

Advertising Policy - NSW Health

Document Number PD2005_633

Publication date 17-Nov-2005

Functional Sub group Corporate Administration - Communications

Summary NSW Health Advertising Policy to assist in the development and coordination of advertising across the Health System.

Replaces Doc. No. Advertising Tenders in the Sydney Press [PD2005_267]

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Applies to Area Health Services/Chief Executive Governed Statutory Health Corporation, Board Governed Statutory Health Corporations, Public Health System Support Division, NSW Ambulance Service, NSW Dept of Health

Audience All NSW Health and Area Health Service staff

Distributed to Public Health System, NSW Ambulance Service, NSW Department of Health

Review date 17-Nov-2010

File No. 04/4361

Previous reference N/A

Status Active

Director-General

Compliance with this policy directive is mandatory.

**ADVERTISING POLICY
NSW HEALTH**

November 2005

NSW HEALTH ADVERTISING POLICY

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Introduction

The NSW Government is committed to ensuring all residents have equal rights of access to information about services, programs and initiatives introduced by the government that affect their benefits, rights and obligations.

Communicating important health messages to both targeted and broader community groups is a key strategy of NSW Health and a vital part of fulfilling the Department's commitment to an involved and informed community.

Media & Communication teams use their expertise to assess and develop the most effective communication strategies and media to promote messages to improve understanding and awareness of health issues and services. NSW Health regards advertising as a key part of communication activity designed to inform and educate the public about services, programs and initiatives of NSW Health.

The NSW Government has set clear objectives for all public sector agencies to ensure that the people of NSW get better service and value for money. It is therefore vital that NSW Health maintains effective policies and procedures for the development and implementation of advertising programs.

The NSW Health Advertising Policy

The NSW Health Advertising Policy provides standards to assist in the development and coordination of advertising across the NSW health system. The NSW Health Advertising Policy also ensures that advertising developed by NSW Health is managed appropriately and reporting requirements are maintained.

For the purpose of this policy, the term Health System refers collectively to NSW Department of Health, Area Health Services, Statutory Health Corporations, Public Health System Support Division and NSW Ambulance Service.

Scope of the NSW Health Advertising Policy Directive

The NSW Health Advertising Policy applies to all advertising conducted by or on behalf of the Health System, except recruitment advertising (see PD2005_565)

This Policy does not relate to recruitment advertising for the Health System. Recruitment advertising is not regarded as campaign advertising and can be managed internally by organisations within the Health System.

Definition of Advertising

Advertising provides NSW Health with a range of communications tools to reach large numbers of the public in a short time-span. Advertising programs are able

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to have a great impact and can promote high recall with health consumers statewide.

For NSW Health purposes, advertising is defined as all:

- electronic media - including television, radio and cinema advertising;
- print media - including newspapers, magazines and periodicals;
- internet advertising and;
- peripheral media - including advertising in lifts and public conveniences, within bars and nightclubs, aeroplane banner tows, balloon and billboard advertising.

This definition may include advertising related to sponsorship, merchandising or fundraising activities and could also involve activities related to launches and major events.

Related Policies

- NSW Health Sponsorship and Fundraising Guidelines - PD2005_415
- Recruitment and Selection – Policy & Better Practice – Public Health Organisations & Ambulance Service – PD2005_565
- Code of Conduct - NSW Health - PD2005_626
- [Advertising of Personal Injury Services by Lawyers in Hospitals](#) – PD2005_251
- [NSW Department of Commerce Guidelines for Government Advertising](#)
- [NSW Premier's Department – Review of Government Advertising – M2005-06](#)

Who is the NSW Health Advertising Policy for?

The NSW Health Advertising Policy has been developed for Chief Executives, Central office staff, Area Health Service staff, Area Media Liaison Officers, media and communications staff to provide a framework for decision-making. This includes decisions on the appropriate allocation of funding, seeking approval, contracting requirements, reporting mechanisms and timeframes for implementation.

