

DEPUTY DIRECTOR-GENERAL'S BRIEFING NOTE
Corporate and Government Services

Tracking Folder No. TF/20/11131
Document No.DOC/20/103837

To: Deputy Director-General
Date: 2 June 2020
Subject: Approval of the significant procurement plan
and to engage Publicis Communications
Australia Pty Ltd

Approved / Not Approved / Noted

Addressee

Date/...../.....

• RECOMMENDATION

It is recommended that you

- **approve** the Significant Procurement Plan (**Attachment 1**)
- **approve** the engagement of Publicis Communications Australia Pty Ltd to deliver creative development and production services for the Unite and Recover Campaign at a maximum cost of \$250,000 (including GST).

• KEY ISSUES

- Under the Department of the Premier and Cabinet's Corporate Procurement Policy any procurement valued at \$50,000 (including GST) requires your approval.
- As per the DPC Corporate Procurement Policy (CPP), the department is only required to obtain one official quote if purchasing off a Standing Offer Arrangement.
- Publicis Communications Australia Pty Ltd are a supplier on the Queensland Government professional services panel - QGP0056-18 and are being engaged to support the COVID-19 Response and Recovery Taskforce (CRRT) on an integrated communications strategy across multiple streams of work (**Attachment 2**) that requires responsive and flexible creative development and production not available in house. This procurement represents a small component of the delivery costs for Stages 1 and 2 Unite and Recover for Queensland Jobs communications approach.
- Publicis has been approached directly due to their previous experience working with the Queensland Government's public messaging on the COVID-19 Response. The Supplier has proven to be flexible and responsive, working within tight timeframes to deliver succinct and specialised creative services.
- Publicis have design assets from the previous campaign that can be applied to future campaigns.
- The daily rate for Key Personnel is as per the SOA, and services are to be provided as per the direction of the taskforce, including but not limited to two further Economic Recovery stages.

Out of scope - Cabinet material

Kerry Petersen
Deputy-Director General
**COVID-19 Response and Recovery
Taskforce**

Comments

Action Officer: Rosie McGeoch
Area: COVID-19 Response and Recovery
Telephone: Taskforce

Contract Number and Name of Contract

DPC-16-2020 – Unite and Recover Campaign creative development and production

SOA number

QGP0056-18

Is this an ICT procurement? **Project Description and Background**

The Unite and Recover Campaign (multi-staged) has been in the public domain and is a continuation of the Queensland Government's public messaging on the COVID-19 Response. Campaign content covers both the changes to easing of restrictions in addition to economic recovery strategies. Television campaigns have been run to date under the Unite against COVID-19 branding and further campaigns are required before the end of July 2020. The previous television commercials went to air on:

Stay Home Save Lives: Thursday 9 April 2020.
Economic Recovery Starts now: Saturday 2 May 2020

The campaign will continue the approach of the previous Stay Home Save Lives and Economic Recovery Starts Now campaigns with the use of infographics, icons and COVID-19 branding.

What is the demand for the procurement?

The Unite and Recover campaign will be used to ensure State-wide reach of accurate information relating to economic recovery initiatives. It is a logical progression of the Economic Recovery Starts Now campaign which aimed to start a dialogue with Queenslanders about how we will pivot out of the health crisis and into sustained economic recovery. This campaign provided an umbrella narrative under which further recovery messages could be positioned.

The Unite and Recover campaign supports the recently approved strategy: Unite and Recover for Queensland Jobs and will focus on specific messaging relating to government decisions on the next stage of economic actions.

How many quotes have you sourced?

Sole supplier

What is your procurement strategy?

Publicis has been approached directly due to their previous experience working with the Queensland Government's public messaging on the COVID-19 Response. The Supplier has proven to be flexible and responsive, working within tight timeframes to deliver succinct and specialised creative services.

Have you analysed the market?

The creative supplier has been selected from the established creative services SOA QGP0056-18. All agencies on the SOA have been through a comprehensive screening process to determine that the suppliers are best placed to deliver high quality work in a cost-effective way for government and will be engaged under the Queensland Government General Terms and Conditions.

What are your performance measures?

Performance will be measured by delivery in market by the specified date and a post campaign report. The Supplier will deliver within required timeframes and budget and it is an expectation that the successful supplier works closely with the Queensland Government Master Media Agency (MediaCom) to ensure the best possible approach for this campaign. The Supplier meets key milestones and delivers against key performance indicators that will be identified throughout the creative development and production process. The campaign will require the supplier to be flexible and responsive, providing one or more of the following services at the request of the customer over the proposed contract period:



- Television commercials and online video
- Radio
- Digital content
- Other communications materials as required

Due to the unprecedented nature of the COVID-19 crisis, widespread, multi-channel messaging strategies have been used to date and will continue to be employed as the government transitions from response to recovery.

