

Communications Procurement Policy

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1.0 Policy Application

- 1.1 The Communications Procurement Policy applies to:
 - 1.1.1 the Government of Saskatchewan, its Crown corporations, Treasury Board Crowns, Agencies, Boards and Commissions; and,
 - 1.1.2 suppliers registered with the Communications Services to provide communications services to the Government of Saskatchewan.
- 1.2 Within this policy, the term clients shall refer to the Government of Saskatchewan, its Crown corporations, Treasury Board Crowns, Agencies, Boards and Commissions, as well as all employees, contractors and third parties acting on behalf of government.
- 1.3 Within this policy, the term suppliers shall refer to all communications suppliers registered with the Government of Saskatchewan.
- 1.4 All negotiations for communications services must be issued in compliance with this policy. Clients shall not procure any work for communications services outside its application, and suppliers shall not accept any such work.
- 1.5 Clients must not sign any contracts or enter into agreements that bind them to communications procurement processes through an alternate procurement method. Where this happens, the Communications Procurement Policy supersedes any other agreements.
- 1.6 Clients requesting any whole or partial exemption from the Communications Procurement Policy must:
 - 1.6.1 submit a formal request for decision, including a detailed rationale and authorization from its permanent head, to the Executive Director of Communications Services, Executive Council; and,
 - 1.6.2 obtain the approval, in writing, of the Executive Director of Communications Services, Executive Council.

2.0 Policy Statement

- 2.1 The Communications Procurement Policy protects and promotes the use of fair, transparent and competitive communications procurement practices used by the Government of Saskatchewan.
- 2.2 All procurement of services that fall within the business classifications listed in Appendix A must meet the procurement standards identified by this policy and through its procedures.

3.0 Guiding Principles

- 3.1 Communications Services shall establish a fair, transparent and competitive tendering environment for the procurement of government communications requirements, and these principles shall guide the application of the policy.
- 3.2 Client groups shall support Saskatchewan's registered suppliers insofar as they are able within the parameters of applicable trade agreements.
- 3.3 Within the bounds of accountability and the terms of their employment, client groups shall exercise freedom of choice in the selection and award of communications negotiations, working to establish positive relationships with reputable suppliers.
- 3.4 All client groups and registered suppliers will act in good faith in the execution of all communications procurement negotiations, acting in accordance with this policy and within the terms and conditions established by the individual negotiations.

4.0 Roles and Responsibilities

- 4.1 Communications Services shall:
 - 4.1.1 promote and enforce the Communications Procurement Policy,
 - 4.1.2 establish procurement practices in compliance with applicable trade agreements;
 - 4.1.3 build positive relationships with client groups and suppliers through consistent and transparent communication;
 - 4.1.4 maintain and encourage a high standard of communications practice throughout government;
 - 4.1.5 award negotiations consistent with this policy and the preference of client groups without bias;
 - 4.1.6 advise and mentor client groups in the application of the policy, communications practices and industry trends, providing information to both clients and suppliers on the policy and its procedures; and,
 - 4.1.7 maintain a fair, transparent and competitive tendering environment by monitoring trends in communications procurement, reviewing government policy and adjusting procedures.
- 4.2 Client groups shall:
 - 4.2.1 act in good faith to comply with government purchasing policy, the Communications Procurement Policy, its procedures and the terms and conditions of awarded negotiations;

- 4.2.2 obtain appropriate approvals for all projects, including Executive Council approval on all projects within the following business classifications: Primary Research & Analysis; and Video Production;
 - 4.2.3 obtain Executive Council approval on promotional items;
 - 4.2.4 immediately declare knowledge of policy non-compliance and unethical behaviour to Communications Services;
 - 4.2.5 prepare negotiations with accurate and precise requirements that efficiently meet the purposes of government, and that promote a fair and competitive tendering environment;
 - 4.2.6 award negotiations to the most competitive bids without bias, providing defensible rationales in the selection of invited suppliers and the award of subsequent negotiations;
 - 4.2.7 establish positive working relationships with Communications Services and its registered suppliers;
 - 4.2.8 meet communications objectives and identity requirements in all communications procurement initiatives;
 - 4.2.9 participate in evaluations as required in multi-year contracts; and,
 - 4.2.10 identify conflicts-of-interest as employees of the Government of Saskatchewan and in publishing negotiations and in representing government in panel competitions.
- 4.3 Suppliers shall:
- 4.3.1 become registered in appropriate business classifications with Communications Services;
 - 4.3.2 act in good faith to comply with the policy, its procedures and the terms and conditions of awarded negotiations;
 - 4.3.3 immediately declare knowledge of policy non-compliance and unethical behaviour to Communications Services;
 - 4.3.4 provide quality work at a competitive price;
 - 4.3.5 declare intent and terms of all subcontracting in negotiation responses and ensure that proposed subcontractors are registered suppliers with Communications Services;
 - 4.3.6 declare conflicts-of-interest during registration and in negotiation responses;
 - 4.3.7 establish positive working relationships with Communications Services and its client groups;
 - 4.3.8 participate in evaluations as required in multi-year contracts;
 - 4.3.9 maintain accurate and up-to-date registration records with Communications Services;