NSW Health Advertising Policy Objectives

1. To ensure that NSW Health advertising takes into account:
 - ICAC probity issues including;
 - transparency of process;
 - accountability and monitoring;
 - obtaining value and;
 - performance management
 - NSW Health Code of Conduct - PD2005_626

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- the communication needs of young people, people in rural and regional areas, indigenous people, women, people with disabilities and those in the community from a culturally and linguistically diverse background; and
 - recent changes to the NSW Government advertising outlined in the [NSW Premier's Department – Review of Government Advertising – M2005-06](#).
2. To provide a framework so that NSW Health staff can:
- prioritise health expenditure on advertising in line with NSW State health priorities;
 - identify appropriate reporting and approvals procedures;
 - negotiate and confirm advertising arrangements using approved contracts; and
 - evaluate and report on the various components of the program.

THE NSW GOVERNMENT MASTER MEDIA CONTRACT

The NSW Government has set clear objectives for all public sector agencies to ensure that the people of NSW get better service and value for money.

To ensure that government agencies conduct communications programs that include advertising in a cost effective and efficient manner all advertising by government agencies must be booked in accordance with the Government's Master Media and Placements contracts through the Government Advertising Agency within the Department of Commerce.

The Master Media and Placement contracts require the booking of all government advertising to appear in television, radio, press, cinema, and outdoor and other media to be placed through the current contractor, Mediacom WWP (formerly Zenith Media).

Other single appearance advertisements for example public notices and tenders in regional, suburban and community language press are to be booked through the current contractor HMA Blaze via the Government Advertising Agency processes.

Both Mediacom and HMA Blaze negotiate directly with media organisations resulting in extremely attractive government discount rates with all media.

GOVERNMENT ADVERTISING AGENCY

The Government Advertising Agency (GAA) is a Unit within Government Advertising and Information (GAI), a business unit of the Department of Commerce.

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All advertising by government agencies including the Health System must be processed through the GAA.

The GAA is responsible for maintaining the government advertising expenditure records and reporting on expenditure by agencies and advertising trends.

Direct booking of all advertisements in metropolitan newspapers, typesetting for the design and setting of display advertisements and distribution of material to the media at competitive typesetting charges is also organised by GAA.

GAA also offers a 'one contact service' for non-campaign advertising. GAA services include booking media, typesetting and production of advertisements and dispatch of material to the media at government rates. GAA also provides advice on media planning, scheduling and costing for both print press advertising and radio.

NSW DEPARTMENT OF HEALTH MEDIA & COMMUNICATIONS

Media & Communications work with clients throughout the health system to develop communication strategies that promote the role of NSW Health to the community. These strategies include publications, advertising, campaigns, marketing, online electronic publishing and the media.

Media & Communications manages the contracting procedures for all campaign advertising and should be consulted in the development of all campaigns.

NSW Health Advertising Process

NSW Department of Health general advertising including, but not limited to, Tenders, Expressions of Interest and Public Notices as lineage or as display advertisements, are to be placed through Media & Marketing, Media & Communications, NSW Department of Health.

Additionally, all proposals for advertising in excess of \$50,000 or Community Service Announcement (CSA) advertising that involve the development of new creative at any level in the Health System are to be briefed for approval by the Minister for Health through Media & Marketing, Media & Communications, NSW Department of Health.

All requests for advertising must be accompanied by a Brief approving the purchase of the advertisement and including background information on need for the advertisement, the proposed publication(s) and date(s), a project cost centre and be signed by the relevant delegated authority.

Twelve (12) weeks should be allowed for planning and approvals of campaign and or new creative advertising.

GUIDELINES FOR MANAGING ADVERTISING – NON CAMPAIGN ADVERTISING

Advertising Assessment

Staff considering utilising advertising as part of their program activities should refer to the Advertising Rationale Brief (**Attachment 1**), prior to submitting requests for advertising approval.

Managing Advertising

Advice for the Health System on managing public sector advertising programs, development of artwork, event management, engagement of advertising agencies and the production of multimedia including film and radio is available through Media & Marketing, Media & Communications, NSW Department of Health.

