

## 7) Articulate how your submission will positively impact on the local industry/economy in an Industry Participation Plan

### Attachment I

## Tasmanian Industry Participation Plan (template/guide)

The Tasmanian Government is committed to maximising opportunities for local SME<sup>1</sup> 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
Procurement title	Panel of preferred providers of marketing and communication services
Name of Responsible Agency	Department of Premier and Cabinet

<sup>1</sup> Local SME are Australian and New Zealand businesses employing less than 200 people.

Name of supplier	Kelly Eijdenberg T/A Poco People
Contact details for supplier	kelly@pocopeople.com.au 0407 167 356 Studio 3, Level 3, The Typewriter Factory, Battery Point TAS 7004 GPO Box 1027, Hobart TAS 7001

### **Local SME industry impact**

What is the direct local impact of your business?

*Poco People is a local small business, based in Battery Point, Hobart.*

*I am the owner, and as a sole trader I have no employees. However, I do sub-contract work from other creative practitioners and production suppliers on a regular basis.*

*These suppliers are all based in Tasmania.*

*Some examples of these suppliers are:*

*Red Arrow (3D design) – Cambridge  
Aeski (web design) – Hobart  
Marcus Bendall (print design) – New Town  
In Graphic Detail (print design) – Hobart  
Mercury Walch (print) – Moonah  
Print Mail Logistics (print) – Goodwood  
Monotone (print) – Hobart  
Eye Spy (print) – Cambridge  
Saunders Signs (print) – Margate  
Jack Robert-Tissot (photography) – Hobart  
Xanderware (laser-cutting) – Glenorchy  
Focal Printing (print) – Hobart  
The Works Printing Group (print) – Moonah  
Digital Fast Forward (print) – Hobart  
Jen Cossins (illustration) – Hobart*

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.

<b>Identified goods or services</b>	<b>Total estimated value</b>	<b>Name of supplier anticipated to be used (if already determined through existing supply chain arrangements)</b>	<b>Location of supplier (where already determined through existing supply chain arrangements)</b>	<b>If supplier not yet determined, is there a local SME market for same? (Yes/No)</b>
Print material	N/A*	Not already determined	Not already determined	Yes
Graphic design	N/A*	Not already determined	Not already determined	Yes
Signage	N/A*	Not already determined	Not already determined	Yes
Illustration	N/A*	Not already determined	Not already determined	Yes

\*I cannot estimate a value on these goods and services without project/contract details

**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?

*Yes, there is potential that I will source components from other local SME companies/sub-contractors should the project require additional personnel/services. There is also the potential for new work to be undertaken locally as a result of my fulfilling the contract. It depends solely on the nature of the project to be contracted. I could not specify the amount of work to be contracted without project details.*

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.

*It is unlikely that advertising would be necessary in regards to sub-contracting. I would propose suitable sub-contractors, which would be agreed to by the Department. The projects that Poco People would likely be contracted for would not be large enough to warrant a large number of sub-contractors and thus a supply chain and its associated complexities – indeed, it is more likely for such scale projects that I would be sub-contracted to other parties.*

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).

*Again, Poco People would not be involved advertising large procurements. In terms of procuring production goods and services, generally I source three quotes from Tasmanian suppliers which are reviewed by myself and the client. I assess any suppliers or sub-contractors quotes based on capacity for the work, value for money and suitability for the project, which is analysed on a case-by-case basis.*

**Broader economic opportunities**

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

*Examples: Your supply may lead to: new skills being developed locally; trainees/apprentices being appointed; cross transfer skills to a local SME partner/sub-contractor; your company (if you are not a local SME) setting up an office/employing local staff; scale for you to take your products/services interstate/overseas; local community sponsorship etc.*

*Working closely with local sub-contractors and suppliers, interns and work-experience students, increases the overall quality of local design products and design skills. I am passionate about the creative industries in Tasmania and helping local designers network with each other and build their technical skills, and I organise semi-regular workshops at The Typewriter Factory for graphic designers to help achieve this. Any increase of my professional profile will assist in achieving these sort of outcomes, which are of benefit to both designers and the Tasmanian organisations for whom they work.*

*Also, as a recipient of Arts Tasmania start-up business support in the form of mentoring, a low-interest loan and a first-year subsidised studio space, the ongoing success of Poco People is becoming a sound working example of State Government support of local artists and micro-businesses, which is good for raising awareness of the services currently available to the local creative community.*

**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)**

Kelly Eijdenberg. Owner, Poco People

.....  
(Name and position – print)



.....  
(Signature)

2 / 9 / 2015

.....  
(Date)

