Media Booking, Buying and Planning Services for Advertising
1 July 2018 – 30 June 2021

- About the contract
- How do I use this contract?
- What’s on offer?
- Who are the contractors?
- How much will it cost?
- Buying rules
- Need more information?
## About the Contract

<table>
<thead>
<tr>
<th><strong>Contract Number</strong></th>
<th>MBBP2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contract Term</strong></td>
<td>1 July 2018 – 30 June 2021, plus two one-year extension options</td>
</tr>
<tr>
<td><strong>Status</strong></td>
<td>Category A (Media Booking and Buying) of the CUA is mandatory for all Public Authorities state-wide for buying media within Australia except in the following circumstances:</td>
</tr>
<tr>
<td></td>
<td>- for buying media placement overseas, consider using CUA Contractors before using a Contractor outside of the CUA for overseas buying; and</td>
</tr>
<tr>
<td></td>
<td>- for buying media placement on social media and paid search as part of a campaign, the Customer has the option to buy these directly from social media channels or search engines, or use the CUA Contractors.</td>
</tr>
<tr>
<td></td>
<td>In accordance with State Supply Commission policy, agencies can buy outside of this CUA and directly source from an Australian Disability Enterprise (ADE) or Aboriginal Business in full.</td>
</tr>
<tr>
<td></td>
<td>For more information and to connect with an ADE or Aboriginal Business, please see the following links.</td>
</tr>
<tr>
<td></td>
<td><strong>Australian Disability Enterprise</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Aboriginal Business</strong></td>
</tr>
</tbody>
</table>

| **Categories**      | Category A: Media Booking and Buying (mandatory) |
|                    | Category B: Media Strategy and Channel Planning (non-mandatory) |
|                    | Category C: Additional Advertising Services (non-mandatory) |

| **Key Features and Benefits** | This CUA offers discounted rates for the booking, buying and planning services for advertising, as well as for additional related services. |
|                             | Your contractors will negotiate best-in-market government media rates for you on an annual basis and value-adds at the time of booking your media. |
Contract Manager

A dedicated contract manager is available to help you to understand and get the most out of this contract. If you have any queries about this contract or this publication please contact:

Glorelid Beaumont

Contract Manager

Phone: (08) 6551 1439

Email: Glorelid.Beaumont@finance.wa.gov.au

Government Procurement

Department of Finance

Optima Centre, 16 Parkland Road

OSBORNE PARK WA 6017

Postal Address:

Government Procurement

Department of Finance

Locked Bag 11, Cloisters Square

PERTH WA 6850
Supporting Documents

For advertising guidelines, policies and approval forms please visit:

How do I use this contract?

**Step 1  What’s on offer?**

Choose the services that best meet your needs:

Cat A: **Media Booking and Buying – Recruitment, Public Notice and Tender advertising**
Cat A: **Media Booking and Buying – Campaign**
Cat B: **Media Strategy and Channel Planning**
Cat C: **Additional Advertising Services**

**Step 2  Who are the contractors?**

Select from a list of the qualified contractors.

**Step 3  How much will it cost?**

Use the Price Schedule to compare prices before deciding on which contractor to buy from

*Price Schedule – Recruitment, Public Notice and Tender advertising*
*Price Schedule – Campaign*

**Step 4  Buy it!**
What’s on offer?

Category A: Media Booking and Buying – Recruitment, Public Notice and Tender advertising

This is a core service of the CUA, delivered by Initiative Media Australia Pty Ltd (Initiative) only.

This is what you can expect from Initiative:

a) Initiative operates a secure online booking system for Recruitment, Public Notice and Tender Advertising. This system is called eziAds.

b) eziAds is a fully automated online booking, approval and placement system, which generates costings, proofs and reporting.

c) eziAds currently does not allow for the building of ads. It allows you to upload your copy, nominate an existing template, then a designer will create the ad or if you have finished artwork you can also upload this via the eziAds system.