Health System Booking Advertising

GA1 and GA2 forms

GAA has two different order forms:

- **GA1**

To book non-campaign advertising and to place ads in print media covered by the Master Media contract and

- **GA2**

For non-campaign advertising where a booking is made direct with the media - eg a regional officer booking direct with the local newspaper. These forms are generally used when booking advertising direct with local newspapers.

Advertisements cannot be booked directly with the Sydney Morning Herald, The Daily Telegraph, The Australian, The Financial Review, The Sun Herald or the Sunday Telegraph. To place ads in these papers you must use a GA1 form to comply with the Master Media contracts.

Both GA1 and GA2 forms are available on request from the GAA.

Occasionally media will offer special "opportunity buy deals" at rates that are under the negotiated government rates for AHS. If this happens GAA should be advised of the quoted rate and the name of the person quoting it. Your advertisement will then be booked with a GA1 form at the special rate you have been quoted.

Cost

GAA produces an annual media rates book for clients and negotiates discounted media rates for all NSW government agencies including the Health System.

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Bookings

Bookings can be made electronically or by faxing through copies of the GA1 or GA2 form together with a copy of the approved advertisement to the Advertising and Media Coordinator, GAA.

Typesetting

GAA can arrange typesetting of advertisements and electronically dispatch the material to the appropriate newspaper at very competitive rates through the contracted NSW Government Typesetter.

Non English Speaking Background (NESB) and people from Culturally and Linguistically Diverse (CALD) backgrounds

GAA maintains a database of Community Language media, based on details provided by the media and can assist in preparing schedules to meet the Government requirements for Community Language media. GAA provides a media planning service and advice, particularly in the area of Community Language media.

The Multicultural Health Communication Service is also available to NSW Health for advice on community language groups and appropriate media to target people of NESB and CALD backgrounds.

Government tenders advertising

All advertisements relating to Expressions of Interest and Requests for Tender in the Metropolitan area must be placed in the NSW Government composite advertisement, appearing in the Sydney Morning Herald Tenders Section on Mondays. Separate display advertisements are not accepted by the GAA.

Each advertisement shall only display the essential information relating to the Tender:

- Tender title and description;
- Tender number or reference;
- phone enquiry number or fax number; and
- relevant tender website address. Please ensure that potential tenderers are able to access full details of each tender opportunity online.

This approach ensures Tender information is consistent across government, reduces advertising costs and conforms to the NSW Premier's Department regulations.

Advertisements may be placed in the classifieds section only of local, rural or specialist publications as appropriate. Only information essential to the tender is to appear in all advertisements.

Any requests for advertising outside of these guidelines must be approved by the GAA. In such cases a detail letter addressed to the General Manager of the GAA, explaining the justification for the variation to the GAA Guidelines and

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signed by the relevant delegated authority should accompany the request for advertisement placement.

The NSW Department of Health is required to include any tenders or Expressions of Interest on the E-Tender system (see PD2005_300).

Public Health Organisations are also required to placed tenders or Expressions of Interest on the E-Tender system (see Purchasing and Supply Manual)

Statutory and regulatory notices and important public information advertising

All Statutory and Regulatory Notices and Important Public Information advertising must conform to a maximum advertisement size of 12cm by 7cm. Consideration should be given to placing full details and/or additional information about the notice online and include the website address in the press advertisement.

Statutory and Regulatory Notices should be placed in the Public Notices/ Classifieds section of the press.

Statutory Notices and Important Public Information advertisements may only appear in the press between Monday and Friday, except in exceptional circumstances. Any requests for advertising outside of these guidelines must be approved by the GAA. In such cases a detail letter addressed to the General Manager of the GAA, explaining the justification for a variation of the GAA Guidelines and signed by the relevant delegated authority should accompany the request for advertisement placement.

