





Name of Procurement:	Audience Research
Prepared by:	Ardaya Ingardya (Senior Advisor, Brand and Experience)
Business Peer review conducted by:	Clayton Foster (Manager Brand and Experience)
Date:	15 March 2023
Budget for this work (NZ\$ excl. GST):	\$47,200

ENDORSEMENTS AND APPROVALS

Endorsed by Procurement Business Partner: Mandy Thorogood Senior Procurement Advisor Date: 17/03/2023	Signature: I, Mandy Thorogood, electronically endorse this Procurement Plan.
Approved by Contract Owner (Budget Holder): Clayton Foster Manager, Brand and Experience Date: Click or tap to enter a date.	Signature: 
Approved by Financial Delegation Holder*: Chloe Groser Director, Partnerships and Public Affairs Date: 24/03/2023	Signature: 
By signing this plan, Procurement and the Financial Delegation Holder confirm they have reviewed the External Conflict of Interest form and agree to any conflict-of-interest management plan detailed (if conflicts are declared).	
Comments relating to the plan and sign off: This Procurement Plan doubles as the Approval to Appoint Memo.	

Total Procurement Value Ex GST (Departmental)	*Position holding <u>Financial Delegation</u>
Up to and including \$40,000	Manager
Up to and including \$100,000	Director
Up to and including \$250,000	Deputy Secretary
Up to and including \$1,000,000	Chief Operating Officer (COO)
Over \$1,000,000	Secretary for the Environment

PLANNING

Background

The purpose of this document is to detail the plan to source services in support of the Audience Research project.

The need for these services has occurred due to our obligation under the Statement of Intent (SOI) to understand the level of awareness of environmental issues by the public as seen within the SOI under the section – To connect people and communities with Te Taiao – to accelerate through compelling communications, partnerships and engagement using data and insights.

Function 3 of the SOI under connecting people and communities with Te Taiao includes: to undertake public engagement, awareness and communication activities Partnerships and engagement.

Impact indicator – Level of awareness of environmental issues by the public.

Description of requirement

The solution sought is to enable us to find out who our audiences are, their knowledge, attitudes, behaviours, and habits, particularly towards environmental issues. Audience research can inform our approaches in engaging and communicating with our stakeholders. This research supports PPA strategy and decision making, by removing assumptions and drawing on qualified research. We are also working with other teams in the Ministry (eg. the JEDI and Waste teams) to ensure that this research work does not cross-over and provides their teams with useful audience insights.

Most people understand they need to do something for the environment to stop it from further degradation, so our job as the Ministry is to figure out why they are not doing that. What problems can we solve, and how can we make it easier to care for the environment? How can we raise their awareness?

The ideal supplier for this solution must demonstrate the following attributes:

- Market/audience research experience
- Track record in conducting research specific to environmental topics
- Ability to continue the groundwork set up from Audience Research 2021 and 2022

Key Outcomes/Deliverables for the supplier are:

Milestone/Deliverable/Outcome	Date
Questionnaire finalised	10/04/23
Survey in field	24/04/23
Delivery of report & final debrief	16/05/2023

Added Value

Broader Outcomes:

The research will be conducted virtually, which significantly reduces emissions. This work will also provide insights to teams in other directorates (such as the Waste behaviour change team); informing them on the current general public's understanding of environmental issues – their attitudes, behaviour, and habits.