- 4.3.10 provide any and all documentation as requested by Communications Services;
 - 4.3.11 meet any lawful requirements relating to the provision of its services; and,
 - 4.3.12 maintain accounts to all suppliers and subcontractors on government contracts in accordance with the terms of the supply contract or subcontract.
- 4.4 Agencies of Record (AOR) shall, in addition to all supplier responsibilities listed in section 4.3
- 4.4.1 adhere to the Communications Procurement Policy and its procedures;
 - 4.4.2 maintain a full-time staff of personnel capable of providing all AOR services as outlined in 5.4.1;
 - 4.4.3 maintain minimum annual net billings of \$250,000;
 - 4.4.4 maintain a bank line of credit of at least \$75,000;
 - 4.4.5 maintain accounts payable to suppliers on all government contracts on a current to 45-day status;
 - 4.4.6 have no majority shareholders or partners involved as shareholders or partners in communications-related companies or agencies bankrupt or in receivership within the last two years;
 - 4.4.7 declare ownership/partnership and employment of any employee in other companies registered with Communications Services as communications suppliers;
 - 4.4.8 provide all invoices issued to client groups sorted by client group on a monthly basis;
 - 4.4.9 provide a report of all AOR services to individual client groups sorted by line item;
 - 4.4.10 provide invoices that include line items consistent with government preference;
 - 4.4.11 promptly advise Communications Services of any failure to meet any of the requirements in 4.4.

5.0 Registration of Communications Suppliers

- 5.1 Suppliers who wish to bid on government communications services negotiations must be registered with the Government of Saskatchewan through Communications Services.
- 5.2 Communications Services will accept applications from all interested suppliers and will not discriminate against eligible suppliers who are located outside of Saskatchewan.
- 5.3 Successful registration in any business classifications may be based on the following:
 - 5.3.1 completion of applicable registration forms;
 - 5.3.2 declaration of all business locations and ownership;

- 5.3.3 demonstration of capacity for in-house services;
 - 5.3.4 declaration of potential conflicts-of-interest;
 - 5.3.5 disclosure of typical subcontractor use;
 - 5.3.6 length of term in business;
 - 5.3.7 reference checks; and,
 - 5.3.8 ability to respond to negotiations via an online tendering system.
- 5.4 Applicants for the AOR business classification must meet the following additional requirements:
- 5.4.1 maintain a full-time staff of personnel capable of providing these services:
 - Account planning and service
 - Production project management
 - Strategic communications planning
 - Creative conceptualization
 - Copywriting
 - Graphic design and desktop publishing
 - Media planning, negotiating and buying
 - Account billing and administration
 - 5.4.2 maintain minimum annual net billings of \$250,000;
 - 5.4.3 maintain a bank line of credit of at least \$75,000;
 - 5.4.4 demonstrate appropriate financial management and willingness to submit financial statements to an accounting firm;
 - 5.4.4.1 the financial statements will be submitted upon request of Communications Services;
 - 5.4.4.2 the accounting firm chosen must be acceptable to Communications Services and its relevant client groups; and,
 - 5.4.4.3 costs for the financial assessment are borne by the supplier in question.
 - 5.4.5 have no majority shareholders or partners involved as shareholders or partners in communications-related companies or agencies bankrupt or in receivership within the last two years; and,
 - 5.4.6 declare ownership/partnership in other companies registered with the Government of Saskatchewan as communications suppliers.
 - 5.4.7 for AOR business classification registration is considered provisional until the supplier completes its initial year with first AOR account by demonstrating fulfillment of roles and responsibilities defined in section 4.3 and 4.4 and favourable client evaluation.
- 5.5 Prior to successful registration, eligible applicants must sign a letter of commitment in which the applicant undertakes that:

- 5.5.1 the business will adhere to the Communications Procurement Policy and its procedures;
 - 5.5.2 it is free and clear of bankruptcies or receiverships;
 - 5.5.3 all changes material to registration, such as those relevant to ownership or service-capability will be immediately disclosed to Communications Services and client groups within existing contracts;
 - 5.5.4 changes to registration information will be promptly submitted to Communications Services;
 - 5.5.5 all subcontracting will be declared in negotiation responses; and,
 - 5.5.6 all ownership/partnership in other communications businesses is immediately disclosed to Communications Services.
- 5.6 Communications Services will confirm registration status with suppliers through written correspondence and provide prompt access to the online tendering system to all new suppliers.
- 5.7 Only registered suppliers will be invited to submit a response for communications services negotiations. Negotiations that fall within parameters of existing trade agreements will be posted publicly.

