

[insert your organisation name and logo or branding]

# Request for Proposals (RFP)

for a Metlink Advertising Services Supplier

## Part 2 - Response Form



Supplier name: NAME

Date of this Proposal: DATE

**Check list for Respondent to complete for their own benefit:**

1	All sections in this Part 2 Response Form have been completed	Yes / No
2	All sections in the Part 3 Pricing Template have been completed	Yes / No
3	All sections in the Part 4 Due Diligence have been completed	Yes / No
4	Response to Proposed Contract has been submitted	Yes / No
5	You have signed the supplier declaration	Yes / No

# 1. About the Respondent



## Supplier tips

- The section gives the Buyer basic information about your organisation and identifies your Point of Contact for the duration of the RFP process.
- If an item is not applicable e.g. you do not have a registered office complete the box by stating 'not applicable'.
- If you are submitting a joint or consortium Proposal complete an 'Our profile' table for each Respondent. Cut and paste the table as appropriate. Provide only one Point of Contact for your joint/consortium Proposal.

## Our Profile

Choose one of these statements to complete, and delete the others

This is a Proposal by [insert name] (the Respondent) alone to supply the Requirements.

**OR**

This is a [joint/consortium] Proposal, by [insert the name of your organisation] and [insert the name of the other organisation/s] (together the Respondents) to supply the Requirements.

Name	Detail
Trading name:	[insert the name that you do business under]
Full legal name (if different):	[if applicable]
Physical address:	[if more than one office – put the address of your head office]
Postal address:	[e.g. P.O Box address]
Registered office:	[if you have a registered office insert the address here]
Business website:	[url address]
Type of entity (legal status):	[sole trader / partnership / limited liability company / other please specify]
Registration number:	[if your organisation has a registration number insert it here e.g. company registration number]
Country of residence:	[insert country where you (if you are a sole trader) or your organisation is resident for tax purposes]
GST registration number:	[NZ GST number / if overseas please state]

## Our Point of Contact

Item	Detail
Contact person:	[name of the person responsible for communicating with the Buyer]
Position:	[job title or position]
Phone number:	[landline]

Mobile number:	[mobile]
Email address:	[work email]

## 2. Response to the Requirements



### Supplier tips

- In this section you are asked to provide your response to our Requirements (Part 1 Section 2) by demonstrating your organisation's ability to meet our criteria (Part 1 Section 3: Our Evaluation Approach). Carefully read Part 1 Sections 2 and 3 before completing this part.
- If there is anything that you do not understand ask our Point of Contact to clarify.
- If any information you provide is commercially sensitive to your business you must let the Buyer know. Please mark the information 'commercially sensitive' or 'Confidential Information'. It is not acceptable to render this whole document confidential unless this is truly the case. The Buyer has a duty to protect Confidential Information, subject to the exceptions in the RFP-Terms (Section 6).
- If some of an answer is in another document e.g. a marketing brochure, copy and paste the relevant extract into this Proposal. Do not submit the whole brochure. Please do not include any advertising brochures or similar material in your Proposal.

### Pre-conditions



### Supplier tips

- You must be able to answer 'yes' to each of the pre-conditions. Make sure you are able to verify that this is the case, if asked.
- 'Yes' means that you can currently meet the pre-condition. It does not mean that you are planning to, or intend to at some time in the future.
- If you cannot answer 'yes' to all, your Proposal will not meet the basic Requirements and will be declined.

### Pre-conditions:

You must indicate 'yes' or 'no' to the following pre-conditions:

#	Pre-condition	Your response
1)	You, the Respondent, confirm that all personnel who will be involved in delivering the services will receive at least the New Zealand living wage standard (currently \$23.65).	Yes / No
2)	You, the Respondent, confirm that your proposed annual guarantee meets a minimum of \$2,000,000 (exclusive of GST) equivalent per calendar year.	Yes / No
3)	You, the Respondent, confirm that you are proposing that GWRC contracts with a single party. Note: consortia are permitted but there must be a single contracting party.	Yes / No
4)	You, the Respondent, confirm that you have the legal and financial capacity to honour this contract, noting that the purchase value for the digital kiosk network is estimated to be \$1.331m (exclusive of GST).	Yes / No
5)	You, the Respondent, agree to be bound by the New Zealand Government Supplier Code of Conduct: <a href="https://www.procurement.govt.nz/assets/procurement-property/documents/supplier-code-of-conduct.pdf">https://www.procurement.govt.nz/assets/procurement-property/documents/supplier-code-of-conduct.pdf</a> .	Yes / No

## Overview of our business and solution

We are interested in understanding a little more about your business, size structure, ethos, and why you believe you are best suited to delivering this contract.

