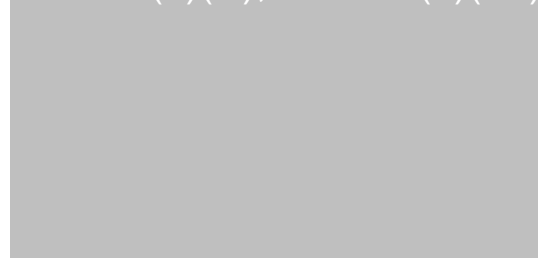
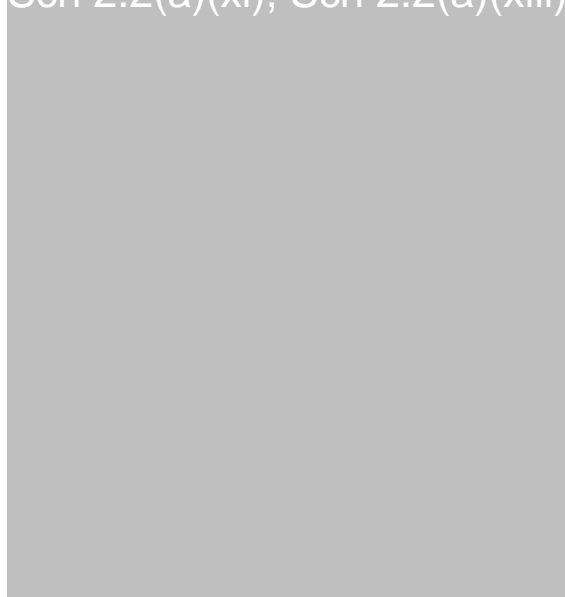
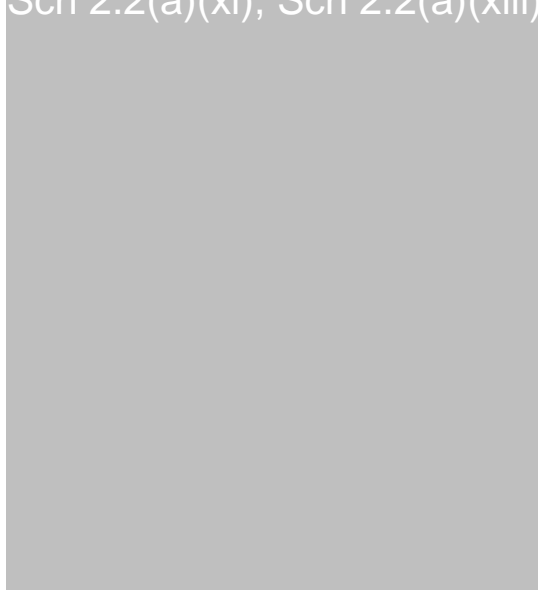
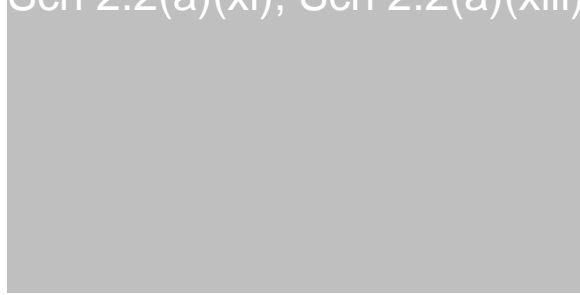
Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)			
Criteria	Strengths	Weaknesses	Technical Risks
WC1	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)


