

# Tasmanian Industry Participation Plan

## 13575 – Media Buying Services

The Tasmanian Government is committed to maximising opportunities for local suppliers to compete for and win Government procurements. Suppliers/proponents are requested to prepare a Tasmanian Industry Participation Plan (TIPP):

- 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 (and including) \$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.

### Procurement details

<b>Procurement ID</b>	13575
<b>Procurement title</b>	Media Buying Services
<b>Name of Responsible Agency/Entity</b>	Tourism Tasmania

### Supplier details

<b>Name of supplier</b>	Starcom Australia, a division of Publicis Media Australia Pty Ltd
<b>Contact details for supplier</b>	21 Harris St Pyrmont, NSW 2009

## Are you a Tasmanian SME\*? Do you employ Tasmanians?

Starcom is not a Tasmania SME.

While Starcom does not currently have staff in Tasmania, we are committed to the creation of Tasmanian jobs if we are successful in this tender. We will create at least 2 roles (Account Manager & Coordinator) in Tasmania, ensuring we have physical presence on the ground to work with the Tourism Tasmania team, while also contributing to the local economy.

Starcom is part of the Publicis Groupe and we adopt *Publicis Liberte*, our flexible working framework. In place since mid-2019, this policy has been fully implemented, supported by technology and collaboration platforms, workflow processes and virtual cultural initiatives. *Publicis Liberte* will allow us to embed staff into your organisation locally, as well as seamlessly connect into the wider agency team.

## Where are the goods or services to be used in the contract sourced from?

### Does your business provide all the goods and services identified in your submission?

Starcom provides all strategic, planning and buying services directly. We will also be working with Digitas, our partner agency within the Publicis Groupe, to deliver the end-to-end Digital Data solution - the Tourism Tasmania Intelligence Platform (TTIP). Media placements (digital and traditional) and data inputs will be procured through relevant media and data partners.

### Will the goods or services identified in your submission be provided by or sourced from Tasmanian SMEs? If possible, provide a list.

Whilst the majority of the media partners we will work with for Tourism Tasmania will be outside of Tasmania (to generate interstate travel demand), we work with a number of locally based media partners with our existing client base. In 2020, we transacted over \$728K with Tasmanian media partners across TV, Out of Home, Radio and Newspapers. From a campaign activation perspective, where possible we will work with relevant Tasmania SMEs in execution. For example, our core 'Own Winter' experience design idea involves the creation of local content, we are committed to working with a local partner to edit and produce these content stories.

### Outline how your submission will incorporate local products, services and capabilities

While we will not have a physical office in Tasmania, we are excited about the opportunity to work with Tourism Tasmania and get to know this unique state. We will commit to the following in order to leverage local products and services:

- Starcom will host our annual leadership conference (19 staff) in Tasmania, contributing to the event and hospitality industries.
- The core Starcom team working with Tourism Tasmania will conduct quarterly business reviews in person in Hobart, again contributing to hospitality industry.

## Opportunity for Tasmanian SME\* involvement

**Will you source components of your offer from other Tasmanian SMEs or subcontractors? If possible, provide details.**

As above, we will work with local Tasmanian SMEs for activation and content production opportunities. As outlined in our response to the Own Winter brief, our core experience design idea involves creating content locally and we are committed to working with a local partner to produce these. Estimated economic contribution of \$50,000.

**How will you identify and engage with subcontractors or other Tasmanian SMEs to deliver the content? Will you use existing supply chains or advertising subcontracting or supply opportunities? Will you liaise with local industry groups?**

Our content division, Publicis Content, will identify and subcontract a producer and production crew for our content series, engage with Tasmanian based production houses with a brief. Responses will be evaluated based on tourism experience, cost efficiency, treatment proposal, and production quality.

**Are there opportunities to transfer skills to a Tasmania SME or sub-contractor?**

Whilst the sub-contractor will be selected based on their expertise and experience, the use of new ways of utilising wearable technology for content development and production provides opportunity to elevate existing skills within the chosen production company.

## Broader social and economic opportunities

**Are there any other benefits that your organisation or this specific contract will provide to the Tasmanian economy?**

A core ethos of the Publicis Groupe is contributing back to society and our clients in meaningful ways. An example of this is after the devastating bushfires that ravaged our nation last summer, we created a program to support regional Australia - incentivising staff to holiday in regional areas with 2 days additional leave.

If we are successful in this tender, we will implement a similar program to incentivise all Publicis Groupe talent to visit Tasmania, offering every staff an additional 2 days of Human Experience (HX) Leave if they choose to visit Tasmania. We forecast that this will contribute to the Tasmanian economy a value of over \$430,000.

- Total number of staff across ANZ: 1800
- 25% program take up (benchmarked against bushfire program) = 450 staff
- Staff + 1 guest = 900 visitors to Tasmania annually
- Based on average night spend (x2) of \$239 = \$430,200

**Will this contract lead to new skills or expertise being developed within Tasmania?**

We will contribute to new skills and expertise in 3 key ways:

- **Job Creation:** As above, if we are successful in this tender we will recruit at least 2 permanent roles for the Tourism Tasmania account to be based in Tasmania. This

talent will be supported with comprehensive training required to develop their skill sets and capabilities within media practices.

