

# Open Procurement Plan

**Procurement Title: ACMA Customer Satisfaction Survey 2025**

**Procurement number: 25ACMA095**

4 February 2025

## 1. Summary of Requirement

This procurement plan seeks approval for the Australian Communications and Media Authority (ACMA) to procure research services in accordance with the Commonwealth Procurement Rules (CPRs). The research will use a targeted biennial survey to monitor the performance of the ACMA's Customer Service Centre (CSC), and to gauge levels of satisfaction among the CSC's customers.

The research seeks to investigate customer experiences when interacting with the ACMA's CSC via each of its service channels (phone, letter, email and online form), and to evaluate the CSC's performance throughout the process, noting any areas for improvement from previous measurements.

### Background

The CSC provides the ACMA's customers with a single point of contact, with communication taking place via phone, letter, e-mail and webform. The CSC responds to customer enquiries, and provides information, products and services across a range of topics, most commonly connected to licensing, interference and reception issues.

Conducted annually from 2016 – 2021, the CSC survey became a biennial survey from 2021, having been conducted again in 2023. Results of the survey are used by the CSC and ACMA management to:

- a. Inform annual reporting/metrics on overall service performance and effectiveness by providing a baseline/benchmarks
- b. Evaluate the performance throughout the customer service process, noting any areas of focus and potential improvement
- c. Liaise with business areas to identify areas for improvement and update information resources where required.

A full description of the proposed requirement is included in the attached RFQ.

## 2. Stakeholder Consultation

The research will be led by RAS and based predominantly on the needs of the line area, the CSC.

Consultation with the CSC staff will occur during the design, development, implementation, analysis and reporting phases to ensure their data and information needs are met.

Table 1: The following stakeholders have been consulted

Stakeholder name	Stakeholder Position	Purpose of Stakeholder Consultation (brief description)
[REDACTED]	Section Manager, Business and Support Services	Project objectives, inclusions and requirements.
[REDACTED]	Team Leader, Customer Service Centre	Project objectives, inclusions and requirements.
[REDACTED]	Senior Research Analyst – Research Analysis Section	Project objectives, inclusions and requirements. Procurement advice and research design.

## 3. Contract Period

It is expected that the services will be provided from 11 March 2025 to 30 June 2027.

The ACMA reserves the right to renew the contract for two further CSC surveys and/or directly-related services. This is dependent on the satisfactory completion of the previous services and availability of budget. A quote will be requested for any subsequent services prior to any contract extensions and subject to a value for money assessment and final confirmation by the ACMA.

## 4. Financial Considerations

The previous supplier is no longer trading. They provided the services in 2022-23 for \$34,457.50 incl GST with the benefit of being the long-term incumbent with aspects known and set up, with most able to be repeated. In addition to CPI and general increases in research costs since 2022-23, it is estimated that these services as previously delivered may cost more than the previous contract amount.

The ACMA will be providing the required specifications and priorities, with certain aspects noted as “options” for separate costings. We will invite quotes from potential suppliers to identify the recommended approach and costs to address the objectives - including the key requirements and the options, in a manner that provides the best value for money for the ACMA.

There is currently a confirmed budget of \$28,600 incl GST for these services in 2024-25. Should the market not offer a suitable response within that budget, additional funds will need to be requested, and/or the specifications amended.

At this point, the estimated whole of life cost for this Procurement with the extension option is currently estimated to be \$99,800 (GST inclusive).

## 5. Consultancies

Does the nature of services for this contract involve the following:

- Specialist professional knowledge or expertise that may not be maintained in-house?  
 Yes       No

- The need for independent research or assessment?  
 Yes                       No
- Involve the development of an intellectual output, e.g. research, evaluation, advice, and recommendations to assist with entity decision making?  
 Yes                       No

If you have answered Yes to ALL of these questions, then this contract is classified as a Consultant or Consultancy Services and will be reported on AusTender and in the Annual Report as a consultancy.

Please use Natural Account Number 1121 – Consultants in Table 2 below.

Should you require further information, please contact [procurementenquiries@acma.gov.au](mailto:procurementenquiries@acma.gov.au).