Initiative charges a percentage-based CUA fee for the placement of Recruitment, Public Notice and Tender ads and separates production costs by charging either a flat rate of $25 (GST Incl.) or a head-hour rate for the building of ads. See the Price Schedule for pricing.

By March 2019, a new and improved version of eziAds will allow you to build your own ads.

d) User manuals and training are available – contact your Initiative account manager for any assistance.
Category A: Media Booking and Buying - Campaign

This is a core service of the CUA, with campaign services delivered by both Carat Australia Media Services Pty Ltd (Carat) and Initiative Media Australia Pty Ltd (Initiative).

This is what you can expect your contractor of choice to deliver (refer to Appendix 1 for full definitions):

a) Booking and Buying of traditional and digital media

Your contractor will purchase media on your behalf and will negotiate discounts and value added benefits beyond the government rates, at the time of booking.

Remember to seek approval from the Department of the Premier and Cabinet (DPC) before asking your contractor to book your campaign. Your contractor will only book DPC-approved campaigns.

At the time of booking, the contractor will pay the net media costs on your behalf. At the end of the month, the contractor will invoice you for net media costs, CUA fee(s) and other charges –where applicable– associated with your booking.

Booking and buying media is included in the CUA fee.

b) Optimisation

Your contractor will review and optimise relevant advertising in all media on an ongoing basis while the advertising is in market. This includes tracking (live), monitoring, analysing, advising and implementing changes.

Your contractor must ask for your approval before making any changes, unless you have authorised them at the start of your campaign.

Your contractor must give you access to relevant third party verification tools and reports to assist with optimisation while your advertising is in the market.

Optimisation is included in the CUA fee.

c) Media Performance Reports

Your contractor will provide ongoing, interim and post-campaign Media Performance Reports, to measure campaign effectiveness against set objectives.

Speak to your contractor about the timing and content of the ongoing, interim and post-campaign Media Performance Reports, to measure campaign effectiveness against set objectives Performance Reports. These reports should identify issues that need immediate resolution or recommend improvements for future campaigns as well as analysis of metrics related to the media schedule and strategic advice where applicable.

The post-campaign Media Performance Report must include analysis and strategic advice on the performance of all media booked.

For clarity, Carat has provided some tables to define Media Metrics and how the Media Performance Reports provided within their CUA fee are compiled and presented (refer to Appendix 2)

Media Performance Reports are included in the CUA fee.
d) Verification of Advertising

Your contractor will monitor and verify the appearance and placement of the correct advertising in all media. This verification of advertising is based on information provided by the media with whom you have purchased your placements.

Verification of advertising is included in the CUA fee by both contractors. Spot monitoring, in contrast, sees an independent party (e.g. Nielsen) verify the appearance of ads. Carat has included spot monitoring in their CUA fee, whereas Initiative charges this as an additional service (see Price Schedule for details).

This work helps you to substantiate payments made to third party media suppliers. In the event of incorrect or non-appearance of any advertising, the contractor will inform you and negotiate compensation with the relevant media.

e) Digital media

CUA fees for the booking and buying of digital media vary depending on how the media is bought:

- **Digital direct buying**: Placement of ads on websites or any other digital medium direct from the media outlet/provider. This includes social media buying.
- **Programmatic digital buying**: Use of technology to automate and optimise the ad buying process in real time.
- **Paid Search**: The process of advertising within a search engine or a partner site to gain website traffic.

When using paid search as part of a campaign you have the option to book directly using search engines or the CUA contractors.

The booking and buying of digital media is included in the CUA fee, however, fees vary depending on how the media is bought (see Price Schedule for details).

f) Social Media

The booking and buying of social media is classed as digital direct media and therefore attracts a percentage-based CUA fee (digital direct buying).

When placing social media as part of a campaign you have the option to buy directly from social media channels or use the CUA contractors. Non-CUA contractors are not permitted to book or buy social media on your behalf.

The moderating of social media (i.e. managing and responding to comments, adding and removing content etc.) attracts an hourly rate (Social Media Moderation is defined in Appendix 1).

