

# **MARKETING SERVICES REGISTER**

## **MARKETING ONLINE SYSTEM SUPPLIER GUIDELINES**

### **Version Control**

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## I. PURPOSE

These guidelines are aimed to provide suppliers a general overview on the processes and procedures associated with the registration process of the Marketing Services Register (MSR). It provides step-by-step instructions on how suppliers can register to become a pre-qualified supplier for the provision of marketing services to the Victorian Government.

Suppliers should refer to these guidelines for any queries in relation to the MSR's registration process the first instance. Regular checks of the MSR webpage on the Victorian Government Procurement Board (VGPB) Procurement Portal Website – [www.procurement.vic.gov.au](http://www.procurement.vic.gov.au) should be conducted for any supplementary information posted by the lead department.

## II. SUPPLIER REGISTRATIONS

Supplier applications to the MSR must be completed via the Marketing Online supplier registration page locate on the VGPB website.

[https://www.marketingservices.dtf.vic.gov.au/domino/Web\\_Notes/DTF/GSG/MarketingPanelReg.nsf/Supplier?OpenForm](https://www.marketingservices.dtf.vic.gov.au/domino/Web_Notes/DTF/GSG/MarketingPanelReg.nsf/Supplier?OpenForm)

**Please note: The supplier registration process will need to be completed in one sitting as there are no options to save your work. It is recommended that you read all legal documents in full and download and complete the templates you are required to submit before you commence the registration process.**

Suppliers must provide all the information requested in the registration form and also complete and attach the templates in the format required in order to be assessed for your eligibility to supply under the MSR. The information provided may be subject to investigation, reference checking, searches, interviews, enquiries and confirmation.

On submission your registration will be assessed and the outcome will be sent to the email address on the registration form.

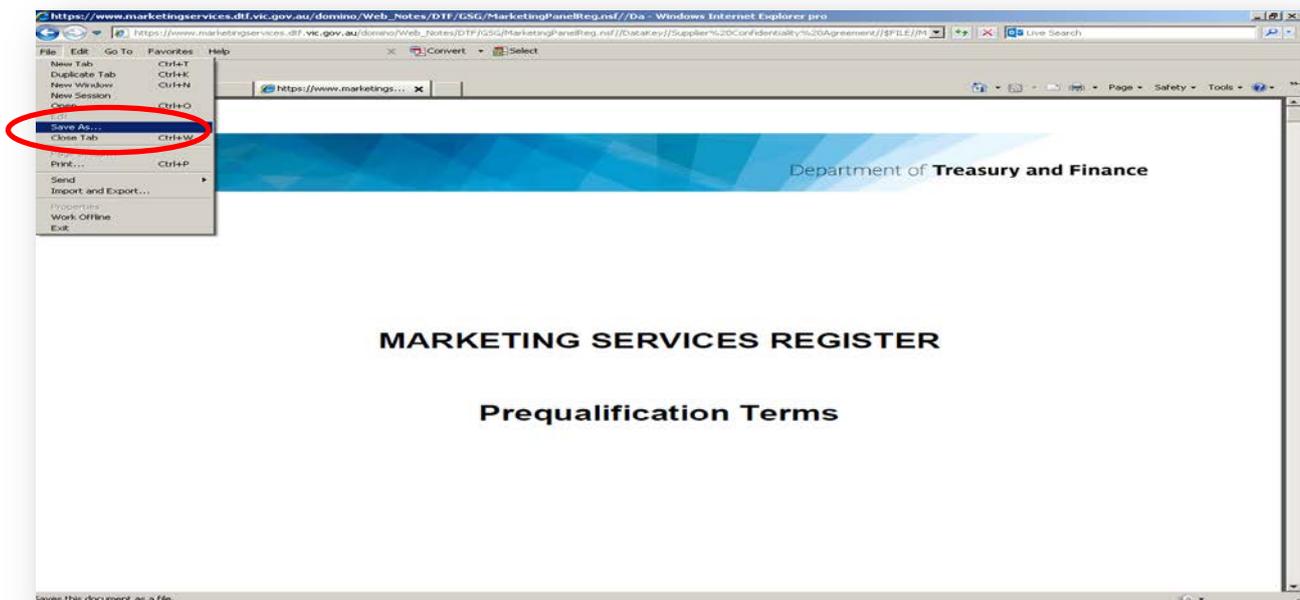
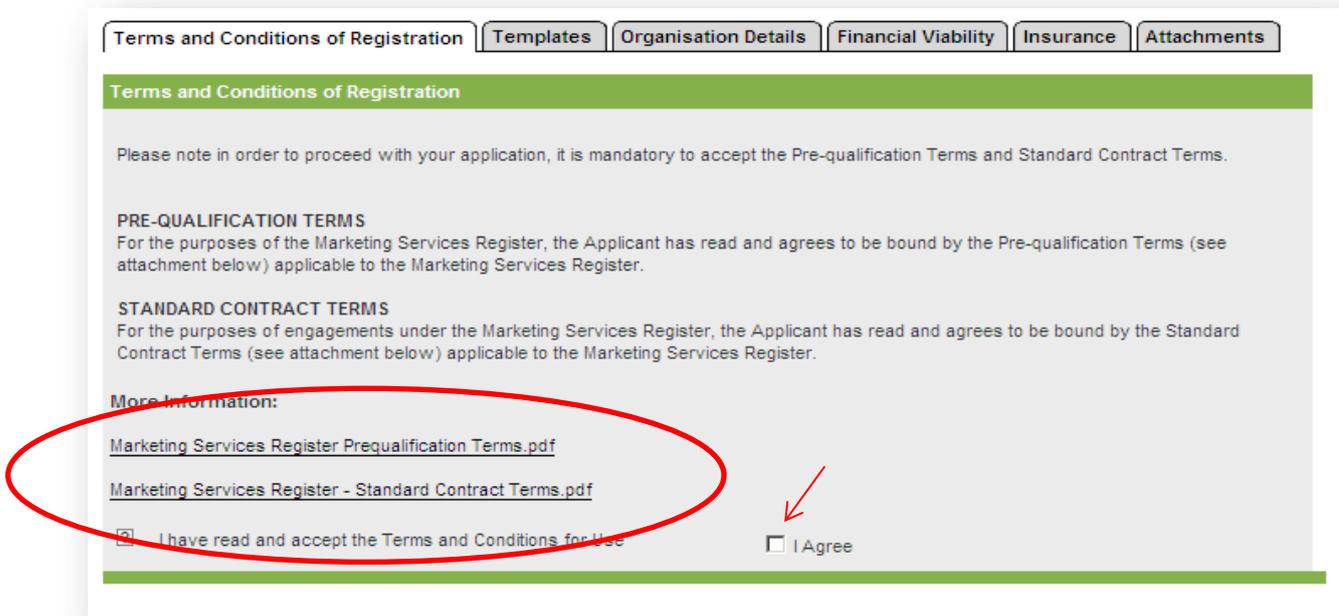
If you are successful, you will be provided a unique log in to Marketing Online, which will provide you access only to your organisation's information. It is important that the information displayed on your profile is up to date. This is the primary method of contact for Victorian Government departments and participating agencies and failure to keep your organisation's details up to date may risk you on losing the opportunity to bid for government work. Please note, if your application does not meet the criteria set within the application process, you will be notified via email which will identify why your application was unsuccessful.

