## 

## Request for Quote - Marketing Services Register

SS-09-2013

*(Purchaser to complete)*

[Drafting note: This template has been developed to be used by government purchasers in preparing a Request for Quote when seeking external marketing services providers under the Marketing Services Register.

Listed below are the recommended section headings to be included in a specification and suggested information required to support each section heading, however you may alter the sections relevant to your requirements.]

**[Drafting Note: Ensure all sections highlighted in yellow are removed prior to sending Request for Quote to potential suppliers]**

### Purchaser details

| Item | Details |
| --- | --- |
| Service Category | [Drafting Note: Please select from the scope of services available under the Marketing Services Register] |
| Purchaser Name | [Drafting Note: Insert purchaser name] |
| Government Department/Entity | [Drafting Note: Insert government department/entity] |
| Business Unit | [Drafting Note: Insert business unit] |
| Contract Number | [Drafting Note: Insert contact number] |
| Contact Email | [Drafting Note: Insert contact email] |
| Closing Date | [Drafting Note: Insert closing date] |

### Specification

| Item | Details |
| --- | --- |
| Introduction | [Drafting Note: The introduction should outline the ‘type’ of task (e.g. community education strategy, issues management strategy etc) in order to provide an overall context in which providers can assess the more detailed information to follow.] |
| Background | [Drafting Note: This section should inform providers about the policy or community environment in which the program has been developed and – where appropriate – identify potential issues.  It should also refer to any attachments that provide additional background information such as research findings or program documentation (departmental briefing papers, reports etc).] |
| Purpose | [Drafting Note: Clearly state the objectives and outcomes sought by this project (these maybe distinct from the outcomes sought from the overall strategy/campaign or program).] |
| Project Components and Milestones, Key Dates | [Drafting Note: This section should include and explain the specific steps to be undertaken in implementing and detail any key tasks and milestones.  For example:   * Provision of special counselling services or training programs * Launch activities * The various steps in a sector reform process covering: * Consultation * Model development * Reform execution] |
| Requirements and Deliverables | [Drafting Note: Clearly describe what services/actions are required from the appointed supplier.  These could include some of the following (although more detailed):   * Strategy development only * Consultation with stakeholders * Methodology development, implementation and evaluation * Strategic advice * Production of advertising * Conducting market research] |
| Additional Information | [Drafting Note: Please include any pre-determined program information such as:   * Key messages * Target audience * Stakeholders * Required communication tools/tactics/methods * Communication outcomes] |
| Budget | [Drafting Note: A decision on whether or not to include a budget figure in the brief should be made on a project-by-project basis. If an indicative budget is not disclosed, you must include a clear and detailed list of deliverables in Section 4 in order for submissions to be compared equally.] |
| Service Levels  A description of the Service levels to be met by the Service Provider in delivering the Services. | [Drafting Note: Insert service levels] |
| Insurance Requirement | Minimum insurance requirements relevant to the project are  [Drafting Note: Insert minimum insurance requirements] |
| Intellectual Property  As per clause 18 of the Standard Contract Terms, please identify the Project Intellectual Property, if any, to be owned by the Purchaser, such as logos, trademarks and training materials. | [Drafting Note: Insert any project intellectual property] |

### Evaluation

| Item | Details |
| --- | --- |
| Selection Criteria  [Drafting Note: Please ensure social procurement policy & local jobs first are followed, if applicable] | The selection criteria for this project are:  [Drafting Note: Insert selection criteria] |

### Request for Quote timelines

[Drafting Note: To give the Service Provider an idea of the timing of the project and selection process, indicative timelines should be identified.]

| Item | Details |
| --- | --- |
| Information session for prospective providers: | [Drafting Note: Insert date] |
| Closing date for submissions: | [Drafting Note: Insert date] |
| Interviews to be conducted by (if applicable): | [Drafting Note: Insert date] |
| All applicants to be advised of outcome by: | [Drafting Note: Insert date] |
| Project commencement by: | [Drafting Note: Insert date] |
| Draft strategy document completed by: | [Drafting Note: Insert date] |

# Form of Supplier Proposal

*(Supplier to complete)*

This template has been developed to be used by government purchasers in preparing a Request for Quote when seeking external marketing services providers under the Marketing Services Register.

**[Drafting Note: Ensure all sections highlighted in yellow are removed prior to sending Request for Quote response to potential buyer]**

## Service provider company details

| Item | Details |
| --- | --- |
| Formal Name: | [Drafting Note: Insert formal name] |
| Trading Name: | [Drafting Note: Insert trading name] |
| Address: | [Drafting Note: Insert address] |
| ABN: | [Drafting Note: Insert ABN] |

## Service provider contact details

| Item | Details |
| --- | --- |
| Name: | [Drafting Note: Insert name] |
| Position: | [Drafting Note: Insert position] |
| Phone Number: | [Drafting Note: Insert phone number] |
| Email: | [Drafting Note: Insert email] |

## Service provider’s proposal

| Item | Details |
| --- | --- |
| Personnel Experience  The names of any personnel who would be assigned to the project, and briefly their roles and responsibilities, qualifications, and other professional experience relevant to the conduct of this study. | [Drafting Note: Insert personnel experience] |
| Services  A description of the Services to be provided. | [Drafting Note: Insert service] |
| Service Levels  A description of the Service levels that can be met and/or alternatives if service levels cannot be met | [Drafting Note: Insert service levels] |
| Pricing  Please indicate your proposed competitive pricing for this project, detailing project fees, estimated hours and other expenses etc. (Note: you must not exceed the ceiling rate shown in your profile). Pricing must be inclusive of GST. | [Drafting Note: Insert pricing] |
| Conflicts of interest  Declaration of any conflict of interest and how any conflict of interest may be managed | [Drafting Note: Insert any conflict of interest and how a conflict of interest would be managed] |
| Insurance details  Please detail your insurance requirements including policy number, insurer, sum insured and expiry | [Drafting Note: Insert insurance details] |
| Other  Any other relevant information | [Drafting Note: Insert any other information] |