Social media planning and strategy relates to the agreed and specialised strategy development and strategic planning relating to social media engagement strategies and attracts an hourly rate (see Price Schedule for details).

g) Adserving

Adserving is defined as the delivery and tracking of an advertisement through a server. This technology is normally operated by a third party and is independent of the website where the ad is being displayed.

Adserving is provided for under the CUA, but each contractor has its own pricing model. Carat charges a percentage on the net media cost and Initiative charges this on a cost per thousand impressions (CPM) model.
You can choose for additional brand safety features as part of adserving, e.g. Integral Ad Science (IAS) – refer to the Price Schedule for details.

**Category B: Media Strategy and Channel Planning**

This service is non-mandatory and covers:

- the design of media strategy and plans that include detailed consumer, category, channel and competitive insights along with a recommended channel strategy and report/s.
- channel plans that detail timings/flightings, channels, media weightings and sizes / lengths with budget allocations.

This is what you can expect from your contractor:

- effective, innovative, integrated media solutions in response to media briefs
- detailed cost estimates and media schedules
- evidence-based recommendations on budget allocations and media selection
- timely advice about media channels, deadlines, circulations / readership / site visitor statistics / distribution areas and other media demographics
- a proactive attitude to understanding your business in order to develop strategies
- negotiation of media sponsorships/partnerships for your campaigns
- application of lessons learnt from past campaigns
- an attitude of cooperation with creative advertising agencies to ensure effective integration of creative and media strategies
- cost-efficient and highly effective advertising outcomes.

Refer to the *Price Schedule* for details on pricing.
Category C: Additional Advertising Services

Additional Advertising Services are non-mandatory on this CUA.

They are charged on a head-hour basis and include:

- ** Trafficking/Dispatch**: Process of uploading advertisements in the ad-server so that when an advertisement request is made to the ad-server, the correct advertisement is returned and displayed based on the advertisement’s targeting information in the advertisement tag.

- **Search Engine Optimisation (SEO)**: Process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

- **Social Media Planning and Strategy**: agreed and specialised strategy development and strategic planning relating to social media engagement strategies.

- **Social Media Moderation**: replying to and if necessary removing content from a Customer’s owned and controlled social media platform(s) or site(s).

- **Research and Insights**: Standard media measurements are provided within the Media Booking and Buying CUA Fee. For significant campaigns you may require advanced post-campaign research and analysis of the effectiveness of your advertising strategies.

Before starting any work, contractors must provide you with a detailed quotation that includes pricing, estimated hours at CUA hourly rates, deliverables, risks and any other agreed items. They should not provide services until you have agreed to their quote.

There should be no CUA fee charged on top of the Additional Advertising Services.

Refer to the [Price Schedule](#) for details on pricing.
How to make the most of this contract

Invoicing
Make sure to check invoices before they are processed for payment. Things to look out for:

- Level of detail: does the invoice show enough detail to understand what I am paying for?
- Accuracy of the net media cost. Did you receive what you have been invoiced?
- Accuracy of planning fees and other charges for services delivered through the CUA – where applicable.
- Accuracy of fees and charges for services that relate to your campaign, but are not covered by the CUA. There should be no CUA fee applied to these and they should not form part of the media schedule. A standardised media schedule format will be agreed and implemented with contractors for this purpose.
- Accuracy of the CUA fee. Make sure the correct fee is applied to the correct portion of the invoice. Use the Price Schedule to cross-check fees.

The hourly rates quoted for this CUA represent maximum prices. Contractors and Customers can negotiate lower prices based on volume, value of a service and other circumstances.

Throughout the contract term pricing can be reviewed by the Contractor and the Contract Authority and reduced to reflect savings either by improved technology, streamlined processes and or discounted pricing strategies.

Sponsored Content
Your Contractor can negotiate sponsorships/partnerships with media outlets on your behalf, or you may enter into direct negotiations with third party media suppliers yourself. You or your nominated Contractor may also pitch your campaign to multiple media outlets for this purpose based on the best value for money outcome for meeting the campaign objectives.

