Attachment 1

Tasmanian Industry Participation Plan
(template/guide)

The Tasmanian Government is committed to maximising opportunities for local SMEs' businesses 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**

| Procurement Reference No. | CPU 2015-01 |
Local SME Industry Impact

What is the direct local impact of your business?

Ionata Digital is a Tasmanian based web and app development business. We employ 10 staff members all of whom live in Tasmania.

Our offices are located in central Hobart.

The business is owned by Martin Anderson who also resides in Hobart.

Services provided under this contract will be provided by project managers and developers based within Tasmania (specifically Hobart).

Ionata Digital is committed to providing opportunities for graduate and junior developers entering the IT industry. Martin Anderson joined the board of the TasICT industry group last year with a focus on promoting the opportunities available in IT careers for Tasmanian students.
Martin Anderson is also a member of the Digital Career advisory committee for Tasmania and Victoria.

**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.

Ionata Digital purchases computer hardware and software in order to undertake web design and development work. We don't expect to purchase additional hardware or software in order to fulfil this contract.

<table>
<thead>
<tr>
<th>Identified goods or services</th>
<th>Total estimated 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>
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**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?

Ionata Digital regularly collaborates on national and international projects with other creative businesses located in Tasmania. We engage with photographers, illustrators, copy writers and other freelance creative as required.
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.

Ionata Digital has an existing network of creative businesses that we work with. These relationships have been built up by successful collaboration on projects over a number of years.

Ionata Digital is a strong supporter of both TasiICT the Tasmanian Information Technology Industry Group and also AGDA the Australian Graphic Design Association and uses these organisations to engage with and support the local IT and graphic design industries.

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).

Broader economic opportunities
Are there any other impacts that your business and/or this specific supply will provide to the local/regional economy?

Ionata Digital are engaged with the local economy by renting offices in central Hobart and locating 10 staff members within the local economy supporting cafes and restaurants in central Hobart.
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)

\[\text{Signature}\]

(Name and position—print)

\[\text{2/9/15}\]
(Date)