

# All-of-Government Buyer's Guide

## Advertising Media

July 2017



For more information on anything covered in this guide, please contact the Advertising and Design Centre of Expertise (CoE) at the details below:

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We want to ensure this guide concisely provides agencies with all the information they require in order to use the Advertising Media All-of-Government (AoG) contract. If you have any feedback around how we could improve this guide please send it to the Advertising and Design CoE.

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New Zealand Government

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## Introduction

### Context

The goods and services provided by our suppliers are often critical to the public and the country's economic and social well-being. On average 37 cents in every dollar spent by a government agency is with a supplier. Effective procurement helps government agencies deliver better public services while realising value for money.

The Ministry of Business, Innovation and Employment (MBIE) influences and shapes public service provision through the Procurement Functional Leadership (PFL) programme. MBIE's focus is on raising standards, improving capability and reducing duplication in government procurement through a collaborative, centre-led approach.

### About New Zealand Government Procurement (NZGP)

NZGP delivers on MBIE's PFL objectives to shape procurement excellence and deliver value for New Zealand.

The following objectives drive our programme of work.

- Lift performance, add value and maximise results.
- Create an environment where New Zealand businesses can succeed.
- Unlock cost savings and value for money.
- Assisting the Canterbury rebuild.

We lead a range of initiatives aimed at building procurement capability and fostering collaboration across the New Zealand Public Sector.

### About All-of-Government contracts

We have established All-of-Government (AoG) contracts to take the hassle out of procuring common goods and services, so government agencies can focus on achieving strategically important business outcomes.

AoG contracts harness the collective purchasing power of government by establishing single supply agreements for the supply of selected common goods and services.

AoG contracts account for about 2% of government spend with third party suppliers and are designed to improve engagement with government suppliers. They also go some way to standardise procurement engagement with government, reduce transaction costs and improve overall service quality for government and suppliers alike. They deliver high quality products and services to government and value for money for the New Zealand taxpayer.

### Collaborative contracts

Collaborative contracts allow eligible agencies to purchase goods and services collectively. Each collaborative contract has a lead agency responsible for the procurement process and the resulting collaborative contract.

In addition to the All-of-Government contracts lead by NZGP, the following two types of collaborative contracts are also available to Eligible Agencies:

- Open Syndicated (OS) contracts
- Common Capability (CC) contract

The [Collaborative Contracts Register](#) lists all established collaborative contracts.

For more information, email: [procurement@mbie.govt](mailto:procurement@mbie.govt).

For a full list of existing AoG contracts and details of current collaborative contracts that complement the Advertising Media AoG contract, visit the '[Other contracts](#)' section of this guide.

## About the Advertising Media Buyer's Guide

This guide is designed to provide government agencies with the information they need to buy from the All-of-Government (AoG) Advertising Media contract. It provides an overview of:

- the key features, benefits and scope of the contract
- the panel of vendors
- contractual relationships amongst all parties, and
- how to join, transition to and buy from this contract.

## Advertising and Design Centre of Expertise

The AoG Advertising Media contract is part of a suite of Advertising and Design contracts, which also includes Advertising Services and Design Services.

The Advertising and Design Centre of Expertise (CoE) manages the development, negotiation, vendor performance, and on-going contract management of the Advertising Media contract within New Zealand Government Procurement.

Get in touch with the Advertising and Design Centre of Expertise:

[AdvertisingAndDesign.CoE@mbie.govt.nz](mailto:AdvertisingAndDesign.CoE@mbie.govt.nz)

## Eligibility

Agencies within the State Sector, as well as Local Authorities, and State funded Schools (together, the New Zealand Public Sector) are eligible to buy from AoG contracts. Unlike other AoG agreements, **agencies are not required to sign a Letter of Accession** in order to join or buy from this contract.