6.0 Procurement Negotiations

- 6.1 For all procurement of communications services negotiations, clients must adhere to this policy.
- 6.2 Subject to Section 4.0, clients and suppliers are required to immediately report misconduct, including policy non-compliance and unethical behaviour to Communications Services.
- 6.3 Clients must develop positive and professional working relationships within the terms of their employment and the application of the Communications Procurement Policy and its procedures.
- 6.4 Suppliers are permitted to market their business to clients within accepted public procurement standards and the terms of the policy and its procedures.
- 6.5 Only registered suppliers may be invited to bid on negotiations published by Communications Services, except:
- 6.5.1 where trade agreements apply and negotiations are posted on a public website, bids are accepted from non-registered suppliers:
 - 6.5.1.1 non-registered suppliers must submit registration information to Communications Services as part of its letter of intent;
 - 6.5.1.2 non-registered suppliers must meet registration criteria to receive awards;

- 6.5.1.3 the responses from non-registered suppliers meet the requirements of the negotiations; and,
- 6.5.1.4 suppliers must declare all subcontracting.
- 6.5.2 in circumstances where registration cannot be easily determined prior to the start of the open negotiation, the non-registered supplier has discretion to determine whether or not to participate in the competition, subject to the following:
 - 6.5.2.1 the registration status is determined prior to the negotiation award; and,
 - 6.5.2.2 neither Communications Services nor the respective client is liable for any expenses or losses incurred by the supplier as part of the competition, including the preparation and submission of bids or proposals where non-registration is the outcome of registration applications.
- 6.6 Clients and suppliers are prohibited from direct contact during the terms of an open negotiation except in the following circumstances:
 - 6.6.1 contact is permitted before a negotiation is deemed an open negotiation, and after the negotiation has closed and is awarded;
 - 6.6.2 clients and suppliers already in a contractual relationship may continue to work together in good faith within the terms of any original contract(s); and,
 - 6.6.3 negotiation includes a panel competition, briefing sessions and presentations at which both the invited suppliers and the clients will be present.

7.0 Direct Sourcing

- 7.1 Clients may direct-source any project with a value of \$10,000 or less to any supplier registered with Communications Services, within the following parameters:
 - 7.1.1 direct-source projects must be authorized by Communications Services prior to initiating services via a purchase order through the online tendering system;
 - 7.1.2 Communications Services has ultimate discretion over all direct sourcing;
 - 7.1.3 clients are encouraged to appropriately research direct-sourcing projects, establishing an understanding of service delivery and rates, prior to entering into direct-source project;
 - 7.1.4 clients can direct-source projects to any supplier up to \$10,000 per project with a maximum of five projects or \$50,000, whichever occurs first, within a fiscal year;
 - 7.1.5 clients must direct-source in good faith and within the parameters and principles set out by this policy, and within the terms of their employment;

- 7.1.6 clients must declare any conflict-of-interest to Communications Services before entering into any direct sourcing project; and,
- 7.1.7 at their discretion, clients may choose to issue a negotiation instead of a direct source for any project under \$10,000 through the online tendering system and by the competition processes outlined within this policy.

