

# CLEMENGER BBDO

## Tax Invoice

ABN: 34004243038

The Treasury  
S 22  
Strategic Communications Adviser  
Langton Crescent  
Parkes ACT 2600

**Invoice No** 1089702  
**Date** 30/08/2024  
**ClientReference** C04941  
**Terms** Due in 30 Days

**Client** TRE  
**Product** All Advertising  
**Campaign** Production  
**Account Manager** S 47F  
**Job No.** TRE0022 Supporting Australians - WEBSITE PROD

Page 1 of 6

This estimate covers the scoping, UX, design, development, testing and hand off of the website build to the Treasury Department Developer team to upload and host the website.

All details for each stage of the project are outlined in the Scope Of Work document.

Whilst the estimate covers creating language specific template pages left and right for Energy and HELP, it does not include the work required with S 22 to take translated pages into build and testing. This will follow in a phase 2 estimate.

### 1. SCOPING / UX PHASE

The scoping and UX phase include the following:

#### Scoping

- Time to review and collate client supplied brief and materials
- Create a response content document and questions that will inform the final Scope of - Work document
- Review brief with UX, Designer and Developer to contribute to the Scope of Work
- Finalising approach and SOW document and estimate
- Creative to review content for the site, complete any copy writing elements for the site including headlines. Develop a basic colour and font design language

#### UX

- Briefing UX designer and UX designer time to review all requirements
- UX low fidelity Wireframes "some elements may be interactive"
- Supply of wireframes for client review and feedback
- Ensure AA Accessibility WCAG is met

#### Includes:

- 2 rounds of amends

#### Excludes:

- Design elements, image, font or icon purchase
- Excludes and subscription access to figma, review only allowed for project team

### 2. DESIGN PHASE

The design phase include the following:

#### Design

- Designer to take UX design elements and apply look and feel for each page of the site included in the SOW.
- Designs to be completed in Figma and components organised for developer. Mobile and desktop to be designed for.

Pages which are fully out of scope have been removed from the document set

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Supporting Australians - WEBSITE PROD

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- Apply any required existing look and feel elements for Treasury and logos
- Images from the Stills shoot to be incorporated into the site.
- Site design will be completed in 2 parts, part 1 will include the structure, colours and any components that do not use shots from the stills shoot. Part 2 will be the supply of artwork / files that use the images from the stills shoot.
- Producer review and project oversight
- Review of designs with Developer to ensure elements can be achieved within the Treasury Developer requirements
- Creative and BM review of designs
- Designs will be meet a minimum of AA WCAG
- Design of Master Pages as per the SOW

Home page s 22  
Energy landing page  
Energy resources page  
Energy first nations page  
Energy language landing page  
Energy Language specific template page left to right in English language  
Energy Language specific template page right to left in English language

Help landing page  
Help resources page  
Help language landing page  
Help first nations page  
Help Language specific template page left to right  
Help Language specific template page right to left

**Includes:**  
2 rounds of amends

**Excludes:**  
Design elements, image, font or icon purchase  
Excludes and subscription access to figma, review only allowed for  
s 22  
Upload of any video content or audio, all links to content to be supplied by client.  
Supply of resource PDFs

### 3. INITIAL BUILD PHASE

The build phase includes the following:

#### Development

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- Designer to handover all files to the producer and agency developer
  - Client to supply all URLs prior to build commencements
  - Developer to build website pages from approved designs and example build files supplied by client

**Includes:**

13 pages consisting of the below  
Home page s 22

Energy landing page  
Energy resources page  
Energy first nations page  
Energy language landing page  
Energy Language specific template page left to right in English language  
Energy Language specific template page right to left in English language  
\*Language pages (13 in total) to be completed in part 2, after supplying the English versions to s 22

Help landing page  
Help resources page  
Help language landing page  
Help first nations page  
Help Language specific template page left to right  
Help Language specific template page right to left  
\*Language pages (13 in total) to be completed in part 2, after supplying the English versions to Culture verse for translation

Website to be static with no CMS  
Site to be mobile responsive across all devices and major browsers.

**Excludes:**

Domain Purchase and hosting  
Google Analytics set up  
Database set up  
Design and copy changes outside of the approved design  
Backend process for taking build files and pushing live  
The following will click out to existing pages  
-Taxcuts.gov  
-Disclaimer  
-Contact us  
-Copyright  
-Privacy Policy  
s 22

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Upload of any video content or audio, all links to content to be supplied by client.  
Supply of resource PDFs

#### 4. TEST AND AMENDS PHASE

The test and amends phase includes the following:

- QA tester and Producer to test developed content against approved designs and across below agreed upon devices:
  - Chrome: last version Desktop and Mobile
  - Safari: last version Desktop and Mobile
  - Edge: last version Desktop
  - Firefox: last version Desktop
- Developer to action any internal amends needed
- Client to review site and provide html5 feedback (2 rounds)
- Developer to action amends and QA Tester and Producer to re-test as needed until approved
- Developer to package files to be added to client hosting environment
- QA tester and producer to re-test within testing environment

#### Includes:

QA testing once site has been built prior to being shared for approval  
2 rounds of html5 amends post test link being shared (limited to high-res image updates, link changes and minor copy changes)  
QA testing between requested client amends  
QA testing once site is uploaded into the client hosting environment.