**a. Terms and Conditions of Registration**

You must agree to the Pre-qualification Terms and Conditions and Standard Contract Terms before you can proceed with your application.

Selecting the legal document links will open a pdf file on your browser. You will need to go to the File tab on your internet browser and click “save as” to save the file on to your local drive to review and store for reference. Once you have read and agreed both legal documents, you are required to tick the “I Agree’ box which will automatically take you to the templates tab.

Fig.1 Terms and conditions tab



## b. Templates

The Templates tab contains three documents that you are required to complete and save on to your local drive to be uploaded in the Attachments tab at the end of your registration. It is essential that you complete each template and save it in the original format for upload.

Table 1. Template format - The original format for each are as follows:

Template	Format
Marketing Services Register – Scope Template	Microsoft Excel Macro-Enabled Workbook
Marketing Services Register – Pricing Template	Microsoft Excel Macro-Enabled Workbook
Marketing Services Register – Conflict of Interest	Microsoft Word Document

Selecting the document links will allow you to open and save the documents on to your local drive. Once you have saved each file, you will be required to input information as per the instructions on the template.

Please take note of where you have saved each file as you will be required to upload all three completed documents at the final stage of your registration. Failure to attach completed documents may result in an incomplete registration resulting in an unsuccessful application.

Fig. 2. Templates Tab – Saving each template

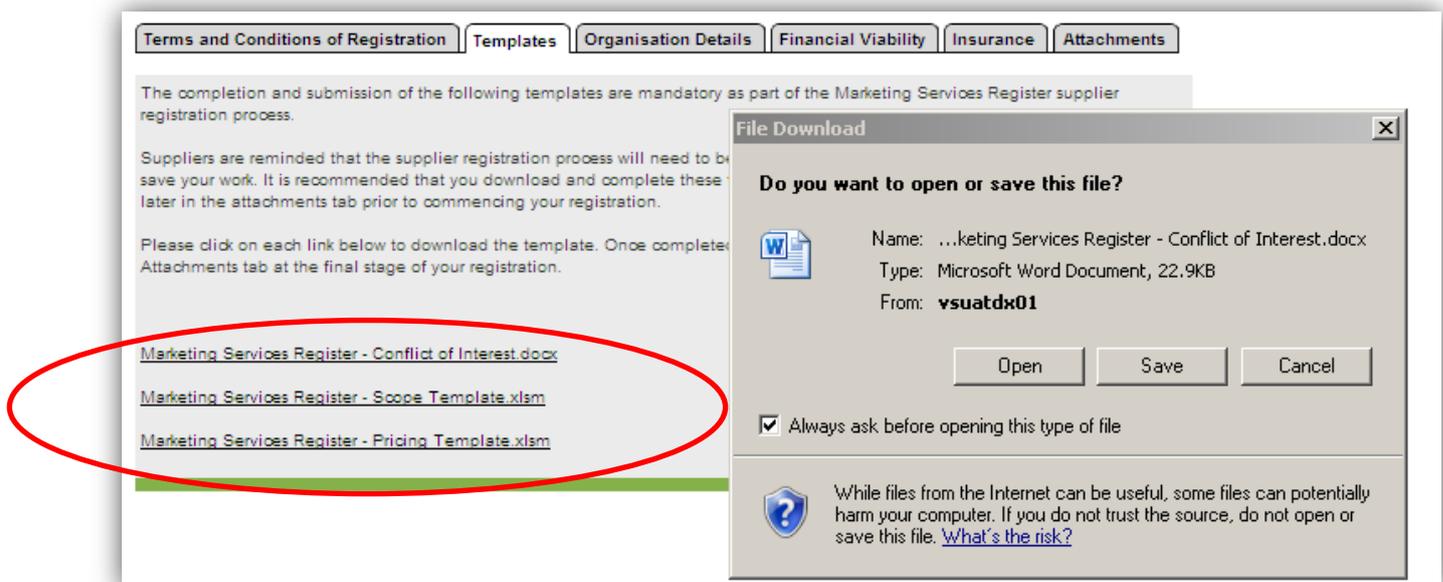
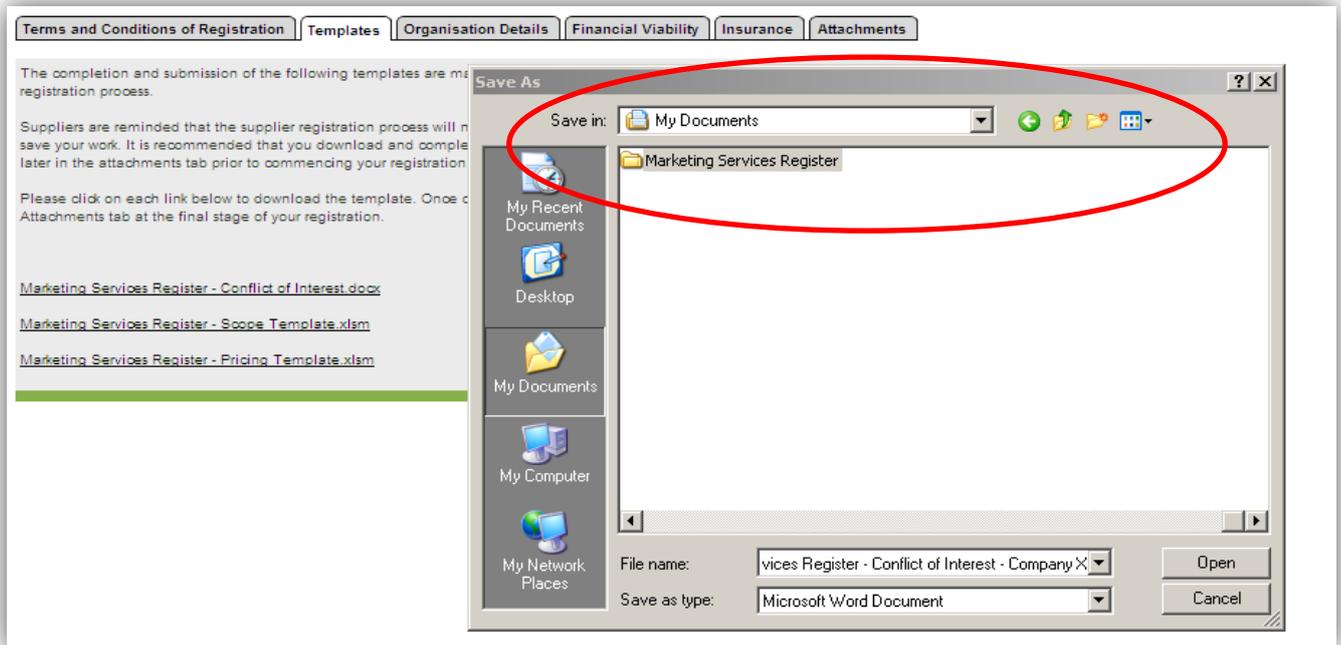