As long as you are an eligible agency and have signed an NDA, then you are entitled to benefit from the discounts available under this agreement. To assess your eligibility, please visit [the NZGP website](#) or email [coe@mbie.govt.nz](mailto:coe@mbie.govt.nz)

## Resources

Visit [www.procurement.govt.nz](http://www.procurement.govt.nz) for more information including further guides, tools and templates.

### inSource

[inSource](#) is a secure, web-based library of the most up-to-date and commercially sensitive information on AoG contracts including current supplier contact details, contracts, pricing, and other contract management tools.

If you would like access to inSource or want to register additional users for your agency or school, please visit the [Registration page](#) or contact [insource@mbie.govt.nz](mailto:insource@mbie.govt.nz) for more information.

## Glossary of terms

For explanations of common procurement words and expressions please refer to the [NZGP Jargon Buster](#)

## Advertising Media contract information

### Contract at a glance

The AoG Advertising Media contract offers eligible government agencies access to a panel of 22 vendors offering discounted advertising rates across all forms of print, broadcast, digital, out-of-home and emerging media. These contracts replace any existing Volume Incentive Discount Agreements previously negotiated by DPMC on behalf of government.

<p><b>Scope</b></p>	<p>This contract provides all eligible agencies with baseline discounts on the placement of advertising in media across the following channels:</p> <ul style="list-style-type: none"> <li>• Television</li> <li>• Radio</li> <li>• Print</li> <li>• Digital/Online</li> <li>• Out Of Home (OOH) (billboards, posters, street furniture and transport)</li> <li>• Cinema</li> <li>• Mobile</li> <li>• Other</li> </ul>
<p><b>Structure</b></p>	<p>This contract will be mainly utilised by third parties. While the spend originates from government agencies, distribution and placement of that spend, further negotiations and added value is, in most cases, handled by third party advertising or media agencies.</p> <p>Where spend is direct to Advertising Media vendors there is no requirement for an AoG Services Order to be completed or agreed to by parties.</p>
<p><b>Panel vendors</b></p>	<p>The panel includes 22 vendors as listed in the Advertising Media panel of vendors section of this guide. This will be an open panel with vendors invited to tender for inclusion throughout the lifetime of the contract.</p>
<p><b>Features &amp; benefits</b></p>	<ul style="list-style-type: none"> <li>• Baseline discounts on media provide protection against premium charges due to low space and time inventory/stock.</li> <li>• They are a starting point for further negotiations to be had by individual agencies or their media representatives based on actual commitment and volume spend at point of sale.</li> <li>• Discounts achieved are based on the collective buying power of Advertising Media vendors recognising government as a single purchaser.</li> <li>• Media education workshops are facilitated quarterly to help upskill agencies on the media landscape, and how to attract target audiences to ensure advertising media dollars are spent in the most efficient way for maximum results.</li> <li>• Reporting under this agreement will provide government with valuable data for spend and trend analysis on Advertising Media.</li> </ul>

<b>Baseline discounts</b>	Baseline discounts vary per vendor – see <a href="#">inSource</a> for full details. These discounts are the minimum discounts available to all government agencies, and can be used as a starting point for additional savings negotiated at time of sale.
<b>Contract commencement</b>	9 December 2014
<b>Current term end date</b>	8 December 2018
<b>Renewals</b>	Both rights of renewal have been exercised.
<b>Administration fee</b>	While most AoG contracts include an administration fee as a way of recovering the cost of developing, sourcing, implementing and managing them, there is no administration fee on the Advertising Media contract due to the nature of the purchase lying mainly with third party media agencies.