8.0 Requests for Quotations

- 8.1 Requests for quotations (RFQs) will be used to solicit bids in negotiations to procure any of the business classifications where the primary response required is a dollar value.
- 8.2 Wherever possible, RFQs must be issued to at least five suppliers on every negotiation:
 - 8.2.1 clients should use discretion in the selection of suppliers for any RFQ;
 - 8.2.2 where clients opt not to choose an invitation list, Communications Services will select five suppliers from a randomized list of all qualified suppliers;
 - 8.2.3 incumbent suppliers are to be invited on the next subsequent negotiation:
 - 8.2.3.1 clients must indicate an incumbent supplier or a previous RFQ to Communications Services in order to identify incumbents; and,
 - 8.2.3.2 clients can opt not to invite incumbents by demonstrating that the incumbent did not provide a quality service at a competitive price on any previous project.
- 8.3 RFQs will be awarded by Communications Services within the following parameters:
 - 8.3.1 the client chooses to award the negotiation to the most competitive bid based on price alone;
 - 8.3.2 the client chooses to award the negotiation to a supplier with the most competitive bid, who has demonstrated a high quality of service-delivery;
 - 8.3.3 all invited suppliers are notified of the award decision; and,
 - 8.3.4 a record of all the negotiations will be publicly posted on a quarterly basis.
- 8.4 Where the same service will be required frequently within a set time period, clients are permitted to request a negotiation for a term contract:
 - 8.4.1 clients may consider a term contract of up to the maximums identified for AOR contracts in section 10.2;
 - 8.4.2 in order for a contract to be renewed, the client must petition Communications Services no later than two months prior to the anniversary of the award date;

- 8.4.3 clients and suppliers must complete a review of the contract and submit to Communications Services no later than one month prior to the expiry of the contract;
- 8.4.4 contracts are subject to the terms of trade agreements;
- 8.4.5 clients may request more substantive responses from suppliers outside the standard RFQ procedure.

9.0 Requests for Proposals

- 9.1 Requests for proposals (RFP) will be used to solicit bids in negotiations to procure any of the business classifications where the response requires submission of a proposal.
- 9.2 Wherever possible, RFPs must be issued to at least five suppliers within every negotiation:
 - 9.2.1 clients must use discretion in the selection of suppliers for any RFP;
 - 9.2.2 where clients opt not to choose an invitation list, Communications Services will select five or more suppliers from a randomized list of all qualified suppliers; and,
 - 9.2.3 incumbent suppliers are to be invited on the next subsequent negotiation:
 - 9.2.3.1 clients must indicate an incumbent supplier or a previous RFP to Communications Services in order to identify incumbents; and,
 - 9.2.3.2 clients can opt not to invite incumbents by demonstrating that the incumbent did not provide a quality service at a competitive price on any previous project.
- 9.3 RFP competitions will include the following:
 - 9.3.1 a detailed RFP including defined selection criteria;
 - 9.3.2 a scoring matrix for evaluating selection criteria;
 - 9.3.3 assembly of a competition panel where the annual budget equals or exceeds \$75,000;
 - 9.3.4 in-person briefings and presentations (at the discretion of the client and Communications Services); and,
 - 9.3.5 development of an award rationale approved by the client and Communications Services.
- 9.4 RFPs will be awarded by Communications Services within the following parameters:
 - 9.4.1 the client and Communications Services choose to award the negotiation to the most competitive bid based on analysis of the matrices and award rationale of the client, or in the case of panel competitions, the matrices and award rationale of all panel members;

- 9.4.2 all invited suppliers are notified of the award decision; and,
 - 9.4.3 a record of all the negotiations will be publicly posted on a quarterly basis.
- 9.5 Where the same service will be required frequently within a set time period, clients are encouraged to request a negotiation for a term contract:
- 9.5.1 clients may request a term contract up to the maximums identified for AOR contracts in section 10.2;
 - 9.5.2 in order for a contract to be renewed, the client must petition Communications Services no later than two months prior to the anniversary of the award date;
 - 9.5.3 clients must complete a review of the contract and submit to Communications Services no later than one month prior to the expiry of the contract;
 - 9.5.4 contracts are subject to the terms of trade agreements;
 - 9.5.5 clients must follow standard procedure in issuing RFPs for term contracts.

10.0 Panel Competitions

- 10.1 Where a client requires the services of a supplier with an annual value at or above \$75,000, Communications Services will establish a framework and a timeline for a panel competition.
- 10.2 Standard contract lengths are:
- 10.2.1 four years for ministries; and,
 - 10.2.2 six years for Crown corporations, agencies, boards and commissions.
- 10.3 Clients are required to:
- 10.3.1 notify Communications Services of their intent to contract a supplier;
 - 10.3.2 consult with Communications Services and provide a detailed rationale for the requirement; and,
 - 10.3.3 work with Communications Services to meet the requirements of the competition as outlined in this policy and its procedures.
- 10.4 Panel competitions include:
- 10.4.1 an expression of interest process, also referred to as a competition advertisement, to publicly solicit letters of intent from registered suppliers, as well as those non-registered suppliers within applicable trade agreements;
 - 10.4.2 a shortlisting process subject to the criteria defined in the competition advertisement;
 - 10.4.3 invitations to participate in a panel competition through an RFP, including defined selection criteria;

