

# All-of-Government Buyer's Guide Advertising Services

September 2017



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

Advertising and Design CoE  
New Zealand Government Procurement  
Ministry of Business, Innovation and Employment

PO Box 1473  
Wellington 6143

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

[www.procurement.govt.nz](http://www.procurement.govt.nz)

We want to ensure this guide concisely provides agencies with all the information they require in order to use the All-of-Government (AoG) Advertising Services 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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## Introduction

### Context

The goods and services provided by our providers 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 provider. 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; and
- 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 providers and are designed to improve engagement with government providers. They also go some way to standardise procurement engagement with government, reduce transaction costs and improve overall service quality for government and providers 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 Services AoG contract, visit the '[Other contracts](#)' section of this guide.

## About the Advertising Services 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 Services contract for the supply of client, creative, production, and media services.

It provides an overview of:

- the key features, benefits and scope of the Advertising Services contract
- the panel providers
- the contractual relationship between all parties, and
- how to join, transition to and buy from this contract.

## Advertising and Design Centre of Expertise

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

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

The CoE is there to help you assess the value the Advertising Services contract can deliver for your agency both at implementation phase and throughout the life of the contract. This could include general advice relating to the contract, assistance with cost-benefit analysis as well as additional value that can be achieved through best practice purchasing.

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.

For more information, or to assess your eligibility to join AoG contracts, 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 provider contact details, pricing, calculators 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 Services contract information

### Contract at a glance

The Advertising Services contract offers government agencies access to a panel of 43 providers offering competitive rates and benefits to participating agencies in relation to client services, creative and production, and media services across all forms of print, broadcast, digital, out-of-home, and emerging media.

<p><b>Scope</b></p>	<p><b>Client Services</b></p> <ul style="list-style-type: none"> <li>• Strategy, project management in respect to media, creative, design and other contracted work.</li> <li>• Strategy development may include research, analysis, interpretation and planning.</li> </ul> <p><b>Creative and Production Services</b></p> <ul style="list-style-type: none"> <li>• Concept development, copy, art direction.</li> <li>• Management of production processes for all advertisements from concept to delivery for television, radio, press, print, online/digital, outdoor, mobile and other emerging media channels.</li> </ul> <p><b>Media Services</b></p> <ul style="list-style-type: none"> <li>• Strategy, planning, negotiation, buying, analysis and reporting, search engine marketing and optimisation and may include large-scale recruitment advertising not related to specific job vacancies.</li> </ul>
<p><b>Structure</b></p>	<p>Participating agencies can use any provider on the panel for any, or all, of the categories they service within the scope of this contract.</p>
<p><b>Out of scope</b></p>	<p>The following services, when standalone i.e. if they do not inform, or are not part of, a larger advertising campaign, are out of scope of this contract. For example public relations, market research, design services, recruitment vacancy advertising, print services and common web services.</p> <p>Visit the <a href="#">‘Other contracts’</a> section of this guide to see what other contracts do cover these services.</p>
<p><b>Features &amp; Benefits</b></p>	<p>The Advertising Services contract offers government agencies:</p> <ul style="list-style-type: none"> <li>• the opportunity to engage with providers within 24 hours of signing the Letter of Accession;</li> <li>• average savings of 16 % across provider hourly rates;</li> <li>• flexibility to use a number of providers based on the individual requirements of your projects and campaigns;</li> <li>• flexibility in pricing models to include retainers and fixed fees based on your agency’s individual needs;</li> <li>• standardised Terms and Conditions so no need to negotiate individually with every provider;</li> <li>• access to reporting and analysis on government advertising spend;</li> <li>• access to a range of providers offering quality and good value for money based on the collective buying power of the All-of-Government approach;</li> <li>• ease of process and engagement with providers through an Advertising Services Order; and</li> </ul>

