Scheme Conditions

Prequalification Scheme: Advertising and Digital Communication Services

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Contact details

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| --- | --- |
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Schedule of document amendments

|  |  |  |
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| Revision number | Date | Update Description |
| 0. | May 2014 | Document Original – first publication |
| 1. | June 2016 | Updated Conditions, changes to contacts |
| 2. | July 2018 | Changes to department, changes to contacts |
| 3. | September 2018 | Inserted Point 31 – Insurances |
| 4. | November 2018 | Inserted Point 12.3 – NSW business premises requirementAmended Point 19.1 – Reporting RequirementsAmended Point 21 – Feedback FormsAmended Point 23 – Review MeetingsRemoved Schedule 2 – Feedback Forms |
| 5. | May 2020 | Changes to department, changes to contactsChanges and additions to Point 4 Scope of Advertising & Digital Communications Services |
| 6. | January 2021 | Updated Standard Form of Agreement |
| 7. | August 2021 | Updated Standard Form of Agreement |
| 8. | November 2021 | Updated Standard Form of Agreement |

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# Definitions

**Applicant** means a person or body who has submitted an Application for admission to the Scheme.

**Application** means a written application for admission to the Scheme in the form prescribed in these Scheme Conditions.

**Brief** refers to Campaign specifications issued to potential Service Providers for a request for quote. It is to be completed by the Customer responsible for the Campaign with the appropriate delegated authority. Please refer to Schedule 3 as a sample Brief.

**Campaign** refers to communications activity undertaken typically within one (1) financial year for one (1) topic.

**Customer** refers to an entity defined as a Government Sector Agency in the NSW Government Sector Employment Act 2013.

**Department of Customer Service (DCS)** is the lead agency in the NSW Government responsible for management of this Scheme.

**Evaluation Team (ET)** consists of representatives from NSW Department of Customer Service (DCS), who are responsible for determining the eligibility of Service Providers to be admitted to or removed from the Scheme.

**NSW Procurement (NSWP)** group in the NSW Department of Treasury. NSWP are responsible for whole of Government procurement policy and services.

**Open Scheme** means Applications can be received and assessed at any time during the life of the Scheme.

**Performance Report** means a report in the form prescribed by Schedule 3.

**Service Provider** means an Applicant who has been granted admission to the Scheme by the Evaluation Team.

**Service Provider Engagement Feedback Form** means a form to provide feedback on the Service Provider's performance in relation to the engagement.

**Service Provider Selection Feedback** **Form** means a form to provide the feedback on the Service Provider's response to the Customer's request for quote.

**Services** refer to the creative advertising and/or digital communication services provided by the Service Provider to Customers as defined in the Scope of Services document of the Scheme from time to time.

**Scheme** means the Advertising and Digital Communications Services Prequalification Scheme administered by DCS.

# Introduction to the Scheme

## The Scheme commenced in May 2014 and is due for review on 30 April 2022.

## **Services to be delivered under the Scheme**

Rather than a broad-based scheme that includes all streams of known communications and advertising activity, the Scheme encompasses the activities common across Customers that represent the majority of government’s marketing services spend.

The 11 categories covered by this Advertising and Digital Communications Services Scheme are:

* Market research
* Strategy
* Marketing and campaign services
* Public relations
* Social media
* Indigenous communications and engagement
* CALD communications and engagement
* Visual communications
* Written communications
* Digital communications
* Production

The Scheme is available for use by Customers for any of their creative and communication activities. It is expected that the bulk of work through the Scheme will relate to Public Awareness advertising activities. Public Awareness advertising refers to advertising that generally runs over a sustained period to raise awareness of key issues or encourage behaviour change and participation.

## **Management of this Scheme**

The Campaign Performance Team in the Department of Customer Service (DCS) oversees and manages this Advertising and Digital Communications Services Scheme. The Scheme provides the NSW Government access to a wide range of skills, expertise and experience covering creative advertising and digital communications services.

DCS is also responsible for the coordination and monitoring of advertising undertaken by Customers. This role includes:

* Developing policies and procedures for Government advertising;
* Providing general advice to Customers on the development and planning of all advertising activity;
* Providing advice to the Ministers and Government on all advertising matters.

DCS does not develop advertising campaigns on behalf of Customers.

**NSW Government Advertising Act and Guidelines**

NSW Government advertising activities must comply with the Government Advertising Act 2011, NSW Government Advertising Guidelines and other relevant state and federal privacy, electoral, advertising, broadcasting and media laws.

Key provisions of the Government Advertising Act 2011 (‘the Act’) include:

* Advertising that is designed to influence support for a political party is prohibited;
* Heads of Departments must certify that advertising complies with the Act, is accurate, necessary and cost effective, before it may commence;
* Advertising must not be carried out after 26 January in the year of a State Election (i.e. 2-month quarantine period), with some limited exceptions; and
* Requirement for Peer Review of advertising $250,000 or greater and cost benefit analysis for advertising $1 million or greater.

# Customer Base

The following organisations are entitled to use the Scheme:

* NSW Government Agencies and State Owned Corporations
* Local or federal government entities; and
* Not for profit organisations, as approved by DCS in its absolute discretion.

Individual Customers develop and implement communications activities relating to their own areas of responsibility.

## Currently there are a range of Customers from 9 NSW Government Departments requiring Public Awareness services each year. Reports of past public awareness campaign media expenditure were previously on the Department of Premier and Cabinet website and are now published on the OpenGov NSW website and can provide an indication of Customers that may require Advertising and Digital Communication services in the future.

