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The purpose of this RFQ is to seek a proposal from Embrace Society to develop the multicultural components of an integrated advertising campaign aimed at raising awareness and understanding of the Future Made in Australia agenda among Culturally and Linguistically Diverse (CALD) communities.

s22



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

Strategic communication advice

The Treasury will require Embrace Society to:

- Provide recommendations and a rationale for which CALD communities would be best to target within paid and below-the-line communications.
- Provide recommendations and a rationale for reaching and engaging people of CALD backgrounds, including those living in regional and remote areas. Please note recommendations could also focus on reaching and engaging sub-groups of CALD communities who may be impacted first or need additional assistance in understanding the Future Made in Australia plan. 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 CALD audiences.
- Facilitate the review of proposed campaign concepts by multi-cultural insights panel.

Development of paid advertising including translation

The Treasury will require Embrace Society to:

- Review and provide recommendations for alternative copy for CALD advertising campaign creative to ensure CALD audiences have been appropriately considered.
- Translate advertising assets and below the line resources.
- Despatch of all paid advertising to Universal McCann.

s22

CALD community engagement approach

The Treasury will require Embrace Society to:

- Develop a CALD community engagement approach to reach and engage CALD audiences and 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, Easy English documents including translations.
- The approach will need to consider how it will sit alongside and support both CALD and mainstream paid campaign advertising and mainstream below the line Public Relations activities without adding noise or confusion to CALD audiences.

Campaign website

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

Embrace Society response should scope/recommend:

- Cost for translating campaign website into selected languages. Number of languages will be determined by the Treasury based on recommendations from Universal McCann and Embrace Society.

s22

- Cost for supplying all translated website pages in HTML templates for publishing.
- Useful supporting materials, interactive tools etc. that can be placed on this website with the aim to assist CALD audiences understand the Future Made in Australia plan and address specific queries and concerns. Please include any evidence for any recommendation for translated website content or translated materials for the website.

#### Evaluation

The Treasury will require Embrace Society to provide:

- Detailed metrics for how the CALD strategy will be evaluated.
- Interim report at the conclusion of burst of activities.
- A final report at the conclusion of the campaign.

#### Project management and implementation

The Treasury will require Embrace Society to:

- Provide a detailed timeline (including key deliverables and approval timeframes) to demonstrate how the agency 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 multicultural services scoped in this RFQ.