	<ul style="list-style-type: none"> <li>savings in both time and money by removing the need to undergo primary procurement processes on GETS, and assessing providers fit for purpose and financial viability as due diligence has already been undertaken.</li> </ul>
<b>Panel providers</b>	The panel includes 43 providers as listed in <a href="#">Advertising Services Panel of Providers</a> section of this guide.
<b>Savings</b>	<p>In addition to the average savings of 16% across provider hourly rates the contract provides the following soft savings:</p> <ul style="list-style-type: none"> <li>save time and money not having to undergo a primary procurement process on GETS when sourcing services</li> <li>standardised terms and conditions so no need to negotiate individually with every provider</li> <li>ease of process and engagement with providers through an Advertising Services Order, and</li> <li>reduced time spent on assessing providers fit-for-purpose and financial viability as due diligence already undertaken.</li> </ul>
<b>Contract commencement</b>	24 June 2013
<b>Current term end date</b>	23 June 2018
<b>Renewals</b>	Two rights of renewal of two years' each. The CoE has exercised the first right of renewal.
<b>Administration fee</b>	<p>Most AoG contracts include an administration fee. This fee is a simple, effective, and transparent way of recovering the cost of developing, sourcing, implementing and managing AoG contracts.</p> <p>For the Advertising Services contract, the administration fee is calculated at 1.5 per cent of the total spend on all hourly rates, retainers, fixed fees, subcontractors, and agency mark-ups. It does not apply to the cost of broadcast fees and expenses passed through to government agencies at cost.</p> <p>Rates offered to agencies under this contract are inclusive of the administration fee.</p> <p>Providers collect the administration fee on an agency's behalf at the point-of-sale, and are invoiced by MBIE on a quarterly basis. Agencies are not required to make any direct payment to MBIE.</p>
<b>Terms &amp; Conditions</b>	Refer to the Memorandum of Understanding on <a href="#">inSource</a> or by contacting the <a href="#">Centre of Expertise</a> .
<b>Other Services or Features</b>	<p>Advertising service providers will either have in-house capacity to deliver all or some of the services needed to meet the brief, or may subcontract parts to other providers to deliver the brief together.</p> <p>Providers will work in a variety of ways, depending on the participating agency's needs and objectives, including collective expertise, lead agency, client-led, and one-stop-shop. These models and their advantages are highlighted in the Guide to Selecting Providers on <a href="#">inSource</a>.</p>

Under the Service Agreement agencies:

- have the ability to work with more than one provider
- can select providers to deliver on a single or multiple projects, OR an ongoing campaign or long-term partnership arrangement
- can engage providers from any region - most providers have the ability to service all regions irrespective of their physical location
- can continue to work with existing incumbents - as long as they are on the panel
- do not need to engage providers across all their service offerings
- can utilise an alternative pricing model - such as retainers and fixed fees, and
- do not need to consider every provider on the panel.

All commercially sensitive information, including pricing, contractual documents, and provider contact details, can be found on the Advertising Services' [inSource](#) page.

## Advertising Services Panel of Providers

The panel offers the necessary capacity, capability and expertise to deliver advertising services and solutions to participating agencies.

The following table indicates the areas providers were appointed to on the panel. Full Service Advertising Agencies offer client services, creative and production and media services; Creative Agencies offer client services, creative and production services; Media Agencies offer client and media services.

Provider's office locations are outlined in the table below. Most providers have the ability to seamlessly service all regions irrespective of their physical location.

Provider	Full Service Advertising Agencies	Creative Agencies	Media Agencies	Specialist Agencies	Office Locations		
					Auckland	Wellington	Christchurch
.99 Enterprises							
Adcorp New Zealand							
Assignment Group							
Barnes, Catmur and Friends							
Blacksand – (TVNZ)							
Capiche							
Clemenger BBDO Touchcast							
Colenso BBDO							
Crestani Communications							
DDB New Zealand							
FCB New Zealand (inc FCB Media)							
Federation							
GSL Promotus							
Harvey Cameron							
Headlight							
Ikon Communications							
ImMediate							
Insight Consultants							
justONE							
JWT							
MBM							
Mediacom							