- 10.4.4 a scoring matrix for evaluating selection criteria;
 - 10.4.5 assembly of a competition panel;
 - 10.4.6 a question and answer session with each shortlisted supplier;
 - 10.4.7 a proposal submission from each shortlisted supplier;
 - 10.4.8 a presentation by each shortlisted supplier (option of the client);
 - 10.4.9 evaluation of the proposals and presentations by the competition panel; and,
 - 10.4.10 development and distribution of an award rationale for each shortlisted supplier, approved by the client and Communications Services.
- 10.5 Contracts will be awarded by Communications Services within the following parameters:
- 10.5.1 the client and Communications Services choose to award the negotiation to the most competitive proposal based on analysis of the matrices of all panel members;
 - 10.5.2 all shortlisted suppliers are notified of the award decision; and,
 - 10.5.3 a record of all the negotiations will be publicly posted on a quarterly basis.

11.0 Competition Awards

- 11.1 Competition awards are made in good faith by Communications Services:
- 11.1.1 clients and suppliers are bound by the terms and conditions of all awards and contracts.
 - 11.1.2 awards are authorized by Communications Services through purchase orders (POs) or contract purchase agreements (CPAs);
 - 11.1.3 suppliers must not proceed on any award in the absence of a purchase order or contract purchase agreement from Communications Services; and,
 - 11.1.4 disputes over competition awards will be resolved as outlined by section 12.3.
- 11.2 Client groups found to be non-compliant for the following reasons will be subject to discipline:
- 11.2.1 projects sourced outside the defined procurement processes;
 - 11.2.2 projects sourced to a supplier where an existing conflict-of-interest is not declared;
 - 11.2.3 inappropriate behaviour as defined by terms of employment and Saskatchewan's harassment legislation;
 - 11.2.4 consistent and flagrant disregard for appropriate supplier co-ordination practices resulting in missed deadlines, increased costs and/or lack of delivery; or

- 11.2.5 disregard of section 4.2.
- 11.3 Suppliers found to be non-compliant for the following reasons will be subject to discipline:
 - 11.3.1 subcontracted work outside of the terms and conditions of the negotiation, and without disclosure;
 - 11.3.2 poor service-delivery resulting in late or sub-quality product;
 - 11.3.3 inappropriate behaviour as defined by Saskatchewan's harassment legislation;
 - 11.3.4 receipt of work outside the defined procurement processes; or
 - 11.3.5 disregard of section 4.3.
- 11.4 Upon the award of an advertising services contract, authorized by contract purchase agreement from Communications Services, the client and the supplier must:
 - 11.4.1 prepare and execute a formal contract to establish the parameters of the relationship;
 - 11.4.2 agree on payment terms;
 - 11.4.3 send the draft contract to Communications Services for review;
 - 11.4.4 obtain the opinion of legal counsel;
 - 11.4.5 formalize the contract; and,
 - 11.4.6 provide a signed copy to Communications Services.
- 11.5 Clients and suppliers may wish to execute a formal contract for any awarded project and must follow the same parameters of the advertising services contract process. Payment terms for all awards must be agreed upon by client and supplier.
- 11.6 Upon award of contracts of one year or more, clients and suppliers agree to complete an annual evaluation:
 - 11.6.1 in order for a contract to be renewed, the client must petition Communications Services no later than two months prior to the anniversary of the award date;
 - 11.6.2 clients and suppliers should complete individual evaluation forms, and meet to discuss the evaluations;
 - 11.6.3 the evaluations will be submitted to Communications Services no later than one month prior to expiry; and,
 - 11.6.4 contracts will be renewed for the subsequent year upon receipt and review of the evaluations by Communications Services.
- 11.7 The length or term of a contract may be adjusted at the discretion of Communication Services, Executive Council, or upon client request in good faith to special circumstances. A defensible rationale must be provided by the client in consultation with the supplier, and this must be

approved by the client's permanent head and the Executive Director of Communications Services, Executive Council.

- 11.8 Clients who require a formalized contract in addition to a purchase order should complete a contract and submit it to Communications Services for the competition file.
- 11.9 All changes to award or contract parameters must be authorized by Communications Services via a change order; changes to award or contract parameters may be requested by clients in writing including detailed rationale and the changes in costs, terms and conditions, and supplier agreement to change.