Fig. 3. Templates Tab – ‘Save as’ on local drive



### c. Organisation Details

The Organisation Details tab requires you to input details of your organisation. Please note that your organisation's Australian Business Number (ABN) may only be registered once. Each organisation must allocate **ONE** account manager to be the central point of contact to all Victorian Government customers.

All correspondence including the outcome of your registration will be sent to the designated Account Manager's email address on the Organisation Details tab, so it is important that a valid email address is identified at the point of registration.

Fig. 4. Organisation Details tab

The screenshot shows the 'Organisation Details' tab in a web application. The 'Business Details' section is highlighted in green. The form contains the following fields:

- Application Date: 18/11/2013
- Formal Name: \*
- Trading Name: \*
- ABN: \*
- ACN: \*
- ACN Date (DD/MM/YYYY): \*
- Entity Type: \*
- Jurisdiction: \* (International, Australian, Victorian)
- Number of Employees: \*
- Years of experience in the marketing and communications industry: \* (0 - 3 years, 3 - 5 years, 5 - 10 years, 10+ years)

Fig. 5. Organisation Details tab continued

Account Manager Details	
Title:*	<input type="text"/>
First Name:*	<input type="text"/>
Surname:*	<input type="text"/>
Position Title:	<input type="text"/>
Phone Number:*	<input type="text"/>
Alternate Phone Number:	<input type="text"/>
Mobile:	<input type="text"/>
Facsimile:	<input type="text"/>
Email:*	<input type="text"/>
Internet:	<input type="text"/>
Physical Address Details	
Address Line 1:*	<input type="text"/>
Address Line 2:	<input type="text"/>
Suburb:*	<input type="text"/>
State:*	<input type="text"/>
Post Code:*	<input type="text"/>
Postal Address Details	
Address Line 1 / Post Box Number:*	<input type="text"/>
Address Line 2:	<input type="text"/>
Suburb:*	<input type="text"/>
State:*	<input type="text"/>
Post Code:*	<input type="text"/>

### d. Financial Viability

You are required to answer all financial viability questions. You will not be able to submit your registration unless you have answered all questions. If the answer to any of the following questions is “yes” (except to (i)), your application may not be considered successful and/or you may be asked to provide further information as part of your registration or at the point of engagement by a Department or participating Agency).

Fig. 6. Financial Viability tab

**Terms and Conditions of Registration** | **Templates** | **Organisation Details** | **Financial Viability** | **Insurance** | **Attachments**

**Details**

Applicants are requested to demonstrate that they have the financial capacity to provide, over the life of the Register, all the requirements specified by the Department (or a Participating Agency). Accordingly, Applicants are required to provide the following information, as listed below. If the answer to any of the following questions is “yes” (except to (i)), your application may not be considered successful and/or asked to provide further information as part of this registration or at the point of engagement by a Department (or a Participating Agency).

\* indicates mandatory field

\* (a) Are there any significant events, matters or circumstances which have arisen since the end of the last financial year which may significantly affect the operations of the Applicant?  Yes  No

\* (b) Are there any mergers/acquisitions, either recent (within the past 12 months) or which are imminent, that may significantly alter the Applicant’s corporate structure?  Yes  No

\* (c) Are there any proceedings, either actual or threatened, against the Applicant or any director of the Applicant, or have there been any such proceedings within the past five years? If so, what (if any) remedial action has been taken in respect of such proceedings?  Yes  No

\* (d) Are there any bankruptcy actions against a director of the Applicant, its parent or associated entities, or has there been any such actions within the past five years?  Yes  No

\* (e) Are there any de-registration actions against the Applicant, its parent or associated entities on foot, or have there been any such actions within the past five years?  Yes  No

\* (f) Are there any insolvency proceedings, actual or threatened (including voluntary administration, application to wind up, or other like action) against the Applicant, its parent or associated entities on foot, or have there been any such actions within the past five years?  Yes  No

\* (g) Is the Applicant, its parent or associated entities currently in default of any agreement, contract, order or award that would or would be likely to adversely materially affect the financial capacity of the Applicant?  Yes  No

\* (h) Are there any other factors which could adversely impact on the financial ability of the Applicant?  Yes  No

(i) Is the Applicant solvent and able to meet its debts as and when they fall due in the normal course of business?  Yes  No

### e. Insurance

Minimum insurance requirements have been set in order for suppliers to pre-qualify for the MSR. Suppliers are required to provide details of each insurance type at the point of registration. You may be asked to provide a copy of your insurance certificates as part of your registration or at the point of engagement by a Department or a Participating Agency.

