

s22

The purpose of this RFQ is to seek a proposal from Cox Inall Ridgeway to develop the First Nations components of an integrated advertising campaign aimed at raising awareness and promoting the Future Made in Australia agenda, to ensure that all First Nations people are effectively reached and engaged to enhance their understanding of the Future Made in Australia plan.

s22

Fully out of scope  
pages have been  
deleted from the  
document set

Within the response Cox Inall Ridgeway will be required to provide an outline, rationale and cost for delivering the below services.

Strategic communication advice and support

The Treasury will require Cox Inall Ridgeway to:

- Provide recommendations and a rationale for reaching and engaging First Nations people including those living in regional and remote areas. Please include an outline of approach and rationale.
- Provide advice to the Treasury and liaise with Universal McCann on the media plan and strategy.
- Formulate appropriate messaging and advise on effective means of communication for First Nations people.

Development of paid advertising

The Treasury will require Cox Inall Ridgeway to:

- Review mainstream advertising creative and provide recommendations for alternative copy to ensure First Nations people have been appropriately considered.
- Develop First Nations specific advertising creative assets as required, based on advice from UM and in collaboration with Creative agency, The Monkeys.
- Despatch of all paid advertising to UM.

Please note:

- On completion, provide all artwork for the creative materials to the department.
- Creative agency, The Monkeys will package up and provide any required working files to support the development of First Nations paid advertising assets.

First Nations community engagement approach

The Treasury will require Cox Inall Ridgeway to:

- Provide an outline and rationale for a First Nations community engagement approach to reach and engage with First Nations audience to further simplify and explain key campaign messaging.
- Indicate the evidence or basis for recommended key activities (such as relevant events, or stakeholder or community activations or supporting materials, such as explainers).

The approach will need to consider how it will sit alongside and support paid mainstream, and Culturally and Linguistically Diverse campaign advertising and below the line public relations without adding noise or confusion to First Nations people.

Campaign website

A dedicated campaign website where people can go to find out more information is being developed.

Cox Inall Ridgeway response should scope/recommend:

- Useful supporting materials, interactive tools etc. that can be placed on this website with the aim to assist First Nations people to understand Future Made in Australia and address specific queries and concerns.

Evaluation

The Treasury will require Cox Inall Ridgeway to provide:

- Detailed metrics for how the First Nations communications engagement activities will be evaluated.
- Interim reports at the conclusion of any bursts of activity.
- A final report at the conclusion of the campaign.

Project management and implementation

The Treasury will require Cox Inall Ridgeway to provide:

- A detailed timeline (including key deliverables and approval timeframes) to demonstrate how the Cox Inall Ridgeway will be able to deliver on the condensed timeframes including strategies that could be put in place to ensure delivery.
- Details of reporting and invoicing formats and procedures.
- An indicative delivery schedule that supports the timeline in this brief.
- Details of key personnel who will be working on all First Nations services scoped in this RFQ.

s22

	<p>*All costs should include head hours, finalisation of all creative materials, including translating or resizing. The agency should also provide an outline of costs to produce and/or translate materials within a condensed timeframe.</p>
--	--

s22

