

BECOMING A  
Supply Partner

TELETHON  
**KIDS**  
INSTITUTE  
SUPPLY PARTNER



Discover. Prevent. Cure.





## Who is the Telethon Kids Institute?

The Telethon Kids Institute is a new kind of research institute. One where kids are at the heart of everything we do.

Our vision is to improve the health and wellbeing of children through excellence in research. We have a bold blueprint which brings together the community, researchers, health practitioners, policy makers and partners who share our vision of discovery, prevention and curing childhood disease. We want to be measured on our ability to make a difference.

The Institute was founded in 1990 to create a multidisciplinary approach to research to improve outcomes for children. We enjoy a national and international reputation for being dedicated equally to research and translating that research into actual health-enhancing interventions within the community and beyond. Every year our researchers contribute to more than 250 publications with their discoveries into child health and well-being, with discoveries in areas including:



- Breakthroughs in the treatment of childhood cancers with a focus on finding a cure
- New treatments for diabetes that will significantly improve the outlook for affected children
- Early interventions for children with cystic fibrosis that will lead to longer life expectancies and improved quality of life
- Genetic sequencing to discover biomarkers and variants for rare diseases which will lead to better treatments
- Improvements in early childhood development aimed at providing every child with the opportunity to lead a healthy life
- Aboriginal child health, with a specific focus on children affected by foetal alcohol spectrum disorders, skins diseases and rheumatic heart disease
- Improvements in the early detection and treatment of autism
- Developing new and improving existing vaccines for contagious diseases
- Understanding the causes and improving the treatments for asthma



## What does the Institute buy?

All of our procurement is directly focused on supporting and improving the effectiveness of the medical research we undertake. Types of goods and services that we purchase include:



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| ➤ Banking and financial services                         | ➤ Leasing and finance services                   |
| ➤ Bioresources infrastructure, equipment and consumables | ➤ Legal services                                 |
| ➤ Cleaning and building maintenance                      | ➤ Marketing and communication services           |
| ➤ Consultancy services                                   | ➤ Motor vehicles                                 |
| ➤ Electricity, water and reticulated gas                 | ➤ Office furniture and fit-out                   |
| ➤ Hospitality and catering services                      | ➤ Printing, print production and distribution    |
| ➤ ICT hardware, software and services                    | ➤ Recruitment services                           |
| ➤ Insurance and risk management services                 | ➤ Research and medical equipment                 |
| ➤ Laboratory consumables and chemicals                   | ➤ Salary packaging services                      |
| ➤ Laboratory equipment and maintenance                   | ➤ Telecommunications                             |
| ➤ Laboratory furniture and fit-out                       | ➤ Training and professional development services |
|  | ➤ Travel and accommodation                       |



## What is a Supply Partner?

*“Supply Partners are more than just suppliers. They are trusted advisers to the business of the Institute.”*

Institute Supply Partnerships are long term business relationships with key suppliers that are geared towards delivering exceptional procurement outcomes which support the vital research of the Institute and help us to make a real difference to the health and wellbeing of children. Supply Partners demonstrate a genuine commitment to helping the Institute innovate and come up with solutions that will assist us to become a world leading research organisation.

Our Supply Partners share a reputation of being the best at what they do. Not only are they known as leaders and innovators in their areas of expertise, they also share our passion for caring and doing good in the community. And all of them care about kids.

The Institute recognises that sustainable partnerships must deliver genuine value for both parties beyond the usual rhetoric. Our commitment to working effectively with Supply Partners starts with a definitive commitment to ensuring regular communication and extends through to direct engagement in our ongoing business planning. We also seek to connect the hearts and minds of our Supply Partners to the progress of our vital research and translatable outcomes. Most importantly, we treat Supply Partners as trusted advisers and actively seek their advice and guidance to help us make the right business decisions.

In return, we expect our Supply Partners to nominate the Institute as their corporate social responsibility (CSR) partner in Western Australia. Being our CSR partner means working collaboratively with us to deliver specific initiatives that will add value to the research of the Institute and help us in our vision of discovery, prevention and curing childhood disease.



## When are Supply Partnerships established?

The Institute establishes Supply Partnerships where there is the opportunity to deliver optimal value through a long term business partnership with the right supplier(s). These partnerships are designed to ensure high performance, promote innovation, minimise supply costs and mitigate business risks.