Market analysis	<p>Supply and Market options considered for this procurement include: We have decided to direct source with TRA through the AOG Consultancy Services Panel.</p> <p>The reasons for selecting this supplier are:</p> <ol style="list-style-type: none"> 1. They have proved to deliver research outputs at a high standard 2. They conduct research for similar organisations like EECA, and can help us to avoid repeating research that is already available. 3. They conducted this research in 2021 and 2022, so using them again provides and reduces time and cost for them to understand our context and requirements, as well as offer appropriate insight into trends seen over the course of our research. 4. They charge us at All-of-Government rates.
Forecasting/planning	<p>Will there be an ongoing need for this service beyond this procurement? Yes 2021 Audience Research was the benchmark. It was repeated in 2022 and will again be repeated annually for the next 3 years to deliver on our SOI commitments. This means we will be looking to use the same supplier to undertake this work to ensure when we compare annual research with the benchmark research (this project) we are using the same methodology and therefore comparing apples with apples.</p>
Past procurement activity	<p>Has any procurement activity been undertaken in relation to this need already? Yes</p> <p>Procurement activity conducted with</p> <ul style="list-style-type: none"> - Audience Research 2021: Contract number #24406 - Audience Research 2022: Contract number <u>#25266</u>
Procurement strategy	<p>The chosen procurement strategy is a Direct Source. This will involve a single quote request.</p> <p>The contract opportunity will be advertised through MfE closed email invitation.</p> <p>The reason for this recommendation is</p> <ol style="list-style-type: none"> 1. They have proved to deliver research outputs at a high standard 2. They conduct research for similar organisations like EECA, and can help us to avoid repeating research that is already available. 3. They conducted this research in 2021 and 2022, so using them again provides and reduces time and cost for them to understand our context and requirements, as well as offer appropriate insight into trends seen over the course of our research. <p>This discrete contract is less than \$100K and the supplier is on the AoG Consultancy panel. This is a direct source secondary procurement process.</p> <p>The total value of the last two contracts with this supplier for Audience Research is \$164,435. The addition of this contract brings the total spend to \$211,635. For clarity and transparency, this procurement approach aligns with the <i>Government Procurement Rules 4e</i> and the New Zealand Government's Procurement Principles by applying an Exemption from the requirement to openly advertise.</p> <p>Valid Procurement Exemption Rule 14.9 (i) Secondary procurement</p>

	The supplier belongs to an established Panel in accordance with Rule 57 i.e. the All of Government Consultancy Services Panel. This sourcing strategy meets the definition of a secondary procurement process. This means MfE does not need to openly advertise individual contract opportunities that are awarded through this arrangement. No Contract Award Notice is required at the end of this procurement process.											
Probity	<p>Probity in this procurement will be managed by:</p> <ul style="list-style-type: none"> ensuring compliance with the Ministry's policies ensuring that financial authority for the procurement is approved acting fairly, impartially and with integrity, acting lawfully, and being accountable and transparent ensuring anyone directly involved in the process declares any actual, potential or perceived conflict of interest identifying and effectively managing all potential, perceived or actual conflicts of interest protecting the supplier's commercially sensitive and confidential information. 											
Stakeholders	<p>Detail important internal and external stakeholders:</p> <table border="1"> <thead> <tr> <th>Stakeholder/Group Name</th><th>Level of and Reason for Interest</th></tr> </thead> <tbody> <tr> <td>Te Pūrengi/Senior leadership</td><td>Obligation under the Statement of Intent (SOI) to understand the level of awareness of environmental issues by the public</td></tr> <tr> <td>Brand and Experience team</td><td rowspan="4">Guidance on how to develop communication and engagement plan that can increase awareness, interest, actions of environment issues amongst the audience groups</td></tr> <tr> <td>Communication team</td></tr> <tr> <td>Engagement hub</td></tr> <tr> <td>Digital and Insight team</td></tr> <tr> <td>Other directorates</td><td>Inform policy teams of audience groups' level of environmental issue knowledge and interest</td></tr> </tbody> </table>	Stakeholder/Group Name	Level of and Reason for Interest	Te Pūrengi/Senior leadership	Obligation under the Statement of Intent (SOI) to understand the level of awareness of environmental issues by the public	Brand and Experience team	Guidance on how to develop communication and engagement plan that can increase awareness, interest, actions of environment issues amongst the audience groups	Communication team	Engagement hub	Digital and Insight team	Other directorates	Inform policy teams of audience groups' level of environmental issue knowledge and interest
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IT requirements	There is no IT requirement to this procurement.											
Health & Safety	There is no Health and Safety risk associated with this procurement.											
Sensitive Information	The supplier will not require or have access to sensitive, restricted, or secret or top-secret official information.											
Brand & Experience	The procurement will result in a report in MfE's template, that will be guided by the brand team who are managing this audience research.											
Privacy considerations	<p>There are no privacy considerations within this procurement.</p> <p>The survey techniques will collect demographic information. However, there will be no personally identifiable information collected. Participants are part of TRA's panel have agreed to these terms in joining that panel.</p>											