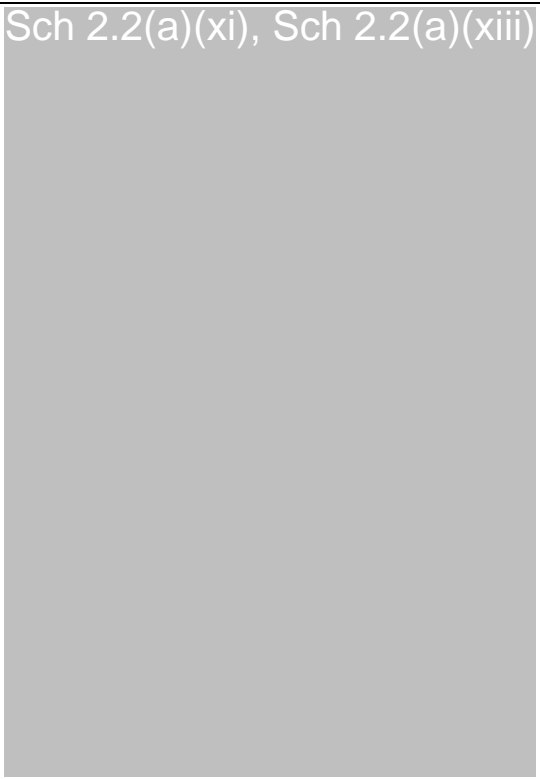
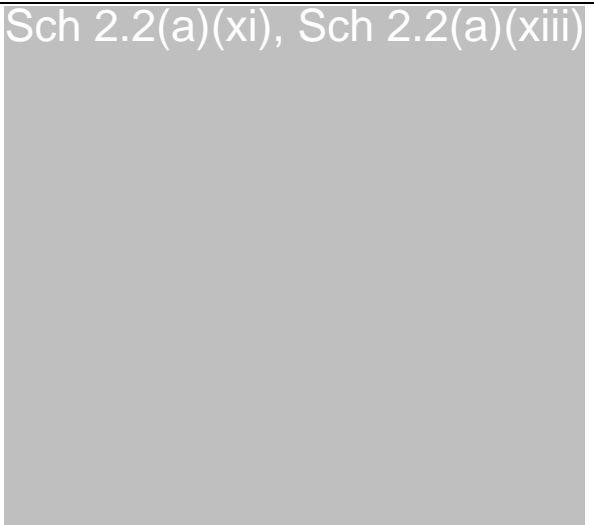
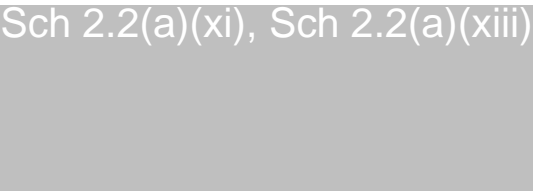
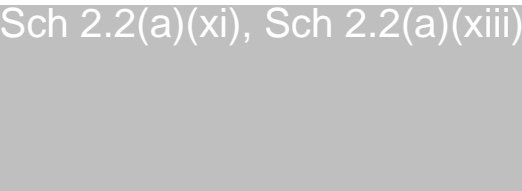
	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
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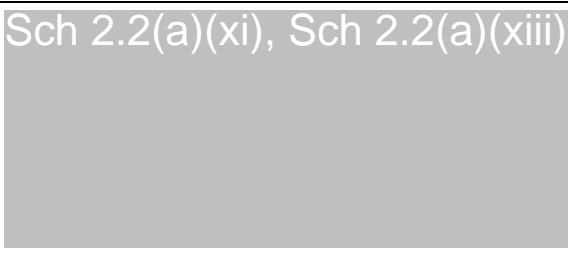
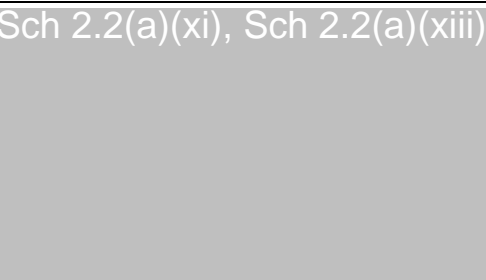
	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	
<p>WC2 – 1A</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC2 – 1B	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	
<p>WC2 – 3</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 

	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>		
<p>WC3</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 
WC4	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	
WC5	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	Sch 2.2(a)(xi), Sch 2.2(a)(xiii) 	

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC6	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)			
Criteria	Strengths	Weaknesses	Technical Risks
wc1	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
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	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC2-1A	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC2-1B	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC2-2	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC2-3	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	
<p>WC3</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p>

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
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	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC4	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
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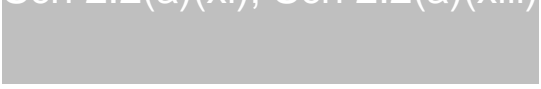

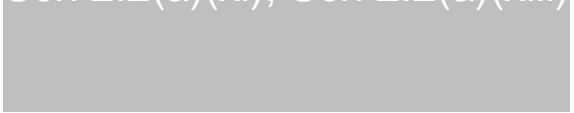
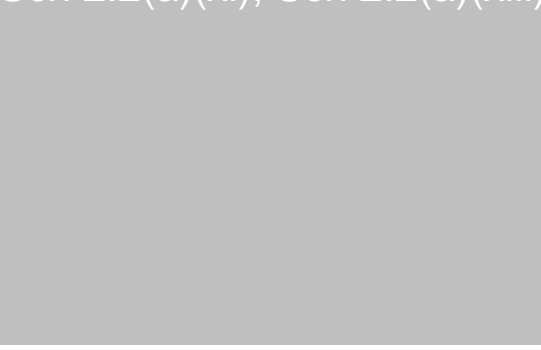

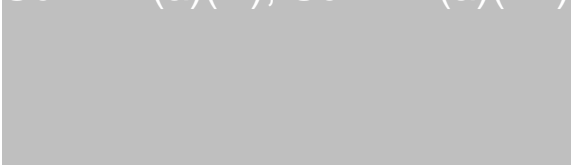
	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
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	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC5	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)

	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)		
WC6	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

Sch 2.2(a)(xi), Sch 2.2(a)(xiii)										
Scores		WC1	WC2 – C1a	WC2 – C1b	WC2 – C2	WC2 – C3	WC3	WC4	WC5	WC6
	Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
	Weighted Score	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)								
Summary	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)									
Criteria	Strengths			Weaknesses			Technical Risks			
WC1	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)			Sch 2.2(a)(xi), Sch 2.2(a)(xiii)			Sch 2.2(a)(xi), Sch 2.2(a)(xiii)			

		Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC2 – 1a	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

<p>WC2 – 1b</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 
<p>WC3</p>	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 	<p>Sch 2.2(a)(xi), Sch 2.2(a)(xiii)</p> 

		Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC4	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
WC5	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	

WC6	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	Sch 2.2(a)(xi), Sch 2.2(a)(xiii)	
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