Maximum of two pages.

**Note:** The information you provide here will not be weighted, but may be taken into account when considering overall value for money for the whole life of the contract.

[Response here](#)

Please provide an overview of your proposed solution.

Maximum of two pages.

**Note:** The information you provide here will not be weighted, but may be taken into account when considering overall value for money for the whole life of the contract.

[Response here](#)

## Questions relating to the evaluation criteria (written)



- Here you are asked to answer questions relating to the evaluation criteria (written). Your Proposal will be scored against your answers to these criteria. Aim to give answers that are relevant, concise, and comprehensive.

### Supplier tips

- Consider the % weighting for each criterion. The higher the weighting the more important it is. Take the weightings into account in deciding how much detail to include.
- If you have made any assumption about the Requirements or delivery, clearly state the assumption.

Criterion 1: Fit for Purpose Solution	Weighting 30%
<b>1.1 We want to partner with a supplier who understands our aspirations and can design a flexible approach to achieving them.</b>	10%
<p>We're keen to understand how you plan to manage, deliver, and report on advertising sales across GWRC Assets including but not limited to:</p> <ul style="list-style-type: none"> <li>• Static Buses External, Internal Bulkheads</li> <li>• Train Bulk heads</li> <li>• Train A3 Posters</li> <li>• Digital Kiosk Network</li> </ul> <p>Provide a concise plan that details your approach to working with GWRC and prospective clients if you win this contract.</p> <p>Your answer must include:</p> <ol style="list-style-type: none"> <li>how you plan to maximise sales/revenue growth considering our advertising policy,</li> <li>how this portfolio would interact/fit with your current commitments (including how you manage sales target conflicts),</li> </ol>	

<ul style="list-style-type: none"> <li>c) how you propose to work with advertising agencies, and direct clients, to maximise the benefits and revenue from GWRC's commuter network, and</li> <li>d) the reporting mechanisms you plan to utilise</li> </ul>	
Response here	
<b>1.2 We want to work with an innovative, proactive, and collaborative advertising partner who will work with us and your clients to develop current, and grow, new revenue streams.</b>	16%
<p>Tell us how you will drive innovation and continuous improvement in this contract. As part of your answer, you must include:</p> <ul style="list-style-type: none"> <li>a) what innovations/differentiators you bring to the out of home market and which do you believe would be most beneficial for this contract,</li> <li>b) how you propose to keep static advertising relevant,</li> <li>c) how you propose to grow digital advertising, and</li> <li>d) how you plan to collaborate with GWRC and your clients when developing new revenue streams (for example, proposing new ideas and new assets).</li> </ul>	
Response here	
<b>1.3 We want to work with a partner who is risk aware and understands how risk can impact delivering this contract. This includes service delivery, economic, environmental, reputational risk etc</b>	4%
<p>What do you believe are the main risks that could impact the successful delivery of this contract? As part of your answer, you must include:</p> <ul style="list-style-type: none"> <li>a) how you plan on identifying, mitigating, and managing risks</li> <li>b) how you plan to communicate risks to GWRC when appropriate, and</li> <li>c) examples of when you have worked with clients to manage (and mitigate the effects of) risk</li> </ul>	
Response here	

<b>Criterion 2: Capability and Capacity</b>	<b>Weighting 30%</b>
<b>2.1 We want to partner with a supplier who has a demonstrated and successful track record of working with organisations such as GWRC, and delivering out of home advertising services through revenue share contracts</b>	7%

Demonstrate your relevant and recent (no more than 7 years old) track record in delivering similar services to organisations comparable to GWRC.

As part of your answer, you must include:

- a) In the table below, the details of a minimum of 3 organisations with similar revenue share contracts (add additional rows if required)
- b) please provide examples of where and how you have been able to grow and exceed the revenue expectations of your clients

**Note:** At least 2 of your Referees (detailed in Part 4 – Due Diligence) must be within your response to this question.