What are your contract management arrangements?

Contract management will be managed by Rosie McGeoch. Regular meetings and check-in points will occur between the Customer and Supplier to ensure milestones and key deliverables are achieved.

Have you completed a risk assessment?

Yes

What is the estimated value of the procurement?

Up to \$250k

Prepared by:

Name: Rosie McGeoch

Position: Director PMO, Covid-19 Response and Recovery Taskforce

Date: 2/6/2020

Signature: Rosie McGeoch

Deputy-Director Director

Approved/Not Approved:

Name:

Position:

Date: ____/____/____

Signature: _____

Endorsed by Procurement:

Name: Seja Vogel

Position: A/Principal Procurement Advisor

Date: 2/06/2020

Signature: Seja Vogel



DEPUTY DIRECTOR-GENERAL'S BRIEFING NOTE
Corporate and Government Services

Tracking Folder No.TF/20/5181
Document No.DOC/20/56400

To: Deputy Director-General
Date: 9 April 2020
Subject: Approval of exemption from competitive procurement process to engage Kirby Anderson

Approved / Not Approved / Noted
Addressee *Morgan*
Date *9.4.20*

• **RECOMMENDATION**

It is recommended that you

- **approve** the procurement under the contract with Kirby Anderson as Trustee for Anderson Solutions Trust (**Attachment 1**) given its valued is above \$50,000 (including GST);
- **approve** an exemption under the Department's Corporate Procurement Policy to allow the procurement to proceed without a competitive process;
- **sign** the Exemption from Procurement Process Form (**Attachment 2**) as evidence of the above approval.

• **KEY ISSUES**

- Under the Department of the Premier and Cabinet's Corporate Procurement Policy any procurement valued at \$50,000 (including GST) requires your approval.
- The justification for the procurement proceeding, other than by a competitive process, is detailed in the Exemption from Procurement Process Form.
- The Department's Procurement officers have confirmed there are no existing SOA arrangements which could be used by the Department to access the services.
- Given the nature of the services to be supplied and the identity of the Key Personnel, the contract contains a specific clause to address Lobbying Activities, which will apply from when any services are commenced to be provided.
- The contract contains the usual provisions regarding conflicts of interests and confidentiality and a declaration of interest was provided by the Key Personnel prior to any services being commenced to be provided.
- The hourly rate for Key Personnel is [REDACTED] per hour (including GST) and is capped a maximum of 8 hours per day being a maximum daily amount of [REDACTED] per day (including GST). The cost of the contract will be met from the Director-General's reserve.

• **CONSULTATION**

- Corporate and Government Services

[REDACTED]
Kerry Petersen
Deputy-Director General
COVID-19 Response and Recovery
Taskforce

Comments

Action Officer: Rosie McGeoch
Area: COVID-19 Response and Recovery
Telephone: Taskforce [REDACTED]

Contract Details

**DPC-05-2020-Response and Recovery COV/0-19
Taskforce**

Department of the Premier and Cabinet

and

Kirby Anderson as Trustee for Anderson Solutions Trust

ABN No.: 50 463 070 316

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Pages 6 through 20 redacted for the following reasons:

CTPI - Business affairs

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Exemption from procurement process

(This form must be completed for every proposed exemption from standard procurement procedures, and returned to Procurement Services)

BUSINESS UNIT	COVID-19 Response and Recovery Taskforce
RFQ/ITO/SOA NUMBER	DPC-05-2020
TITLE OF PROJECT	Stakeholder engagement, media and communications advice
PROJECT MANAGER	Rosie McGeoch
SUMMARY OF PROJECT	Provision of high quality, strategic advice on stakeholder engagement, media and communications as directed by the Head of the COVID-19 Response and Recovery Taskforce.

ESTIMATED VALUE

The estimated value for this procurement is \$122,980 GST inclusive.