GUIDELINES FOR MANAGING ADVERTISING –CAMPAIGN ADVERTISING

Contracting of Advertising

ICAC principles require that a transparent and equitable process is embarked upon when dealing with advertising contractors.

The contracting procedure is designed to provide internal clients as well as external suppliers with an opportunity to arrange NSW Health advertising contracts of optimum quality with a minimum of cost and time delays.

The contracting procedure is to be managed by Media & Marketing in conjunction with the Program Manager. The process should be embarked upon following approval of the campaign commencement, by the relevant delegated authority. For major campaign advertising (over \$50,000) Ministerial approval must be sought.

The contracting procedure includes the following steps:

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1. Following approval of the Advertising Rationale Brief (see **Attachment 1**), form a steering committee of relevant staff, identify roles and project parameters.
2. Develop a Communications Strategy (see **Attachment 2**).
3. Following approval of the Communications Strategy, develop an Advertising Agency Brief and conduct an Expression of Interest (EOI) selection process.
4. Convene the selection panel to review the EOIs and shortlist advertising agencies. Notify the agencies and provide them with a comprehensive briefing, including background documentation. A representative of both the GAA and Media and Communications will be required to join the selection panel.
5. The advertising agencies develop creative and media strategies and present them to the selection panel.
6. Depending on the size and nature of the advertising campaign the selection process may include concept testing or focus testing, prior to a final decision being made. The selection panel selects the preferred agency and recommendations are forwarded to the relevant delegated authorities.
7. For major campaign advertising (total budget over \$50,000) the: Communication Strategy; recommended agency; campaign creative; media strategies and findings of any research (including focus testing), is required to be submitted to the NSW Government Campaign Advertising Peer Review Process for final approval to proceed. **Ministerial approval must be sought prior to submission to the peer review process.**
8. Following approval from the Peer Review Process campaign can commence production, scheduling and implementation.

For campaign advertising totalling more than \$100,000 allow three months planning and approvals.

Campaign Advertising Planning and Budget Processes

In accordance with the NSW Premier's Department's Memorandum No. 2005–6, NSW Health is required to submit a year in advance advertising campaign plan as part of the normal budgetary process to the Budget Committee of Cabinet, commencing for the 2006/2007 budget cycle. Funding for proposed campaigns will then be allocated through the budget process for approved advertising campaigns. Commencement of campaign planning and development can only occur once approval is granted.

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The purpose of submitting campaigns to Budget Committee of Cabinet is to allow each proposal to be considered as to its consistency with whole of government directions and priorities, before campaign development occurs.

In determining whether to approve proposals for further development the Budget Committee of Cabinet considers the following criteria:

- Campaign Requirement – the issue to be addressed, supporting research, aims, objectives, and the target audience.
- Campaign Delivery – the proposed communication strategy and rationale.
- Campaign Value – the proposed budget and costs.
- Campaign Governance – links between campaign and Results and Services Plan, cluster arrangements (if appropriate) and nomination of 'lead agency'.

Approved campaigns are then further developed to creative concept stage and submitted for peer review.

Media & Communications will facilitate the development and submission of the NSW Health yearly campaign advertising plan. Proposals for planned campaigns must be finalised and submitted to Media & Communications by September of each financial year in order to be included in the NSW Health yearly campaign advertising plan.

Media & Communications should be consulted at the initial stages of planning any proposed campaign.

NSW Government Advertising Peer Review Process

The Department of Commerce has established a process to independently review the development and implementation of campaign advertising initiatives. The peer review process applies to all campaigns with a budget of \$50,000 or more.

Key features of the process are:

- advertising campaigns are reviewed before and after their implementation;
- campaign reviewers are drawn from across the public sector and have experience and capabilities in various aspects of advertising communications;
- the peer review process does not require the preparation of any additional documentation outside of what would be considered good campaign development;
- review teams will consider the soundness of the campaigns against common assessment criteria; and

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- review recommendations will be provided to the Cabinet Standing Committee on the Budget for endorsement.

The peer review process generally is completed within four weeks. Media & Communications will facilitate the submission of campaign advertising to the peer review process.