## Advertising Media panel of vendors

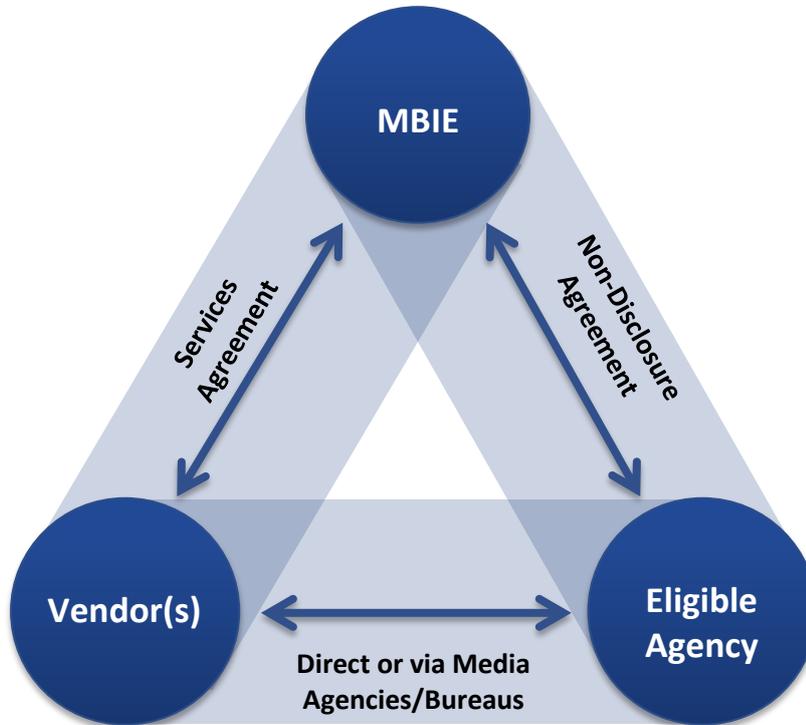
Vendor	Television	Radio	Print	Digital	OOH	Cinema	Mobile	Other
Adshel					✓			
Ashburton Guardian			✓	✓				
Fairfax New Zealand			✓	✓			✓	
Healthy Life Media			✓	✓	✓			
iSEE Digital					✓			
iSite					✓			✓
Maori Media Network		✓						
MediaWorks	✓	✓		✓			✓	
National Pacific Radio Trust		✓						
Niche Media	✓	✓	✓	✓	✓		✓	
NZME		✓	✓	✓			✓	
Phantom Bill Stickers			✓		✓			
Reachmedia			✓					
Rhema Media	✓	✓	✓	✓			✓	
Scoop Subscriber Services				✓				
Screen Vistas						✓		
Sky Network Television	✓		✓	✓			✓	
Snakk Media							✓	
Television New Zealand	✓			✓			✓	
The Christchurch Star			✓	✓	✓			
The Radio Bureau	✓	✓		✓			✓	
Yellow Pages			✓	✓				

Details of each of these vendors including baseline discounts, contact details, channels and properties along with updates and educational content, can be found on [inSource](#) or by contacting the [Advertising & Design CoE](#).

## Participating in All-of-Government contracts

### Contractual relationships

The below diagram demonstrates the contractual relationships between MBIE, Eligible Agencies and Vendors.



The table below provides a brief overview of the contractual documents between each of the three parties; these documents can be found on the contract's [inSource](#) page.

Document	Definition
<b>Services Agreement</b>	Signed between MBIE and each vendor when the contractual relationship is formed.
<b>Non-Disclosure Agreement (NDA)</b>	<p>Signed between MBIE and eligible agencies to allow access to AoG contracts and commercially sensitive information. Email <a href="mailto:coe@mbie.govt.nz">coe@mbie.govt.nz</a> to request the NDA for AoG contracts.</p> <p>Note: eligible agencies do not need to sign an NDA to benefit from the baseline discounts but do need to sign an NDA to access commercially sensitive information about this contract via <a href="#">inSource</a>.</p>

