

Tax Invoice

ABN Number 28130990288

Department of Prime Minister & Cabinet
 s 22(1)(a)(ii)
 Director (a/g), Communications Branch
 Ngunnawal Country
 One National Circuit
 Barton ACT 2600

Invoice No. 18329
Date 21/04/2022
Terms Due in 30 Days

Client DPM
Product Research
Campaign Whole of Government
Job Number DPM22016QT DPM Automatic Mutual Recognition Campaign Evaluation

Milestone #1 - Project commissioning	s 47G(1)(a)
Milestone #2 - Delivery of benchmark topline	s 47G(1)(a)

Sub Total		s 47G(1)(a)
GST	10.00%	s 47G(1)(a)
Invoice Total	AUD	s 47G(1)(a)

Bank: s 47G(1)(a)
 In the name of: Hall & Partners
 BSB: s 47G(1)(a) Account No: s 47G(1)(a)
 Swift Code: s 47G(1)(a) HFM Code: s 47G(1)(a)
 Please send remittance advice to s 47G(1)(a)



Official Order

Official Order Number – (0025928)		
This Work Order is issued in accordance with the Deed of Standing Offer SON3521089 for Whole of Government Campaign Evaluation Market Research Services and comprises this Official Order and any attached annexure.		
1.	Customer	Department of Prime Minister & Cabinet
2.	Customer address for notices	PO Box 6500 Canberra ACT 2600 Australia
3.	Customer Contact Representative	s 22(1)(a)(ii) [REDACTED] s 22(1)(a)(ii) [REDACTED] s 22(1)(a)(ii) [REDACTED]@pmc.gov.au
4.	Supplier	Hall and Partners Pty Ltd
5.	Supplier ABN	28 130 990 288
6.	Supplier's address for notices	Level 3, 650 Chapel Street South Yarra VIC 3141 s 47G(1)(a) [REDACTED] s 47G(1)(a) [REDACTED]
7.	Supplier Contact Representative	s 47G(1)(a) [REDACTED]
8.	Start Date of Official Order	On date of last signature.
9.	Term of Contract	22 February 2022 – 30 September 2022. Nil extension.
10.	Services to be Provided	Details of services to be provided are contained in RFQ_140222 of 14 February 2022 attached as Annex 1 as well as 'PM & C – Automatic Mutual Recognition Campaign Evaluation – H&P quote 220215' attached as Annex 2.
11.	Delivery Schedule	Details of delivery schedule are contained in 'PM & C – Automatic Mutual Recognition Campaign Evaluation – H&P quote 220215' (Annex 2).
12.	Acceptance Criteria	Details of acceptance criteria are contained in RFQ_140222 of 14 February 2022 attached as Annex 1
13.	Price	The maximum not to exceed price for services under this Official Order is \$169,552.74 inc GST. Details of pricing are contained in 'PM & C – Automatic Mutual Recognition Campaign Evaluation – H&P quote 220215' (Annex 2).
14.	Other Requirements*	Not applicable.

15.	Specified personnel	Not applicable
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*Hall and Partners notified the Department of Finance in the DoSO Approach to Market Response that they have sufficient insurance for the risks associated with performing the services outlined in the DoSO Required Capabilities. If "Other Requirements" are included in the Official Order that may impact on insurances, you may wish to consult the supplier.

EXECUTION OF THE OFFICIAL ORDER:

This Official Order will be executed when

Both the Customer and the Supplier have signed and dated the Official Order. If the Supplier does not sign and return the Official Order by 3 March 2022 date (10 days), the Customer will view this as the Supplier rejection of the Official Order unless agreed with the Customer before the date.

