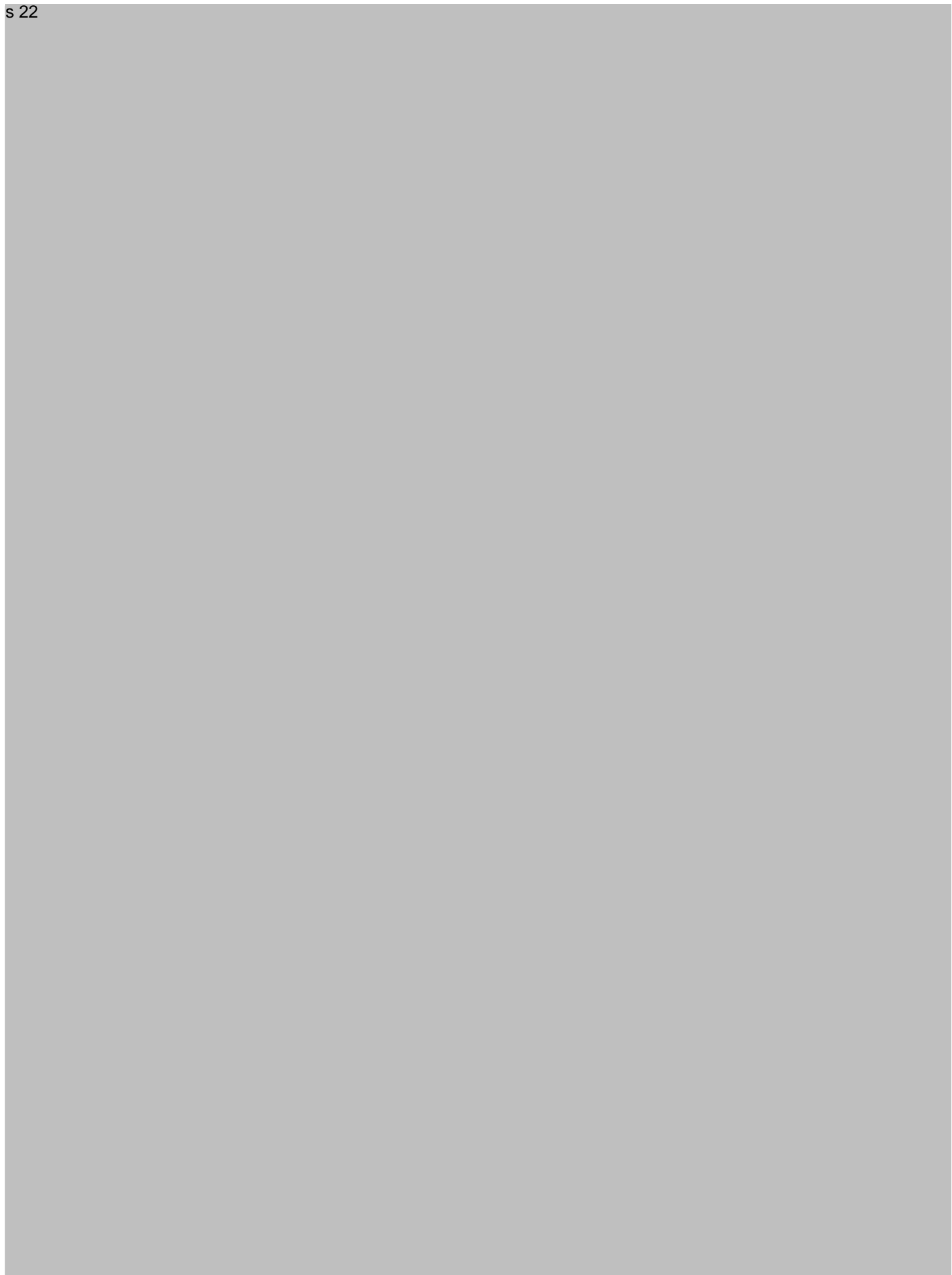


**Purpose:**

The purpose of this RFQ is to seek a proposal from 33Creative to develop the First Nations component of an integrated advertising campaign aimed at building awareness of the various types of support being provided by the Australian Government to Australians – including First Nations people.



The Treasury will require 33 Creative to:



- Provide recommendations and a rationale for reaching and engaging First Nations people including those living in regional and remote areas and or embedded networks. 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 33 Creative 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, s 22
- Despatch of all paid advertising to UM.

s 22

First Nations community engagement approach

The Treasury will require 33 Creative 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 – focusing on what supports are available.
- Indicate the evidence or basis for recommended key activities (such as relevant events, or stakeholder or community activations or supporting materials, such as explainers).

s 22

Campaign website

s 22

33 Creative 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 the support being provided 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 33 Creative to provide:

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

Project management and implementation

The Treasury will require 33 Creative to provide:

- A detailed timeline (including key deliverables and approval timeframes) to demonstrate how the 33 Creative 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.



# TAX INVOICE

The Department of Treasury  
Attention: s 22  
Langton Crescent  
PARKES ACT 2600

**Invoice Date**  
30 Aug 2024

**Invoice Number**  
INV-1635

**Reference**  
s 22

**ABN**  
19 602 191 926

33 Creative Pty Ltd  
Suite 26  
20-28 Maddox Street  
Alexandria NSW 2015  
Ph: 02 9516 3466

Description	Quantity	Unit Price	GST	Amount AUD
s 22				
			<b>TOTAL AUD</b>	<b>28,996.47</b>

**Due Date: 29 Sep 2024**

Please pay by Direct Deposit

s 47G(1)(a)

## PAYMENT ADVICE

To: 33 Creative Pty Ltd  
Suite 26  
20-28 Maddox Street  
Alexandria NSW 2015  
Ph: 02 9516 3466

**Customer** The Department of Treasury  
**Invoice Number** INV-1635  
**Amount Due** **28,996.47**  
**Due Date** 29 Sep 2024

**Amount Enclosed**

Enter the amount you are paying above