Attachment 1

Tasmanian Industry Participation Plan
(template/guide)

The Tasmanian Government is committed to maximising opportunities for local SMEs to compete for and win Government procurements. Suppliers/proponents are requested to prepare a Tasmanian Industry Participation Plan:

• For all procurements with a value exceeding $5 million;
• For nominated procurements (at the discretion of the procuring Government entity) greater than $2 million and up to $5 million; and
• For private sector projects valued at over $5 million that receive support, including in-kind support, valued at or greater than $500,000 from the Government.

This Plan is your opportunity to demonstrate how your submission will positively impact on the local industry/economy. You do not need to answer all of the questions below and your submission may not necessarily be limited to these issues (which are provided as prompts). You will need to ensure you can verify the information you submit and where possible should provide actual numbers of staff (full-time equivalent)/values of goods and/or services.

For procurements, the Tasmanian Industry Participation Plan is an essential part of your submission and will be used by the procuring entity to evaluate your submission. In these circumstances, the Plan will contribute a minimum of 10% of the procurement evaluation. Suppliers that fail to submit a Plan will receive a zero score in relation to this criterion.

This template was specifically developed for procurement. Where a Tasmanian Industry Participation Plan is required for a private sector project, the template should be adapted to suit the specific circumstances of the project.
Procurement details

<table>
<thead>
<tr>
<th>Procurement Reference No.</th>
<th>CPU 2015-01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procurement title</td>
<td>Panel of preferred providers of marketing and communication services</td>
</tr>
<tr>
<td>Name of Responsible Agency</td>
<td>Department of Premier and Cabinet</td>
</tr>
</tbody>
</table>

1 Local SME are Australian and New Zealand businesses employing less than 200 people.

Supplier details

<table>
<thead>
<tr>
<th>Name of supplier</th>
<th>Futago Pty Ltd atf Futago Discretionary Trust</th>
</tr>
</thead>
</table>
| Contact details for supplier | Daniel Zika  
Studio & Design Manager  
Level 2, Suite 6  
81 Salamanca Place  
Hobart 7000  
03 6223 7678 |

Local SME industry impact

What is the direct local impact of your business?

Being awarded a position on this panel of providers would have a strengthening, positive impact on our business. Futago is privately owned company, which has grown from a very small business of 2 to one that currently employs 7 (6 fte) people including the two owners. We’re located in Salamanca and we strongly believe in supporting the design and broader Tasmanian community. We believe this is clearly highlighted through the following:

- Two years ago, we established a self funded, paid, design intern position after identifying a distinct lack of work ready graduates from UTAS and TAFE in Tasmania. Our fourth graduate has just started with us for the next 3months. The position costs approx $40,000 pa excluding staff time in support and training. As far as we know, it’s the only structured ongoing position in the state. We are determined to work to provide a clear pathway opportunity for at least 2 recent graduates a year and for the benefit of our industry and potentially growing future employees.
- When it came time to outfitting the new studio, we engaged architects to help us with the task. We strongly believe in supporting the broader creative industry.
• All of our staff are employed permanently, not as freelances as is the case a lot in our industry. We believe in supporting our staff and giving them the security to perhaps purchase a house, make financial commitments and plan holidays with their family.

• Our senior designer contributed years to the state chapter and national board of our industry body, the Australian Graphic Design Association, to support the industry and offer development opportunities to its members. This involvement lead to the first ever hosting of the biannual industry awards in Hobart. Over 150 designers from the Asia Pacific came to Hobart for the 3 day series of forums and awards events. The Tasmanian awards committee garnered approx $100,000 of in kind and cash support from local enterprises to hold the event.

• We support NFP organisations such as Terrapin Puppet Theatre, the Australian Institute of Architects through Open House Hobart, St Vincent de Paul through St Vincent Industries, the Tasmanian Canteen Association, the Mental Health Council of Tasmania and the Tasmanian Writers Centre with tens of thousands of dollars of in-kind support each year.

**Goods and services to be utilised in the contract**
Identify the goods and/or services you expect to purchase in order to complete the contract and provide the requested information in relation to same, where known.

<table>
<thead>
<tr>
<th>Identified goods or services</th>
<th>Total estimate d value</th>
<th>Name of supplier anticipated to be used (if already determined through existing supply chain arrangements)</th>
<th>Location of supplier (where already determined through existing supply chain arrangements)</th>
<th>If supplier not yet determined, is there a local SME market for same? (Yes/No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>2</td>
<td>Both in greater Hobart</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Signage and related services</td>
<td>2</td>
<td>Greater Hobart and Launceston</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Editorial services</td>
<td>3</td>
<td>Greater Hobart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photographic and video serves</td>
<td>4</td>
<td>Across Tasmania</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Opportunity for local SME involvement
Will you source components of your offer from other local SME companies/sub-contractors or is there new work to be undertaken locally as a result of you fulfilling the contract or workers travelling to the local area to undertake the work? How much?

Futago uses many local suppliers in our day-to-day running of the business from stationers, local landlord, print and signage suppliers, and ancillary business services like accounting and book-keeping. Approximately 99% of the services detailed in this tender would be sourced from local SME’s. We only outsourced to interstate suppliers when all local options are unavailable.

We don’t anticipate the contract needing us to bring workers to our location and we do not farm design or programming work out interstate or overseas.

Detail how you intend to identify and engage with sub-contractors and/or other SMEs in relation to the delivery of the contract including your supply chain ie use of existing supply chains, advertising of sub-contracting or supply opportunities, liaison with industry groups, etc.

We engage our sub-contractors, suppliers and SMEs through recommendation and by building ongoing relationships. We have a network of our own preferred suppliers, subcontractors who we use when we need to outsource. They are all located in Tasmania.

Detail the process that you are to undertake to ensure that local SMEs are not to be disadvantaged where competing with other suppliers in the provision of goods or services to be used as part of this contract (ie unpacking of procurements into smaller components so that local SMEs can compete more effectively etc).

If we are pricing a print production job with an interstate supplier – who can often provide a faster turnaround and a lesser rate than local suppliers – we always give our local suppliers the opportunity to quote on the job and discuss ways the costs can be brought down. As a general rule we always prefer to source anything for Government locally in Tasmanian as we believe it’s important for the money to help develop our local economy and grow our strengths. We are always upfront with our clients as to where the supply would be coming from and offer them the choice.
**Broader economic opportunities**
Are there any other impacts that your business and/or this specific supply will provide to the local/regional economy?

Our business depends on work from government, both state and local as private industry isn’t large enough to provide a solid pool of work for us alone. In the past two years we have been successful in becoming preferred suppliers for two very large outer-city councils in Melbourne. We were also sought out by a division of NSW government based on work we did for the previous Dept. of Economic Development’s website. These contracts have been awarded directly based on the local and state government work we have done in Tasmania. These contracts greatly increase our ability to obtain other interstate government work and bring money and jobs to the Tasmanian economy. These more secure sources of incoming work, allows us to forecast employment needs and potentially increase staff hours or commit to extra staff.

In closing, we are a local, growing SME proud of the work we do in this state and abroad. We are constantly looking to champion the Tasmanian creative industries through national and international awards and nation wide industry participation.

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**Note:** Where determined appropriate by the procuring entity, the supplier’s obligations under this Plan are to be captured in the contract and monitored as part of the contract performance.

**Completed and endorsed (Supplier)**

.........Daniel Zika, Studio and Design manager.................................................................

(Name and position – print) (Signature)

...2/......9/.....2015...

(Date)