Signed for and on behalf of the Department of the Prime Minister and Cabinet (ABN: 18 108 001 191) by its duly

authorised representative in the presence of

s 22(1)(a)(ii)

Signature of representative ←

s 22(1)(a)(ii)

Signature of witness

←

Jennifer Ranson

Name of representative (print)

s 22(1)(a)(ii)

Name of witness (print)

Assistant Secretary

Position of representative (print)

23/02/2022

Date

Signed for and on behalf of **Hall and Partners [ABN: 28 130 990 288]** by its duly

←
authorised representative in the presence
of

s 47F

Signature of witness

s 47F

Name of witness (print)

23/02/2022

Date

s 47F

Signature of representative

← **s 47F**

Name of representative (print)

s 47F

Position of representative (print)



Client Details Form

Company Details

Trading Name:	The Commonwealth of Australia as represented by Department of Prime Minister and			
ABN/ACN:	18 108 001 191			
Business Address:	PO Box 6500			
	Canberra	State:	ACT	Postcode: 2600

Client Contact Details

Name:	s 22(1)(a)(ii)
Position:	A/g Director Communications
Phone:	s 22(1)(a)(ii)
Email:	s 22(1)(a)(ii) @pmc.gov.au

Finance Contact Details

This section needs to be completed and signed by your company Finance department

Name:	s 22(1)(a)(ii)
Position:	Executive Assistant
Phone:	s 22(1)(a)(ii)
Email:	s 22(1)(a)(ii) @pmc.gov.au
Accounts Payable Contact:	s 22(1)(a)(ii)
Accounts Payable Phone:	s 22(1)(a)(ii)
Email address for invoices:	s 47E(d) pmc.gov.au s 22(1)(a)(ii) @pmc.gov.au

Will you supply us with a Purchase Order for invoicing purposes? NO

Note - our payment terms are net 30 days from date of invoice.

Anything different to this needs to be formally approved by Hall and Partners PRIOR to commencement of work

Please confirm your payment terms: No. of days 30 from date of invoice
e.g. date of invoice

Signed by Finance Contact s 22(1)(a)(ii) Date: 23/2/2022

Please return this form to accounts@hallandpartners.net.au prior to commencement of work

Office use only:		
Received/Processed by:	<input type="text"/>	Date: <input type="text"/>
NCI Cover incl. Rating:	<input type="text"/>	Client Code: <input type="text"/>
Authorised by FD:	<input type="text"/>	Date: <input type="text"/>

Hall & Partners

EVALUATION BRIEFING TEMPLATE

PLEASE COMPLETE

Date	15-Feb-2022
Department	Department of the Prime Minister and Cabinet
Contact person	s 22(1)(a)(ii) and Jennifer Ranson
Email	s 22(1)(a)(ii) @pmc.gov.au jennifer.ranson@pmc.gov.au
Phone	s 22(1)(a)(ii) Jennifer Ranson: s 22(1)(a)(ii)
Campaign name	Automatic Mutual Recognition of Occupational Registrations (AMR) campaign

Company Details

Registered Business Name:	The Commonwealth of Australia as represented by Department of the Prime Minister and Cabinet		
ABN/ACN:	18 108 001 191		
Business Address:	Andrew Fisher Building, 1 National Circuit, Barton ACT 2600		
	State	ACT	Postcode 2600

Finance Contact Details

This section needs to be completed and signed by your Finance department			
Accounts Payable/ Finance Contact:	Accounts Payable / s 22(1)(a)(ii)		
Accounts Payable/ Finance Phone:			
Email address for invoices:	s 47E(d) @pmc.gov.au	s 22(1)(a)(ii) @pmc.gov.au	
Will you supply us with a Purchase Order for invoicing purposes?	YES		NO