In either case, all media buying must be made through the CUA. In such cases, the CUA booking fee remunerates the contractor for planning/booking the media schedule, coordinating the partnership production, content creation and/or editorial and reporting on appearance.

Partnership/Sponsorship agreements received from the media shall transparently itemise media, production and other marketing costs, together with a comparison of market rates, CUA rates and agreed partnership costs of all media and value-adds within the successful proposal.

All non-media related services to the sponsorship/partnership must appear separately below the media schedule, after all CUA fees and the total cost of the media schedule.

Training
Both contractors have extensive training programs to roll out over the course of the contract.
Topics covered include systems training, media activations, briefing, market landscape and trends workshops, basics of digital media and new media.

Register your interest to receive invitations to training sessions here.
Who are the contractors?

The matrix below lists all contractors on the CUA and the services they have been contracted to provide. Please refer to the previous section ‘What’s on Offer?’ for categories.

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Category A: Media Booking and Buying</th>
<th>Category B: Media Strategy and Channel Planning</th>
<th>Category C: Additional Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carat Australia Media Services Pty Ltd</td>
<td>✓ Campaign</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Initiative Media Australia Pty Ltd</td>
<td>✓ Campaign</td>
<td>✓ Recruitement, Public Notice and Tender advertising services</td>
<td>✓</td>
</tr>
</tbody>
</table>
Carat Australia Media Services Pty Ltd

Michelle Testa
T: (08) 6298 6833
M: 0417 180 902
E: michelle.testa@carat.com
Website: www.carat.com/au/en/
Postal Address:
Brookfield Place
Tower 2, 123 St Georges Terrace, Perth WA 6000
Hours:
8.00am to 5.30pm Monday to Friday
### Initiative Media Australia Pty Ltd

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Campaign</th>
<th>Recruitment, Public Notice and Tender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Judi van Omme</td>
<td>Emily Degenhardt</td>
</tr>
<tr>
<td></td>
<td>T: (08) 6282 4703  M: 0427 393 036</td>
<td>T: (08) 6282 4720</td>
</tr>
<tr>
<td></td>
<td>E: <a href="mailto:judi.vanomme@initiative.com">judi.vanomme@initiative.com</a></td>
<td>E: <a href="mailto:emily.degenhardt@initiative.com">emily.degenhardt@initiative.com</a></td>
</tr>
</tbody>
</table>

**Website:** [www.initiative.com](http://www.initiative.com)

**Postal Address:**
Level 2, 228 Carr Place, Leederville WA 6007

**Hours:**
8.30am to 5.30pm Monday to Friday

ACN No: 002 765 460
Pricing Schedule

Recruitment, Public Notice and Tender advertising services

Category A: Media Booking and Buying (mandatory)

This is a core service of the CUA, delivered by Initiative Media Australia Pty Ltd (Initiative) only, at the following prices:

<table>
<thead>
<tr>
<th>Media Booking and Buying</th>
<th>CUA Fee (% of the Net Media Cost based on the method of purchase)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Traditional Buying</td>
</tr>
<tr>
<td>Recruitment, Public Notice and Tender Notice</td>
<td>3.07%</td>
</tr>
</tbody>
</table>

Until March 2019, Initiative’s design studio will create your ads for you. This means that in addition to the CUA fee shown above, you will be charged a design fee.

If you use eziAds to log your ad you will be charged a flat design fee of $25 (GST Incl.). This includes cutting and pasting your approved copy into pre-existing templates, plus two rounds of approvals.

To make sure the service you need falls within the $25 charge, make sure to have your ad copy signed off before uploading it in to eziAds.

For any work Initiative needs to do for you beyond this (e.g. if you need a design outside of a standard template or with no formatting or size advice, more rounds of approval, or if you email or phone your requirements through instead of using eziAds), their tendered hourly rates will apply. Please contact Initiative directly for a copy of their rate card.

Note that the $25 flat fee only applies when you use eziAds. If you phone or email your requirements through, Initiative’s hourly rates will apply.

