

Tasmanian Industry Participation Plan Executive Summary

Procurement details

Procurement Reference No.	TT 12903
Procurement title	Digital Creative Agency Services
Name of Responsible Agency/Entity	Tourism Tasmania

Supplier details

Name of supplier	Clemenger BBDO Sydney
------------------	-----------------------

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**

- *Clemenger BBDO is a local SME, located in Sydney, currently employing 65 staff. We are 26% locally owned by the Clemenger Communications Group and its staff, and 74% owned by BBDO, and ultimately the global communications holding company, Omnicom.*
- *Clemenger BBDO do not currently employ staff in Tasmania but estimate 3 new roles would be created upon appointment, of which 1.5 would be based in Tasmania. They would establish a local office space which would also be offered as a collaborative space for local creative businesses to set up and network.*
- *Clemenger BBDO will source components of our offer from local SME's wherever possible. The following are examples of the types of services that will be sourced from local SMEs; market analysis, pre and post-production services, printing services and talent engagement.*
- *Clemenger BBDO have committed to monthly travel to and within Tasmania to undertake work, along with longer stays for advertising production, etc. These have obvious benefits to local travel and tourism providers.*
- *Clemenger BBDO will advertise for industry suppliers from identified categories to register their interest in working with our agency.*
- *Clemenger BBDO will always look to optimise the use of local industry and only consider import replacement for services when; Comparable local products or suppliers do not exist or; Are not the necessary technical or performance standard; When Tourism Tasmania believe it is required.*

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.

Tasmanian Industry Participation Plan (TIPP)

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?	N/A
If not, what type of office will you be likely to pursue?	
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?	Dependent upon finally agreed Scope of Work, we envisage creating a new Account Manager role based locally in Tasmania and servicing Tourism Tasmania at 40%. They will be supported by our local intern program participants.
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.	<p>Global network expertise for the Tasmanian creative industry We propose a quarterly 'Advertising Thought Leadership' event whereby we leverage our global and local network to access innovative communications people to inspire the local Tasmanian industry. These events are designed to increase the local industry's awareness and understanding of emerging trends and technology - with a particular focus on the digital environment.</p> <p>Clemenger BBDO Internship Program We will also commit to an internship program with the University of Tasmania. The program will be available to undergraduate Commerce and Marketing students, commencing in May 2019.</p> <p>Industry Body Expertise for Tasmanian SME's Clemenger BBDO is a paid member of Australian advertising's peak body, The Communications Council (TCC). Many executive staff play active roles on the TCC and are invested in the benefits it brings to our industry. We would commit to bringing TCC professional leadership and training modules to the Tasmanian local industry.</p>