# Scope of Advertising & Digital Communication Services

Market Research Services

The market research services capability of the Scheme consists of Service Providers that supply

* Qualitative research
* Quantitative research
* Customer segmentation
* Decision journeys
* Stakeholder engagement and interviews
* Workshop / focus group facilitation

Strategy

The strategy capability of the Scheme consists of Service Providers that supply

* Brand strategy
* Communication strategy
* Visual communication strategy
* Digital strategy
* Social Media strategy

Marketing and Campaign Services

The marketing and campaign services capability of the Scheme consists of Service Providers that supply

* Direct/email marketing
* Creative campaign development and implementation (advertising campaign)
* Behaviour change
* Experiential marketing
* Brand development and management

Public Relation Services

4.4 The public relations capability of the Scheme consists of Service Providers that supply

* Community relations
* Public affairs
* Crisis management

## **Social Media Services**

4.5 The social media capability of the Scheme consists of Service Providers that supply

* Content creation
* Community management
* Influencer marketing
* Influencer management
* Behaviour change

Indigenous Communications and Engagement Services

4.6 The indigenous communications and engagement capability of the Scheme consists of Service Providers that supply

* Indigenous marketing
* Research
* Strategy
* Creative
* Translation

CALD Communications and Engagement Services

## 4.7 The CALD communications and engagement capability of the Scheme consists of Service Providers that supply

* Multicultural marketing
* CALD research
* CALD strategy
* CALD creative
* Translation
* In-language research

Visual Communication Services

4.8 The visual communications capability of the Scheme consists of Service Providers that supply

* Concept development (non-advertising campaign)
* Graphic design
* Illustration
* Branding and identity

Written Communication Services

4.9 The written communication capability of the Scheme consists of Service Providers that supply

* Copywriting / Content writing
* Editing & proofing

Digital Communication Services

4.10 The digital communications capability of the Scheme consists of Service Providers that supply

* Search engine optimisation
* Digital content development and management
* Content marketing
* Affiliate marketing
* Content auditing/governance software
* Web to print services

Production Services

4.11 The production capability of the Scheme consists of Service Providers that supply

* Concept development
* Filmography
* Videography
* Photography
* Film editing
* Video editing
* Photo editing
* Animation

# **Media Services (Exclusions)**

The media agencies contracted under the NSW Government Media Agency Services agreement plan and buy media for all advertising activities and therefore media planning and buying services are excluded from this Scheme.

Service Providers engaged by Customers under this Scheme are required to work cooperatively with the media agencies appointed under the Media Agency Services agreement.

# Confidentiality

## Information submitted with an Application will be treated as confidential by NSW Government Agencies unless otherwise required by law.

## Information submitted with an Application may be subject to investigation, reference checking, searches, interview, enquiries, and confirmation. Applicants are deemed to have authorised any such action.

The Department of Customer Service and Customers may disclose certain information in connection with the Scheme and details of the outcome of the process in accordance with the Government Information (Public Access) Act (NSW) 2009.

# The NSW Procurement Board Policy Framework

Service Providers must adhere to the NSW Procurement Board Policy Framework (including NSW Government Procurement: Small and Medium Enterprises Policy Framework) at all times.

Any breach of the NSW Procurement Board Policy Framework may result in the termination of an engagement and/or removal from the Scheme.

# Applications for Prequalification

Applications may be made at any time during the life of the Scheme.

Applications must be complete and submitted online via the NSW eTendering website.

Only those Applications which fully satisfy all requirements set out in these Scheme Conditions and the Scheme application form available via the NSW eTendering website will be considered by the Evaluation Team (ET).

# Fee Structure

The fees to be charged for each individual engagement for which the Service Provider is selected shall be agreed between the Service Provider and the Customer.

The range of rates specified in an Application shall remain firm for 24 month period. At that time, an application may be made by a Service Provider to update the hourly rates specified in an Application.

The rates shall include all costs of the Applicant excluding subsistence and travel costs outside the Sydney Metropolitan Area and/or from Interstate and including employee related costs, data processing, the provision of personal computers, any other tools or equipment required in the provision of Services, and travel costs within the Sydney metropolitan area (except if the Service Provider is from Interstate).

Subsistence and travel expenses outside the Sydney metropolitan area and/or where the Service Provider is from Interstate are to be charged at actual cost, or at the rates specified under the Crown Employees (Public Service Conditions of Employment) Reviewed Award 2006, whichever is the lesser.

Customers may take the hourly rates specified in an Application into account when selecting a Service Provider for work.

The fees to be charged for each individual engagement for which the Service Provider is selected shall be agreed between the Service Provider and the Customer. The Customer may negotiate rates with the Service Provider.

# Prequalification Process

## The Evaluation Team will assess the Applications periodically at their discretion.

## The Evaluation Team will only assess applications submitted in accordance with these Scheme Conditions. They will assess applications using the Assessment Criteria and may investigate an application as per clause 7.2.

## The Evaluation Team will determine the membership of the panel to be formed under the Scheme. Membership of the Scheme will comprise both smaller and larger Service Providers who can provide a range of general or specialist capabilities and services. Panel numbers may be limited at the ET’s discretion.

## The list of successful applicants will be displayed on the nsw.gov.au website including but not limited to:

* Name and contact details of Service Provider;
* Link to Service Provider’s website;
* Pre-qualified capabilities;
* Types of services available from Service Provider

# Assessment Criteria

Applications will be assessed according to the following criteria:

Capacity to perform the Capabilities and Services including:

* Demonstrated experience, performance and effectiveness of the Capabilities and Services covered in this Scheme;
* Financial viability and stability;
* References; and

Other criteria - specific to any new capability during the life of the Scheme and which will be made available prior to the invitation for applications.

# Notification of Assessment Policy

The Evaluation Team may accept an Application (with or without limitation) or reject the Application.

DCS will notify all Applicants of the outcome of their Application by email sent via the NSW eTendering website.

# Request for Review of the Decision

Should an Applicant believe that there are substantive grounds for DCS to reconsider their decision not to admit the Applicant to the Scheme; the Applicant may request a review of the decision in writing, providing full details of the reasons for the request, to advertising@customerservice.nsw.gov.au.

The Director – Brand and Campaigns will review, decide and inform the Applicant of the outcome of the review in writing.

# Special Requirements

Membership to the Scheme is subject to the following additional conditions:

## Customers will determine their own selection or shortlist of Service Providers and will obtain quotes for work, as required by the Scheme thresholds based on the total Campaign budget. Total campaign budget is inclusive of all research, media, creative and production costs.

## For each individual engagement for which the Service Provider is selected, the Service Provider agrees that the engagement will be on the terms and conditions of the Standard Form of Agreement in the form of Schedule 1 subject to the details of the particular work to be done as set out by the Customer.

## Customers may engage a Service Provider for work on a single Campaign, or for work on multiple separate Campaigns provided the scale and term of the engagement, including extension options is identified as part of the initial Brief and Request for Quotation (RFQ).

## It is anticipated that Scheme will run until April 30 2022. Successful service providers will be pre-qualified until the end of this period. Customers can continue to engage a Service Provider until the Scheme expires in April 2022. Where possible, Customers should aim for work by Service Providers to be completed prior to expiry of the panel. Where this is not possible, work with the Service Provider is to be completed as soon as practicable.