EVALUATION BRIEFING RFQ

CAMPAIGN OBJECTIVES		PLEASE COMPLETE
Marketing goal	What is the overall objective of the campaign? What effects do we want to see? What is the marketing problem?	The campaign aim is to increase the uptake of AMR and improve occupational mobility over time. The key challenge is how to design a campaign which is able to explain a complex, technical, long-term and multi-jurisdictional and multi-occupational reform in a manner that is accurate, impactful and targeted. It is also important that Commonwealth and state and territory communications are complementary. The campaign objectives are to: • raise awareness among licensed workers and businesses of AMR and its benefits and safeguards, and • drive licensed workers and businesses to the deregulation.pmc.gov.au website to find out more about AMR and how they can participate.
Strategic objective	How will the campaign achieve the marketing goal?	To support the implementation of AMR across the majority of states and territories with full scheme implementation from 1 July 2022, the proposed strategic approach for the AMR campaign is to conduct a combination of mass media advertising, public relations, Multicultural and Indigenous audience communications and unpaid communications. The optimal timing for the multi-channel campaign is 13 March 2022 to 30 June 2022. This approach will support full scheme implementation of AMR 1 July 2022. From 1 July 2022 all jurisdictions (except QLD) will have implemented AMR and there will only be licences excluded from the scheme where there is a significant risk to the health and safety of workers and the community, animal welfare, the environment and consumer protection. All activities will launch together. The advertising agency has recommended focusing on building quick and efficient campaign reach through multi-channel presence operating at the same time from 13 March 2022. • Advertising: The role of advertising is to effectively reach the target audience to raise awareness of AMR and its benefits and drive people to the website to find out more. Universal McCann recommend a geographic and industry-targeted approach using industry-magazine advertising, digital advertising, including advertising for Multicultural audiences, radio and press directed at regional communities that service border communities, including radio advertising on Indigenous regional radio stations, and metropolitan radio and press (for example, Canberra). • Public relations: The role of public relations is to introduce AMR to key intermediaries and influencers such as industry groups and bodies and industry and trade media, to raise awareness of AMR and its benefits and promote the website. Horizon Communication Group recommend intermediary engagement which will be supported by a suite of digital communication products including video case studies, key messages, editorial, fact sheets and other digital content. They also recommend targeted media out-reach with trade and industry media. Public relations will complement the work of the Department of the Prime Minister and Cabinet. Embrace and Cox Inall Ridgeway also recommend tailoring the stakeholder pack as needed to ensure materials are culturally appropriate for Multicultural and Indigenous audiences. Media relations will also be undertaken. Refreshed communications products will be produced in May for circulation in June with more detail on the occupations in the scheme from 1 July 2022. • Multicultural and Indigenous audiences: The role of advertising and communications for Multicultural and Indigenous audiences is to effectively reach the target audience to raise awareness of AMR and its benefits and drive them to the website to find out more. Universal McCann recommend digital advertising for Multicultural audiences in appropriate languages where there are many licensed workers who may have a low English proficiency. Indigenous audiences will not be specifically targeted in advertising because they will be included in broader geographic and industry targeting however regional radio advertising in English on Indigenous channels will be conducted to reach some regional and remote communities. Multicultural audiences will be targeted through a range of information materials such as a stakeholder pack which will include a translated covering letter, fact sheet and infographic, to be distributed to community organisations and CALD chambers of commerce. Multicultural media relations will incorporate the distribution of culturally appropriate media kit containing a translated media release to multicultural media as part of a soft media launch, with story generation and media monitoring activities being actively pursued. Indigenous audiences will also be targeted through a range of information materials such as a stakeholder pack which will include fact sheets, case studies, suggested social media content and Commissioned Aboriginal artwork, to be distributed to key organisations and intermediaries, industry roundtables/webinars, and a media release for First Nations media and media liaison with First Nations media for story generation.
By seeing...	Where will they see the campaign? Which channels? What creative devices will be used to make them think, feel and do?	
By thinking...	What do we want them to think about? What messages do we want them to understand? What attitudes do we want to change?	We want the target audience to: • THINK: AMR makes it easier to work elsewhere in Australia. The messages we want them to understand: • Through AMR a licensed or registered worker no longer needs to apply, pay nor maintain an additional state or territory licence when doing the same type of work in another state or territory. The attitudes we want to change: • Skepticism around how the scheme will work and whether it will work at all (particularly in light of state/territory/federal differences during COVID). • Individual requirements may not be properly dealt with, as some industries and occupations are more complicated than others.
By feeling...	How do we want them to feel?	We want the target audience to: • FEEL: AMR is good for business and the economy.
So they will...	What action do we want them to take?	We want the target audience to: • DO: Find out more about AMR and how they can benefit by visiting the website at deregulation.pmc.gov.au