Before establishing a Supply Partnership, the Institute works closely with our researchers and professional staff to understand their business needs. We also engage with the market to identify how optimal value can be realised through a supply relationship.



## How are Supply Partners appointed?

Supply Partners are appointed following a robust and transparent procurement process undertaken by our Procurement Team. This process is geared towards selecting high calibre, integrity driven and community-minded suppliers that will offer the Institute optimal value for money in the supply of goods and/or services.

While our intent is always to form long term partnerships with our Supply Partners, we are committed to ensuring probity and fairness in our approach to procurement and as such, we periodically put opportunities to become a Supply Partner to the market. Generally, testing of the market will occur at the conclusion of a contract term.



## What are the benefits of being a Supply Partner?

There are many benefits to becoming a Supply Partner to the Institute. Some of these include:

- **Our endorsement:** Supply Partners enjoy public recognition as being a business partner of the Institute so that they can demonstrate in a tangible way their commitment to our vision of discovery, prevention and curing childhood disease. Having the Institute's endorsement enables our partners to show their customers, shareholders and stakeholders that they are committed to making a difference and doing community good.
- **Promotion as a Supply Partner:** our brand has very strong community recognition and is well held in the hearts and minds of the people of Western Australia. Supply Partners are able to use exclusive branding to identify themselves as our partner to their current and prospective customers, thereby leveraging the goodwill associated with the Telethon Kids Institute identity. (All use of our branding must be in line with the Institute's Style Guide and requires sign-off by our Communications Team.)
- **Creating a genuine business partnership:** one that is founded on shared goals, mutual respect, trust and support for each other's business objectives.
- **Providing competitive advantage:** providing a framework that allows our Supply Partners to deliver the full potential of their expertise in developing the Institute's business strategy in whatever category of goods and/or services they have been appointed to.
- **Effective relationship management:** our Procurement Team and Senior Management engage directly and regularly with our Supply Partners through a model which supports effective business to business relationships. This ensures that planning, communication, negotiation and dispute resolution are well managed and effective.
- **Fostering innovation:** our approach is to provide a collaborative working relationship that promotes innovative thinking and the creation of optimal solutions.
- **Leveraging capabilities:** we enable our Supply Partners to engage at the earliest stages of project definition and initiation, providing greater capacity to understand our detailed requirements and constraints and to advise on the best solutions.
- **Employee engagement:** we facilitate opportunities for employees from our Supply Partners to engage with the Institute's team of researchers and professional staff. This may include special presentations on interesting research topics, invitations to attend our community forums or joining us in supporting good causes such as Telethon or the HBF Run for a Reason.
- **Streamlined procurement:** delivering a faster and easier procurement process for goods and/or services that frees up the internal resources of our suppliers and results in tangible cost and time savings.
- **Operational process mapping:** which provides our Supply Partners with all the details they need to be able to perform and match their operational capacity and people to the Institute's requirements.
- **Standardised terms and conditions:** high quality standard terms and conditions that are established upfront under a Framework Agreement for doing business with the Institute. This simplifies and streamlines the subsequent purchasing of goods and/or services and leads to administrative efficiencies and cost reductions.





## How do we support our Supply Partners?

Genuine partnerships require mutual value to be realised and the Institute is committed to supporting our Supply Partners through stewardship initiatives that are aligned with their specific requirements. This may include the following:

- ▶ Exclusive use of the Institute's Supply Partner Logo and associated branding
- ▶ Exclusive use of the Supply Partner tag line – e.g. "Working with Telethon Kids to improve the health and wellbeing of children"
- ▶ Regular planning and review meetings with key Institute executives and researchers
- ▶ Quarterly Supply Partner meetings with Institute staff to optimise partnership opportunities for both parties
- ▶ Using the Institute as a reference site or case study
- ▶ Communication and marketing support to encourage engagement and take up across the Institute (e.g. intranet / events, etc.)
- ▶ Public profiling opportunities (e.g. Telethon Kids Open Day, networking events, etc.)
- ▶ Opportunity to sponsor Institute events (e.g. Science Seminar Series, Annual Scientific Retreat, etc.)
- ▶ Exclusive invitations to special Institute events (e.g. Annual Community Lecture)
- ▶ Support to arrange joint and co-branded events (e.g. cocktail party / lectures, etc.)
- ▶ Laboratory tour opportunities for the Supply Partner's staff
- ▶ Inclusion on the Institute distribution list for partner communications (e.g. annual report / philanthropy report, etc.)
- ▶ Promotion on the Institute website as a Supply Partner