Initiative charges part-hours in one-minute brackets.

From March 2019 onwards, you will be able to build your own ads in pre-existing templates within eziAds, which means that in many cases you will just pay the CUA fee without having to pay design fees.

To register for eziAds training, please contact the contract manager.
Should you require adserving, programmatic digital buying or paid search as part of your advertising activity, please refer to the campaign price schedule.

If you pay by credit card, Initiative charges a 0.75% merchant fee.

**Campaign Services**

**Category A: Media Booking and Buying (mandatory)**

<table>
<thead>
<tr>
<th>Media Booking and Buying</th>
<th>CUA Fee (%) of the Net Media Cost based on the method of purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Traditional Buying</td>
</tr>
<tr>
<td>Carat</td>
<td>2.89%</td>
</tr>
<tr>
<td>Initiative</td>
<td>3.07%</td>
</tr>
</tbody>
</table>

*Advanced paid search management platform, Doubleclick Search, attracts a 2% surcharge.

**Adserving - Carat**

<table>
<thead>
<tr>
<th>Adserving</th>
<th>CUA Fee (%) of the Net Media Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third party adserving, tracking &amp; reporting</td>
<td>4.50%</td>
</tr>
<tr>
<td>IAS monitoring (optional)</td>
<td>1%</td>
</tr>
<tr>
<td>IAS firewall brand safety (optional)</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Adserving - Initiative**

Initiative’s adserving charge consists of a combined CPM. It covers:

1. Initiative’s operational cost of adserving
2. Doubleclick net costs (without mark-up)
3. Integral Ad Science (IAS) net costs (without mark-up) (optional)

The below table shows the cost per thousand impressions (CPM) that covers Initiative’s adserving operations team:

<table>
<thead>
<tr>
<th>Initiative operational cost</th>
<th>CPM (GST Excl)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impression tracking</td>
<td>$0.03</td>
</tr>
<tr>
<td>Click tracking (CPC)</td>
<td>$0.02</td>
</tr>
<tr>
<td>All other formats</td>
<td>$0.25</td>
</tr>
</tbody>
</table>
Speak to Initiative for DoubleClick and Integral Ad Science pricing.

**Category B: Media Strategy and Channel Planning (non-mandatory)**

<table>
<thead>
<tr>
<th>Hourly rate AUD $ (GST Excl)</th>
<th>Senior Media Strategy Planner</th>
<th>Junior / Channel Planner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carat</td>
<td>$150.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>Initiative</td>
<td>$150.00</td>
<td>$80.88</td>
</tr>
</tbody>
</table>

Carat charges part-hours worked in 15-minute brackets.
Initiative charges part-hours worked in one-minute brackets.

**Category C: Additional Advertising Services (non-mandatory)**

<table>
<thead>
<tr>
<th>Hourly Rate AUD $ (GST Excl)</th>
<th>Carat</th>
<th>Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trafficking/Despatch</td>
<td>$100.00</td>
<td>$110.29</td>
</tr>
<tr>
<td>Search Engine Optimisation</td>
<td>$135.00</td>
<td>$225.00</td>
</tr>
<tr>
<td>Social Media Planning and Strategy</td>
<td>$135.00</td>
<td>$183.82</td>
</tr>
<tr>
<td>Social Media Moderation</td>
<td>$135.00</td>
<td>$90.00</td>
</tr>
<tr>
<td>Research and Insights</td>
<td>$95.00</td>
<td>$200.00</td>
</tr>
</tbody>
</table>

Carat charges part-hours worked in 15-minute brackets.
Initiative charges part-hours worked in one-minute brackets.

**Spot monitoring**

Initiative includes the verification of advertising, its appearance and performance of media in their CUA fee, but charges separately for additional third party spot monitoring, if required.