EXEMPTION BEING SOUGHT

Exemption from competitive process - sole supplier	Yes
Exemption from GTC requirements	No
Specialist or confidential nature of service required	Yes
Sound business reason on the grounds of urgency	Yes

REASON FOR EXEMPTION

The evolving worldwide COVID-19 Pandemic has given rise to an urgent need to procure specialist stakeholder management services to assist the newly created COVID-19 Response and Recovery Taskforce in the performance of its role in this critical period. The services are primarily focussed on strategic engagement and communication and will be deployed to provide rapid responses to the extraordinary and unprecedented issues arising across Government both at a State and Commonwealth level. An exemption to the standard competitive process is sought because of the current situation, the type of services required, the timeframe for delivery of those services and the ability to secure the Supplier on the proposed terms and conditions.

BACKGROUND

JUSTIFICATION

Engagement is based on the unprecedented nature of the COVID-19 crisis and the urgency of high quality engagement and communication responses for the Queensland Government. A full procurement process would compromise the State's ability to respond quickly.

Name of procurement

CONSULTATION

Corporate and Government Services

PROCESS TO BE UNDERTAKEN

Engage Kirby Anderson as a sole supplier. DPC's procurement policy requires for all procurement greater than \$50,000, not purchased from a standing offer arrangement that three quotes must be sought. However, this engagement is extremely urgent due to the unprecedented nature of the COVID-19 crisis, the best strategy is to engage Kirby Anderson.

RECOMMENDATION

That the Delegating Officer approves to step outside the procurement process and undertake the process as described above.

RECOMMENDING OFFICER	
Signed	See TRIM notes file DOC/20/66728 9/ 4/ 2020
Name	Rosie McGeoch
Position Title	Director Program Management Office, COVID-19 Response and Recovery Taskforce
Phone No	[REDACTED]

APPROVAL

PROCUREMENT SERVICES	REVIEWED
	NOTES:
	See TRIM notes file DOC/20/66728
Signed	9/ 4/ 2020
Name	Mandy Marquis
Title	Principal Procurement Advisor

DELEGATING OFFICER	Approval to step outside the procurement process for the above mentioned project
	APPROVED / NOT APPROVED
Signed	<i>[Signature]</i> 9 / 4 / 2020
Name	
Title	
Delegation	\$

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DEPUTY DIRECTOR-GENERAL'S BRIEFING NOTE
Corporate and Government Services

Tracking Folder No. TF/20/5190
Document No. DOC/20/56416

To: Deputy Director-General
Date: 9 April 2020
Subject: Approval to engage Newgate Communications Pty Ltd

Approved / Not Approved / Noted
Addressee *msyan*
Date *9.1.20*

• **RECOMMENDATION**

It is recommended that you

- approve the procurement under the contract with Newgate Communications Pty Ltd (**Attachment 1**) given its valued is above \$50,000 (including GST).

• **KEY ISSUES**

- Under the Department of the Premier and Cabinet's Corporate Procurement Policy any procurement valued at \$50,000 (including GST) requires your approval.
- As per the DPC Corporate Procurement Policy (CPP), the department is only required to obtain one official quote if purchasing off a Standing Offer Arrangement.
- Newgate Communications Pty Ltd are a supplier on the Queensland Government professional services panel - QGP0050-18 and have offered a [REDACTED] discount on their panel rate based on the current crisis environment.
- Given the nature of the services to be supplied and the identity of the Key Personnel, the contract contains a specific clause to address Lobbying Activities, which will apply from when any services are commenced to be provided.
- The contract contains the usual provisions regarding conflicts of interests and confidentiality and a declaration of interest was provided by the Key Personnel prior to any services being commenced to be provided.
- The daily rate for Key Personnel is a maximum amount of [REDACTED] (including GST) per day. The cost of the contract will be met from the Director-General's reserve.

• **CONSULTATION**

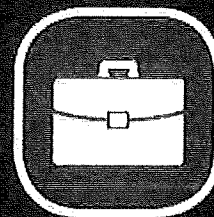
- Corporate and Government Services

[REDACTED]
Kerry Petersen
Deputy-Director General
COVID-19 Response and Recovery
Taskforce

Comments

Action Officer: Rosie McGeoch
Area: COVID-19 Response and Recovery
Telephone: [REDACTED]
Taskforce

Standing Offer Arrangement QGP0050-18



Contract Order

Standing Offer Arrangement QGP0050-18

For the provision of Professional Services – Finance, Audit, Economics, Human Resources, Policy, Management, Procurement, Probity and Agile Project/Program Management Services by Consultants to the Queensland Government

The Department of the Premier and Cabinet

CONTRACT ORDER: DPC-06-2020

TITLE: Response and Recovery COVID-19 Taskforce

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Queensland
Government

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CTPI - Business affairs

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