**Response here**

Name of Organisation/Client	Location	Contract value	Start date	End date
<b>NAME</b>	<b>LOCATION</b>	<b>\$</b>	<b>DATE</b>	<b>DATE</b>
<b>Comment on how this contract experience is relevant/similar to GWRC requirements</b>	<b>COMMENT</b>			
Name of Organisation/Client	Location	Contract value	Start date	End date
<b>NAME</b>	<b>LOCATION</b>	<b>\$</b>	<b>DATE</b>	<b>DATE</b>
<b>Comment on how this contract experience is relevant/similar to GWRC requirements</b>	<b>COMMENT</b>			
Name of Organisation/Client	Location	Contract value	Start date	End date
<b>NAME</b>	<b>LOCATION</b>	<b>\$</b>	<b>DATE</b>	<b>DATE</b>
<b>Comment on how this contract experience is relevant/similar to GWRC requirements</b>	<b>COMMENT</b>			
<b>Add rows as necessary</b>				

**2.2 We want to work closely and collaboratively with your people and would like you to use this section to introduce them to us and describe how we will work together.**

10%

Please tell us who we will be working with and why you believe they are the best for supporting GWRC outcomes.

As part of your answer you must:

- a) provide CV's (2 pages maximum per person) of key personnel you propose to deliver this contract.  
Note: we expect you to propose a dedicated account manager (as minimum),
- b) highlight their key achievements that are relevant to GWRC's outcomes, and
- c) detail your organisations experience in working collaboratively with clients similar to GWRC (eg software systems, processes, and people behaviour)

**Response here**

**2.3 Maintaining advertising standards in line with GWRC's advertising policy is very important to us**

5%

Please tell us how you have worked with previous organisations in managing and maintaining advertising policies.

As part of your answer you must:

- a) detail how all your personnel are made aware of an organisations advertising policy and ensure advertising sales are in line with that policy,
- b) detail how you propose to be compliant in the sale of advertising in accordance with the GWRC Advertising Policy, and any other relevant industry best practice guidelines such as the Advertising Standards Authority,
- c) provide examples how you have successfully worked with advertising policy with exclusions like GWRC’s advertising policy, while still maximizing revenue opportunities, and
- d) detail what systems and processes you propose to use to report to GWRC on how you are managing compliance with its policy (including any differences between the digital and static advertising process e.g. automated sales of digital space).

Response here

**2.4 We want to know how you will manage:**

6%

- i. **the production and application of the static advertising onto buses and trains, and**
- ii. **the distribution of digital advertising across the digital network**

Clearly and concisely describe (with recent and relevant examples to illustrate were appropriate) how you:

- a) will work with your team and subcontractors to ensure timely delivery for your clients,
- b) will work with the bus and train operators to avoid any disruption to the provision of public transport services,
- c) propose to manage expired adverts across your contracts to ensure out-of-date adverts are removed,
- d) will work with GWRC to maintain the 10% bus fleet availability for GWRC messaging (Train Bulkheads and A3 Posters are excluded from this requirement), and
- e) will manage the digital advertising distribution, including how you will manage the requirement for GWRC to have access to 12.5% (1 in 8) adverts across the digital kiosk network, and the method you will use to make those slots available to GWRC for their own communications.

Response here

**2.5 We want to know how you will report and manage the financial processes involved in delivering this contract**

2%

As part of your answer, you must:

- a) provide an example of a financial report you propose to use,
- b) detail how you will manage the annual forecasting process, and
- c) detail the process involved to settle monthly remittance due to GWRC.