These spot monitoring charges see an independent party (e.g. Nielsen) verify the appearance of ads across all channels and enables Initiative to provide more comprehensive spot reporting, including television placement optimisation. Should you wish to opt into these additional services with Initiative you will be charged per spot:
<table>
<thead>
<tr>
<th>Initiative</th>
<th>Pricing per spot (GST Excl)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot Monitoring: Metro Television</td>
<td>$1 per spot</td>
</tr>
<tr>
<td>Spot Monitoring: Regional Television</td>
<td>$0.80 per spot</td>
</tr>
<tr>
<td>Spot Monitoring: Subscription Television</td>
<td>$1 per spot</td>
</tr>
<tr>
<td>Spot Monitoring: Radio</td>
<td>$0.60 per spot</td>
</tr>
<tr>
<td>Press &amp; Magazine Tearsheet</td>
<td>$1 per insertion</td>
</tr>
</tbody>
</table>

Carat includes verification of advertising and third party spot monitoring in their CUA fee.

**Credit card payment**

If you pay by credit card, Initiative charges a 0.75% merchant fee.
Buying rules

Buying Direct
This CUA is a Pick and Buy arrangement, allowing Customers to purchase services directly with the Contractor. Multiple quotes are not required.

The CUA is mandatory for all Public Authorities state-wide for buying media within Australia except in the following circumstances:

- for buying media placement overseas, the Customer must first consider using CUA Contractors, but is able to use a Contractor outside of the CUA for overseas buying; and
- for buying media placement on social media and paid search as part of a campaign, the Customer has the option to buy these directly from social media channels or search engines or use the CUA Contractors (not via non-CUA contractors).

Payment by Purchasing Card
The Government Purchasing Card offers a quick and convenient method of payment allowing many goods and services to be efficiently purchased.

Always remember to inform the Contractor that you will be paying by Government Purchasing Card, at the time of ordering the product or service and ensure they clearly understand that they must send the tax invoice directly to you, the cardholder.

Initiative charges a 0.75% merchant fee on credit card payments.

Other policy requirements
Buyers should be aware of the following requirements under State Supply Commission policies and Treasurer’s Instruction 820 and for whether or not they are applicable to purchases from this CUA.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Applicable to purchases made under this CUA?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyers must publish details of their purchase, or any variation to any</td>
<td>No, not required for purchases made under this CUA.</td>
</tr>
<tr>
<td>purchase under this CUA, on TendersWA.</td>
<td></td>
</tr>
<tr>
<td>Buyers must record the purchase on the agency’s contract register, as</td>
<td>No, not required for purchases made under this CUA.</td>
</tr>
<tr>
<td>instructed within the buying agency’s financial management manual.</td>
<td></td>
</tr>
<tr>
<td>Buyers must submit a procurement plan, an evaluation report, a contract</td>
<td>No, not required for purchases made under this CUA.</td>
</tr>
<tr>
<td>management plan or any variation to the State Tender Review Committee.</td>
<td></td>
</tr>
<tr>
<td>Requirement</td>
<td>Applicable to purchases made under this CUA?</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Buyers must involve the Department of Finance.</td>
<td>No, buyers do not need to involve the Department of Finance when purchasing from this CUA.</td>
</tr>
<tr>
<td>Buyers must obtain approval from an authorised officer of the Department of Finance to purchase through an alternative arrangement to this mandatory CUA.</td>
<td>Yes, at all values.</td>
</tr>
</tbody>
</table>

- **Please note** that public authorities are not required to request advice or approval from the Department of Finance, regardless of value, when seeking an exemption from the minimum requirements of the Open and Effective Competition Policy and the use of mandatory Common Use Arrangements for a purchase from an ADE or an Aboriginal Business.

**Intellectual Property Rights**

For this CUA, the Intellectual Property Rights in the New Material will be owned by the State unless you agree otherwise in your Order/Customer Contract.

**Contractor’s Terms and Conditions**

The Contractors have agreed to the Department of Finance’s Request Conditions and General Conditions of Contract (August 2017), with the exception of payment by credit card to Initiative. Do not agree or sign any alternative terms and conditions.

Refer to [Pricing](#) if paying an invoice by Government Purchasing Card (credit card).