## 6. Budget and Cost Centres

Table 2:

Budget and Cost Centres							
For costs to be met from Operational Budget							
DESCRIPTION (separate line for each item)	COST CENTRE	PROGRAM	NATURAL ACCOUNT	ACTIVITY	AMOUNT \$ (GST exclusive)	GST \$	AMOUNT \$ (GST inclusive)
Conducting the 2025 ACMA Customer Satisfaction Survey for the CSC	833	000	1121	PO	\$26,000	\$2,600	\$28,600
<i>For project contractors, allocate to 899-000-4407-PO</i> <i>For consultancy services, please use Natural Account 1121</i>							\$28,600

Table 3: The estimated costs for the current financial year and relevant outyears.

	FY24/25 \$	FY25/26 \$	FY26/27 \$	FY27/28 \$	FY28/29+ \$
Estimated Financial Year Contract commitment GST inclusive	\$28,600				

## 7. Procurement Method

**C. Panel - For Procurements over \$10,000 (GST inclusive) for whole of life costs including extension options.**

Given the small scale and low complexity of the services, the ACMA Procurement team has confirmed that the appropriate procurement method is a limited tender to ensure a competitive process with 3 selected Potential Suppliers.

The ACMA has reviewed industry directories for suitably qualified Potential Suppliers with experience conducting stakeholder research and sought advice within the research team. The table below lists the 5 Potential Suppliers to be invited to submit quotations.

Quotations will be sought through the Management Advisory Services Panel (MAS) SON 3751667.

Table 4: RFQs will be issued to the following companies (if unsure please contact the Procurement Team to provide)

Business/Company name
ORIMA Research
Roy Morgan
Quantum Market Research
Lonergan Research
Inside Story

Note: contact person and email addresses are included in panel procurements to be advertised by RFx on AusTender or via a DTA or BuyICT portal.

**8. Advertising the Procurement and Lodgement of Responses**  Panel procurements for values over \$10,000 or above (GST inclusive) for whole of life costs including extension options will be issued to potential suppliers by the Procurement Team via a Request for Quote (RFQ).

Most panels can be advertised on AusTender. Eligible panel RFQs will be advertised by the Procurement Team on DS4P/AusTender. Potential Supplier's Responses will also be received via lodgement on DS4P/AusTender.

For panels that are not advertised on AusTender, responses will be received via the [tenderbox@acma.gov.au](mailto:tenderbox@acma.gov.au) email address that is also managed by the Procurement Team.

The Procurement Team will administer the "opening" and distribution of responses for both methods to the authorised contact officer and Evaluation Committee.

**9. Authorised Contact Officers**

The departmental authorised contact officers who will provide responses to enquiries from potential suppliers through the Procurement team will be:

Name [Redacted]  
Position Research Analyst  
Phone contact [Redacted]  
Email contact [Redacted]

And also

Name [Redacted]  
Position Senior Research Analyst  
Phone contact [Redacted]  
Email contact [Redacted]

The Procurement team are requested to send all key material and enquiries received to both of these authorised contact officers.

## 10. Proposed project timetable

Table 5: The following table outlines the key activities and tasks underpinning the procurement process, together with the estimated dates of completion

Task	Completion Date
Finalise the RFQ document and signatures	3 February 2025
Issue the RFQ	4 February 2025
RFQ enquiry closing date	9:00am 12 February 2025 AEDT <i>[Note: 6 days before RFQ closing date]</i>
RFQ closing date	9:00am 18 February 2025 AEDT <i>[Note: RFQs recommend 14 calendar days]</i>
Evaluate Responses & Complete Report	18–28 February 2025
Delegate approval of Evaluation report Work Order/Purchase Order request	28 February 2025
Notify preferred Supplier	28 February 2025
Negotiate final budget and specifications of the contract	3 – 10 March 2025
Finalise Work Order – Supplier signs	11 March 2025
Finalise Work Order – ACMA signs	11 March 2025
Work Order start date	11 March 2025
Debrief unsuccessful Tenderers <i>(this must be after contract/work order is signed by both parties)</i>	w/c 11 March 2025
Contract completion date	30 June 2027