Response here

## Criterion 3: Responses to Broader Outcomes

Weighting 20%

**3.1 Positive Outcomes for Māori**

7%

<p>We want to partner with a supplier who is committed to positive outcomes for Māori. We are especially interested in suppliers who are committed to meaningful and sustainable outcomes for Māori in Te Upoko o te Ika a Māui/the Wellington region.</p> <p>a) Using evidence and examples, demonstrate how your organisation has committed (and continues to commit) to positive outcomes for Māori, and</p> <p>b) Tell us how you would use this contract as an opportunity to contribute to positive outcomes for Māori in Te Upoko o te Ika a Māui/the Wellington region. This includes (but not limited to) ensuring sub-contractors engaged under this contract are also committed.</p>	
<p><b>Response here</b></p>	
<p><b>3.2 Environmental Outcomes</b></p>	
<p><b>i) Response to Climate Change</b></p>	<p>3%</p>
<p>We want to partner with a supplier who will support GWRC on its journey to reduce its impact on the natural environment. We are especially interested in decarbonisation efforts and understanding how you propose to manage waste for this contract.</p> <p>GWRC has taken a leading role, working with government, mana whenua and our communities, to protect our region right now and for generations to follow. We declared a <a href="#">climate emergency in 2019</a> and set a big, bold target to be <a href="#">carbon neutral by 2030</a>.</p> <p>a) Using evidence and examples, tell us how your organisation is actively reducing the environmental impact of its activities. Further to this, please tell us if you have supported your clients and partners to reduce their environmental impact and how you did this.</p> <p>b) Tell us how you think we could minimise GWRC’s impact on the natural environment in this contract.</p>	
<p><b>Response here</b></p>	
<p><b>ii) Managing Waste</b></p>	<p>3%</p>
<p>The New Zealand Government is committed to <a href="#">designing waste out of the system</a>. To-date, there has been no real measure of waste produced by the New Zealand out of home advertising industry that we know of. GWRC is interested to know about current waste measures you are using. By waste, we understand it to mean tangible waste, such as advertising decals, as well as any measures you have for avoidance of waste, e.g., efficient planning, recycling, and repurposing materials used.</p> <p>a) What is your organisations approach to waste management? For example, does your organisation have (or are you currently developing) <a href="#">a waste strategy</a>? We are especially interested to know about your approach to recycling, repurposing, and waste avoidance.</p> <p>b) What do you believe the main barriers are for achieving your waste management goals?</p> <p>c) How could GWRC support more waste management efforts in out of home advertising space?</p>	
<p><b>Response here</b></p>	
<p><b>3.3 Social Outcomes</b></p>	<p>7%</p>
<p>Lifting employment standards of New Zealand workers through payment of the <a href="#">Living Wage</a>: The Living Wage has emerged as a response to growing poverty and inequality that continues to hold back many workers, their families, and the economy in Aotearoa. We want to partner with a supplier who will both commit to paying the Living Wage to all workers who provide services in the completion of this contract, and demonstrates a high level of socially responsible behaviour.</p>	

- a) Provide evidence to demonstrate that you are a good employer, and that you are committed to the payment of a Living Wage throughout your supply chain (including to organisations that you contract with).
- b) Describe (using examples) how you are socially responsible organisation that makes a positive contribution to the communities that you work in.

Response here

## Assumptions

Please state any assumptions you have made in relation to the Requirements (not Pricing):

Assumptions

Response here

Where you have made assumptions in relation to the costs and pricing information, please state these in Part 3 Pricing Template, not in this response form.

## 3. Price



### Supplier tips

- In the Part 1 Section 4 we have outlined the pricing information that we are seeking. This should inform you how to present your proposed price. We have provided a template you must use this for your pricing information (Part 3 Pricing Template).
- In preparing your pricing information you must consider all risks, contingencies and other circumstances relating to the delivery of our Requirements and include adequate provision for them. You must also document any assumptions that you have made in costing the full delivery of the Requirements within the Part 3 – Pricing Template.
- If we have asked for a two-envelope response you must put all financial and pricing information in the Part 3 Pricing Template

### Pricing

Please submit your financial information and pricing using Part 3 Pricing Template. This is a separate spreadsheet. It is important to note that for this procurement process, price is not a weighted criterion, but will be considered as part of the public value for money proposition of your Proposal.

### Pricing Assumptions

Please state any assumptions you have made in relation to the cost and pricing information within the Part 3 Pricing Template.

# 4. Proposed Contract



**Supplier tips**

- In the Part 5 – Proposed Contract we have detailed the terms and conditions of our Proposed Contract. We need to know whether or not you are prepared to do business based on the Proposed Contract.
- If you have any points that you wish to make about the Proposed Contract this is where you tell us. Note below any suggestions or changes you wish to propose.
- It is important that, if asked, you are able to explain why your changes are important to you.
- In deciding which Respondent/s to shortlist the Buyer will take into account each Respondent’s willingness to meet the Proposed Contract terms and conditions.