**Exemption from using this CUA**

Government Procurement is responsible for processing and approving all requests from public authorities seeking exemption from using a mandatory CUA. Requests for an exemption are considered on a case-by-case basis and a requesting agency must be able to demonstrate that a business need cannot be adequately met by the relevant CUA.

Exemption requests should be directed to the Director of Common Use Arrangements in the first instance. Requests for exemption may be received by posted letter or email, but must be in writing and provide sufficient explanation and background to enable the request to be considered. The requesting officer should be the Accountable Authority or delegate of the agency.

For guidelines on what to include in an exemption request, please refer to the [Procurement Practice Guide appendix on Exemptions](#).

**Complimentary Feedback and Complaints Resolution**

Government Procurement aims to continuously improve the services it provides to customers and welcomes feedback on the level of satisfaction experienced under this contract or with the contractor(s) performance. If you are dissatisfied with the goods and/or service provided by...
the contractor or have any specific concerns, these should be discussed in the first instance directly with the contractor.

If the problem or issue is not resolved to your satisfaction, please log your complaints via Finance’s online Feedback Management System.

The online form provides for both complimentary feedback and complaint resolution considerations.
Need more information?

Appendices
Appendix 1: Definitions

Forms and tools
Contractors Details
Price Schedule

Links to CUA information
Government Contracts Directory

Still need more information?
Contact the Contract Manager
Appendix 1: Definitions

**Ad serving:** The delivery (uploading) and tracking of an advertisement through a server. This technology is normally operated by a third party and is independent of the website where the ad is being displayed.

**Advertiser:** Refers to the CUA Customer.

**Blacklist:** Websites on which advertising is prohibited and for which the Contract Authority or Customer will not pay any costs.

**Campaign:** Advertising that is promotional in nature and generally runs over a sustained period to encourage behaviour change, educate or promote ongoing activities of Government.

**CUA Fee:** Percentage of the Net Media Cost paid to the CUA Contractors.

**Conflict of Interest:** Any actual, potential or perceived conflict of interest including any situation, arrangement, understanding, association, or agreement which might jeopardise the ability of the Contractor or Personnel to represent the Customer's best interests.

**Digital Media:** Buying media using digital technologies, mainly on the Internet, but also including display advertising and any other digital medium.

**Direct Digital Buying:** Purchasing Ad Placement on websites or any other digital medium direct from the media outlet/provider, to deliver messages to consumers.

**Media Schedule:** Program or plan developed from the Media Plan that typically contains specific details including the media channels used in an advertising campaign, insertion or broadcast dates, positions, net media costs and all applicable CUA Fees.

**Net Media Cost:** Total of advertising expenditure typically represented by 90% of the Gross Media Cost excluding GST.

**Optimisation:** Improvements to attain the most cost effective and highest achievable performance with regard to any given constraints. This may include adjustments of a Media Schedule in real time to ensure it maximises its effectiveness.

**Paid Search:** Paid Search or Search Engine Marketing (SEM) is the process of advertising within a search engine or a partner site to gain website traffic by paying either each time an ad is clicked (pay-per-click - PPC) or when an ad is displayed (cost-per-impression - CPM).

**Programmatic Digital Buying:** Use of technology to automate and optimise the ad buying process in real time.

**Public Notice:** One-off or short term clear, simple message or announcement. Types include: public transport notices, road closures, changes to government services, grants and awards programs, statutory/regulatory notices, schools enrolment notices.

**Recruitment:** Advertising for a specific or general job vacancy or employment opportunity; can be for one or more positions advertised at the same level, generally identical in nature.

**Search Engine:** A program that searches documents and databases for specified keywords and returns a list of the documents where the keywords (specified by the user) were found, especially on the World Wide Web.

**Search Engine Optimisation (SEO):** Process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.
Social Media: Collective of online communications channels or networking websites dedicated to community-based input, interaction, content-sharing and collaboration to increase brand exposure and broaden customer search.

Social Media Buying: The purchase of social media advertising on social platforms.