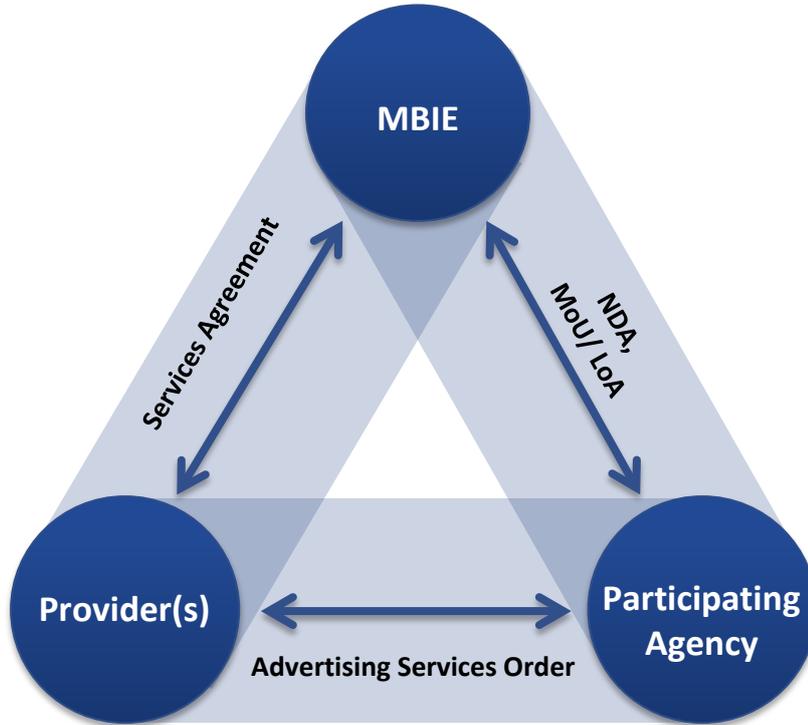
Provider	Full Service Advertising Agencies	Creative Agencies	Media Agencies	Specialist Agencies	Office Locations		
					Auckland	Wellington	Christchurch
Mission Hall Creative							
Moxie							
MSO Design							
Multi Market Services New Zealand Ltd t/a Starcom							
Niche Media							
Ocean Design Group							
Ogilvy & Mather New Zealand							
OMD New Zealand							
Ramp Brand Communications							
Rapport Advertising and Marketing							
Saatchi & Saatchi							
Samdog Design							
SparkPHD							
Special Group							
Strategy Design & Advertising							
TBWA							
The Media Dept							
Total Media							
Work Consortium							
Y&R New Zealand (inc the MEC Brand)							

Details of each provider, their service offerings, case studies, rate cards, guidance on secondary selection processes, and other templates and tools can be found on [inSource](#) or by contacting the Advertising and Design [Centre of Expertise](#).

## Participating in All-of-Government contracts

### Contractual Relationships

The diagram below demonstrates the contractual relationships between MBIE, Participating Agencies and Providers.



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>	This is the master services agreement signed between MBIE and each provider at the time the contractual relationship was formed
<b>Non-Disclosure Agreement (NDA)</b>	Signed between MBIE and eligible agencies to allow access to the contracts and associated commercially sensitive information. Email <a href="mailto:coe@mbie.govt.nz">coe@mbie.govt.nz</a> to request the AoG contracts' NDA.  <i>Note: eligible agencies only need to sign an NDA <b>once</b> to gain access to information across <b>all</b> AoG contracts.</i>
<b>Memorandum of Understanding (MoU)</b>	Summary of key Terms & Conditions specific to the Advertising Services Agreement with all providers.
<b>Letter of Accession (LoA)</b>	Signed by eligible agencies to confirm agreement to the MoU. By signing the LoA eligible agencies join the contract as a participating agency.
<b>Advertising Services Order (ASO)</b>	This is the agreement signed between a participating agency and a provider for a specific piece of work or relationship summarising all requirements.

## Roles and responsibilities

Role	Responsibilities
<p><b>Participating Agency</b></p>	<p><b>Contract User</b></p> <p>Participating agencies maintain day to day operational relationships with their individual panel providers. This includes:</p> <ul style="list-style-type: none"> <li>• using the provider panel for all in-scope advertising services</li> <li>• using ASOs to initiate service requests under the contract</li> <li>• selecting and managing day-to-day relationship with providers</li> <li>• managing the performance of providers in relation to services provided under an Advertising Services Order</li> <li>• escalating any disputes to the CoE</li> <li>• keeping all commercially sensitive information confidential, and not sharing it with any third-parties including other providers</li> <li>• making sure all provider services are charged, and all invoices are paid, in line with contracted charges and terms</li> <li>• fulfilling their obligations under the MoU, including minimising the use of non-panel providers for in-scope services</li> <li>• completing agency satisfaction surveys</li> <li>• notifying provider(s) of any and all policy, security clearances and probity checks required as necessary to provide the services.</li> </ul>
<p><b>Ministry of Business Innovation &amp; Employment (MBIE)</b></p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><b>Centre of Expertise (CoE)</b> within New Zealand Government Procurement (NZGP)</p> </div>	<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> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><b>Contract Manager</b></p> <p>The CoE is responsible for managing the AoG contract, specific responsibilities include:</p> <ul style="list-style-type: none"> <li>• signing-up eligible agencies to the contract</li> <li>• reporting to Cabinet on eligible agency uptake and participation in the AoG contract</li> <li>• monitoring provider performance against the contracted service levels and conducting review meetings with providers</li> <li>• managing any disputes that are escalated by either the provider or the participating agency</li> <li>• providing activity reporting to agencies and providers</li> <li>• monitoring agency and supplier satisfaction</li> <li>• managing provider audits</li> <li>• managing all variations to the AoG contract</li> <li>• liaising with the advertising CAG as required</li> </ul> </div>
<p><b>Provider(s)</b></p>	<p><b>Supplier of Services</b></p> <p>Responsibilities of each provider under the AoG Advertising Services Agreement include:</p> <ul style="list-style-type: none"> <li>• helping participating agencies to use the AoG Advertising Services contract as soon as they are ready to participate</li> <li>• delivering to ASOs</li> </ul>

