

# Victorian government: who made it and why

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**Accounts:** With this week's announcement of the names of all 26 agencies and 31 PR consultancies chosen by the Victorian government, unsuccessful tenderers wanted answers.

The list of successful bidders (see box) produced few surprises within the industry.

Many agencies who did not get on the marketing services panel complained to *B&T* that they felt it was a Catch-22 situation: if you didn't have government experience, you didn't get on the government panel.

Two agencies *B&T* spoke to were even going to lodge formal requests for post-analysis of their failure to make the grade.

But Andrew Hockley, strategic communications director for the office of premier and cabinet (the department supervising the tender), offered another reason for the government's choices.

"The successful tenderers went beyond merely presenting their credentials. To put it bluntly, they spent significantly more time talking about us than about themselves," he said.

Hockley added that all the agencies on the roster had "demonstrated real insight into some aspect of government or our

social marketing environment".

He also pointed out that not all government departments need the facilities of big agencies, as many of their communication needs are far more modest than television advertisements.

"The panels have been appointed to work across 10 government departments as well as various statutory authorities and entities. The key benefit for the Victorian Government lies in the fact that these panels streamline the process for engaging an agency and reduce the time and resource wastage that occurs with each new tender that was required under the previous arrangements," he said.

## WHO MADE THE GRADE

ADVERTISING	LARGE	MEDIUM	SMALL	SPECIALTY	
	J Walter Thompson	Magnum Opus	Publicity Works	Adz@work (regional)	
	Young & Rubicam	George	Marmalade	Alchemy Media (regional)	
	Clemenger	BoilerRoom	Commotion KWP	Backspin (regional)	
	George Patterson Partners	MDG	Growth Solutions Group	RU Advertising (regional)	
	Publicis Mojo	Shannon's Way	Egg	LifeLounge (youth)	
	Grey Globalq		Creative Outlet	Cultural Perspectives (multicultural)	
	See Life Differently		Sanford Partnership	Linda Loose (direct marketing)	
COMMUNICATIONS	LARGE	MEDIUM	SMALL	SPECIALTY	
	Gavin Anderson	Robert Masters & Assoc	Kelly Strategic Influence	Axiom	Cultural Partners (multicultural)
	Porter Novelli	Scaffidi Hugh-Jones	Media Relations	Jacqueline Flitcroft	Currie (regional)
	CPR	Primary Agency	Cookson Madden	ORB	Kennedy Media (regional)
	Socom	Essential Media Communications	Reputation Group	Libby Fordham	Cultural Perspectives (multicultural)
	Clifton Group	Futureye	GRS	Lahra Carey	Health Inbox (biotechnology/science)
	Fenton	Red Agency	Catherine Newell	Mediawise	
			Launch Box	Mendleson	