Amongst...	Who is the target market? Any subgroups? Primary / secondary audiences? Segments?	The target audiences for the campaign are: • Primary audiences are workers with state and territory issued occupational licences and registrations and associated businesses, particularly those working across multiple states, living in regional and/or border communities, or providing services remotely. These audiences will most benefit from AMR and need to be exposed to campaign messages. o The total number of licensed workers in Australia is 2.35 million. Of these, over 168,000 people will benefit each year from AMR, including around 44,000 people who will work interstate that would not otherwise have done so. o From 1 July 2022, the occupational registrations that will be able to access AMR across many of the participating states are in the following sectors: building and construction, property professionals, gaming and racing, pest and land management, transport, security and teaching. • Secondary audiences are consumers of the services provided by licensed workers as well as intermediaries and influencers such as, industry groups and associations, political and economic commentators, and state and territory regulators. o AMR is expected to generate more readily available services and greater competition which could lead to lower prices, more choice and better quality services for consumers, including businesses. o Intermediaries and influencers including state and territory regulators, relevant industry groups and associations and political and economic commentators have capacity to influence or interact with the target audiences. • The campaign is required to meet the needs of special audiences, such as Indigenous, multicultural and rural communities. o Licensed workers and businesses providing services to rural, regional and remote communities, particularly border communities, will also be a special audience. Advertising through regional radio and press will be directed towards border communities, as well as through Commonwealth and state and territory channels.
Key messages	What are the key messages that the campaign will communicate?	The campaign key messages are: • AMR makes it easier for licensed and registered workers to work elsewhere in Australia. • AMR removes the need to apply for a new licence or registration to work elsewhere in Australia - saving time and money. • AMR provides safeguards to maintain standards and protect consumers, workers and others. Licensed workers can only provide the skilled services they are already authorised to perform in their home state. • AMR has commenced in the majority of states and territories across Australia, with more occupations progressively entering the scheme. • AMR increases the mobility of Australia's skilled workforce, enabling businesses to operate seamlessly elsewhere in Australia. • AMR could boost the economy by \$2.4 billion over ten years and benefit over 168,000 people each year. • Find out more at deregulation.pmc.gov.au. The developmental research identified that a simple description of AMR and the theme of making it easier and saving time and money had the strongest appeal. For example: From 1 July 2021, a new national Automatic Mutual Recognition of Occupational Registrations scheme is in place. The scheme allows a person who is registered or licenced for an occupation in one state or territory to be registered to perform the same work in another state or territory, without the need to pay and apply for a further licence. It also identified: • the word 'automatic' implies a short and simple process (online and 'at the click of a button') and risks overpromising • the word 'workers' implies blue collar workers more than white collar workers • to consider referencing 'work anywhere in Australia' rather than referencing states - but the progressive roll-out of legislation complicates this promise, and • interestingly, the term 'cutting red tape' is not known among younger audiences.
MEDIA STRATEGY		PLEASE COMPLETE OR ATTACH MEDIA PLAN
Total media spend	What will be the total media spend for the whole campaign?	The proposed budget for media to be effective is \$1.2 million (GST exclusive). The optimal timing for media is to commence 13 March 2022 and run through to 30 June 2022. This is so that multiple channels are used at the same time to build campaign reach quickly and efficiently in the lead up to 1 July 2022 and leverage opportunities presented by monthly industry-magazines. Advertising will cease consistent with caretaker conventions, unless bipartisan agreement is provided. It is estimated a cessation of advertising over a six week period will bring the budget down to \$0.75 million. The gross media spend per advertising channel is: Press - \$34,522.02 Magazines - \$57,941.00 Radio - \$98,736.00 Digital - \$816,235.00 CALD display - \$80,000.00 Indigenous radio - \$12,016.00
Media spend by channel	What will the spend be per channel? Will the weighting of spend change during the course of the campaign?	The weighting of media spend per channel is not expected to change during the course of the campaign.
Media flighting plan	When is the campaign launching? What is the weighting of spend over time?	The campaign is proposed to launch 13 March 2022 and run through to 30 June 2022. Universal McCann recommends launching with and maintaining a consistent multi-channel presence across the campaign duration. Advertising will cease consistent with caretaker conventions, unless bipartisan agreement is provided so this will impact on flighting.
CREATIVE STRATEGY		PROVIDE A BRIEF DESCRIPTION OR ATTACH CREATIVE COLLATERAL
Breadth of creative	How many pieces of collateral will be used in each channel?	It is anticipated that there will be the following number of collateral items per channel. This is approximate and subject to change based on advice from The Monkeys and Universal McCann. Media: • Several press and magazine advertisements • 1 or 2 x radio advertisements 15 and 30 seconds in length • 2 x creative variations of digital video advertisements • 9 x creative variations of digital display advertisements in a range of specifications each i.e.300x250, 120x600, 160x600, 300x600, 728x90, 970x250, 300x50 and 320x50 • 5 x creative versions of digital display advertisements for CALD audiences in a range of specifications each i.e.300x250, 120x600, 160x600, 300x600, 728x90, 970x250, 300x50 and 320x50 • 3 - 5 x creative variations of digital social advertisements each for Facebook, Instagram and LinkedIn • 2 to 3 x creative variations of digital search advertisements In addition, there will be public relations collateral for mainstream, and Culturally and Linguistically Diverse and Indigenous audiences. This is expected to involve fact sheets, social media, case study videos, media releases and infographic. It is anticipated that the following formats will be used: Media: • Print - press advertisement and magazine advertisement • Radio - radio advertisement • Digital video • Digital display • Digital display CALD • Digital social • Digital search
Format	What formats will be used in each channel?	

