

Australian Industry Participation (AIP) Plan Executive Summary

1. General Project Details

Company Name: Universal McCann a division of Mediabrands Australia Pty Ltd

Description of the project: Master Media Agency Services for the Australian Government. This includes management services to Finance, advertising services and additional advertising services on behalf of the Australian Government. The Master Media Agency Service contract commences on 1 July 2018 and is for a period of 3 years, with a potential extension for an additional 3 years. There are three advertising categories as follows:

Campaign: includes the strategy, planning, buying and implementation of campaigns designed to affect behavioural change.

Complex Non - Campaign: includes the planning, buying and implementation of advertising. Complex non-campaign is generally for a block advertising program similar to a recruitment drive that encompasses many job vacancies and employment opportunities.

Non - Campaign: includes the buying and implementation of advertising for specific or general employment opportunities, public notices and tender notices. The advertising booked for non – campaign is general, simple, informative advertising that generally appears only once or twice, and contains factual statements.

Estimated total project value: \$161,555,000

- **Estimated value of key goods and services procured for the project (if different to total project value) :** \$161,555,000

Project location: The project will provide nationwide support for Australian Government Agencies.

Link to project information: <http://weareum.com>

Project contact for procurement information: Malcom Connor, 02 9994 4200, malcom.connor@umww.com

2. Opportunities for Australian industry involvement

| List of goods and services to be procured for the project and the expected opportunity for industry participation | Opportunities for Australian suppliers* | Opportunities for overseas suppliers |
|---|---|--------------------------------------|
| Media Advertising Space | Yes | Yes |
| Research Projects | Yes | Yes |
| Technology partners and platforms | Yes | Yes |
| Data & Analytics | Yes | Yes |
| Production of creative assets for advertising campaigns | Yes | Yes |

*An Australian supplier means an entity that has an ABN or an ACN.

Disclaimer: The information provided in the table above is based on an initial assessment by the company. Any questions or issues should be raised with the project contact.

3. Communication Strategy

Universal McCann (UM) have developed a communications plan to ensure the effective communication of all Request for Proposals (RFPs) and Project Briefs to Australian suppliers. The communications plan includes the following elements:

- Development of a database that include Australian suppliers. This database is maintained to ensure the effective communication and a broad reach of the Australian media industry. The database is utilised to announce RFPs to Australian suppliers.

- Industry information sessions are conducted annually to provide an overview of the total Australian Government Master Media Agency Services and highlight upcoming RFPs and Project Briefs for the industry, including information on how to respond to these opportunities.
- Testing of new technology providers is conducted biannually to test the suitability of new providers for inclusion on UM's database, providing the opportunity for suppliers to submit proposals for future RFPs.
- Contact details of key personnel will be published on UM and Australian Government, Department of Finance websites to ensure accessibility to Australian suppliers. In addition suppliers will have the opportunity to access major tenders through the UM website and register their interest and obtain further details on the project.

4. Opportunities through all tiers of supply and in all stages of the project

- UM follows Australian industry standards and best practice and will adhere to these for projects under the Australian Government – Master Media Agency Service contract. These standards are well known and widely used in the advertising industry and can be met by Australian suppliers.
- UM will evaluate all RFPs and Project Briefs against Australian industry benchmarks, historical campaigns and the industry competitive set.
- In communication to suppliers, UM will specify that successful suppliers will need to comply with the UM AIP plan.
- To create full, fair and reasonable opportunity to Australian suppliers UM will publish RFP templates on our website for suppliers to familiarise themselves with the RFP process and evaluation criteria. In addition, all suppliers will be issued detailed timelines at the commencement of the RFP process.

5. Opportunities for longer-term participation

UM is committed to the future development of the advertising industry and will continue to work closely with industry bodies and suppliers to increase capability.

UM will work closely with suppliers in the following ways:

- Share learnings from our global network on international trends and developments
- Develop and share international award winning case studies from our global network to demonstrate the innovative use of media.
- Introduce Australian suppliers to global initiatives expanding in Australia.
- Implement training and education sessions for suppliers to increase their understanding of the Master Media Agency process, overseas trends and the development of our customer offering.
- Provide structured feedback to successful and unsuccessful suppliers on RFPs.
- Collaborate with Australian industry bodies and partners/suppliers to develop and evolve research and measurement systems for the industry.

6. Procedures and Resources

- To ensure the effective implementation of the actions outlined in the UM AIP plan the project owner will appoint an AIP Plan Lead to allocate the appropriate resources and ensure the effective implementation of the AIP plan.
- UM will commit to the development of a formal policy for Australian industry participation and publish it on UM's website.
- UM will develop a process to track, monitor and report on the implementation of the plan and how it benefits Australian industry suppliers.