## What does the Institute require from its Supply Partners?

All of our Supply Partnerships are win-win. Our experience has shown that forming strong and mutually beneficial partnerships which are based around shared understanding and trust will deliver exceptional outcomes for both parties. We believe that this is the best model for doing business.

While we offer significant benefits to our Supply Partners, in return we are seeking exceptional value and preferential treatment. Specifically, we require:

- ▶ **Sharing a commitment to kids:** all of our Supply Partners must share our commitment to improving the health and wellbeing of children. This commitment means ensuring that everything we do as partners is based around working together to make a difference to the lives of kids.
- ▶ **Optimal value for money:** we require a commitment from our Supply Partners that they will provide the Institute with optimal value for money in the supply of goods and/or services.
- ▶ **Being a 'customer of choice':** we expect preferential treatment from our Supply Partners regarding service, costs, access to technology, innovation and risk reduction.
- ▶ **Innovation and collaboration:** we thrive on innovation and collaboration and as such, require our Supply Partners to embrace creative thinking in the development of solutions.
- ▶ **Partnership-centred relationships:** we believe it is critical to have mutually beneficial working relationships and as such, require a commitment from our Supply Partners to forming long term and mutually beneficial partnerships.
- ▶ **Commitment to Corporate Social Responsibility:** we require our Supply Partners to explicitly demonstrate a commitment to making a positive contribution to the community through their support for the Institute and having a strong commitment to our vision.
- ▶ **Delivering procurement efficiencies:** we are committed to efficient procurement and require our Supply Partners to ensure that the purchasing process is streamlined and delivers administrative efficiencies that reduce the costs and time of doing business.



## Are Supply Partnerships exclusive?

Where a single supplier can meet all of the Institute's needs in a specific category of goods and/or services, the Supply Partnership will be an exclusive arrangement. In these instances, exclusivity means that the Institute will only procure goods and/or services in that category from the Supply Partner. This approach is expected to generate outcomes that exceed those which can normally be achieved using a traditional procurement model.

Where exclusive supply arrangements with one supplier for a particular category of goods or services cannot meet all of the Institute's requirements, a panel structure may be established with a select number of Supply Partners. This ensures that a diverse range of product and service offerings from a range of different suppliers is available. When establishing a panel, the Institute does not seek to replicate an existing market or to include every supplier that responds to the procurement process. Rather, best value for money can be ensured by selecting an exclusive panel that is large enough to give the Institute sufficient choice between brands and to deliver great outcomes, but small enough to still deliver real value to suppliers. This approach is also expected to generate outcomes that exceed those which can normally be achieved using a traditional procurement model.



## How are Supply Partnerships structured?

Following a formal procurement process which will involve either a Request for Proposal or Request for Tender, the Institute will negotiate a Framework Agreement with the supplier(s) selected as a Supply Partner. The Framework Agreement will govern the relationship between the Institute and the supplier as partners.

Standard Conditions of Contract are also negotiated with the supplier at the time of being appointed as a Supply Partner which will be used for all specific procurement activities. The use of standard contractual terms and conditions eliminates the need for any further contracting once staff within the Institute start purchasing goods and/or services from the supplier.

Where there is one Supply Partner appointed to a particular category of goods and/or services, direct purchases can be made from that supplier using the standard contractual conditions and a purchase order. Where there are multiple Supply Partners appointed to a particular category of goods and/or services, an informal Request for Quotation process will be used to provide the opportunity for all applicable Supply Partners to bid for the work. Unless specified within a procurement process, no minimum quantity of sales or turnover is guaranteed under a Supply Partnership.



## What does being a Corporate Social Responsibility Partner entail?

Our Supply Partners share our passion for caring and doing good in the community. And as said before, all of them care about kids and want to help us in finding better ways to diagnose, treat and cure childhood disease and improve the quality of life for kids those who suffer disease and disability. That's why we invite them to make us their CSR partner in Western Australia.

