

## Tasmanian Industry Participation Plan Executive Summary

### Procurement details

Procurement Reference No.	TT 12887
Procurement title	Lead Creative Agency Services
Name of Responsible Agency/Entity	Tourism Tasmania

### Supplier details

Name of supplier	BMF Advertising
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Tourism Tasmania undertook a two-step tender process and asked the submitting creative agencies to submit a Tasmanian Industry Participation Plan (TIPP) as part of the Expression of Interest (EOI) and again as part of their Request for Tender (RFT) submissions. The TIPP submitted as part of the RFT submission followed a more structured format to draw clearly articulated information from the submitting agencies.

### **Expression of Interest: Tasmanian Industry Participation Plan** **Executive summary**

- *BMF is an SME of NSW. Any elements and collateral of campaign idea requiring production will be executed in Tasmania, using local SME contractors and production specialists, such as production companies, producers and photographers. The BMF team will also travel to and from Tasmania regularly, and in doing this we will utilize local SME's for travel and accommodation, car hire, food and beverage, entertainment and any business related services required while in the state.*
- *BMF's procurement process for production goods and services would involve briefing Tasmanian SME suppliers and assessing each response as the best fit for the project, including costs and creative interpretation. Identified goods and services include TV production, print/OOH production, digital and radio production, travel and accommodation.*
- *BMF will have a first preference to use and work with local Tasmanian SMEs and suppliers and will actively engage with Tasmanian SME's to fulfil the contract.*

**Request for Tender: Tasmanian Industry Participation Plan**

As well as submitting a Tasmanian Industry Participation Plan as part of the Expression of Interest (EOI) evaluation and scoring, further clarifying questions were asked of the agency as part of their Request for Tender (RFT) Submission in the table format below.

<b>Tasmanian Industry Participation Plan (TIPP)</b>	
High level TIPP information and plans were included in your EOI response. Now that you have been short listed, please provide further detail on your plans to support the Tasmanian community in the event you are successfully appointed.	
Do you currently have an office in Tasmania?	No
If yes, what is the current office address?	
If not, what type of office will you be likely to pursue?	We do not plan to open an office
How many FTEs do you currently employ in Tasmania as PAYE employees?	None
How many additional FTEs will you employ in Tasmania as PAYE employees if successful?	Yet to be decided based on contract, scope and budget
Do you confirm that you will use Tasmanian production resources where available and appropriate?	Yes
If successful, are there any other contributions to the local Tasmanian community or economy that you will make. Please describe in 150 words or less.	Aside from using a range of Tasmanian production resources the BMF team will travel to and from Tasmania on a regular basis and in doing this we will utilise local SMEs for travel and accommodation, car hire, food and beverage, entertainment and any business services required while in the state.