12.0 Managing Client/Supplier Relationships

- 12.1 Communications Services will monitor client/supplier relationships.
- 12.2 Clients and suppliers engaged in contracts of one year or more must complete an annual evaluation due no later than one month prior to the anniversary of the award date as outlined in sections 8.4.2, 9.5.2 and 11.6.3.
- 12.3 Communications Services will engage client groups and suppliers in dispute resolution processes where necessary, and as follows:
 - 12.3.1 clients and suppliers must attempt to resolve the disagreement amicably without intervention from Communications Services;
 - 12.3.2 should 12.3.1 not result in successful resolution, the client and the supplier must submit written assessments to Communications Services, including all background detail;
 - 12.3.3 Communications Services will review the project and work with the client and supplier to amicably resolve the dispute;
 - 12.3.4 Communications Services will monitor implementation of acceptable solutions and the results; and,
 - 12.3.5 where necessary, Communications Services will take disciplinary action.
- 12.4 Disciplinary action among client groups applies as follows:
 - 12.4.1 in a dispute resolution process where the client is found to have acted outside policy, Communications Services will work with the client to establish an understanding of the policy and its procedures;
 - 12.4.2 where the client is found to be in flagrant disregard of this policy and its procedures, Communications Services will take the necessary disciplinary action; and,
 - 12.4.3 in extreme circumstances, Communications Services will escalate the matter to the client's permanent head.

12.5 Disciplinary action among suppliers applies as follows:

12.5.1 in a dispute resolution process where the supplier is found to have acted outside policy, Communications Services will work with the supplier to establish understanding of the policy and its procedures;

12.5.2 where the supplier is found to be in flagrant disregard of this policy and its procedures, Communications Services will take the necessary disciplinary action, including, but not limited to:

12.5.2.1 issuing a written warning to the supplier;

12.5.2.2 suspending the supplier from all business classifications for a specified term;

12.5.2.3 removing the supplier from all business classifications permanently;

12.5.2.4 notification of all impacted client groups; and,

12.5.2.5 in extreme circumstances, notification of appropriate authorities.

Document History

Revision Date	Section	Revision	Rationale
2010	All	Policy rewrite	The policy was rewritten to comprehensively outline the application of its provisions in order to support transparency and a better understanding among stakeholders.
2010	3.2	Trade agreement changes	The New West Partnership (NWP) was signed by the Premiers of Alberta, British Columbia and Saskatchewan in July 2010. The policy language was updated to reflect this and other applicable trade agreements.
2010	7.0	Direct Sourcing addition, including provisions for repeat jobs	A review was conducted that determined 50-60% of print and communications tenders fell under a threshold of \$2,500 per tender. To promote efficiency and increase the effectiveness of tendering activities, a direct source process was introduced to reduce activities related to tenders within this threshold.
2010	2.2	Addition of procedures to set out standard competition types	These procedures were introduced in order to create fairness and transparency around procurement processes to demonstrate the processes involved to both clients and suppliers.
2010	8.4 9.5	Allowance of four-year (and six-year) contracts outside of AOR situations	This change was made to promote effective client and supplier relationships where longer term contracts could benefit the work and its outcomes. In addition, it was made to reduce unnecessary tenders for work that should be bundled into year-over-year contracts.
2010	5.4	AORs allowed to provide interactive services to their AOR clients	Allowed AOR's with interactive capabilities to provide their clients with that service.
2011	2.3	Revised New print and communications business classifications, including addition of interactive back into to the policy.	This change was made to help identify the growing number of specialty interactive suppliers.
2012	1.5	Crown corporations are exempt from policy for	Crown corporations have policies in place.

Revision Date	Section	Revision	Rationale
		procurement of promotional items.	
2012	2.3	Business classification changes: 1.1 addition of Media Buying, addition of 9.1 Promotional Items 3.0 Interactive subcategories 3.1 Full service digital/interactive agency of record 3.2 Web strategy, research and user experience 3.3 Web/application design & development 3.4 Mobile design and development.	The Interactive sub-categories were implemented based on interactive client needs and the categories were out dated. Promotional Items was added to Communications Services accountabilities to leverage existing processes for efficiencies. The addition of a Media Buying category was required to address market participants that specialize in this category.
2012	5.4	Addition of provisional registration for AOR suppliers.	This was included to provide additional support and guidance to new AOR's as they develop their first AOR relationship, to ensure success.
2012	9.5	Clarified clients may consider term contracts for lengths consistent with the maximum for AOR contracts.	Allows for contracts with a supplier where a particular service is required multiple times. This reduces the work of re-tendering each time a project occurs and allows for relationships to develop.
2012	10.8	Agency of Record contract lengths may be adjusted at the discretion of Communication Services, Executive Council and upon client request, in consultation and with agreement from the Client and supplier.	This allows for adjustments to contract length to account for situations such as government reorganization, general election, etc.
2012	11.3	Added exception that AORs can procure signage, displays or	Procurement of signage, displays and direct mail – has efficiencies when being procured through the agency on behalf of their client.