Campaign advertising peer review will be initiated once the NSW Health Campaign planning process is complete and approval to submit is granted.

For the Department of Health, a Health Administration Corporation standard Goods and Services contract should be signed by the advertising agency and the appropriate delegated authority. A copy of the pro forma Goods and Services Contract can be obtained from the Legal and Legislative Services Branch of the NSW Department of Health.

Repeating Advertising Campaigns

Successful advertising campaign maybe repeated to reinforce the campaign message. Plans to repeat advertising campaign's must be included in the Campaign Advertising Planning and Budget Processes. Additionally approval to repeat advertising campaigns must be sought through the NSW Government Advertising Peer Review Process.

GUIDELINES FOR MANAGING ADVERTISING – MISCELLANEOUS ADVERTISING ACTIVITIES

Miscellaneous Advertising

It is acknowledged that a number of miscellaneous advertising issues may arise. Of specific concern are revenue generating advertisements situated on the grounds of Health System property.

On site, revenue-generating advertising could include:

- outdoor media including billboards, banners, building facades, bus shelters and outdoor seating;
- vehicle and equipment advertising, including wheelchairs and other medical equipment;
- lift advertising
- messages on hold and advertising on other telecommunications such as internal television networks, e-mail and intranet advertising; and
- newsletters and other publications.

Off site, revenue-generating advertising could include:

- advertising in shopping centres, community displays;
- intranet and internet advertising and utilisation of hyperlinks to commercial suppliers;

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- merchandising such as stuffed toys, drink bottles, key rings, pens, T-shirts and other clothing apparel;
- newsletters and publications from external agencies.

It is essential that effective protocols and procedures be developed in the Health System to deal with the wide range of advertising applications that may be encountered. This should include formalised processes, promoted widely through Expressions of Interest advertisements to maintain a transparent and equitable system of review.

Contracting procedures for on site advertising should have a contract period that is reviewed annually, a minimum rate of return and agreed performance criteria.

Procurement of tenders should be considered on merit, be of good taste, promote good health, be consistent with ICAC principles and in accord with delegated authority.

NSW Health Sponsorship Policy

Sponsorship is a useful and potentially beneficial mechanism that reinforces and enhances NSW Health business activities. Across the health system sponsorships have been used for some time to support a range of activities that are inline with NSW Health strategic directions including advertising. Reference should be made to the NSW Health Sponsorship Policy when managing advertising relating to sponsorships.

Media launches

For media launches and major events, approval should be sought from the appropriate Chief Executive or Deputy Director General and the Director Media & Communications should be consulted about planning and implementation.

For launches and events requiring the Minister's attendance, a brief containing event details should be forwarded to the NSW Department of Health, for the attention of Media & Communications, for the Minister's approval.

Use of NSW corporate brand

In May 2005, NSW Health adopted a whole-of-Health corporate identity to standardise the branding (logos and visual identity) of all Area Health Services, and the NSW Department of Health. The NSW Health Policy Directive NSW Health Corporate Identity – PD2005_601 outlines the use of the NSW Health corporate brand.

The NSW Health logo must be shown on all departmental publications, advertising, publicity display material and signage. The NSW Health/Area Health Service logo must be shown on all Area Health publications, publicity display material, signage and advertising.

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NSW Health and Area Health Service logos must not be used without logo approval from the relevant body, that is, NSW Health Media & Communications or Area Media Officer. An online logo request form is available on the NSW Health and Area Health Service intranet sites.

A corporate visual style guide is available in all locations. It also covers stationery templates and colour palette, grid system and design style for web and print publications.

For an explanation of the use of the whole-of-Health corporate identity, rules of use of the logo and examples of approved logos, please refer to the NSW Health Corporate Visual Style Guide.

Use of NSW Government Identity

In accordance with NSW Government Policy the NSW Government identity must be shown on all campaign advertising with a total budget over \$50,000. The NSW Government identity includes the NSW Government Crest and/or the following acknowledgements:

- “A NSW Government Project”
- “An Initiative of the NSW Government”

Internet advertising

As a general rule NSW Health should not advertise on non-government websites or host commercial advertising.