Additional Terms and Conditions**Standards**

The Supplier must comply with the following Standards:

- Any applicable Standards specified in the DoSO
- [Australian Government Breaching Guidelines and](#)
- [Web Content Accessibility](#)

As applicable, the Supplier must ensure that any website, associated material and/or online publications (where applicable) complies with the Web Content Accessibility Guidelines available at: <https://www.w3.org/WAI/Intro/wcag>.

Delivery Due Dates

The Supplier is to provide a tracking report during the course of the campaign in market and a final report as soon as possible in early July 2022 after the cessation of the campaign on 30 June 2022

Reporting/ Meetings

The Supplier must provide the Customer with reports as set out below: *Work-in-progress conference calls organised by the Customer, as required * Regular updates on the development and completion of the research, as required * Regular reporting on completion of deliverables against strategy, as required □

Facilities and Assistance offered by the Customer

The Customer will not make any facilities or assistance available to the Supplier.

Indigenous Procurement Policy Requirements

The Supplier must use reasonable endeavours to increase your:

- purchasing from Indigenous enterprises; and
- employment of Indigenous Australians,

in the provision of the Required Capabilities.

Purchases from Indigenous enterprises may be in the form of engagement of an Indigenous enterprise as a subcontractor, and use of Indigenous suppliers in the seller's supply chain.

"Indigenous enterprise" means an organisation that is 50 per cent or more Indigenous owned that is operating a business.

WGE compliance

Should the Supplier be deemed a 'relevant employer' for the purposes of the Workplace Gender Equality Act 2012 (Cth) (the WGE Act), the Supplier must comply with its obligations, if any, under the WGE Act.

If the Supplier becomes non-compliant with the WGE Act, the Supplier must notify the Customer.

The Supplier warrants on the Contract Start Date that:

it is not named by the Workplace Gender Equality Agency as an employer that is currently not complying with the WGEA.

Payment Terms

Where the Customer and the Supplier both have the capability to deliver and receive e Invoices through the Pan-European Public Procurement On-Line (PEPPOL) framework and have agreed to use electronic invoicing (e-Invoicing), the Customer will pay the amount of a Correctly Rendered Invoice to the Supplier within five (5) calendar days after receiving it, or if this day is not a business day, on the next business day.

In all other circumstances, the Customer will pay the amount of a Correctly Rendered Invoice to the Supplier within twenty (20) calendar days after receiving it, or if this day is not a business day, on the next business day.

If the total initial value of the Contract (excluding any options, extensions, renewals or other mechanisms that may be executed over the life of the contract) is less than A\$1 million (GST inclusive) and the Customer fails to make a payment to the Supplier by the business day it is due, the Customer will pay the unpaid amount plus interest on the unpaid amount, provided the amount of interest payable under this clause exceeds A\$100.

