

## Scheme Announcement

Please be advised that the Advertising and Digital Communications Services Scheme (The Scheme) is now accepting new applications.

If you are a new service provider, apply below:

<https://tenders.nsw.gov.au/dfs/?event=public.scheme.show&RFTUUID=9BFB5554-BF91-94FD-D644FD3B7B8C6E33>

Applications will be received and assessed at any time during the Scheme period, which is currently until end of April 2022.

If you are an existing service provider on the Scheme, you must re-apply below:

<https://tenders.nsw.gov.au/dfs/?event=public.scheme.show&RFTUUID=9BFB5554-BF91-94FD-D644FD3B7B8C6E33>

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.

Following a review with the goal to optimise its usability, the Scheme has several enhancements which make it easier for buyers to find suppliers with 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 communications
  - Written communications
  - Digital Communications
  - Production
- Each capability has a range of new services that are most relevant to the creative marketing needs of NSW Government.

This introduction of additional, more detailed capabilities and services allows vendors to focus on their core competencies and helps Government buyers to find the right suppliers for their specific marketing requirements.

Visit buy.nsw: <https://buy.nsw.gov.au/schemes/advertising-and-digital-communications-services> for more information or contact [advertising@customerservice.nsw.gov.au](mailto:advertising@customerservice.nsw.gov.au) for specific questions.