## Roles and responsibilities

Role	Responsibilities
<p><b>Eligible Agency</b></p>	<p><b>Contract User</b></p> <p>Eligible agencies maintain day-to-day operational relationships with their selected vendor or third party media agency, bureau or representative.</p> <p>Key responsibilities include:</p> <ul style="list-style-type: none"> <li>• fulfilling obligations set out in the contract</li> <li>• escalating any disputes with vendors or other non-performance issues to the CoE.</li> </ul>
<p><b>Ministry of Business Innovation &amp; Employment (MBIE)</b></p> <p><b>Centre of Expertise (CoE) within New Zealand Government Procurement (NZGP)</b></p>	<p><b>Contract Owner</b></p> <p>MBIE negotiates and enters into all AoG contracts on behalf of the Crown, as part of the PFL programme.</p> <p><b>Contract Manager</b></p> <p>The CoE within NZGP is responsible for managing the AoG contract, key responsibilities include:</p> <ul style="list-style-type: none"> <li>• monitoring the vendor’s performance against Service Level Agreements</li> <li>• managing strategic relationship with vendor</li> <li>• managing all other changes to the AoG contract including extensions/ renewals</li> <li>• dispute resolution that is escalated by either the vendor or the participating agency</li> <li>• organising the facilitation of Advertising Media Education Workshops.</li> </ul>
<p><b>Vendor(s)</b></p>	<p><b>Vendor of Media</b></p> <p>Key responsibilities of each vendor under the AoG Advertising Media contract include:</p> <ul style="list-style-type: none"> <li>• providing media to eligible agencies as per the Service Level Agreements</li> <li>• providing reporting to the CoE</li> <li>• providing account management services to eligible agencies where required</li> <li>• providing contract management services to the CoE</li> <li>• providing workshops/educational content.</li> </ul>

## How do I join and buy?

<p><b>Check eligibility</b></p>	<p>Agencies within the State Sector, as well as Local Authorities, and State funded Schools (together, the New Zealand Public Sector) are eligible to buy from AoG contracts, Common Capability contracts and Open Syndicated contracts (Collaborative Contracts).</p> <p>For more information about eligibility or to find out if your agency is eligible to join AoG contracts, visit <a href="#">the NZGP website</a> or email: <a href="mailto:coe@mbie.govt.nz">coe@mbie.govt.nz</a>.</p>
<p><b>Sign a Non-Disclosure Agreement (NDA)</b></p>	<p>Agencies who have <b>not yet signed up to an AoG contract</b> must sign and return a NDA before they can access confidential contract information relating to AoG contracts.</p> <p>Email <a href="mailto:coe@mbie.govt.nz">coe@mbie.govt.nz</a> to request a NDA or to confirm whether your agency has already signed one.</p>
<p><b>Log into inSource</b></p>	<p>Once NZGP has the signed NDA, the agency will be issued with a log-in to <a href="#">inSource</a>; the secure online library that hosts all of the confidential information, tools and guidance (including pricing, contact details, case studies, and other commercial details) relating to the contract.</p> <p>If you're having trouble accessing inSource, email <a href="mailto:inSource@mbie.govt.nz">inSource@mbie.govt.nz</a></p>
<p><b>Assess your business requirements against the contract offering</b></p>	<p>Agencies need to consider any existing contracts when assessing the suitability of the Advertising Media contract for their business needs. See the <a href="#">Transitioning to this contract</a> section for more information.</p> <p>Using the information, tools and guidance available in <a href="#">inSource</a>, agencies can then identify how the contract can best meet their business needs.</p>
<p><b>Memorandum of Understanding (MoU) &amp; Letter of Accession (LoA)</b></p>	<p>Eligible agencies are <b>not required</b> to sign a Memorandum of Understanding (MoU), or a Letter of Accession (LoA), in order to access the discounts available under this contract.</p>
<p><b>Access the discounts</b></p>	<p>There is no specific process for buying Advertising Media under this agreement. Whether you engage a media or advertising agency, bureau or broker, the process remains unchanged. All media vendors have a list of eligible agencies and have pre-programmed AoG discounts into the back end of their purchasing systems. Baseline discounts should be automated. If you are concerned you are not receiving the AoG discount for Advertising Media, please contact the CoE.</p>

The Advertising & Design CoE is here to help agencies work through what the contract offers and how to maximise the benefits available. Contact the CoE for more information or support around joining the contract.