- charging for services in line with contracted hourly rates, mark-ups, fees and terms, as soon as an eligible agency becomes a participating agency, including correctly applying administration fees
- reporting and paying all administration fees to the CoE on time
- informing the CoE of any concerns or issues and responding to feedback
- lead representatives observe and communicate all obligations and expectations to all of their employees who are involved in delivering the AoG advertising services.

## Transitioning to this contract

It's important that eligible agencies consider any existing contracts when assessing the suitability of the Advertising Services contract for their business needs. Below are some common scenarios for agencies transitioning onto this contract and supporting information to assist in the transition.

You can [contact the Advertising and Design CoE](#) for more information or support around transitioning.

### Scenario one

*Government agency has an existing contractual arrangement (i.e. outside of the Advertising Services contract) for services with a provider **on** the Advertising Services contract panel.*

If the incumbent is on the contract panel and you chose to continue working with them under the Advertising Services AoG contract, a reasonable transition date should be mutually agreed. This may be at the end of a billing cycle/project or at a logical point for all parties.

Any alternative pricing models such as retainers required to reflect agency needs, specific KPI's and requirements carried over from old agreements to AoG, should be confirmed in an ASO prior to the transition date.

### Scenario two

*Government agency has an existing contractual arrangement (i.e. outside of the Advertising Services contract) for services with a provider **NOT** on the Advertising Services contract panel.*

The incumbent provider's contract should be honoured, particularly with respect to the notice period and payment of outstanding orders.

Try to ensure that your incumbent co-operates fully in an orderly way with a proper handover process to the new provider, if one is required. If this doesn't happen, the transfer of materials and information may be incomplete. This is particularly important for the transition of media planning/buying assignments, and the transfer of longer-term agreements.

The hand-over should involve all three parties: agency, incumbent and new provider. Generally providers get on well with each other and a direct transfer usually opens up a dialogue between key executives so that knowledge as well as materials gets transferred to the benefit of the agency and the brand.

## How do I join?

Note: if you've already joined any other AoG contract, start at the third step below 'Log into inSource'.

<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 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 login to <a href="#">inSource</a>; the secure online library that hosts all of the confidential information, tools and guidance (including pricing 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 their existing contracts when assessing the suitability of the Advertising Services contract for their business needs. See the <a href="#">Transition section of this guide</a> 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>Read the Memorandum of Understanding (MoU)</b></p>	<p>Each AoG contract has a specific MoU, which sets out the relationship between the CoE and participating agencies. It highlights the responsibilities and obligations of each party and the key points in the contract as they relate to participating agencies.</p>
<p><b>Sign a Letter of Accession (LoA)</b></p>	<p>By signing a LoA, agencies agree to the terms and conditions of the MoU and the related AoG contract. This allows agencies to access the contract.</p> <p>Agencies need to sign a specific LoA for each individual AoG contract they wish to join. While there is no limit to the number of contracts an agency can join, a new LoA will need to be signed upon renewal of any existing and new AoG contracts.</p>

The Advertising and 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.

