

10.3. Tender 11/2021 - Advertising on Selected Council Infrastructure

AUTHOR: Robert Esdaile, Engineering Project Manager

ENDORSED BY: Duncan Mitchell, Director Engineering and Property Services

ATTACHMENTS: Nil

PURPOSE:

This report is to provide Council with an analysis and recommendation of the tender process for Tender 11/2021 for Advertising on Selected Council Infrastructure.

EXECUTIVE SUMMARY:

Tenders were called and were received until 3pm, 20 October 2020 for the submission of tenders to undertake Advertising on Selected Council Infrastructure.

If the Council wishes to discuss the report, the meeting should be closed to the public to do so in accordance with s10A(2) of the Local Government Act :

(d) commercial information of a confidential nature that would, if disclosed;

- (i) prejudice the commercial position of the person who supplied it, or
- (ii) confer a commercial advantage on a competitor of the Council, or
- (iii) reveal a trade secret. of the Local Government Act (LGA).

FINANCIAL IMPLICATIONS:

Refer to the Confidential Report for this tender.

RECOMMENDATION:

- 1. THAT** Council accept the tender of the highest ranked Tenderer for Tender 11/2021 for Advertising on Selected Council Infrastructure – Small Format (bus shelters and comms panels).
- 2. THAT** Council accept the tender of the highest ranked Tenderer for Tender 11/2021 for Advertising on Selected Council Infrastructure – Large Format Billboard
- 3. THAT** the General Manager be authorised to take any necessary action to implement the decision including entering associated contracts.
- 4. THAT**, once Council has executed the Contract, information relating to the successful tender be published in Council’s Register of Contracts as required by Government Information (Public Access) Act 2009 - Part 3 Division 5 - Government Contracts With Private Sector.
- 5. THAT** the Confidential Report relating to matters specified in Section 10A(2)(d) be treated as confidential and remain confidential until Council determines otherwise.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

2. Our Built Infrastructure

2.1 Infrastructure and assets meet community needs

2.2 Vibrant centres, public domain, villages and streetscapes

BACKGROUND

Council entered into a Contract with JCDecaux on 1 July 2010 for advertising in bus shelters as part of Tender 21/2010. This contract expired on 3 August 2020 and has been continuing in a temporary manner (under the same terms and conditions) since this time.

On 24 September 2018, Council considered a report on Advertising Opportunities on North Sydney Council Infrastructure and resolved the following:

1. **THAT** Council endorses the installation of large-format digital advertising on one or both sides of the pedestrian footbridge that spans across the Pacific Highway in the North Sydney CBD.
2. **THAT** Council endorses the installation of digital advertising panels in all its Bus Shelters that currently have large scrolling format advertising panels installed similar to the digital advertising panels that are currently installed in the Miller Street Bus Shelters (Victoria 1 and 2).
3. **THAT** the requirement for future digital advertising panels in Bus shelters be included in the next tender for this service when the current JC Decaux bus shelter advertising contract expires in August 2020.
4. **THAT** Council endorses the installation of freestanding digital advertising panels in the CBD and other Village Centres in North Sydney.
5. **THAT** Council monitor the outcome obtained by City of Sydney under their current Expression of Interest (EOI) process and, subject to their results, consider following a similar model for the rollout of a combined advertising and “Smart City” initiatives contract on its entire portfolio of streetscape infrastructure.

Tenders were called seeking to appoint a suitably qualified Out-of-Home advertising Supplier(s) to develop, manage and maintain advertising for the following Council assets:

- Small Format advertising displays on Bus Shelters and Communication Panels; and
- Large Format billboards on the pedestrian footbridge over the Pacific Highway in the North Sydney CBD

The term of the contract is to be for a period of eight (8) years with a two (2) year performance-based option.

Note: all Bus Shelters advertising panels that currently have DA approval but are proposed to be converted to digital advertising panels, all communication panels with advertising and the

large format advertising panels for the footbridge over the Pacific Highway will require DA submissions and approval before they can be installed.

TENDERS RECEIVED

The methodology adopted to undertake the tender evaluation of Tender 11/2021 was based on selection criteria outlined in the tender documents and in accordance with the Local Government Act 1993 and the Local Government (General) Regulation 2005.

Open tenders were called and were received until 3pm, 20 October 2020 via Tenderlink. At close of tenders, three (3) conforming tenders were received. Listed in **strict alphabetical order**, the tenderers were:

Tenderer
JCDecaux Australia Trading Pty Ltd
oOh!media Street Furniture Pty Ltd
QMS Media Pty Ltd

In addition, two alternative tenders were received from QMS Media Pty Ltd and one alternative tender was received from JCDecaux Australia Trading Pty Ltd.

Information provided by tenderers which is commercial-in-confidence has been protected and will not be disclosed in accordance with section 10A(2)(d) of the *Local Government Act 1993*. A consistent standard for all tenderers has been used in assessing any request for confidentiality by a tenderer.

Application for access to documentation should be through lodgement of a GIPA Public Information application form and payment of prescribed fees.

Project Program

Anticipated Start: 31 July 2021

Anticipated Completion: 31 July 2029

Responsible Officer: Robert Esdaile, Engineering Project Manager