



**Strategic  
Communications**

# **SCOPE OF SERVICES**

**Prequalification Scheme: Advertising  
and Communications Services**

**SCM0035**

**March 2013**

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## 1 DEFINITIONS

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**Customer** refers to an entity defined as a Government Agency in the NSW Public Sector Employment and Management Act 2002.

**Service Provider** means a person or body who has applied for, and been granted admission to, the Scheme.

**Services** refer to the creative advertising and digital services provided by the Service Provider to Customers under the Scheme as defined under this Scope of Services from time to time.

**Scheme** means the *Prequalification Scheme: Advertising and Communications Services* administered by SC.

**Strategic Communications (SC)** refers to the NSW Department of Premier and Cabinet, Strategic Communications unless otherwise specified.

## 2 INTRODUCTION

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2.1 The Strategic Communications (SC) branch in the Department of Premier and Cabinet (<http://advertising.nsw.gov.au/>) is responsible for overseeing and managing this Advertising and Communications Services Scheme. The Scheme will provide the NSW Government with access to a wide range of skills, expertise and experience covering creative advertising and digital services categories.

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

- a) Developing policies and procedures for Government advertising;
- b) Providing general advice to Customers on the development and planning of all advertising activity;
- c) Providing advice to the Ministers and Government on all advertising matters.

SC does not develop advertising campaigns on behalf of Customers.

### 2.3 NSW Government Advertising Act and Guidelines

Government advertising activities must comply with the Government Advertising Act 2011 (<http://www.legislation.nsw.gov.au/sessionalview/sessional/act/2011-35.pdf>), NSW Government Advertising Guidelines (<http://advertising.nsw.gov.au/advertising/advertising-guidelines>) and other relevant state and federal privacy, electoral, advertising, broadcasting and media laws.

2.4 Key provisions of the Government Advertising Act 2011 ('the Act') include:

- a) Advertising that is designed to influence support for a political party is prohibited;

- b) Heads of Departments must certify that advertising complies with the Act, is accurate, necessary and and cost effective, before it may commence;
- c) 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
- d) Requirement for Peer Review of advertising \$50,000 or greater and cost benefit analysis for advertising \$1 million or greater.

## 2.5 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 will encompass the activities common across Customers that represent the majority of government's marketing services spend.

- 2.6 The 2 categories targeted by this Advertising and Communications Services Scheme are:

- a) Creative Advertising services
- b) Digital services

- 2.7 Whilst availability of traditional advertising agency creative services are still critical to some Customers, the delivery of government information through new and cost efficient digital channels is increasing in importance and thus Government requires access to expertise in this area.

- 2.8 Digital services may include development and implementation of holistic digital strategies, building websites, and the utilisation of emergent new media channels. These services are in some cases supplied through creative agencies but also through specialist service providers.

- 2.9 The Scheme shall be available for use by Customers for any of their communication activities. It is expected that the bulk of work through the Scheme will relate to Public Awareness advertising activities.

- 2.10 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.

## 3 CLIENT BASE

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- 3.1 Individual Customers develop and implement communications activities relating to their own areas of responsibility.
- 3.2 Currently there are typically up to 40 Customers requiring Public Awareness services each year.
- 3.3 Reports of past public awareness campaign media expenditure can provide an indication of Customers that may require Creative Advertising and Digital services in the future  
([http://advertising.nsw.gov.au/advertising/advertising\\_expenditure](http://advertising.nsw.gov.au/advertising/advertising_expenditure))

## 4 EXPENDITURE

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- 4.1 Total NSW Government advertising expenditure has been for the past four years approximately \$116 million per annum broken between Public Awareness activity (\$92.5 million) and Public Notice & Recruitment activity (\$23.5 million). Due to the Government's commitment to reduce advertising expenditure, from 2011-12 onwards this figure will be approximately \$92 million per annum.
- 4.2 The value of creative and digital services for advertising campaigns, to be covered under the Scheme, is estimated to be \$5 - \$10 million per annum.