## How do I buy?

<p><b>Determine requirements</b></p>	<p>Start by determining your service requirements and ascertaining what you have the capability to do in-house in order to establish what you need to source from the panel.</p> <p>Define whether your requirement is for a specific project or campaign, or whether you're looking for a long-term partnership arrangement to deliver across multiple projects over a period of time.</p>
<p><b>Selection process</b></p>	<p>A participating agency can choose to source a provider from the panel directly or undertake a more secondary competitive selection process.</p> <p>In making this decision consider the budget, timeframes and specific nature of the brief or campaign, any existing or past relationships, as well as any internal financial delegations and processes your agency may have.</p> <p>Full guidance on undertaking your selection process is on <a href="#">inSource</a>.</p>
<p><b>Complete an Advertising Services Order (ASO)</b></p>	<p>Once you have made your selection, complete an ASO to be signed by both your agency and the provider of choice. If you select multiple providers a separate ASO will need to be completed with each provider.</p> <p>All other documentation (such as briefs, reverse briefs, cost estimates, and variations) generated as part of the delivery of services can be referenced or attached to a master ASO as appendices for purposes of audit, invoicing, and reporting.</p>
<p><b>Brief</b></p>	<p>Brief in your provider(s) for every piece of work you undertake. A written brief ensures that both your agency and your provider are clear about what your objectives and expected outcomes are.</p> <p>A combination of a written brief followed by a verbal brief is ideal for larger projects or campaigns.</p>
<p><b>Provider executes brief and measures results</b></p>	<p>Delivery of services as outlined in the brief, to your agency by your provider(s).</p> <p>Campaign effectiveness and results are measured and reported back to your agency (where applicable).</p>

## How do I manage the provider relationship?

Participating agencies will be responsible for managing their provider relationships from both a strategic and operational perspective.

### Reporting

Participating agencies should determine what frequency and what kind of reporting they require from providers (e.g. work in progress, monthly spend, performance and campaign effectiveness, and/or budget tracking). Ensure reporting requirements are captured in the Advertising Services Order with the provider.

### Performance reporting

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

### 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 provider by the agency. AoG contract rates are negotiated on the understanding that government agencies pay in full, on time.

### Resolve disputes

The provider and agency must do their best to resolve disputes. Participating 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.

Timeframe	Escalation
The day the dispute arises	Both parties attempt to resolve the dispute
If not resolved within 10 business days	Agency and provider escalate to their respective senior representative
If not resolved within another 10 business days	Agency escalates to Advertising and Design CoE and provider stays with the senior representative
If not resolved within a further 10 business days	Agency escalates to MBIE's manager for collaborative procurement and provider escalates to their Chief Executive.

## Other contracts

### All-of-Government Contracts

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

<b>Advertising Media</b>	Baseline discounts on media space and time sold for the purpose of advertising media placement, whether directly or via a third party
<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>	Services for design and production; strategy, development and planning; project and account management, and supplier sourcing and liaison
<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 relevant to Advertising Services

<p><b>Ministry of Social Development</b></p>	<p><b>Media Monitoring</b></p>	<p>Use this agreement when requiring the following media monitoring services:</p> <ul style="list-style-type: none"> <li>• Print Media</li> <li>• Broadcast Media</li> <li>• Online Media</li> <li>• Social Media</li> <li>• Reporting, Evaluation and Analytical Services</li> </ul> <p>MSD has contracted with four providers to provide services to all participating agencies.</p>
	<p><b>Video &amp; Film Production</b></p>	<p>Provision of video production services and equipment which form part of internal and external communications, education, recruitment and social change campaigns. Includes:</p> <ul style="list-style-type: none"> <li>• Pre-production services</li> <li>• Production and post-production services</li> <li>• Relationship, project and account management services</li> <li>• Provision of files. Panel consists of 10 providers.</li> </ul>
<p><b>Ministry for Primary Industries</b></p>	<p><b>Recruitment Advertising</b></p>	<p>Recruitment Advertising Services contract with full support including dedicated account management, advisory and technical services, provision of a free advertising management system, comprehensive reporting and analytics, business planning to assess recruitment advertising needs and consolidated invoicing</p> <p>Providers are <b>Adcorp</b>, <b>Fuel Advertising</b> and <b>Haines Attract</b>.</p>

## Common Capability contracts relevant to Advertising Services

<p><b>Department of Internal Affairs</b></p>	<p><b>Common Web Platform</b></p>	<p>CWP is a Platform-as-a-Service offering for the <b>creation and hosting</b> of government websites.</p> <p>Agencies maintain control of their websites, including look and feel, and can extend the functionality as required.</p> <p><b>Silverstripe</b> is the service provider and manages the software solution</p> <p><b>Revera</b> provides the infrastructure, network and firewall under the Infrastructure-as-a-Service contracts</p>
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The [Collaborative Contracts Register](#) lists all established collaborative contracts.