## 11. Critical Issues or Risks

### Procurement and Contracting Risk Assessment Checklist

An assessment of risk has been undertaken and the following risks have been identified

Issue/Risk	Consequences	Action/Responses
Failure to plan and/or failure to allow sufficient time to conduct the procurement process.	Impractical and unrealistic time frame to conduct the procurement process and supply of the goods and services.	Engage the Procurement Team as soon as the need is identified. Ensure the delegate is aware of implications of the unrealistic time frames.
Incorrect supplier details used through the procurement process, or enquiries or responses overlooked, or delays with those processes.	Delays in timelines or less time for Potential Suppliers to have relevant information to form responses. Suppliers not notified of the procurement, or receiving incorrect documents, which impacts on competition and reputational damage for the ACMA.	Supplier contact details are cut and pasted (not manually entered). Documents and wording of covering material confirmed by RAS prior to sending. Receipt of all key procurement documents and updates confirmed as received by all relevant Suppliers shortly after loading/sending.

Issue/Risk	Consequences	Action/Responses
	Also impacts on procurement timelines and causes project delays.	Agreed timelines for procurement processes.
Insufficient responses or no response from known high quality providers.	Value for money is not achieved. Need to restart the procurement process. Delays to the project plans. Tender's fail to meet stakeholder requirements. Greater uncertainty as to providers' capabilities. Higher cost outcomes.	Consult with the Procurement Team at commencement of the procurement. Know the market – conduct market research before commencing the procurement. Ensure the goods and/or services are properly specified. Allow sufficient time for all potential suppliers to prepare tenders.
Lack of stakeholder relationship. Stakeholders not consulted and/or kept informed about contract performance. Changes in stakeholder expectations not communicated to contract manager. Differing and/or conflicting stakeholder expectations.	Supplier fails to comply with contract provisions (providing contract deliverables on time, to the agreed quality standards). Goods and services not delivered or are inadequate. Stakeholder requirements are unfulfilled.	Maintain informal and formal contact with all stakeholders. Provide regular tailored briefings at the appropriate level of detail to ensure stakeholders are kept informed. Invite, record, and discuss feedback from stakeholders. Discuss competing requirements with stakeholders and negotiate a compromise. Contract payments are monitored against existing purchase orders and/or performance reports.
Failure to reflect offered and agreed terms in contract	Contract disputes. Potential delays to timing	Contract to be based on standard Government contract template and all additional specifications documented within the contract or otherwise documented if appropriate. Keep records of all negotiations and agreed matters.
Substantial internal consultation and approvals required during the project that impacts project timings.	That increases workloads for the ACMA staff and may risk delays and an increase to the budget.	Where practical, allow sufficient timelines for internal input. Ensure project timings are kept up to date during the project to ensure all involved can be ready when their input or approval is needed.
Supplier changes structure or staff during the life of the contract.	Errors, delays in timings, insufficient quality of research design and/or outputs. Non-fulfilment of the contract.	A clause is included within the contract that states: 'Any proposed amendments to the specified personnel must be agreed with the ACMA in writing, with any substituted staff being of an equivalent level of experience and qualifications.' to protect against this risk.
Impractical timeframe to complete the fieldwork or analysis	Late delivery of the results	Ensure requirements clearly documented. Ensure project milestones within the ACMA's control are achieved where possible.

Issue/Risk	Consequences	Action/Responses
		Avoid scope creep or changes in requirements.
Completion of the project to agreed quality and timelines.	Errors, delays in timings, insufficient quality of research design and/or outputs. Research findings unclear. Need for rewriting by ACMA staff.	Research requirements clearly identified in work specification document. Selected consultant will work closely with ACMA staff to develop the research instruments. Ensuring that consultant selected can demonstrate adequate expertise and experience. ACMA staff will specify clear requirements for reporting and provide feedback on early drafts, then provide input again in later stages.

## 12. Government Procurement (Judicial Review) Act 2018 (GPJR Act)

The [GPJR Act](#) provides for review of Commonwealth procurement where a tenderer considers that the Commonwealth Procurement Rules (CPRs) have been breached.