Choose one and delete the other:

Having read and understood the Proposed Contract, in the Part 5 Proposed Contract, I confirm that these terms and conditions are acceptable. If successful, I agree to sign a Contract based on the Proposed Contract, or such amended terms and conditions of Contract as are agreed with the Buyer following negotiations.

OR

Having read and understood the Proposed Contract, in the Part 5 Proposed Contract, I have the following suggestions to make. If successful, I agree to sign a Contract based on the Proposed Contract subject to negotiating the following clauses:

Clause	Concern	Proposed solution
[Insert number]	[Briefly describe your concern about this clause]]	[Describe your suggested alternative wording for the clause or your solution]
[Insert number]	[Briefly describe your concern about this clause]]	[Describe your suggested alternative wording for the clause or your solution]

## 5. Our declaration



### Supplier tips

- Here you are asked to answer questions and make a formal declaration.
- Remember to select 'agree' or 'disagree' at the end of each row. If you don't you will be deemed to have agreed.
- Remember to get the declaration signed by someone who is authorised to sign and able to verify each of the elements of the declaration e.g. chief executive or a senior manager.
- If you are submitting a joint or consortium Proposal each Respondent (supplier involved in the joint or consortium Proposal) must complete a separate declaration.

Respondent's declaration		
Topic	Declaration	Respondent's declaration
<b>RFP Process, Terms and Conditions:</b>	I/we have read and fully understand this RFP, including the RFP Process, Terms and Conditions (shortened to RFP-Terms detailed in Section 6, as amended by Section 1, paragraph 1.6. if applicable). I/we confirm that the Respondent/s agree to be bound by them.	[agree / disagree]
<b>Collection of further information:</b>	The Respondent/s authorises the Buyer to: <ol style="list-style-type: none"> <li>collect any information about the Respondent, except commercially sensitive pricing information, from any relevant third party, including a referee, or previous or existing client</li> <li>use such information in the evaluation of this Proposal.</li> </ol> The Respondent/s agrees that all such information will be confidential to the Buyer.	[agree / disagree]
<b>Requirements:</b>	I/we have read and fully understand the nature and extent of the Buyer's Requirements as described in Section 2. I/we confirm that the Respondent/s has the necessary capacity and capability to fully meet or exceed the Requirements and will be available to deliver throughout the relevant Contract period.	[agree / disagree]
<b>Ethics:</b>	In submitting this Proposal the Respondent/s warrants that it: <ol style="list-style-type: none"> <li>has not entered into any improper, illegal, collusive or anti-competitive arrangements with any Competitor</li> <li>has not directly or indirectly approached any representative of the Buyer (other than the Point of Contact) to lobby or solicit information in relation to the RFP</li> <li>has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the Buyer.</li> </ol>	[agree / disagree]

<b>Offer Validity Period:</b>	I/we confirm that this Proposal, including the price, remains open for acceptance for the Offer Validity Period stated in Section 1, paragraph 1.6.	<b>[agree / disagree]</b>
<b>Conflict of Interest declaration:</b>	The Respondent warrants that it has no actual, potential or perceived Conflict of Interest in submitting this Proposal, or entering into a Contract to deliver the Requirements. Where a Conflict of Interest arises during the RFP process the Respondent/s will report it immediately to the Buyer's Point of Contact.	<b>[agree / disagree]</b>

**Details of conflict of interest:** [if you think you may have a conflict of interest briefly describe the conflict and how you propose to manage it or write 'not applicable'].

**DECLARATION**

I/we declare that in submitting the Proposal and this declaration:

- a) the information provided is true, accurate and complete and not misleading in any material respect
- b) the Proposal does not contain intellectual property that will breach a third party's rights
- c) I/we have secured all appropriate authorisations to submit this Proposal, to make the statements and to provide the information in the Proposal and I/we am/are not aware of any impediments to enter into a Contract to deliver the Requirements.

I/we understand that the falsification of information, supplying misleading information or the suppression of material information in this declaration and the Proposal may result in the Proposal being eliminated from further participation in the RFP process and may be grounds for termination of any Contract awarded as a result of the RFP.

By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Respondent/s to make this declaration on its/their behalf.

**Signature:**

\_\_\_\_\_

**Full name:**

\_\_\_\_\_

**Title / position:**

\_\_\_\_\_

**Name of organisation:**

\_\_\_\_\_

**Date:**

\_\_\_\_\_