Table 2. Minimum Insurance requirements

Insurance Type	Minimum Required
Public Liability	Minimum \$500,000 insurance sum and valid cover date
Professional Indemnity	Minimum \$250,000 insurance sum and valid cover date
Workcover	Valid cover date or Not Applicable to Sole Traders

For sole traders please input the following information in the Workcover fields:

**Policy Number:** N/A

**Insurer:** N/A

**Insurance Expiry Date:** 12/12/2020

Fig. 7. Insurance Tab

Terms and Conditions of Registration | Templates | Organisation Details | Financial Viability | **Insurance** | Attachments

Please provide details of your organisation's insurance coverage. Note the following minimum insurance requirements:

Public Liability - minimum \$500,000 and  
Professional Indemnity - minimum \$250,000.

For Sole Traders please input the following in the Workcover fields.

Policy Number: N/A  
Insurer: N/A  
Insurance Expiry Date: 12/12/2014.

\* indicates mandatory field

**Public Liability Insurance**

Policy Number: \*

Insurer: \*

Sum Insured: \*   
(Format 99,999,999)

Insurance Expiry Date:  16  
(DD/MM/YYYY) \*

**Professional Indemnity**

Policy Number: \*

Insurer: \*

Sum Insured: \*   
(Format 99,999,999)

Insurance Expiry Date:  16  
(DD/MM/YYYY) \*

**WorkCover**

Policy Number: \*

Insurer: \*

Insurance Expiry Date:  16  
(DD/MM/YYYY) \*

## f. Attachments

The Attachments tab allows you to upload all documents that were completed from the Templates tab. It is mandatory that all documents are completed and uploaded in the **same** file format as the original template. Please do not attempt to unlock any of the templates as this may interfere with the macros built in to create a supplier profile on Marketing Online.

Fig. 8. Attachments tab- Browse button

To upload your files, please click the 'Browse' button. This will open up a file folder. You may need to find the folder in which you saved your files earlier. Select a file to upload and click 'Open'. This will attach the file onto your registration. You will be required to do this for all three documents – Conflict of Interest Form, Pricing Schedule and Experience and Scope. Please ensure that you upload the correct file or you may risk in having to complete another registration.

Fig. 9. Attachments tab – File upload

Once completed, click on the 'Submit' button. Please ensure that all information on your registration is correct before submitting. You will not be able to retrieve your registration once you have agreed to submit.

Fig. 10. Attachments tab – Submit

The completion and upload of the following attachments are mandatory as part of the application for supplier registrations.  
All attachments must be complete and in the same format as the original template.

\* indicates mandatory field

**Experience and Scope Attachment\***

Submit your completed Experience and Scope attachment here.

Please Note: Suppliers are required to demonstrate and provide a description in 500 words or less of at least one engagement their organisation has performed within the course of business, for each service category they wish to apply for. Whilst government experience is preferred, it is not mandatory.

**Pricing Schedule Attachment\***

Submit your proposed maximum pricing here.

Note: For each role specified please indicate:

- description of the services to be provided by that role and
- the maximum hourly rates for an hour, a professional day and a professional week for that role.

Applicants must provide GST INCLUSIVE pricing in Australian Dollars.

**Conflict of Interest Attachment\***

Submit your completed Conflict of Interest attachment here.

If you are satisfied that all information is correct and you have uploaded all the necessary documents please confirm your submission by clicking "OK".

Fig. 11. Attachments tab – Confirm Submit

The completion and upload of the following attachments are mandatory as part of the application for supplier registrations.  
All attachments must be complete and in the same format as the original template.

\* indicates mandatory field

**Experience and Scope Attachment\***

Submit your completed Experience and Scope attachment here.

Please Note: Suppliers are required to demonstrate and provide a description in 500 words or less of at least one engagement their organisation has performed within the course of business, for each service category they wish to apply for. Whilst government experience is preferred, it is not mandatory.

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Applicants must provide GST INCLUSIVE pricing in Australian Dollars.

**Conflict of Interest Attachment\***

Submit your completed Conflict of Interest attachment here.

Message from webpage

Do you want to submit this registration form?

Your registration is now complete. On submission your registration will be assessed and the outcome will be sent to the email address on the registration form.