Social Media Planning and Strategy: Agreed and specialised strategy development and strategic planning relating to social media engagement strategies.

Social Media Moderation: replying to and, if necessary, removing content from any social media platform(s) or site(s).

Tender Notice: The promotion of open approaches to market, which may include: requests for tenders; requests for quote; requests for information; requests for proposal; requests for expressions of interest.

Traditional Media: Buying media using non-digital channels such as newspaper, radio, television, out of home, magazines and cinema.

Trafficking/Dispatch: Process of setting up advertisements in the ad-server so that when an advertisement request is made to the ad-server, the correct advertisement is returned and displayed based on advertisement’s targeting information in the advertisement tag.
Appendix 2: Carat

Media Performance Reports

When you book your campaign services with Carat, they will provide Media Performance Reports as part of the CUA Fee and include:

- Provide ongoing, interim and post-campaign Media Performance Reports, to measure campaign effectiveness against set objectives.
- Interim Media Performance reports are provided at mid-point of a campaign period.
- Media Performance Reports are provided at the conclusion of the campaign and delivered to the customer within an agreed time frame.
- The reports should identify issues that need immediate resolution or recommend improvements for future campaigns.
- The post-campaign Media Performance Report must include analysis and strategic advice on the performance of all media booked.
- The delivery of Media Performance Reports is included in the CUA fee.
- Value of media is calculated against Market Rates unless otherwise indicated.
- Standard media measurements are outlined on the following page by channel.

The two tables below, define Media Metrics and how these reports are compiled and presented.

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Television</th>
<th>Cinema</th>
<th>Radio</th>
<th>Out of Home</th>
<th>Print/ Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Media Measurements</strong></td>
<td>Total Paid V Total Value* of Paid, Bonus and filler</td>
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<tr>
<td></td>
<td>Number of spots booked versus delivered - via Nielsen media auditing</td>
<td>Number of screens</td>
<td>Number of spots booked versus delivered - via Nielsen media auditing</td>
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<tr>
<td></td>
<td>TARPS booked versus delivered - via Nielsen media auditing</td>
<td>Booked Audience v Delivered Audience</td>
<td>Reach and Frequency</td>
<td>Market Delivery Split for allFranchisees (Metro v Regional)</td>
<td>Film delivery breakdown</td>
</tr>
<tr>
<td></td>
<td>Reach and frequency booked versus delivered</td>
<td>Reach and Frequency</td>
<td>Market Delivery Split for allFranchisees (Metro v Regional)</td>
<td>Film delivery breakdown</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Weekly reach and frequency build</td>
<td>Position in Break</td>
<td>Prime/Fringe ratios delivered</td>
<td>Reach and frequency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prime/Fringe ratios delivered</td>
<td>Reach and frequency</td>
<td>Bonus activity value by network</td>
<td>Market Delivery Split for allFranchisees (Metro v Regional)</td>
<td></td>
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<td></td>
<td>Billboard inclusion by network</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Table 1: Media Performance Report metrics by channel
<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Display - Brand</th>
<th>Display - Performance</th>
<th>Video</th>
<th>Social</th>
<th>Search (Adwords)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting Metrics</td>
<td>Media Cost</td>
<td>Impressions</td>
<td>Clicks</td>
<td>CTR</td>
<td>Reach and Frequency</td>
</tr>
<tr>
<td>Reporting Metrics</td>
<td>Media Cost</td>
<td>Impressions</td>
<td>Clicks</td>
<td>CTR</td>
<td>Conversions</td>
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<tr>
<td>Reporting Metrics</td>
<td>Media Cost</td>
<td>Impressions</td>
<td>Website Clicks</td>
<td>CTR</td>
<td>Social Page Likes</td>
</tr>
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<td>Reporting Dimensions</td>
<td>Performance by week</td>
<td>Performance by site</td>
<td>Creative performance</td>
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<tr>
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<td>Provided in PDF format</td>
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Table 2: Media Performance Report metrics by KPIs