## The following quote thresholds will apply to this Scheme:

|  |  |  |
| --- | --- | --- |
| **GST Inclusive** | **$50K to $150K** | **More than $150K** |
| Number of quotes required | 1 quote obtained | 3 quotes obtained |
| Method of quote required | Written | Written |

\*Engagements above $657K (excl GST) may be subject to the [enforceable procurement provisions](https://buy.nsw.gov.au/buy/before-you-buy/other-considerations/enforceable-procurement-provisions) <https://buy.nsw.gov.au/buy/before-you-buy/other-considerations/enforceable-procurement-provisions> (EPP). Buyers must ensure that due diligence is conducted to ensure compliance.

The cost associated with preparing pitches will be borne by the Service Provider unless otherwise specified by a Customer in its pitch documentation.

Customers may require face to face meetings with the Service Provider during an engagement from time to time. Service Providers are responsible for their own travel and accommodation costs. Service Provider to ensure that only essential staff attend these meetings,

The Service Provider may be required to meet with DCS from time to time and at no charge to discuss relevant matters and provide a report on relevant issues.

The Service Provider and Customer must comply with relevant legislation, policies, guidelines, standards and regulatory requirements including those referred to in the Scope of Services. Service Providers could be subject to further checks at the discretion of the Customer.

The Service Provider is required to provide DCS up-to-date contact information and credentials for display on the DCS website.

# Changes to Service Provider Status

Service Providers must immediately inform DCS of any significant change in their financial capacity, capability, ownership status, key personnel, contact details or address by writing with full details to advertising@customerservice.nsw.gov.au.

DCS will in its discretion assess the effect on the membership of the Service Provider as a consequence of any such change.

# Subcontractors

## Service Providers will be required to seek prior approval from the Customer for the use of sub-contractors for any part of an engagement. In the event that engagement of a sub-contractor is approved, the Service Provider remains liable to the Customer for performance of all Services.

Service Providers must ensure that Services delivered via sub-contractors meet the same standards of quality and timeliness applicable to all Services under the Scheme and are delivered in accordance with the Scheme Conditions and Standard Form of Agreement at Schedule 2. Sub-contractors could be subject to further checks at the discretion of the Customer.

## The Service Provider will be required to:

* actively monitor the performance of all services delivered by sub-contractors;
* report to DCS on all Services delivered by sub-contractors;
* implement strategies to improve performance of the relevant sub-contractors to ensure the required standards and/or quality requirements are met; and
* where performance fails to improve, DCS may request the Service Provider to source alternative sub-contractors.

# Account Management

Service Providers must implement appropriate account management arrangements under the Scheme including but not limited to:

* a single point of contact to liaise with Customers as required;
* regular meetings with engaged Customers if required. Service Providers will be required to participate in these meetings at no fee;
* deliver all services On Brand and On Brief and to budget, to a high level of accuracy and quality standard;
* The Service Provider must ensure that its Representatives are of good character and are suitably skilled, experienced and qualified to provide the Services; and
* Respond to all communications from the Customer in a timely and appropriate manner.

Service Providers are required to have an effective approach to the provision of services, ranging from receiving RFQs, through to the completion of advertising and communications projects.

# Reporting Requirements

Service Providers may be requested to submit reports to DCS summarising the projects the Service Provider has carried out for Customers under the Scheme. Such reports should include the following details:

* name of Customer;
* project or engagement name;
* contract value;
* when the project was carried out;
* types of services provided out;
* any other detail DCS may consider relevant

# Performance Management

The Service Provider agrees to DCS monitoring performance of Services, this monitoring may be carried out internally or an independent third party may be appointed.

The Service Provider acknowledges that the aim of DCS monitoring performance is to give better value for money outcomes from the Service Providers by giving Customers access to objective assessments of past performance by Service Providers. It will also enable DCS to identify contract delivery issues in an impartial manner, and identify opportunities for Service Providers to improve their performance under the Scheme, if necessary.

Performance reporting is the responsibility of all parties i.e. project outcomes can equally reflect the Customers’ performance in terms of articulating the requirements of the project and managing timelines.

DCS will manage the performance of Service Providers by:

monitoring performance on any Government wide procurement policies, service performance, outputs and outcomes;

revoking a Service Provider’s membership to the Scheme, following due consideration of the circumstances, where performance is unsatisfactory;

providing the opportunity for a Service Provider to request a review of the decisions referred in paragraph (b) above; and

the monitoring of DCS’s performance and its result may form part of the Service Provider’s Key Performance Indicators (KPI’s).

# Feedback

Customers may submit feedback concerning a Service Provider the Customer has engaged via email at advertising@customerservice.nsw.gov.au.

The information will be reviewed and monitored by DCS and raised with the Service Provider as appropriate for their response and action. The feedback should cover the Service Provider’s understanding and response to requirements, costs, availability and response of nominated personnel and account issues.

If the Service Provider disagrees with the content of the feedback, the Customer and the Service Provider must attempt to resolve the disagreement in the first instance. Following an unsuccessful attempt to resolve a disagreement, the Service Provider may refer the feedback, with written reasons for the disagreement, to the Senior Campaign Performance Advisor, NSW Department of Customer Service.

In the event of an unsuccessful attempt to resolve a disagreement between the Customer and the Service Provider, the Department of Customer Service may then:

arrange a meeting between Service Provider and the Customer to discuss and consider the feedback and reasons. These meetings must be minuted; decide on the disagreement and notify the parties of the decision; and if necessary, amend the feedback.

Information contained in the feedback must be treated in accordance with applicable NSW Government policies, guidelines, and standards.

# Request for Review by DCS

Where a Service Provider considers that there are substantive grounds for the Director – Brand and Campaigns, NSW Department of Customer Service to reconsider its decisions under clause 20.5, the Service Provider may request a review of the decision by writing, providing full details of the reasons for the request for review to advertising@customerservice.nsw.gov.au.

The Director – Brand and Campaigns will review, decide and inform the Service Provider of the outcome of the review in writing.

# Review Meetings

If the need for a review meeting arises, the time, venue and agenda will be advised by DCS and issued to a representative from the Service Provider prior to the meeting. The aim of such meetings would be to provide feedback and discuss current government policies and processes for advertising and communications, to assist Service Providers in working with Customers.

Service Providers will be debriefed on unsatisfactory Performance Reports and may be removed from the Scheme as a result of the performance management reviews.