However there may be instances where specialist sites are particularly suitable for reaching a specific audience. In these cases agencies must be satisfied that the site content does not conflict with government policy or could be regarded by the community as inappropriate.

MEASURING ADVERTISING PERFORMANCE

All communications and advertising should be based on relevant research, it must be impartial and have regard to practical information needs of the target audience and the process must include appropriate feedback and evaluation methods.

For large scale, multi-faceted advertising programs, incorporating a range of media, a budget allocation of between 10-15% of the media budget should be considered for research.

Evaluation methods may include quantitative and qualitative measures.

Quantitative studies to evaluate performance should include questions on prompted and unprompted recall of the advertising (cut through), respondent understanding of the main message (message take-out) branding (logo

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identification), personal relevance (believability), and respondent intentions to comply with the prescribed behaviour (behaviour change).

The evaluation of the program should be compiled with other relevant documentation into a final campaign report and submitted to the delegated authority. A copy of the report should be provided to Media & Marketing.

Evaluations of campaign advertising submitted to the peer review process are required to be submitted for post campaign report to the peer review process.

ATTACHMENT 1. - ADVERTISING RATIONALE BRIEF

A Rationale Brief for the proposed advertising program should be provided to the relevant delegated authority for approval. Following approval, the Advertising Rationale Brief can be used to develop a Communications Strategy (Attachment 2) and if required Advertising Agency Brief for distribution to short-listed Advertising Agencies.

NSW Health (Title) Advertising Program

Introduction

Provide an outline of the scope of the advertising program and the reasons for conducting it.

Objectives

Identify the main objectives of the program and indicate if they are achievable.

Target Groups

Identify primary, secondary and tertiary target groups and, where applicable, provide a brief description of demographic and psychographic characteristics of the groups.

Media Recommendations

Identify the potential media to be utilised in the advertising program, if known for example, TV, Radio, Press or Outdoor. Specify the expected breakdown of metropolitan and regional media. Include the requirement that all media will be booked through the Master Media Agency.

Timeframe

Identify the timeframe for all components of the program and the expected launch date.

Budget

Identify the budget allocation for the program and the source of funding.

Performance Criteria

Indicate the range of performance measures, outputs and outcomes expected from the advertising program and the tools to be used for measurement.

ATTACHMENT 2. - COMMUNICATIONS STRATEGY

Officers planning campaign in partnership with Media & Communications should compile the Communications Strategy and forward it to the relevant delegated authority for approval. For major campaign advertising (total budget over \$50,000) that requires submission to the GAA campaign advertising peer review process, Ministerial approval must be sought.

Following approval, the Communications Strategy can be used to develop an Advertising Agency Brief, to be forwarded to Advertising Agencies responding to an Expression of Interest.

A Communications Strategy should include:

- Aim of the Policy/Program;
- Objectives of the Policy/Program;
- Risk Analysis and Contentious Issues Management;
- Communication Objectives;
- Target Audience(s);
- Communication Activities;
- Budget;
- Timeline and Responsibilities;
- Research and Evaluation.

A background document containing literature reviews, benchmarking data and samples of previous campaign work could also be supplied as supplementary information.

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ATTACHMENT 3. - TENDER TEMPLATE

In accordance with the Premier's Memorandum No. 2005-6

Each advertisement is only to have the essential information relating to the tender such as:

- Department Name
- Tender title
- Tender number or reference
- Description [description 120 characters maximum]
- Enquiries [Phone enquiry number and fax number]
- See website for further information [Relevant tender website address].
- Closing Date [xx/xx/xx]

Agencies are to ensure that potential tenderers are able to access full details of each tender online via a website.

Please Note: Non-essential information will not be accepted.

This information will be highlighted and sent back for the client to amend, which will slow down the process of the tender appearing on the required date.