Budget and Financial	<p>This section confirms budget allocation, information access and financial years for the contract.</p> <table border="1" data-bbox="454 157 1404 535"> <tr> <td data-bbox="462 157 1136 210">Is budget allocated for this procurement/contract?</td><td data-bbox="1144 157 1396 210">Yes</td></tr> <tr> <td colspan="2" data-bbox="462 210 1396 367"> <p>If the duration of your contract goes beyond the end of the current financial year and exceeds \$40k in value, you must check this has been budgeted for with the Financial Delegation Holder. By signing the plan, the Financial Delegation Holder confirms this.</p> </td></tr> <tr> <td data-bbox="462 367 1136 535"> <p>If the duration of your contract goes across multiple financial years, you must discuss with your Finance Business Partner prior to finalising the procurement plan.</p> </td><td data-bbox="1144 367 1396 535">Not Applicable</td></tr> </table>				Is budget allocated for this procurement/contract?	Yes	<p>If the duration of your contract goes beyond the end of the current financial year and exceeds \$40k in value, you must check this has been budgeted for with the Financial Delegation Holder. By signing the plan, the Financial Delegation Holder confirms this.</p>		<p>If the duration of your contract goes across multiple financial years, you must discuss with your Finance Business Partner prior to finalising the procurement plan.</p>	Not Applicable		
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Agreement duration	<p>Contract Start Date: 30/03/2023 Contract End Date: 30/06/2023</p>											
CONFLICT OF INTEREST												
Internal Process	<p>Have any individuals directly involved in the procurement process declared any real, potential or perceived Conflict of Interest upon commencement of their involvement?</p>		have not									
	<p>If your procurement is a competitive process, anyone involved in the procurement must complete an Internal Conflict of Interest Declaration Form and have this reviewed by Procurement. All involved individuals are required to immediately report any Conflict of Interest that arises at any time during the procurement process (including once participating Suppliers have been identified).</p> <p>For direct source processes, anyone who declares a conflict of interest must complete an Internal Conflict of Interest Declaration Form and have this reviewed by Procurement.</p> <p>For each Conflict of Interest identified, a Conflict Management Plan must be signed by Procurement and the person making the declaration.</p>											
Supplier Declaration	<p>Is your procurement strategy a direct source?</p> <p>If yes, see below. If no, move onto Risk Assessment.</p>		Yes									

	For all direct source procurements, we require the proposed Supplier, their nominated personnel and any sub-contractors to complete an External Conflict-of-Interest form prior to engaging in a contract.	
	Confirm you have sent the following COI form to the Supplier and their nominated personnel to complete External Conflict of Interest form & Management Plan.docx	Yes
	If the Supplier has declared a conflict, the conflict-of-interest management plan must be completed and passed to the financial delegation holder for consideration and approval, alongside the procurement plan being signed. <ul style="list-style-type: none"> Has this task been completed? 	Not Applicable

RISK ASSESSMENT

Risk	Mitigation action	Rating Category	
No procurement risks identified			

SOURCE

Timeline	The indicative Timeline for this activity is outlined below:		
	Action	Indicative date	Responsible
	Plan		
	Conflict of Interest declarations signed	15 March 2023	Procurement
	Procurement plan approved	20 March 2023	Delegation
	Post-evaluation		
	Contract Drafting	21 March 2023	Business
	Contract negotiation	22 March 2023	Business
	Legal Review of Contract (allow 5 working days)	n/a	Legal
	Contract Signed	24 March 2023	Business
	Anticipated Contract start date	30 March 2023	Business
All documents submitted for Processing	30 March 2023	Business	
Evaluation methodology	The evaluation model that will be used is value narrative. The proposal/reverse brief has been evaluated as fit for purpose.		

Due Diligence	<p>The following verification matrix will be used as part of the evaluation and due diligence process. The table shows how elements of the criteria will be verified by the panel.</p> <table><tr><th rowspan="2">Evaluation and due diligence options</th><th colspan="3">Criteria</th></tr><tr><th>Fit for purpose</th><th>Ability to deliver</th><th>Value for money</th></tr><tr><td>Written offer/contract</td><td>✓</td><td>✓</td><td>✓</td></tr></table>	Evaluation and due diligence options	Criteria			Fit for purpose	Ability to deliver	Value for money	Written offer/contract	✓	✓	✓
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Negotiation Considerations	<p>Considering negotiations is a strategy to aid in public value and/or additional values/benefits in a procurement outcome.</p> <p>Negotiations will be planned post-evaluation if required, to address any shortfalls or areas needing agreement in the preferred supplier’s response prior to contracting.</p>											
MANAGE												
Form of Agreement	<p>The proposed form of Agreement (subject to risk and Legal review if applicable) is Consultancy Services Order (CSO).</p> <p>The Decision Matrix has indicated this Agreement will not require Legal Review.</p>											
Contract Management	<p>The contract manager for this procurement will be Ardyia Ingardya</p> <p>The Contract will be managed by: close management and monitoring of deliverables</p> <ul style="list-style-type: none">• deliverable-linked payments• regular meetings• supplier reporting (progress reports, issue register)											