## 5 SCOPE OF CREATIVE ADVERTISING AND DIGITAL SERVICES

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- 5.1 The 2 categories targeted by this Scheme are:

- a) Creative Advertising services
- b) Digital services

### 5.2 CREATIVE ADVERTISING SERVICES

The Creative Advertising services element of the Scheme will consist of Service Providers that can provide components of or a wide range of integrated cross platform high quality, cost effective advertising services, which include but are not limited to the following:

- 5.2.1 **Communication strategies**  
Development and implementation of holistic communication strategies in conjunction with client and media partner, including market research, insight gathering, selecting effective delivery platforms and cross platform integration.
- 5.2.2 **Creative campaign development and implementation**  
Creative development and the production of advertising and marketing materials for major campaigns and significant individual projects. This could include pre-campaign research, development of creative concepts, talent management, through to execution, implementation and evaluation across all channels.
- 5.2.3 **Brand development and management**  
Development of brand strategies and client identities which support business objectives over the short and long term. Ensure all marketing activity links to the overall agreed brand strategy/identity.
- 5.2.4 **Copywriting**  
Write copy that captures the message and tone required for the target audience and suitable for media formats being used.

- 5.2.5 **Design, typesetting and proofing**  
Provision of professional creative design and output in requested formats for marketing collateral such as brochures, leaflets, posters, annual reports and print advertisements.
- 5.2.6 **Production services**  
Provision of high quality production services such as photography and video including all pre and post production requirements and delivery of output in requested formats.
- 5.2.7 **Multicultural and Aboriginal creative and communication services**  
Development and production of Multicultural and Aboriginal creative strategies, including translation, which effectively reach and achieve impact with targeted communities.

### 5.3 **DIGITAL SERVICES**

The Digital services element of the Scheme will consist of Service Providers that can supply integrated digital high quality, cost effective communication solutions which include but are not limited to:

- 5.3.1 **Digital strategy**  
Development and implementation of digital strategies in conjunction with client and incorporating elements (as required) such as market research, online advertising display, video content, social media, search engine marketing (SEM), search engine optimisation (SEO), electronic document management systems (e-DM), mobile, viral campaigns, “gamification” and data acquisition strategy development and management.
- 5.3.2 **Digital creative campaign development and implementation**  
Creative development and production of various formats, such as online display, video content, e-DM creation and dispatch across desktop, mobile and tablet platforms for major campaigns and significant individual projects. This could include pre-campaign research and development of creative concepts through to execution, implementation and evaluation.
- 5.3.3 **Digital asset production and management**  
Production and management of digital tools such as websites, apps and games across desktop, mobile and tablet platforms.
- 5.3.4 **Branded content and integration**  
Development and integration of branded content for digital channels.
- 5.3.5 **Social Media**  
Development of social media strategies and management of social media platforms.

## 6 OPTIONAL RELATED SERVICES

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- 6.1 Other related services may be requested by Customers, at their discretion, to assist in the delivery and implementation of NSW Government campaigns.
- 6.2 Service Providers will be required to provide specific details of all related service offerings that may assist in the delivery and implementation of NSW Government advertising and the associated fees. Optional Services offered may not all be accepted.
- 6.3 Fees charged for optional services must be discrete from the creative and/or digital services costs. These Services will not be pre-qualified by this Scheme.

Related campaign services may include (but not be limited to):

- a) Research
- b) Public Relations
- c) Direct Marketing
- d) Event Management
- e) Experiential Marketing

These services require specialist knowledge, expertise or capability and may be delivered in-house by the Service Provider or via their sub-contractors.

## 7 MEDIA SERVICES (EXCLUSIONS)

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- 7.1 The NSW Government Media Agency Services agreement is currently being prepared for renewal. The media agencies contracted under that agreement will plan and buy media for all advertising activities and therefore **media planning and buying services are excluded from this Scheme.**
- 7.2 Service Providers engaged by Customers under this Scheme will be required to work cooperatively with the successful media agencies appointed under the proposed Media Agency Services agreement.