Interest payable under this clause will be simple interest calculated in respect of each calendar day from the day after the amount was due and payable, up to and including the day that the Customer effects payment, calculated using the General Interest Charge Rate available on the Australian Taxation Office website as it applies on the day the amount was due and payable expressed as a daily rate.

COVID-19

In undertaking the works the Supplier must apply the relevant guidance material published by the Department of Health in relation to Coronavirus (COVID-19).

Where an employee of the Department, the Supplier, or a Supplier Personnel has attended the PM&C site and has:

- been diagnosed with a confirmed case of COVID-19, or
- has had close contact to a confirmed case of COVID-19, or
- has shown symptoms of COVID-19.

each party must notify the other immediately and work collaboratively to undertake the actions in accordance with the then-current Departmental guidance.

Security Requirements

Supplier personnel undertaking work on this Contract will not be required to hold a current security clearance. The Supplier must comply with the following Security Requirements: * any Security Requirements specified in the DoSO □

Notifiable Data Breaches

Eligible Data Breach means an 'Eligible Data Breach' as defined in the *Privacy Act 1988* (Cth).

Personal Information means 'Personal Information' as defined in the *Privacy Act 1988* (Cth).

a) If the Supplier becomes aware that there are reasonable grounds to suspect that there may have been an Eligible Data Breach in relation to any Personal Information held by the Supplier as a result of this Contract or its provision of the Goods and/or Services, the Supplier agrees to:

- (i) notify the Customer in writing as soon as possible, which must be no later than within three (3) days of becoming aware; and
- (ii) unless otherwise directed by the Customer, carry out an assessment in accordance with the requirements of the *Privacy Act 1988* (Cth).

b) Where the Supplier is aware that there are reasonable grounds to believe there has been, or where the Customer notifies the Supplier that there has been, an Eligible Data Breach in relation to any Personal Information held by the Supplier as a result of this Contract or its provision of the Goods and/or Services, the Supplier must:

- (i) take all reasonable action to mitigate the risk of the Eligible Data Breach causing serious harm to any of the individuals to whom the Personal Information relates;
- (ii) unless otherwise directed by the Customer, take all other action necessary to comply with the requirements of the *Privacy Act 1988* (Cth); and
- (iii) take any other action as reasonably directed by the Customer.

Hall & Partners

Automatic Mutual Recognition Campaign Evaluation

Proposal for the Department of the Prime Minister and Cabinet

February 2022

Hall & Partners

Thank you

Thank you for the opportunity to provide a quote to evaluate the Department of the Prime Minister and Cabinet's (the Department) upcoming Automatic Mutual Recognition of Occupational Registrations (AMR) campaign evaluation.

We look forward to working closely with the Department to deliver a thorough and actionable set of insights that align with the upcoming media activity and campaign objectives.





In the pages that follow we have outlined our best practice approach to evaluating the campaign.

DRAFT COMMS MODEL – Automatic Mutual Recognition (AMR) – Phase 1

The comms model seeks to arrive at an agreed understanding of your challenges and objectives at the outset of the evaluation process.