The GPJR Act includes provision for Public Interest Certificate (PIC) to be issued where it is not in the public interest for a covered procurement to be suspended. This is subject to very strict conditions.

For further details please email [ProcurementEnquiries@acma.gov.au](mailto:ProcurementEnquiries@acma.gov.au)

## 13. Evaluation Committee

*Note: The Delegate cannot be the Chair or a Member of the Evaluation Committee*

Table 6: Members of the evaluation committee are

Name	Position	Specific role in Committee
	Research Analyst, RAS	Chair
	Senior Research Analyst, RAS	Member
	Enquires Team Leader, CSC	Member

### Notes:

1. If the procurement is technical and may impact on the IT capability and operations of the ACMA, please consider including an IT person on the evaluation committee. Alternately you may seek IT input to ensure strategic compatibility with the intended IT direction of the entity. It may also be appropriate to have a finance person where this can assist the evaluation.
2. By signing this procurement plan below, the evaluation committee declares that each signatory has no conflict of Interest related to this procurement. Please attach a Conflict of Interest Declaration as required for each person.
3. The approving delegate to this procurement plan and the subsequent procurement evaluation report and contract declares that she or he has no conflict of interest.

## 14. Ethical behaviour and Conflict of Interest

Officials undertaking procurement **must** act ethically throughout the procurement. Ethical behaviour identifies and manages conflicts of interests and does not make improper use of an individual's position. Refer to section 6 of the Commonwealth Procurement Rules for more information.

<https://www.finance.gov.au/government/procurement/commonwealth-procurement-rules>

Consideration must be given towards any actual, potential or perceived conflict of interest. Officials must ensure that potential suppliers have been dealt with equitably; there has been careful consideration of the use of public resources; and all directions and entity requirements have been complied with in undertaking this procurement. Officials must not seek to benefit from supplier practices that may be dishonest, unethical or unsafe.

Ethical behaviour and conflict of interest considerations have been applied in the development of this procurement plan, no matters requiring consideration have been identified.

Where this procurement will engage a company to provide contracted staff, the company is to provide a Conflict-of-Interest deed poll for ACMA for all provided persons. Please contact [procurementenquiries@acma.gov.au](mailto:procurementenquiries@acma.gov.au) for the deed poll.

## 15. Evaluation Methodology

### Evaluation of RFQ

For the purpose of RFQ Supplier Responses will be evaluated in accordance with the evaluation criteria set out in the RFQ and comply with the Commonwealth Deed of Standing Offer Terms and Conditions under relevant Panel arrangement (in particular pricing).

The evaluation will be conducted in accordance with the process outlined above. Potential Suppliers who are evaluated on the qualitative criteria to have responses of a higher score will be shortlisted for a value for money and risk assessment.

An eligible Public Servant *PGPA Act* delegate will be invited to approve the recommendation of the Evaluation Committee via an evaluation report.

## 16. Contract/Work Order

The Work Order with the successful tenderer will use the mandated terms included in the Schedule for Standing Offer Number (SON): SON3751667

## 17. Contract Management

The contract will be managed by the Authorised Contract Officer as listed at Section 9 above.

## 18. Police record check

A police record check is to be undertaken for successful candidates for contractors and consultants who will access ACMA Premises and / or systems / information.

Contactors and consultants who will access ACMA Premises and or systems / information will need to pass the Police record check before commencing work for the ACMA.

The cost of the police record check will be met by the ACMA.

For **ACMA**, please send a request for a Police Record Check to [DL-Security@acma.gov.au](mailto:DL-Security@acma.gov.au) and ACMA Security will send an invitation to complete a Police Record Check.

Please allow five to ten working days for the Police Record Check to be finalised.

Contractors cannot be onboarded until a clear Police Record Check has been provided to the ACMA.

### **19. Child Safe Policy**

Where the contract is for services to children, or for activities that will or may involve contact with children that is a usual part of, and more than incidental to, the Services, a child safety clause will apply in the contract with the preferred supplier.