## Transitioning to this contract

There is no formal transition required to this contract.

Should you have an existing arrangement with any of the vendors on this panel where the discounts are greater than what is available under this contract, refer your Media provider to your current arrangement.

## How do I manage the vendor relationship?

Eligible agencies will continue to be responsible for managing their vendor relationships from both a strategic and operational perspective.

### Spend reporting

The CoE monitors the overall performance of vendors against the contracted Service Level Agreements, with reporting available to agencies, usually on a quarterly basis.

### Resolve disputes

The vendor (or third party) and eligible agency must do their best to resolve disputes. Agencies are encouraged to [contact the CoE](#) to discuss any issues. The following table shows the formal escalation process for disputes in an AoG contract.

### Payment

Payment of invoices is due the 20<sup>th</sup> of the month following the month the invoice was received. Payment is made directly to the vendor or third party media/advertising agency by the agency unless otherwise arranged. AoG prices are negotiated on the understanding that government agencies pay in full, on time.

Timeframe	Escalation
<b>The day the dispute arises</b>	Both parties attempt to resolve the dispute.
<b>If not resolved within 10 business days</b>	Agency and vendor/third party escalate to their respective senior representative.
<b>If not resolved within another 10 business days</b>	Agency escalates to the Advertising & Design CoE and vendor/third party stays with the senior representative.
<b>If not resolved within a further 10 business days</b>	Agency escalates to MBIE's manager for collaborative procurement and vendor/third party escalates to the General Manager/Director.

## Other contracts

### All-of-Government contracts

<b>Advertising Services</b>	Client, creative, production and media planning and buying services.
<b>Air Travel</b>	Domestic and International services.
<b>Banking Services</b>	The supply of Crown Transactional Banking Services, Foreign Exchange Services, Payment Services and Card Services.
<b>Consultancy Services</b>	An All-of-Government solution for consultancy services within Business and Finance, ICT and Property and Construction.
<b>Design Services</b>	Client, design and production services including provider sourcing.
<b>Electricity</b>	Supply of electricity and associated services.
<b>External Legal Services</b>	All external legal service excluding Barristers Sole & Queen’s Counsel, core Crown legal matters, patent attorneys and overseas firms.
<b>External Recruitment Services</b>	Supply of primary recruitment for permanent, temporary and contractor placements.
<b>IT Hardware</b>	A growing range of products including desktops, laptops, tablets and thin client devices.
<b>Office Supplies</b>	Key office Supplies, Washroom Consumables, Cleaning and Hygiene Consumables, ICT Consumables and Educational Supplies.
<b>Print Technology and Associated Services (PTAS)</b>	Designed to enable eligible agencies to meet their print related product and service requirements through one contract.
<b>Rental Vehicles</b>	Latest model vehicles and competitive insurance rates for the domestic market.
<b>Reticulated Gas</b>	Time-of-Use (TOU) and non-TOU supply in the North Island.
<b>Risk Financing and Insurance Intermediary Services</b>	The supply of risk financing and insurance intermediary services including specialist advice and competitive solutions.
<b>Travel Management Services</b>	A suite of travel management services including, online booking tools, expert travel consultants, account management, reporting, risk management, travel policy and spend controls, and consolidated invoicing.
<b>Vehicles</b>	Passenger and light commercial vehicles.

## Syndicated contracts that complement Advertising Media

<p><b>MPI</b></p>	<p><b>Recruitment Advertising Services</b></p>	<p>Recruitment Advertising Services contract with full support including:</p> <ul style="list-style-type: none"> <li>• dedicated account management</li> <li>• advisory and technical services</li> <li>• provision of a free advertising management system</li> <li>• comprehensive reporting and analytics</li> <li>• business planning to assess recruitment advertising needs</li> <li>• efficacy and consolidated invoicing</li> </ul>
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The [Collaborative Contracts Register](#) lists all established collaborative contracts.

For more information, email: [procurement@mbie.govt](mailto:procurement@mbie.govt).