- **Career Fairs:** To recruit local talent, Starcom will attend career fairs in Tasmania, this will include the Tasmania Virtual Jobs hosted by the Department of Education Skills and Employment. This will provide Starcom with an opportunity to discuss our job opportunities and career options.
- **Digital Training Program:** Starcom is also committed to sharing our HX Digital Academy to support Tourism Tasmania employees who'd like to upskill themselves in the area of media. This program will involve blended learning of self-placed as well as virtual classroom webinars and result in key digital platform accreditations. The program will be made available to the Tourism Tasmania team at no cost.
- **SME Digital Consultancy Program:** Starcom will provide Tasmania's SMEs access to Marcel Classes, the Publicis Groupe's eLearning centre of excellence – housing 500+ eLearning courses including Marketing Strategic Frameworks, Digital Marketing, Performance Marketing and Local Area Marketing. Providing 2 modules per SME provides digital marketing consultancy value of \$3.6M.
  - 2 x 1 hour modules / SME, valued at a medium consultancy fee of \$500/hr
  - c. 10% participation rate of the 36,800 SME's in Tasmania = 3,600 SME's
  - 2 hours per SME = 7,200 hours
  - 7,200 hours at \$500/hr = \$3.6m in Training & Development of SME's

**Will trainees or apprentices be appointed? If yes, how many and in which profession?**

Although not trainees or apprentices by definition, Starcom will support the local Tasmanian communities by providing internships to those interested in learning a media craft and starting a career in media. These internships also create a pathway to the successful permanent recruitment of these interns.

Our program will extend to Tasmania in 2021 offering 5 placements to local talent wishing to gain 'hands on' media experience as well as exposure to the workings of a media agency. Over the 6 week program, each intern takes part in in-depth learning sessions covering various disciplines within a media agency ie investment, planning, performance, strategy, content etc. The interns will have the option to either participate in the program in Sydney or Melbourne, or alternatively participate via our virtual program, which was introduced in response to COVID-19 restrictions in 2020.

Starcom will also attend the University of Tasmania – National Diversity Virtual Careers Fair in 2021, led by our Head of People and Culture Rebecca Weatherall to reach potential internship candidates.

**Does your organisation provide opportunities for pathways to employment for disadvantaged Tasmanians?**

As part of our local recruitment process, Starcom will partner with Maxima, a not-for-profit employment & training organisation who provide job-seeking services under the Disability Employment Services program as well as Indigenous training & employment.

**Do you support the Tasmanian community, for example through formal support, sponsorship, volunteering or in-kind support?**

Our policies and reports that support this include:

- Our EEO policy;
- Audited Corporate Social Responsibility Policy;
- Participation in the Take2 climate change pledge program; and
- WGEA compliance.

Starcom is compliant with the Publicis Groupe's audited Corporate Social Responsibility policy, JANUS. This policy is built around 4 main areas; Social, ProBono, Governance/Ethics and Environment. The Groupe's CSR Department is responsible for CSR Reporting each year, and the report is publicly available. All of our Procurement preferred suppliers and vendors tendering for any business with the Groupe must complete and comply with, our CSR Questionnaire, asking for information on their environmental policies, carbon footprint details, energy efficiency of products and environmental initiatives.

**Local innovative solutions**

**Does your submission involve adding value to imported goods or services through local development or innovation?**

As outlined above, we will be working with local production companies and talent to create our core Recommendations from the Heart content series, adding creative value to the industry and introducing new ways of utilising wearable technology.

**Is your organisation developing strategies to provide goods or services to the Tasmanian economy that have historically been imported from interstate or overseas?**

Our media services have traditionally been managed out of our 4 offices (Sydney, Melbourne, Brisbane and Adelaide), however with the commitment to create at least 2 roles in Tasmania, we are ensuring our service will be partially delivered locally.

**Does your organisation offer any innovative solutions that might benefit the broader Tasmanian community and economy? Provide details.**


is our end to innovative digital media solution, which we will build bespoke for Tourism Tasmania. TIPP enables us to understand the evolving consumer, category and market conditions to execute our media solution with a data driven precision approach. Together with our strategic planning and experience design, we will deliver 50,600 visitors, an incremental 19,370 visitors against your forecasted growth (5.8% organic growth forecast) which will contribute ~\$37M to the Tasmanian Economy.

Based on average night spend of \$239 and 8 night average stay = \$37,035,440

<b>Economic &amp; Social Contribution</b>		<b>Contribution Value</b>
Create 2 new agency roles	Account Manager & Account Coordinator recruited locally to work with the Tourism Tasmania Team  Partnering with Maxima to assess if we can support disadvantaged Tasmanians in our recruitment process.	\$252,000 fully costed annual salary
Starcom Leadership conference	Annual Starcom Leadership will be hosted in Hobart (19 leaders across Starcom)	~\$12,000
In market Quarterly Business Reviews	Starcom Tourism Tasmania team to have in person quarterly meetings	~\$3,000
HX Academy	Sharing HX Academy Program (all aspects of cross functional media training) with Tourism Tasmania Team (12hrs x 5 people x \$500/hr)	~\$30,000
SME Digital Consultancy	Digital Marketing Consultancy to Tasmanian SMEs (2 x 1hrs / SME)	~\$3,600,000
Career Fairs and University Open Days	Our Head of People & Culture will lead our exhibit at the National Diversity Virtual Careers Fair, profiling media industry career opportunities & pipeline for our Internships	-
Publicis Internship Program	Extension of our Publicis Groupe internship program to Tasmania candidates	5 intakes in 2021
Local production	Working with local production crew to create Recommendations from the Heart content	~\$50,000
HX Days	Incentivising Publicis talent to visit Tasmania through 2 incremental HX Days contributing to local economy.	~\$430,200
Own Winter	We will deliver 19,370 incremental visitors in year one, over and above forecast through HX planning and TIPP activation.	~\$37,035,440
<b>Total Contribution Value</b>		<b>~\$41,412,640</b>

**Completed and endorsed**

Nancy Lan  
Starcom Australia

  
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(Signature)

08.04.2021  
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(Date)

\*A Tasmanian SME is a Tasmanian business employing less than 200 people