The obligations in the clause are aimed at ensuring that all Personnel who may be working with children are appropriately screened for that purpose. This clause also ensures that the Supplier's obligations under the contract relating to child safety are replicated in subcontracts and secondary subcontracts.

Examples include a service that may:

- > be provided on a school's premises - this is likely to provide Supplier Personnel with an opportunity to interact with children; or

include Supplier Personnel attending community events such as Agricultural Show Days as a usual part of their employment – this is likely to provide an opportunity to interact with children who also attend these events.

The contract clause requires the Supplier to:

comply with relevant legislation relating to working or volunteering with children when performing the Services; and

- > provide an annual statement of compliance with the child safety clause.

### **20. Black Economy – to meet the requirements of the Black Economy Procurement connected policy for taxation compliance**

Where the procurement is for goods or services valued at over \$4m GST inclusive (including construction services) all tenderers must provide either:

- > a Valid and Satisfactory Statement of Tax Record (STR); or
- a receipt from the Australian Taxation Office (ATO) that demonstrates that a Statement of Tax Record (STR) has been requested from the ATO.

The requirement for an STR or a relevant receipt from ATO will be included in RFQs as a mandatory criterion.

Relevant clauses will be included in the Work Order to engage the successful tenderer.

### **21. Indigenous Procurement**

Where the procurement is for goods or services valued between \$80,000 to \$200,000 GST inclusive whole of life cost including extension options, include evidence of your review of the [Supply Nation Indigenous Business Direct](#) website or the [ORIC website](#).

### **22. Small or Medium Enterprise**

Where the procurement is for goods or services valued between \$80,000 to \$200,000 GST inclusive whole of life cost including extension options, and an IPP exemption does not apply, then attach a Small-Medium-Enterprise-Declaration form to the ATM/RFQ.

**23. Confirmation that the DTS Branch has been consulted in the procurement of IT related services.**

If applicable, have you attached the approval to proceed from DTS? This is not required as the procurement is not for IT related services.

**24. Confirmation that the proposed cost of the procurement has been included in the relevant cost centre's budget and/or forecast.**

The proposed costs have been included in the cost centre's budget and/or forecast. This is limited to the current financial year, any forward year costs associated with the procurement need to be endorsed by the relevant General Manager.



CRD Finance Manager

04/02/2025

**25. Procurement endorsement**

The procurement is endorsed / not endorsed.



Procurement Endorser

04/02/2025

**26. Recommendation by the Evaluation Committee**

It is recommended that you sign this procurement plan to proceed to market and that the ATM/RFQ be issued to market.

In signing this plan you acknowledge that you have no conflict of interest in this procurement.

You have delegation pursuant to the PGPA Act to commit the Commonwealth for the forecast contract value at the conclusion of the procurement process.



Chair

04/02/2025



Member

04/02/2025



Member

04/02/2025

### **27. Approval by Financial Delegate – (PGPA Act section 23)**

The recommendation to proceed to the value of the GST inclusive whole of life costs as forecast in Section 4 above is approved / not approved.

[Redacted signature block]

Manager, Research & Analysis Section

04/02/2025

### **27. Attachments**

RFQ ACMA Customer Satisfaction Survey 2025 – Part 1 and Part 2

**Appendix A: The matrix used to apply scores to the qualitative criterion**

Score	Description	Full Description
9-10	Superior	Sound achievement of the requirements specified in the ATM for that criterion. Demonstrated strengths, negligible errors, weaknesses or omissions, which may be acceptable as offered
6-8	Good	Reasonable achievement of the requirements specified in the ATM for that criterion. Some errors, risks, weaknesses or omissions, which can be corrected/overcome with minimum effort
4-5	Adequate	Minimal achievement of the requirements specified in the ATM for that criterion. Some errors, risks, weaknesses or omissions, which may be possible to correct/overcome and make acceptable
1-3	Poor to deficient	No obvious achievement of the requirements specified in the ATM for that criterion. Existence of numerous errors, risks, weaknesses or omissions, which are difficult to correct/overcome and make acceptable
0	Unacceptable	Totally deficient and non-compliant for that criterion.