Revision Date	Section	Revision	Rationale
		direct mail services on behalf of the client.	AORs cannot procure print with the exception of agencies procuring for Crown.
2012	12.8	Clarified process required for requesting change orders.	This added section identifies the important role the client plays when changes are required to an existing project/contract.
2014	2,3	Revised category name 3.	Changed Interactive category to Digital Marketing and Communications to more accurately reflect services.
2014	4.2.2;4.2.3 ;4.2.4	Clarified approvals for film, video, digital marketing and communications, research, and promotional items.	Added approvals for promotional items and clarified research approval process.
2014	7.4	Standing offers.	Added standing offers available for print and communications services.
2014	Appendix A	Removed 2.5 Full Services Market Research Suppliers and 3.4 Full Service Interactive Agencies.	These categories are redundant as suppliers would be registered in other subcategories.
2016	4.4.; 11.0	Agencies of record are no longer able to administer competitions.	Efficiencies and low risk of policy infringement by having Communications Services administer all competitions.
2017	2.3	Promotional items are no longer procured through Communications Services.	Promotional items are goods and purchased similarly to how office supplies are purchased. Executive Council still approves the purchase and design of promotional items (Crown corporations remain exempt from this approval process).
2019	4.3.5	Suppliers proposing the use of subcontractors must ensure that those subcontractors are registered suppliers with Communications Services.	All suppliers, regardless of being the primary bidder or a proposed subcontractor, must be registered with Communications Services.
2019	5.8	Removal of previous section 5.8 - prohibiting AORs registering in design & desktop publishing, writing, marketing and	Clients can procure services required; the policy does not prescribe which suppliers can and cannot register in certain classifications.

Revision Date	Section	Revision	Rationale
		communications management	
2019	5.9	Removal of previous section 5.9 - AOR registration eligibility who do not have an AOR contract	Clients can tender for services required; the policy will not prescribe which suppliers can and cannot register in certain classifications.
2019	8.4.3 9.5.2 11.6.3 12.2	Renewal terms (from 60-90 days to one month)	To allow clients and suppliers to evaluate contract terms nearer to renewal or expiry.
2019	10.0	To describe competitions at or above \$75,000, the policy sites Panel Competition instead of AOR Competition	Not all competitions above \$75,000 are for AOR services; this accounts for competitions for communications services outside of the AOR category.
2019	10.6	Removal of previous section 10.6 - return of proposal submissions	Hard copy proposal submissions are no longer required.
2020	Appendix A	Removal of business classification 8.2 - Audio Visual Equipment Rental	Does not qualify as a communications service.
2020	Appendix B	Removal of business classification - Signs	Does not qualify as a print service.
2021	Appendix A	Removal of business classification 4.6 - Media Duplication	Does not qualify as a communications service.
2024	Appendix A	Removal of business classification 11.1 – Media Monitoring	Media monitoring is considered software as a service as is administered by the Ministry of SaskBuilds and Procurement
2025	7.1	Per project direct source threshold increase from \$2,500 to \$10,000 with a maximum of five projects or \$50,000 in a fiscal year, whichever occurs first	Supplier expenses incurred to bid on negotiations between \$2,500 and \$10,000 are unjustifiable for return on investment – unnecessary processes and resources required to post negotiations of this value

2025	Appendix A	Removal (partial) of business classification 8.1 – Event Planning	Event planning (logistics) is not a communications service – procurement should follow the Financial Administration Manual and SaskBuilds and procurement purchasing rules; procurement of experiential marketing services remains with Communications Services, Executive Council
2025	Appendix A	Business classification condensation	Redundancy in classifications; grouped similar sub-classifications into applicable head classifications
2025	All	Removal of print services from the Communications Procurement Policy	Administration of print services procurement was transferred to the Ministry of SaskBuilds and Procurement on June 1, 2025 to align with other similar services procured through SBP

Glossary

agreement	Any arrangement for the provision of communications services
anniversary award date	One year from the award of a communications services purchase order or contract purchase agreement
annual net billings	The total billings of a company over the course of one year, minus expenses and deductions
applicable trade agreements	Interprovincial or international agreements that restrict or promote trade that apply to the Saskatchewan communications industries
award	A purchase order that provides authorization to a client group and the successful supplier to enter into an agreement for a project
bid	Response from a supplier on a negotiation
business classification	The criteria used to classify projects to be tendered by Communications Services, and the criteria by which communications suppliers are registered
change order	A purchase order that has been altered to reflect changes in the cost, or the terms or conditions of an award
client and supplier relationship	A working arrangement established by a contract between a client and a supplier
closed negotiation	A negotiation that is no longer open for bidding