A question we are commonly asked is what type of CSR outcomes will add value to the vital research of the Institute? Below are just some of the initiatives already provided by our existing Supply Partners:

- Cause-based marketing to align the supplier's brand with the charitable cause of Telethon Kids in an effort to grow public awareness, increase sales and raise funds to support child health research.
- Telethon Kids being a "Centre of Excellence in Western Australia", which involves the provision of recurrent financial benefits, demonstration equipment, equipment upgrades and service support.
- Fund raising events and campaigns to raise money to support the vital research of the Institute.
- Sponsoring key Telethon Kids events such as the regular Seminar Series, Scientific Retreats, Community Lecture and Kids Discovery Day.
- Donation initiatives, both general in support of the Institute or towards specific research projects. This may include donating an amount from every sale of brand or product line to support the research of the Institute which can be used by the Supply Partner as a tangible demonstration of their commitment.
- Pro-bono gifting of skilled technical resources for Institute projects at no cost.
- Donation of consultancy services to support Institute initiatives.
- Complimentary equipment and free technology upgrades.
- Sponsorship of tailored awards or scholarships to assist our employees to achieve outstanding research outcomes.
- Branded competitions designed to encourage creativity among staff and increase brand recognition within the Institute.
- Sponsorship of Telethon Kids' staff to attend conferences and training in order to enhance their professional development opportunities.
- Technology and innovation hackathons.



## How can my organisation become a Supply Partner?

The Institute has a Procurement team that can assess proposals for Supply Partner development or advise when opportunities to partner with the Institute as a supplier are next due to be put to market.

**Contact:** Emma Gillespie  
Procurement and Contract Manager  
P | (08) 9489 7886  
E | emma.gillespie@telethonkids.org.au



## Testimonials

*“Being a Supply Partner has allowed Alleasing to build a close relationship with Telethon Kids Institute, and work with them to add value in terms of generating real innovation in solutions that assist the Institute to improve their operational capability in replacing existing equipment under a whole of life asset management programme. TKI has allowed us to promote our involvement with them, and become a Corporate Social Responsibility partner for our operation in WA.”*

David Roberts | Business Development Manager, WA  
| Alleasing Pty Ltd



*“As a purpose driven business, Fusion is extremely proud to have formed a supply partnership relationship with Telethon Kids Institute for strategy-led digital services.*

*The research that the Institute delivers is highly valuable and recognised globally, and importantly contributes to the health and well-being of Australia's children, their families and broader community. Many of Fusion's team members have young families who are in-tune to how important it is to have happy and healthy children. This makes the work we collaborate on with the Institute as highly meaningful. We also feel like we are playing a small part alongside the Institute to help make a difference in other people's lives.*

*We are extremely proud to be able to help Telethon Kids Institute communicate the outcomes of its hugely valuable research via digital platforms to a world-wide audience. The team at Fusion look forward to building and growing our relationship over the coming years as the Institute's supply partner for digital services.”*

Damien Mair | Co-Founder  
| Fusion



*“By becoming a Supply Partner for Telethon Kids Institute, Staples is truly making a difference by providing a solution that enables the Institute to invest a maximum amount of funds on research rather than on products and services that are not core to their business.*

*The Staples and Telethon Kids partnership demonstrates a strong alignment of our core values which makes this relationship very important to us. This unique partnership has provided an opportunity for Staples to deliver a cause marketing initiative to provide funds and further awareness to Telethon Kids.*

*Supporting the communities in which we operate is a strong objective of our Corporate Responsibility programs, and working with Telethon Kids has generated many benefits for both businesses. From access to key Telethon Kids contacts as well as their major partners, to public profiling and direct engagement with the Telethon Kids research and discovery initiatives, this partnership is based on shared goals which truly fosters an environment of collaboration and innovation.”*

Victoria Cooper | Enterprise Account Manager  
| Staples Australia Pty Limited





Emma Gillespie  
Procurement and Contract Manager  
P | (08) 9489 7886  
E | [emma.gillespie@telethonkids.org.au](mailto:emma.gillespie@telethonkids.org.au)