#### Excludes:

Testing across browsers not listed above  
HTML amends outside of basic updates such as major design structure changes

#### 5. HAND OFF PHASE

Handoff phase includes the following:

#### Handoff

- Producer and Developer to work with Treasury team to ensure all build files are supplied over as required
- Team will assist with any Treasury Developer launch questions and attend a handover meeting where required.
- An allowance of 2 days has been included for any post launch amends that may need to be made or assistance given

#### Inclusions:

Wrapping of all html and css files with all images and fonts supplied as needed  
Development time to make any minor html updates post launch and QA tester time to verify changes once actioned  
Production time to collate any handover information necessary for the launch and post launch

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**Exclusions:**

Design or copywriting  
Development of major updates such as design structural changes or new page builds.

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Digital Producer  
Digital Design Lead  
Developer  
Testing  
Art Director  
Copywriter  
Executive Creative Director  
Business Lead  
Digital Producer  
Digital Design Lead  
Developer  
Art Director  
Copywriter  
Executive Creative Director  
Business Manager  
Business Lead  
Digital Producer  
Digital Design Lead  
Developer  
Art Director  
Copywriter  
Business Manager  
Business Director  
Testing  
Digital Producer  
Digital Design Lead  
Developer  
Art Director

s 22

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Copywriter  
Business Manager  
Business Lead  
Digital Producer  
Developer  
Digital Design Lead  
Testing  
Business Manager  
Business Lead  
Craft Design

s 22

Gross		94,507.15
GST	10.00%	9,450.71
<b>Total</b>	<b>AUD</b>	<b>103,957.86</b>

### TERMS NETT - 30 DAYS PAYMENT

#### BANKING DETAILS:

s 47G(1)(a)

## Production Estimate

The Treasury  
s 22  
Strategic Communications Adviser  
Langton Crescent  
Parkes ACT 2600

<b>Client</b>	TRE	<b>Est Number</b>	TRE0022/02
<b>Product</b>	All Advertising	<b>Date</b>	11/07/2024
<b>Campaign</b>	Production		
<b>Account Manager</b>	s 47F		
<b>Job No.</b>	TRE0022	Supporting Australians - WEBSITE PROD	

This estimate includes the requirements to deliver the languages Pages Phase of the project:

### Languages Pages Phase Includes:

- Clemenger will supply 1 x Lefthand and 1 x right hand master language page build to hold all information for Energy and HELP information as the site map provided 11th July 2024.
- Once template pages have been built Clemenger will hand template builds to s 22 to translate and create the 12 individual language page builds.

s 22

s 22 Clemenger to package up the build files as 1 package for Dept of Treasury to deploy to hosting and live.

- Pages to be tested and verified
- Developer to package files for dispatch

### Inclusions:

Handover of 2 x Master Language pages (Left & right)  
Wrapping of all html and css files with all images and fonts supplied as needed to supply across s 22  
Repackaging of files supplied back to Clemenger s 22 to give to Dept Treasury build team. Includes up to 2 packages per market only.  
Development time to make any minor html updates post launch and QA tester time to verify changes once actioned  
Production time to collate any handover information necessary for the launch and post launch  
QA tester and Producer to guide any testing requirements s 22 against the following  
Chrome: last version Desktop and Mobile  
Safari: last version Desktop and Mobile  
Edge: last version Desktop  
Firefox: last version Desktop

### Exclusions:

Development of major updates such as design structural changes or new page builds.  
Domain Purchase and hosting  
Google Analytics set up  
Database set up

s 22

Digital Design Lead  
Digital Producer  
Developer

s 22

## Production Estimate

The Treasury  
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Client  
Product  
Campaign  
Account Manager  
Job No.

TRE  
All Advertising  
Production  
s 47F  
TRE0022

Est Number  
Date

TRE0022/02  
11/07/2024

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Page 2 of 2

Business Lead  
Business Manager  
Testing

s 22

Gross		15,303.46
GST	10.00%	1,530.34
<b>Total</b>	<b>AUD</b>	<b>16,833.80</b>

Prepared By: s 47F .....

Approved By: .....

This is an estimate only and is based on current facts and rates. Unless stated, no allowance has been made for any subsequent alterations that may be required, nor for any penalty rates likely to be incurred by expediting production in less than accepted times. Clemenger BBDO Australia reserves the right to re-estimate all costs if the project is delayed or deferred for any reason, for any period of time. Further, a new estimate will be prepared should the client make changes to the authorised output once it has been produced.





# Invoice for order #880720575

**DigiCert Ireland Limited**

Unit 21  
Beckett Way  
Park West Business Park  
Dublin 12  
D12 C9YE  
Ireland  
VAT ID: IE3500071PH

**LAN admin**

Langton Crescent  
Parkes, Australian Capital Territory  
2600  
AU  
lanadmin@treasury.gov.au

1-800-896-7973

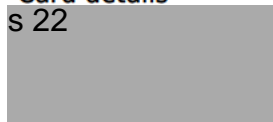
support@digicert.com

Description	Quantity	Base price	Tax	Price (USD)
Basic OV 2 Years	1	\$587.10	\$0.00	\$587.10
Total				<b>\$587.10</b>

**Payment details**

Payment method  
Credit Card

Card details  
s 22



s 22



Deliverable	Cost excl GST
<p>s 22</p>	
<p><b>Web Content and UX Planning (Electricity + HELP)</b>            Including: 2 x web pages (1x1000 words Electricity in 12 x languages, 1 x 500 words HELP in 4 x languages). Website content and delivery of 1 x rounds of HTML pages, with the contingency for /languages pages (to be determined) and overarching campaign page (to be determined)  <u>Assumption:</u> The original English copy to be provided to CV for CALD review and edits. An additional 400 words (across electricity and HELP) has been allocated for BTL content descriptions (i.e. explainer animation or other resources descriptions).            No back translations have been included as part of the translation costs across all campaign translations. Wireframe development is not included in the scope.</p>	<p>\$48,019.88</p>
<p>s 22</p>	