# Removal from the Scheme

The Evaluation Team may remove a Service Provider as a member of the Scheme if a Service Provider has:

* breached the Scheme Conditions; or
* been the subject of substantiated reports of unsatisfactory performance for other NSW Government agencies; or
* been determined by the Evaluation Team as not suitable for future work; or
* experienced an adverse change in capacity or capability; or
* experienced an adverse change in business status, including being merged with or acquired by another entity; or
* been convicted of a breach of its obligations under NSW workplace health and safety legislation or environmental protection legislation; or
* otherwise failed to meet the standards required of the Scheme in terms of its project outcomes, business management systems, client satisfaction and ethical business practices; or
* directors or associates which are the subject of any pending legal proceedings, including winding up or bankruptcy, insolvency administrations or investigations by ICAC or any other public body.

Before a Service Provider’s membership is removed under clause 23.1, DCS will advise the Service Provider of the matters prompting the proposed action and will give the Service Provider the opportunity to provide reasons as to why the revocation should not occur.

A Service Provider may, at any time, discontinue its participation in the Scheme on 30 days’ written notice to the Director – Brand and Campaigns, NSW Department of Customer Service at advertising@customerservice.nsw.gov.au.

A Service Provider must continue to fulfil its contractual obligations under any engagement entered into under the Scheme.

# Request for Review of the Evaluation Team’s Decision

Where a Service Provider considers that there are substantive grounds for the Evaluation Team to reconsider its decisions under clause 23, the Service Provider may request a review of the decision by writing, providing full details of the reasons for the request for review to the Director – Brand and Campaigns, NSW Department of Customer Service at advertising@customerservice.nsw.gov.au.

The Director – Brand and Campaigns will review, decide and inform the Service Provider of the outcome of the review in writing.

# Invoicing and Payment

Service Providers are required to invoice the Customer directly for any agreed work performed and the Customer is responsible for the payment of any correctly rendered, valid tax invoices under this arrangement.

# Applicant’s Acknowledgement

In applying for membership, the Applicant agrees that it accepts the Scheme Conditions.

# Disclaimer

The Evaluation Team reserves the absolute discretion to:

* accept an Application with or without limitations and/or conditions;
* reject an Application;
* revoke a Service Provider’s admission to the Scheme.

DCS and the ET will not be held liable for any costs or damages incurred by the Service Provider in the exercise of such discretion.

# Prequalification no guarantee of work

The Service Provider’s membership does not guarantee:

* continuity of membership during the duration of the Scheme;
* receipt of opportunities or request for services; or
* that engagements or work of any kind or quantity will be offered.

# Review and Development of the Scheme

Regular feedback from Customers and Service Providers will be obtained by DCS as part of its role in monitoring the Scheme and assessing whether the objectives and intent of the Scheme are being met.

Modifications to the Scheme may be made at DCS’s discretion during the life of the Scheme.

The Scheme Conditions may be amended periodically by DCS as required.

Service Providers must ensure they comply with the most recent version of the Scheme Conditions which are available to view or download at the NSW Government eTendering website during the life of the Scheme.

Service Providers will be notified via email of amendments to the Scheme Conditions.

Modifications to the Scheme may be made at the discretion of NSW Procurement or DCS during the life of the Scheme at each review date or before. Agencies may also provide feedback to DCS on the use and operations of the Scheme.

The ET may periodically review the panel under the Scheme and add Service Providers to:

* allow for changes in the industry such as new companies;
* address any gaps in niche or specialised areas that are not addressed by the existing Service Providers;
* add new Service (categories or specialties); and/or
* make provision to address the loss, if any, of Service Providers from the Scheme.

Applications for one or more additional Service Providers will be via an open process and these applications will be assessed by the same criteria as established in Section 10.

If new categories are added, Service Providers who are already pre-qualified for existing categories will not automatically be qualified for any new categories. Service Providers will have to apply for pre-qualification via the open process.

# Insurances

Service Providers are to supply current insurance policies as requested by agencies at the time the service provider is engaged.

# SCHEDULE 1 - Standard Form of Agreement

**STANDARD FORM OF AGREEMENT**

**AGREEMENT BETWEEN CUSTOMER AND SERVICE PROVIDER**

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THIS AGREEMENT is made the [*date*] day of [*month*] [*year*].

BETWEEN:

1. [*Name*], a Department/ agency of the State of New South Wales and having its office at [*address*], (‘Customer’)

AND:

1. [*Name*], a company incorporated in the State of [*state*] and having its registered office at [*place*], in the State of [*state*] (‘Service Provider’).

RECITALS:

A. The Customer has requested that the Service Provider provide services to the Customer as provided by a Service Provider in accordance with the Customer’s instructions from time to time.

B. The Service Provider has agreed to serve the Customer as a Service Provider and to provide the Service Provider services on the terms and conditions of this agreement.

THE PARTIES AGREE:

1. **Appointment and Term**
	1. The Customer appoints the Service Provider to provide the services customarily provided by an Service Provider and listed in Item 1 of the Schedule to this agreement, in connection with the Customer’s activities specified in Item 2 of the Schedule to this agreement and at the rates of remuneration specified in clause 3 of this agreement.
	2. This agreement shall commence on the commencement date set out in Item 3 and continue until the completion date also set out in Item 3 of the Schedule to this agreement and thereafter or until such time as this agreement is terminated after that time:
2. by either party given written notice of not less than one (1) month, given so as to expire at any time on or after the completion date specified in Item 3 of the Schedule (during which period of notice all terms and conditions of this agreement shall continue to apply); or
3. pursuant to clause 12 of this agreement.
4. **Relationship**
	1. The Service Provider acts as a principal and not as an agent of the Customer in all its dealings with third parties and will be solely responsible for carrying out all its duties under the agreement except where and to the extent that it has obtained the prior written consent of the Customer.
5. **Remuneration**
	1. For any services, the Service Provider may charge the Customer on the following basis and set out in more detail at Item 5 of the Schedule:
6. for work done within the Service Provider, shall be charged at an agreed fee or, if no fee is agreed, following an estimate prepared by the Service Provider for the Customer, on the basis of time spent, at the Service Provider’s established hourly rates applicable to the Service Provider representatives involved;
7. for services obtained outside the Service Provider such as art and design work, production, packaging, sales conference materials and research, such services shall be charged at actual cost;
8. the Service Provider shall not be entitled to charge for travel and accommodation charges, courier, postage, telephone or any other out-of-pocket expenses incurred for the Customer’s purposes unless as previously agreed with the Customer.
9. **Terms of Payment**
	1. Unless otherwise specified in Item 4 of the Schedule, the Service Provider may invoice the Customer only in arrears on the date of each month agreed with the Customer and the Customer shall pay all invoices submitted by the Service Provider within 30 days from the end of the month in which the invoice was submitted.
	2. The Service Provider shall duly credit to the Customer any discounts and/or credits for any and all special arrangements obtained by the Service Provider in connection with the performance of its duties hereunder including without limitation lower media rates.
	3. Payment, in part or in total, of the invoices in accordance with this agreement does not constitute acceptance by the Customer of the Services and does not amount to a waiver of any rights either under this agreement or at law which the Customer may otherwise have at any time against the Service Provider.
10. **Service Provider’s Undertakings**
	1. The Service Provider undertakes as follows:
11. to carry out the general duties of a Service Provider set out in Item 1 of the Schedule to this agreement;
12. to observe the rules, recommendations and guidelines of the Advertising Standards Bureau, the Advertising Standards Board, the Advertising Claims Board, the Federation of Australian Commercial Television Stations, the Federation of Australian Radio Broadcasters, the Australian Competition and Consumer Commission and the Australian Broadcasting Authority and the codes of conduct laid down by those bodies or any other accepted standard of advertising that may be appropriate and will ensure that all services provided under this agreement conform with those bodies and that all advertising placed by it is legal, decent, honest and truthful;
13. to obtain the approval of the Customer to any advertising prepared by the Service Provider and in the case of any television commercial the approval of the Federation of Australian Commercial Television Stations (or any statutory or other body which may hereafter be set up in substitution thereof);
14. to obtain all necessary consents, licences or authorisations required by the Customer, under all relevant legislation of Parliament of the Commonwealth of Australia and all legislation of Parliament of the State in which the services are provided under this agreement and will ensure that all services provided under this agreement conform therewith;
15. to obtain all necessary consents, performance rights, licences or authorisations from all and any third party who has the capacity to give the same in relation to any photograph, drawing or other representation of a living individual or any facsimile signature or any photograph, drawing or other representation of any animal or any inanimate object or for the engagement of any person as artist, model, actor (collectively referred to as the ‘artist’) or otherwise used for the purposes of providing the services under this agreement, the artist to execute an agreement in a form approved by the Customer’s solicitors;
16. to ensure that any third party who is identified by name as endorsing the Customer’s activities (‘the endorser’) executes an agreement in a form approved by the Customer or its solicitors verifying the contents of or material contained in any and all advertisements made by the endorser and that the endorser consents to any abridgment, alteration or addition to the content or material contained in any and all advertisements made by the endorser and where the endorser is represented as having particular qualifications or credentials that the representation is true in every respect;
17. to the best of its knowledge and ability to guard against any loss the Customer may incur through failure of media or suppliers to properly execute their commitments provided that the Service Provider shall not be responsible for any such failure by media or suppliers;
18. to the best of its knowledge and ability to guard against any loss the Customer may incur through loss, damage or destruction other than reasonable deterioration to any negatives, video tapes, photographs or other materials in the possession of suppliers or other third parties and used or to be used for the purpose of providing the Service Provider’s services hereunder provided that the Service Provider shall not be responsible for any such loss, damage or destruction to any negatives, video tapes, photographs or other materials in the possession of suppliers or other third parties;
19. to indemnify the Customer against any loss the Customer may incur through loss, damage or destruction other than reasonable deterioration to any negatives, video tapes, photographs or other materials in the possession of the Service Provider and used or to be used for the purpose of providing its services under the agreement;
20. to procure at no additional cost to the Customer the delivery to the Customer of all material created or related to campaign or program in the possession of the Service Provider or suppliers or other third parties and used or to be used for the purpose of providing its services under the agreement as and when the Customer may request such delivery including without limitation any such material in which the Service Provider may have any right or interest;
21. not to undertake any campaign, prepare any communications material or publicity or cause publication of any advertisement or article which would be false, misleading, deceptive, indecent, libellous, defamatory, unlawful or otherwise prejudicial to the Customer’s interests;
22. to adhere to and comply with the Customer’s trade mark and/or copyright standards and policies which are in effect from time to time.
	1. Before entering into any binding obligation with any third party the Service Provider must submit to the Customer for written approval full details of all services and related costs which it proposes to incur on the Customer’s behalf. The Service Provider will not enter into any such binding obligation unless and until it has the prior written approval of the Customer.
	2. The Service Provider represents and warrants that no conflict of interest exists or is likely to arise in the performance of the Services at the date of this agreement.
	3. The Service Provider warrants and undertakes to notify the Customer, in writing, immediately upon becoming aware of the existence, or possibility, of a conflict of interest. On receipt of such notice the Customer may approve the Service Provider undertaking any work which the Customer considers might give rise to a conflict of interest or refuse to approve whereby the Service Provider will refrain from undertaking any such work. The Customer may thereupon exercise its rights of termination under this agreement. Failure by the Service Provider to adhere to the provisions of this clause will give rise to a ground for termination pursuant to clause 12 without prejudice to any accrued rights or remedies of the Customer.
	4. The Service Provider warrants and undertakes not to, at any time, breach or infringe any Intellectual Property rights of the Customer or of any other person whether in the course of providing the Services or otherwise. Without limiting the generality of clause 9, the Service Provider agrees to indemnify and keep indemnified and to hold harmless and defend the Customer (which term includes in this clause, its officers, employees and agents) from and against any actions, claims, proceedings, demands, costs, expenses, losses and damages brought against or made upon the Customer, arising from or incurred by reason of or in connection with an infringement or alleged infringement of any Intellectual Property rights and hereby agrees to release and discharge the Customer from any such actions, claims, proceedings or demands. The Service Provider acknowledges that the Customer may take legal proceedings including but not limited to injunctive proceedings against the Service Provider if there is any actual, threatened or suspected breach of this clause. The Service Provider acknowledges that, in the event of a breach of this clause, the Customer may terminate the agreement in accordance with clause 12 of this agreement without prejudice to any accrued rights or remedies of the Customer.
23. **Indemnity and Insurance**
	1. Indemnity
	Without limiting the generality of clause 5.1(i) of this agreement, the Service Provider must indemnify and hold the Customer harmless from and against any and all claims, demands, regulatory proceedings and/or causes of action, and all damages, liabilities, costs (including without limitation settlement costs) or expenses (including without limitation legal fees) arising from:
24. any breach by the Service Provider of any of the undertakings, terms or conditions of this agreement;
25. any alleged:
26. misleading or deceptive conduct;
27. infringement of trade mark, copyright, title, slogan, trade indicia or other proprietary rights;
28. piracy, counterfeiting, plagiarism, unfair competition or idea misappropriation; or
29. invasion of the right of privacy, which is in any way connected with any advertising or other materials covered by this agreement, in connection with advertising or other materials covered by this agreement;
30. the preparation or presentation of any advertising or other materials covered by this agreement.
	1. The indemnity in clause 6.1 shall be reduced in so far as any loss arises directly from any information or material supplied by the Customer or from the use or consumption of the Customer’s products or from any act or thing done on the Customer’s specific instructions or with the Customer’s specific approval.
	2. The indemnities contemplated by clauses 5 and 6 of this agreement shall survive the termination or expiration of this agreement.
	3. The Service Provider shall not engage any third party to produce or assist in the production of any work or service for the Customer unless and until the third party has executed an agreement in writing with the Service Provider which contains terms similar in effect to those contained in sub-clauses 5.1(b), 5.1(c), 5.1(d), 5.1(e), 5.1(f), 5.1(i), 5.1(l) and clauses 9, 10 and 11 of this agreement and copies of any such agreement must be provided to the Customer.
	4. Insurance

