

APPLICATION CHECKLIST FOR SUPPLIERS

Prequalification Scheme: Advertising and Digital Communications Services - SCM2701

Below is a pre-submission checklist to assist suppliers in ensuring all details are correct prior to submitting their application for the Advertising and Digital Communications Scheme – SCM2701.

Applications that do not address the following details will not be approved for the Scheme and will be returned to the supplier as unsuccessful.

Overall Application
<ul style="list-style-type: none"> Are you applying for a maximum of 3 capabilities? If you are applying for more than 3 capabilities, have you emailed the Campaign Performance Team to request permission?
Supplier Details
<ul style="list-style-type: none"> Key Contacts: Have the correct details been provided for both key business contacts? Company Structure: Have you correctly listed divisions under your ABN rather than Departments/Services within your company? Current Clients: Have you correctly listed private, NGO and/or Government clients under the correct fields?
Service Rates
<ul style="list-style-type: none"> Are you using the correct template listed on the Scheme application page? Have you included rates according to the Capability headings included in the template? Have you supplied hourly rates rather than half/full day rates? If only half/full dates are allowed, please include the minimum and maximum hours in the day that the rates apply to. Have you supplied rates for all the capabilities that you are applying for in your online application?
References
<ul style="list-style-type: none"> Are you using the correct template listed on the Scheme application page? Have you supplied at least three references? Are at least two of these references related to the case studies that you are submitting? Are you providing actual written references instead of “Contact referee for a reference”? Are the references written by your referee and not yourself? Do your written references outline key challenges encountered and how you (as the supplier) overcame these? Do they also include overall information about your performance? Are the referee’s details included correctly under “Referee’s Details” and “Provide details of Client Referee”? Are your supplier details included correctly under “Engagement Details”?
Case Studies
<ul style="list-style-type: none"> Are you using the correct template listed on the Scheme application page? Have you provided a case study that is within your selected minimum budget range in your online application? Did all the case studies take place within the past 2 years?



- Have you provided 2 case studies per capability that is being applied for? i.e. if you are applying for the maximum of 3 capabilities, have you supplied 6 case studies?
- Have you only selected one Capability per case study?
- Have you only selected Services relating to the Capability that has been chosen for that same case study?
- Do the Capabilities and Services selected in the case study document match those in your online application?
- **Objective:**
 - Have you provided background/context on the issue that your client requested your services for?
 - Have you included the objectives of the task that you were required to execute?
- **Strategy:**
 - Have you provided the strategy/thinking behind your approach?
 - If you are applying for the Strategy Capability, have you explained how this meets the objective?
- **Execution:**
 - Have you tailored the execution to demonstrate the one capability chosen for that case study?
 - Have you explained the thinking behind your execution and how this helps meet the objective?
 - Have you included specific details on the process involved in executing the services you provided?
 - Have you included any special techniques used for your chosen Capability?
 - Have you included any special equipment or software used for your chosen capability?
 - Have you taken the reader on a journey from ideation to completion?
 - If applicable to your chosen Capability, have you included the channels that were used and their role in the execution?
 - Have you demonstrated **all** Services that have been selected in your online application/case study?
 - Have you ensured that the tasks that you are outlining were executed by your agency and not by a supporting agency?
- **Results:**
 - Have you provided quantitative and qualitative results for your case studies?
 - For Capabilities that cannot provide qualitative results (Strategy, Public Relations, Written comms, Visual comms and Production), have you provided examples of where your work has been used?
- **URL Links:** Have you supplied links to evidence of the work you completed rather than generic links to your client's website? i.e. dropbox links to content created and/or website links to where your work was implemented etc?

Further information:

If you have any queries, please contact the Campaign Performance Team via email at advertising@customerservice.nsw.gov.au.

Kind regards,
Campaign Performance Team

<https://buy.nsw.gov.au/schemes/advertising-and-digital-communications-services>