

Future Made in Australia Campaign Evaluation

A proposal prepared for the Department of the Treasury



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Thank you for the opportunity to provide a quote to evaluate the Department of the Treasury's (the Department) Future Made in Australia campaign.

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Overview of our approach



WHO?		HOW?		WHERE?	WHEN?
Australians aged 18+	s 45	Online	10-minute benchmark survey and 15-minute tracking survey	Australia wide	Benchmark: 8 - 15 November 2024 Campaign launch: 17 November 2024 Tracking: Continuous weekly tracking launching 20 November till 29 June 2025 (excluding 23 December 2024 – 5 January 2025)



Investment and Milestones

s 47G(1)(a), s 45

Costs include project management, questionnaire development and refinement, survey programming, fieldwork, data processing, analysis, reporting, presentation of findings, village participation and travel (if applicable).

s 47G(1)(a), s 45