

7. Ability to articulate how your submission will positively impact on the local industry/economy in an Industry Participation Plan

Tasmanian Industry Participation Plan

Gray Matters Advertising is a wholly owned Tasmanian full service advertising agency. Located in Battery Point, the Agency currently employs four full time and one part time employee. Formed in 2005 with the buyout of TMP Worldwide, Gray Matters Advertising has developed into an energetic and proud Tasmanian company committed to maximising opportunities for local businesses and future potential staff.

Gray Matters Advertising utilises Tasmanian suppliers and products wherever possible. The agency has developed strong local and statewide links and relationships with our industry related peers. From photographers to printers, designers to copywriters, we have the knowledge and foresight to call upon when required. Tasmanian has an abundance of talented specialists and Gray Matters Advertising is committed to utilising their services.

As a company we identify and engage with subcontractors and other SME's on a regular basis. We continually meet with new suppliers and freelancers, scoping the best products and opportunities available in the Tasmanian market. We anticipate this will continue and grow once the new Department of Premier and Cabinet Panel Tender is granted.

Processes undertaken to ensure that local SME's are not disadvantaged when competing with other suppliers in the provision of goods and services include obtaining three quotes and thorough inspection of previous work and portfolios. The less expensive quote is not always chosen, instead we look closely at the products and services provided, timelines, quality and feasibility. This includes whether it is ideal to offer smaller components of a service to individual suppliers, or complete as a whole. Each case is different, and Gray Matters Advertising prides itself on the ability to judge and award business to the best suited supplier.

Being awarded a panelist on the Preferred Providers of Marketing and Communication Services Panel will not only have a large impact on driving Gray Matters Advertising to greater heights, but also our suppliers and contractors.

We are committed to employing Tasmanians, training Tasmanians and using Tasmanian suppliers and products. In addition, Gray Matters Advertising also support local clubs and events with sponsorship of the Clifton Surf Life Saving Club, New Norfolk District Football Club and the Heart Foundation.