CRITERIA 7:
POSITIVE IMPACT ON THE LOCAL ECONOMY - INDUSTRY PARTICIPATION PLAN.

Attachment 1
Tasmanian Industry Participation Plan (template/guide)

The Tasmanian Government is committed to maximising opportunities for local SME¹ 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

<table>
<thead>
<tr>
<th>Procurement number</th>
<th>CPU 2015-01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procurement entity</td>
<td>Panel of preferred providers of marketing and communication services</td>
</tr>
<tr>
<td>Procuring authority</td>
<td>Department of Premier and Cabinet</td>
</tr>
</tbody>
</table>

### Supplier details

<table>
<thead>
<tr>
<th>Supplier name</th>
<th>at+m integrated marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier contact</td>
<td>David Peck, Managing Director at+m integrated marketing 150 Cimitiere Street, Launceston Tasmania 7250 P 6334 3577 M 0417 305 655 E <a href="mailto:davidpeck@atmmarketing.com.au">davidpeck@atmmarketing.com.au</a></td>
</tr>
</tbody>
</table>

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

What is the direct local impact of your business? (Examples: Are you a local SME (how many people do you employ, where is your business located, what is the ownership)? How many people do you employ in Tasmania? Would any new SME jobs be created by the proposed contract - how many?)

at+m is a local SME based in Launceston Tasmania. We employ 15 staff and the business is 100% Tasmanian owned. If this contract delivered additional work then the company would employ more staff.

**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 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>
</tr>
</thead>
<tbody>
<tr>
<td>Printing</td>
<td></td>
<td>Foot&amp;Plasystead</td>
<td>Launceston</td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td></td>
<td>Think Big Printing</td>
<td>Launceston</td>
<td></td>
</tr>
<tr>
<td>Paper &amp; Labels</td>
<td></td>
<td>Bilton Graphics</td>
<td>Hobart</td>
<td></td>
</tr>
<tr>
<td>Emmark Studio</td>
<td></td>
<td>Video</td>
<td>Ulverstone</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?

We will source components from other local SME as the projects require.
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.

Through our Quality Assurance System a range of local sub-contractors are already identified, utilised and monitored on existing projects. New local suppliers, if required, will be contacted through the relevant regions Chamber of Commerce.

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).

The company policy is to support local businesses when possible.

**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.)

**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)

David Wallis - Managing Director

(Name and position – print)  

(Signature)

26/8/15

(Date)