Communications Services	A branch in Executive Council responsible for communications procurement for the Government of Saskatchewan
competition briefing	A question-and-answer session for bidding suppliers to clarify request for proposal requirements
competition file	The compilation of all relevant competition documentation, including the award, request for proposals, proposals, scoring matrices, decision rationale and other supporting materials
competition panel	Representatives identified to formally evaluate proposals and identify successful and unsuccessful bidding suppliers
contract (general)	A formal agreement for the provision of communications services that is issued and authorized by Communications Services via contract purchase agreement
contract (formal)	A agreement for the provision of agency of record services or other communications services that is signed by the permanent head responsible for the client group and the proponent of the supplier group to formalize an award from Communications Services
direct source	To obtain communications services from a supplier in the absence of a published negotiation
defensible rationale	See “rationale”
evaluations	A formal process between a client and supplier of a multi-year contract to exchange positive and constructive comments to improve and strengthen client and supplier relationships
expiry of the contract	The date upon which the contact is void

fiscal year	April 1 to March 31
freedom of choice	Clients are able to choose a supplier that is not the lowest bidding supplier on a negotiation by providing a defensible rationale to support the award decision
incumbent	The supplier previously awarded on the most recent negotiation for the same project
in-house service	Communications service that is provided directly by a registered supplier and is not brokered or subcontracted
invitation list	The list of registered suppliers invited on a negotiation
letter of intent	A letter submitted by a supplier in response to a request for interest from Communications Services to demonstrate intent to participate in a competition on an upcoming negotiation
matrix	A table for scoring and evaluating proposals submitted in negotiations
negotiation	A tender for a communications project
negotiation response	See “bid”
non-registered supplier	A supplier who is not registered with Communications Services to provide communications services to the Government of Saskatchewan, its Crown corporations and agencies
online tendering system	The web-based system used by Communications Services to publish negotiations, receive bids and award negotiations

open negotiation	A tender that is open for bidding
panel competition	A competition that requires a competition panel to review and evaluation proposals, and to make an award decision
permanent head	The delegated leader of a client group
presentation	An in-person presentation in support of a proposal submitted on a published negotiation
procurement	The method for obtaining services for government
proposal	A response from a bidding supplier to a request for proposals
public website	A website in the public domain where all suppliers, both registered and non-registered, can view the requirements of open negotiations
purchase order (standard)	A contract for a defined, one-time service offered at a fixed price, or for a type of service for a total value of services over a set period of time
qualified supplier	A registered supplier who had demonstrated high service value and quality delivery
randomized invitation list	A list of eligible suppliers from a business classification randomized to generate an invitation list
rationale (award)	A defensible reason based on the evaluation criteria as per the negotiation's Request for Proposal document for selecting to

	award to one bidding supplier provided to Communications Services in writing
rationale (general)	A defensible reason for requesting a decision or making a recommendation provided to Communications Services in writing
registration	To be included on the list of communications suppliers registered by Communications Services to be eligible to bid on work for the Government of Saskatchewan, its Crown corporations and agencies
request for interest (RFI)	A published document that solicits communications suppliers for letters of intent regarding a particular negotiation. Also referred to as a competition advertisement or expression of interest.
request for proposals (RFP)	A published document that solicits communications suppliers for proposals regarding a particular negotiation
request for quotations (RFQ)	A published document that solicits communications suppliers for a quotation regarding a particular negotiation
standing offer	A standing offer agreement means an agreement between the client(s) and supplier(s), wherein the supplier(s) agree(s) to provide, on demand, specified goods or services under specified conditions during a set period at a defined price or discount structure
shortlist	A list of suppliers invited to further participate in a panel competition following a request for interest
subcontracting	An arrangement when a registered third-party supplier is sourced through a registered supplier to complete work awarded through a negotiation

tendering environment	The condition of public procurement in Saskatchewan
tender	See negotiation
term contract	A formal agreement for the provision of communications services over a set period of time

Appendix A – Communications Services Business Classifications

Agency of Record

- Advertising Agency
- Media Buying

Primary Research & Analysis

- Primary Research & Analysis

Marketing & Communications

- Marketing Strategy
- Communications Strategy
- Writing
- Experiential Marketing
- Social Media Management
- Media Training

Production

- Video Production
- Sound Production
- Animation
- Photography

Design & Desktop Publishing

- Graphic Design
- Desktop Publishing