(a) The Service Provider shall, and shall ensure that any sub-contractors will, arrange and maintain with a reputable insurance company for the term of the agreement:

1. a public liability policy of insurance to the value of at least $10 million in respect of each claim;

ii) workers’ compensation insurance as required by all relevant laws of Australia relating to workers’ compensation; and

iii) if requested by the Customer, a professional indemnity insurance policy:

A. if the Service Provider is a member of an approved scheme under the Professional Standards Act, insurance to the value of the amount prescribed under that scheme; or

B. if the Service Provider is not a member of an approved scheme under the Professional Standards Act, insurance to the value of at least $10 million in respect of each claim.

(b) The Service Provider shall, on request from time to time by the Customer, produce to the Customer, satisfactory evidence of insurance.

(c) The insurances referred to in this clause shall be effective from the start date of this agreement and shall be maintained for the period of the agreement provided however, where applicable, professional indemnity insurance shall, unless the Customer otherwise agrees in writing, be continued to be maintained for a period of one year following the expiration or earlier termination of this agreement.

1. **Approvals and Authority**
	1. Approvals

After obtaining the Customer’s general approval of a campaign, the Service Provider shall submit to it for specific approval, as appropriate to the Services:

1. Including but not limited to copy, layouts, artwork, storyboards and/or scripts, work in progress including office edits, rough cuts, communication strategies;
2. informed and accurate estimates of the cost of the various items of the advertising.
	1. Authority:
3. where applicable, the Customer’s written approval of copy and layouts authorises the Service Provider to purchase production materials and prepare proofs and the Customer’s approval of proofs authorises the Service Provider to publish;
4. where applicable, the Customer’s approval of television, cinema and radio scripts and/or storyboards, digital content with estimated costs authorises the Service Provider to make production contracts and engage artists and/or endorsers and the Customer’s approval of films and recordings authorises the Service Provider to transmit;
5. where applicable, the Customer’s approval of schedules and estimates authorises the Service Provider to make reservations and contracts for space, time and other facilities under the terms and conditions required by suppliers.
6. **Amendments**
	1. The Customer may request the Service Provider to change, reject, cancel or stop any and all plans, schedules or work-in-progress and the Service Provider shall take all steps to comply provided that it can do so within its contractual obligations to media, supplies or other third parties.
	2. In the event of any cancellation or amendment by the Customer, the Customer shall reimburse the Service Provider for any charges or expenses to which it is committed and also to pay the fees covering these items provided that the Customer has given prior approval to the charges and expenses which the Service Provider has committed to pay.
7. **Copyright and Other Rights**

9.1 In consideration of the payment by the Customer to the Service Provider of the payments made under this agreement (receipt of which is hereby acknowledged):

1. the Service Provider as beneficial owner assigns to the Customer absolutely and for the full term of the copyright therein all and any copyright in all the world in or arising out of any literary, dramatic, musical or artistic work or in any cinematographic film or sound recording or in any television or sound broadcast or any other work capable of being the subject of copyright including any work commissioned by the Customer or prepared for it by the Service Provider at any time prior to the date of this agreement (the ‘copyright work’) which is produced by the Service Provider on behalf of the Customer at any time;
2. the Service Provider shall take all such steps and execute all such documents as are necessary to transfer such copyright absolutely for the full term of the copyright to the Customer at no extra cost to the Customer. Where copyright in the copyright work is not already vested in the Service Provider it shall use its best endeavours to ensure that such copyright is transferred to and becomes vested in the Customer;
3. where the production of any copyright work for the Customer will involve making use of any copyright work already in existence (‘existing work’) the Service Provider shall, prior to commencing such production for the Customer, obtain the necessary licence to use the existing work together with an indemnity from the licensor against any claims or proceedings which may be issued or threatened by any third party against the Service Provider and/or the Customer for infringement of copyright in respect of the Service Provider’s use of the existing work for the purposes of providing its services under this agreement;
4. the Service Provider undertakes to ensure that the existing work will be available throughout the life of the advertising campaign in which the existing work is used and negotiate terms for an extension to the campaign if required to do so by the Customer;
5. where musical works are used for the purpose of providing the Service Provider’s services under this agreement the Service Provider shall give the required notices to copyright owners and pay all royalties as they fall due;
6. the Service Provider undertakes to obtain so far as is possible from copyright owners of existing works an undertaking in writing and for valuable consideration that the copyright owner of any such existing copyright does not make use of the same without the Customer’s written authority;
7. the Service Provider hereby assigns all the future copyright in all the world in all future copyright work to the Customer so that the same shall, on its coming into existence, vest in the Customer absolutely for the full term of the copyright therein;
8. the Service Provider undertakes not to make use of any copyright work produced for the Customer whether by the Service Provider or on its behalf or any copies thereof, other than for the purpose of providing its services under the agreement, without the prior written consent of the Customer.

9.2 The assignments referred to in this clause 9 shall not in any way be affected by any disputes between the parties nor by the termination or expiration of this agreement for whatever reason.

9.3 The Service Provider warrants to the Customer that it has obtained all necessary consents from the authors of all copyright works such as to allow the Customer to perform any act which would otherwise constitute an infringement of those authors’ moral rights in such copyright works.

