

Scheme Announcement

We wish to inform you about important news regarding the Advertising and Digital Communications Services Prequalification Scheme (SCM2701).

The Advertising and Digital Communications Services Prequalification Scheme (The Scheme) recently underwent a review. With the goal to optimise the usability of the Scheme, we have consulted with key stakeholders across the NSW Government and evaluated their feedback. As a result, we have since made several enhancements to the Scheme that aim to make it easier for buyers to find suppliers with the capabilities and services that match their needs.

The main changes to the Scheme are:

The two broad categories of Advertising Services and Digital Communications have been replaced with 11 new capabilities:

- Market research
- Strategy
- Marketing and campaign services
- Public relations
- Social media
- Indigenous communications and engagement
- CALD communications and engagement
- Visual communication
- Written communication
- Digital Communication
- Production

Each capability has a range of new services that are most relevant to the creative marketing needs of NSW Government.

The introduction of additional, more detailed capabilities and services will allow vendors to focus on their core competencies and help Government buyers to find the right suppliers for their specific marketing requirements.

The Scheme will soon start accepting new applications. Existing suppliers who wish to remain prequalified must also apply to the Scheme. We recommend applying as soon as possible, but you will have up to 6 months to submit a new application in your preferred capabilities and services. While you must submit a new application, you can still access the information from your original submission.

Existing Vendors

Refer to the “**how to guide – retrieving applications**” for more information:

<https://tenders.nsw.gov.au/dfs/?event=public.scheme.download&schemeUUID=1FDD7AFF-E523-29D0-13878F776CE4D35C&type=documents&fileName=Guidelines%5FExisting%5FSupplier%5FRetrieving%5FApplications%5FV%2E1%2Edocx>

We will notify all vendors shortly about the opening and you will then have an opportunity to submit your application.

Visit **buy.nsw**: <https://buy.nsw.gov.au/schemes/advertising-and-digital-communications-services> for more information, or contact advertising@customerservice.nsw.gov.au for specific questions.