

s22

FOI 3786
Document 1

Purpose:

The purpose of this RFQ is to seek a proposal from Think HQ to create a public relations strategy that communicates the various types of support being provided by the Australian Government to Australians. The public relations strategy will be part of an integrated advertising campaign.

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

Strategic communication advice and support

The Treasury will require Think HQ to:

- Provide recommendations and a rationale for reaching and engaging Australians 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. This will be dependent on Public Relation activities agreed upon.
- Formulate appropriate messaging and advise on effective means of communication for vulnerable and special audiences.
- Develop a Q&A approach for media responses and moderation of social platforms. The social moderation component and response to comments will be provided by Universal McCann.

The Treasury will require Think HQ to:

- Provide an outline and rationale for a Public Relations approach which will reach and engage Australians who are eligible for the support being provided by the Australian Government.
- Indicate how you will reach and engage Australians including those living in regional and remote areas and or embedded networks.
- Indicate the evidence or basis for recommended key activities (such as relevant events, or stakeholder or community activations) or supporting materials, such as explainers) outlined in approach.
- Indicate how the approach will support paid campaign advertising, which most likely will focus on informational mediums such as Video (TV, digital video and social) radio and search to build awareness and reach.
- Showcase how you will use straightforward language and visuals to explain complex policy for broad accessibility and understanding.
- Tailor communications to ensure that the diverse voices, stories, and experiences of Australians is emphasised.

The approach will need to highlight how it will further simplify and explain key campaign messaging – focusing on:

- what supports are available,
- how they will be received and
- where to go for more information.

Campaign website

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

Think HQ response should scope/recommend:

- Useful supporting materials, interactive tools etc. that can be placed on this website with the aim to assist people to understand the support being provided and address specific queries and concerns.

Evaluation

The Treasury will require Think HQ to provide:

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



TAX INVOICE

Australian Government Department of The Treasury s22
s22
Attention: s22 - A/g Assistant Director, Public
Information Branch
The Treasury
Langton Crescent
PARKES ACT 2600
ABN: 92 802 414 793

Invoice Date
19 Aug 2024

Invoice Number
INV-03549

Reference
C0994

ABN
56 143 646 664

THINK HQ PTY LTD
16-20 Thistlethwaite Street
PO Box 172
South Melbourne
VIC 3205
Tel 03 9682 0259

Description	Quantity	Unit Price	GST	Amount AUD
s 47G(1)(a)				
			Subtotal	24,193.23
			TOTAL GST 10%	2,419.32
			TOTAL AUD	26,612.55

Due Date: 18 Sep 2024

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

Email remittance details to accounts@think-hq.com.au

s 47G(1)(a)



TAX INVOICE

Australian Government Department of The Treasury s22
s22
Attention: s22 - A/g Assistant Director, Public
Information Branch
The Treasury
Langton Crescent
PARKES ACT 2600
ABN: 92 802 414 793

Invoice Date
30 Oct 2024

Invoice Number
INV-03667

Reference
C0994

ABN
56 143 646 664

THINK HQ PTY LTD
16-20 Thistlethwaite Street
PO Box 172
South Melbourne
VIC 3205
Tel 03 9682 0259

Description	Quantity	Unit Price	GST	Amount AUD
Supporting Australians PR s22				
s 47G(1)(a)				
			Subtotal	69,687.85
			TOTAL GST 10%	6,968.79
			TOTAL AUD	76,656.64

Due Date: 4 Nov 2024

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

Email remittance details to accounts@think-hq.com.au

s 47G(1)(a)



TAX INVOICE

Australian Government Department of The Treasury s22
s22
Attention: s22 - A/g Assistant Director, Public
Information Branch
The Treasury
Langton Crescent
PARKES ACT 2600
ABN: 92 802 414 793

Invoice Date
8 Aug 2024

Invoice Number
INV-03529

Reference
Contract ID: C0994

ABN
56 143 646 664

THINK HQ PTY LTD
16-20 Thistlethwaite Street
PO Box 172
South Melbourne
VIC 3205
Tel 03 9682 0259

Description	Quantity	Unit Price	GST	Amount AUD
s 47G(1)(a)				
			Subtotal	14,562.07
			TOTAL GST 10%	1,456.21
			TOTAL AUD	16,018.28

Due Date: 7 Sep 2024

Terms : 30 days, please forward payment by electronic transfer quoting invoice number.

Email remittance details to accounts@think-hq.com.au

s 47G(1)(a)