1. **Ownership of Property**
	1. Any and all communications material and property including, without limitation ideas, designs, concepts, original compositions, artwork, finished advertisements, radio and television commercials, digital content and all trade marks, trade names, brand names, trade symbols, logos, slogans or other trade indicia purchased, prepared or developed in the performance of this agreement (collectively referred to as the ‘trade indicia’) shall be the absolute property of the Customer and the Service Provider shall not use such property or material in any media without the prior written consent of the Customer PROVIDED THAT nothing in clause 10, shall prevent the use of such property and material by the Service Provider for the purpose of providing its services under this agreement subject to and in accordance with the terms and conditions of this agreement.
	2. No right is given to use the trade indicia except in connection with the promotion and advertising of the goods of the Customer in a form approved by the Customer without any change or modification by the Service Provider.
	3. Clauses 10.1 and 10.2 do not grant to the Service Provider any proprietary right or interest in the trade indicia and the Service Provider acknowledges the validity of the Customer’s title in and to the trade indicia.
	4. The Service Provider will promptly bring to the attention of the Customer any improper or wrongful use of any trade indicia of the Customer or of any other rights of the Customer which may come to its notice.
2. **Confidentiality**
	1. The Service Provider hereby undertakes:
3. to treat as confidential and not to disclose, duplicate, use or permit the use at any time in any way, other than for the purpose of providing its services under the contract, and then only in such a way as shall first have received the express prior written consent of the Customer, and shall protect fully the confidentiality of the information of any confidential or commercially sensitive information of which it may become aware for the purpose of providing its services under this agreement or otherwise (‘information’) including, without limitation, information concerning or relating to the past, present or contemplated manufacturing process, marketing strategies, internal or external business operations or other information of the Customer or which may either directly or indirectly be relevant to the Customer’s business and including also any compilations or otherwise public information in a form not in the public domain;
4. to limit the disclosure of the information within its own organisation to those of its officers and employees to whom such disclosure is strictly necessary for the purpose of providing its services under this agreement and to ensure that they are bound by obligations of secrecy in respect of the information equal and like to those contained in this agreement and to use its best endeavours to ensure that such officers and employees abide by such obligations of secrecy;
5. to accept full liability and to hold the Customer harmless against all wrongful use, duplication or disclosure of the information contrary to this agreement and to return to the Customer upon termination of this agreement all documents or material of any kind containing or alluding to the information, whether directly or indirectly, together with all copies of such material, whether prepared by the Service Provider or provided by the Customer which are then in its possession or under its control;
6. not to use the name of the Customer in publicity releases, advertising or promotion of the Service Provider’s services including client lists unless the Customer shall first have given its written consent which shall not be unreasonably withheld;
7. that all the obligations set out in the preceding sub-clauses of clause 11, will apply at all times both during and after the termination of this agreement.
8. **Termination**
	1. In addition to any other rights it has under this agreement and without in any way limiting any right of termination the Customer has or may have at common law or otherwise, the Customer may terminate this agreement in whole or in part at any time during the term without incurring any liability, by notifying the Service Provider in writing that this agreement or a part of this agreement is terminated from the date specified in the notice (which date will not be a date earlier than the date on which the notice is received by the Service Provider), and in that event, the Customer may give to the Service Provider such directions as it thinks fit in relation to subsequent performance of this agreement. The Service Provider will immediately comply with any directions given under clause 12.1 and will do everything possible to mitigate any losses arising in consequence of termination of this agreement under this clause. Termination pursuant to clause 12.1 will not expose the Customer to any liability for any claim for damages whether direct, indirect, special or consequential by reason of such termination and the Customer will pay fees for services rendered up until the date specified in the notice of termination.
	2. The Customer may terminate the agreement in the event of a breach by the Service Provider of this agreement which is not rectified by the Service Provider within thirty (30) days of receipt of a written notice by the Customer relying on such breach to terminate the agreement, or in the event the Service Provider attempts to assign any of its rights or obligations hereunder (other than any delegation of its obligations to recognised suppliers producing work under the supervision of the Service Provider) or in the event the Service Provider merges with or is acquired by another agency or in the event the Service Provider becomes insolvent or any insolvency proceedings are instituted by or against it.
	3. The rights, duties and responsibilities of the Service Provider and the Customer will continue in full force and effect during any period of notice given pursuant to 12.1 of this agreement.
	4. Upon termination of this agreement, the Service Provider will transfer to the Customer, all property and materials in its possession or control paid for by the Customer and all contracts and reservations for time, space, talent and other advertising adjuncts entered into by the Service Provider for the Customer at no cost to the Customer.
	5. The Customer agrees to reimburse the Service Provider for production costs (plus the agreed service fee of [percentage]) of any incomplete work previously authorised by the Customer and the Customer will have the right to complete and use such material and ideas in its future advertising.
	6. Any uncancellable contract made on the instructions of the Customer and still existing at the expiration of the notice of termination shall be carried to completion by the Service Provider and paid for unless mutually agreed in writing to the contrary, in accordance with the provisions set out in this agreement.
	7. Subject to the provisions of this agreement the rights, duties and responsibilities of the Service Provider shall cease from the date of expiration of notice of termination.
9. **Rejection of Services**
	1. The Customer will inspect and approve the Services provided by the Service Provider and will give notice to the Service Provider as to any Services which the Customer deems to be Deficient Services and the Customer may deduct from the invoiced amount a sum which pro rata reflects the cost charged with regard to such Deficient Services. In any other case the Service Provider must reimburse the Customer to the value of Deficient Services already paid by the Customer.
	2. If the Customer has not inspected or approved the Services at the time of payment and subsequently discovers Deficient Services, the Service Provider will compensate the Customer by reimbursing it the sum calculated on a pro rata basis to reflect the cost of such Deficient Services ("the reimbursable sum").
	3. The Service Provider acknowledges and agrees that for any sum to be repaid to the Customer under this clause the certificate of [insert title of person e.g. Director- General] will be final and conclusive as to amount.
	4. The Service Provider hereby irrevocably authorises the Customer to deduct an amount representing the reimbursable sum referred to in subclause 13.2 from any amount due and owing by the Customer to the Service Provider in payment of the reimbursable sum.
	5. The Service Provider acknowledges and agrees that:
10. upon receipt of a notice in writing from the Customer setting out Deficient Services ("the notice") the Service Provider will rectify the Deficient Services within the time specified by the Customer in the notice at its own cost and expense;
11. The Customer is entitled to withhold payment to the Service Provider for future Services until the Deficient Services are rectified to the reasonable satisfaction of the Customer and until the reimbursable sum is paid to the Customer by the Service Provider.
	1. The Service Provider acknowledges and agrees that in no circumstances whatsoever will the Customer be liable to accept the balance of any Deficient Services or Deficient Contract Material as provided or delivered.
12. **Notices**
	1. All notices to be served pursuant to the terms of this agreement shall be served personally or shall at the option of the party giving notice be sent by registered prepaid post addressed to the other party at the address of that party set out in the Schedule and notice shall be deemed to have been given on the date it is posted.
13. **Governing law**
	1. The agreement shall be governed by and construed in accordance with the laws for the time being in force in the State of New South Wales.
14. **Severability**
	1. If any part of this agreement is found to be invalid or of no force or effect under any applicable laws, executive orders or regulations of any government authority having jurisdiction, this agreement shall be construed as though such part had not been inserted herein and the remainder of this agreement shall retain its full force and effect.
15. **GST**
	1. If GST is payable on any supply under this agreement, the fee payable for the supply will be considered exclusive of GST. Unless the parties otherwise agree in writing, the party receiving the supply undertakes to pay the supplying party the amount of such GST in addition to any fee for that supply of the time the fee is payable or at such later time when the amount of the GST becomes known, subject to the supplying party issuing a valid tax invoice to the party receiving the supply in accordance with the relevant GST legislation.
16. **Disclosure of Details of Customer Contracts With the Private Sector**
	1. The Service Provider acknowledges that the Customer may be required to publish certain information concerning this agreement in accordance with ss 27 - 35 of the Government Information (Public Access) Act 2009 (NSW), Premier’s Memorandum 2007-01 and the NSW Government Tendering Guidelines, available at:

<https://buy.nsw.gov.au/supplier-guidance>

* 1. If the Service Provider reasonably believes that any part of this agreement contains information which is commercial-in-confidence or could reasonably be expected to affect public safety or security, then the Service Provider should immediately advise the Customer in writing, identifying the provisions and providing reasons so that the Customer may consider seeking to exempt those provisions from publication.

EXECUTED AS AN AGREEMENT

SIGNED by [*name of Customer*] )

by its authorised officer )

 )

in the presence of )

................................................................... ...................................................................

[*Signature of Witness*] [*Authorised Officer*]

SIGNED by [*name of* Service Provider] )

by its authorised officer )

 )

in the presence of )

................................................................... ...................................................................

[*Signature of Witness*] [*Authorised Officer*]

1. **Schedule**

**Agreement Details**

Advertising and Digital Communication Services Prequalification Scheme

|  |  |
| --- | --- |
| **Customer**  |  *NSW Govt Agency XYZ* *123 Way Place, Sydney, NSW, 2000* *ABN: 76 543 211* |
| **Service Provider**  |  Provider XYZ *321 Way Place, Sydney, NSW, 2000* *ABN: 12 345 678 911* |
| **Service Provider’s Proposal**  |  *Attached: Yes* *Dated:22/07/2020* |
| **Item 1:** |  **Services** (clause 5) *Provider XYZ will provide nominated and agreed upon services to meet requirements specified by Government Agency XYZ including but not limited to:* * Produce a promotional video to fulfill the campaign objectives provided by Government Agency XYZ and the activities described in Item 2
* Provide a video script that meets the creative brief
* Deliver talent selection
* Produce and deliver the final video

**Reports*** Provide monthly cost reconciliation reports for agency fees
* Provide cost estimates for approval before proceeding with production
* Provide a report of total head hours needed
 |
| **Item 2:** |  **Activities***Promotional video to promote Government Agency XYZ on social media.* |
| **Item 3:** | **Commencement Date:** (clause 1) | *24/07/2020* |
| **Completion Date**: | *24/09/2020* |
|  **Item 4:** | **Fees and Schedule of Payment**

|  |  |
| --- | --- |
| 1. *Production of a promotional video.*
 | 1. *$20,000 + GST*
 |

*50% will be paid after signing of the contract and remaining 50% will be after completion.* |

|  |  |
| --- | --- |
| **Item 5:**  | **Service Provider's Representative** *John Smith**Marketing Director, Provider XYZ* *john.smith@providerxyz.com* *(02) 1234 5678* |
| **Item 6:**  | **Customer’s Representative** *Jane White* (*delegated to sign)**Director, Government Agency XYZ**jane.white@governmentagencyxyz.com* *(02) 9876 5432* |
| **Item 7:**  | **Notices**   |  |
| Customer's Name: | *Government Agency XYZ* |
| Address: | *123 Way Place, Sydney, NSW, 2000* |
| Facsimile No: |  |
| Email: | *jane.white@governmentagencyxyz.com*  |
| Attention: |  *Jane White* |
|  | Service Provider's Name:  | *Provider XYZ* |
| Address: | *321 Way Place, Sydney, NSW, 2000* |
| Facsimile No: |  |
| Email: |  *john.smith@providerxyz.com*  |
| Attention: | *John Smith* |

# SCHEDULE 2 – Sample Brief Template

Customers have the discretion to use their own Brief template.

The purpose of this template is to provide a basic guide that will assist Customers in preparing a Brief. Every Brief will vary, but Customers should aim to include the below at the very least:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CUSTOMER (GOVERNMENT DEPARTMENT)

Include contact details, key personnel etc.

CAMPAIGN NAME

POTENTIAL DURATION OF CAMPAIGN

A campaign refers to communications activity undertaken typically within a budget period for one (1) topic.

TOTAL CAMPAIGN BUDGET

$

BACKGROUND/CAMPAIGN NEED

Why does the campaign need to take place? Include data and research findings that inform & support the need.

ISSUE TO BE ADDRESSED

What is the specific issue to be addressed through the campaign, the size and scope of it, why it exists?

OBJECTIVES

Should be SMART (specific, measurable, attainable, relevant, time-bound) - include benchmarks & targets.

TARGET AUDIENCE

Include any audience insights, location details etc.

PROPOSITION

What do you need to say to address the issue?

DESIRED AUDIENCE RESPONSE

What do you want the audience to do?

MANDATORY INCLUSIONS

Branding/URL/CTA etc.

TIMELINES

Any critical timelines? Expected time to be in market etc.

EVALUATION

How will campaign be measured? Measurement indicators, methodology, criteria etc.