

**Purpose:**

The purpose of this RFQ is to seek a proposal from CultureVerse to develop the multicultural components of an integrated advertising campaign aimed at building awareness of the various types of support being provided by the Australian Government to Australians – including those from Culturally and Linguistically Diverse (CALD) backgrounds.

Strategic communication advice

The Treasury will require CultureVerse 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 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 CALD audiences.
- Facilitate the review of proposed campaign concepts by multi-cultural insights panel.

Development of paid advertising including translation

The Treasury will require CultureVerse 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 UM.

CALD community engagement approach

The Treasury will require CultureVerse to:

- Develop a CALD community engagement approach to reach and engage CALD audiences and 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, Easy English documents including translations.

Campaign website

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

CultureVerse 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 UM and CultureVerse.
- 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 changes taking effect 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 CultureVerse to provide:

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

Project management and implementation

The Treasury will require CultureVerse 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.





# TAX INVOICE

Australian Government Department of The Treasury **S**  
**2**  
Attention: **s 22** - A/g Assistant Director, Public  
Information Branch  
The Treasury  
Langton Crescent  
PARKES ACT 2600  
ABN: 92 802 414 793

**Invoice Date**  
26 Jul 2024

**Invoice Number**  
INV-0134

**Reference**  
**s 22**

**ABN**  
39 634 920 013

Culture HQ Pty Ltd t/as  
CultureVerse  
16-20 Thistlethwaite Street  
PO Box 172  
SOUTH MELBOURNE  
VIC 3205  
AUSTRALIA

Description	Quantity	Unit Price	GST	Amount AUD
<b>s 22</b>				
			<b>TOTAL AUD</b>	<b>45,870.17</b>

**Due Date: 31 Jul 2024**

Terms: 5 days, please forward payment by electronic transfer quoting invoice number.

Email remittance details to [accounts@think-hq.com.au](mailto:accounts@think-hq.com.au)

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