CAMPAIGN OBJECTIVES

TOTAL MEDIA SPEND: \$1.2M

What?	MARKETING GOAL	To raise awareness and increase the uptake of the AMR scheme and improve occupational mobility over time.
How?	STRATEGIC OBJECTIVE	While the longer-term objective is to increase the uptake of the AMR scheme and improve occupational mobility over time, more immediate objectives are to raise awareness among licensed workers and businesses of the AMR scheme and its benefits and safeguards, and drive licensed workers and businesses to the deregulation.pmc.gov.au website to find out more about the AMR scheme and how they can participate.
	 BY SEEING / HEARING	A combination of mass media advertising, public relations, multicultural and Indigenous audience communications and unpaid communications. Specific to this evaluation, ATL advertising will provide rationally led messaging to raise awareness of the AMR scheme and its benefits and promote the website through geographically defined border communities.
	 BY THINKING	<ul style="list-style-type: none"> That through the AMR scheme a licensed or registered worker no longer needs to apply, pay nor maintain an additional state or territory license when doing the same type of work in another state or territory That the AMR scheme makes it easier to work elsewhere in Australia (i.e. the scheme will work) That individual requirements are factored into the AMR scheme
	 BY FEELING	<ul style="list-style-type: none"> That the AMR scheme is good for Australian businesses and the economy to operate more seamlessly That the AMR scheme can save time and money That the AMR scheme provides safeguards to maintain standards and protect consumers, workers and others Feeling confident about eligibility requirements and information needs
	 SO THEY WILL	<ul style="list-style-type: none"> Go to the deregulation.pmc.gov.au website to find out more about the AMR scheme and how they can participate Participate in the AMR scheme
Who?	AMONGST	<p>Target audience for ATL activity¹: Those residing in nominated geographically based border communities that align with the media plan; currently be working in an occupation or role that requires them to be registered or to hold a licence in the State or Territory in which they work (excluding driver's licence for cars, motorcycles and trucks); and hold a relevant occupation/role in scope for AMR (list of occupations/roles noted on page 8).</p> <p>¹ Evaluation of BTL activity sits outside of the scope of this campaign evaluation.</p>

Key considerations driving our research design

The need for a benchmark: Any new campaign under the Whole of Government evaluation framework necessitates a benchmark.

Mode of data collection—online versus CATI: While our preferred mode of data collection is online, factoring in the low representation of the primary target audience online panels coupled with the specificities of the geographical coverage of the media plan, our recommendation is to utilise Computer Assisted Telephone Interviews (CATI) as the mode of data collection. This is consistent with the mode of collection utilised in the developmental research stage.

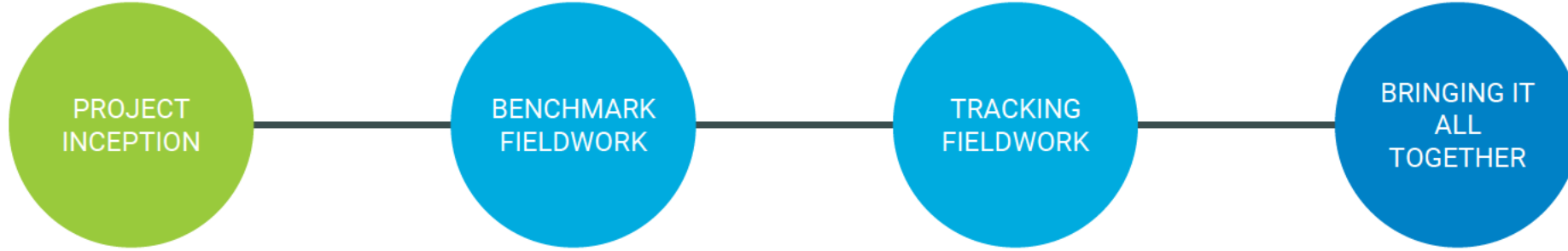
Method of data collection—burst versus continuous: Through our evaluation framework, data collection can take the form of continuous (through weekly quotas in alignment with media flighting) or burst based tracking at the tail end of a flight of media activity. Based on current media flighting plan, proposed media spend, channels utilised and low incidence nature of the target audience, our recommendation is for a burst-based approach to data collection across the final four weeks of the campaign.

Target audience aligned to campaign strategy: We have placed careful consideration around ensuring we collect data from the most appropriate individuals considered in scope. As such, all respondents will be from nominated geographical areas that align with the media plan, be currently working in an occupation that requires them to be registered or to hold a licence in the state/territory in which they work, and be in an occupation from a previously agreed list with the Department.

Sample size considerations: With further details outlined within our sample considerations on page 8, our proposed benchmark sample factors in the maximum amount of interviews which can be obtained in a two week window ahead of the campaign launch. Our proposed tracking sample size factors in a similar consideration (but for a four week period), whilst also factoring in the broader audience feasibility and potential budgetary constraints for the evaluation.

Impact of federal election: With the Federal Election to be called during the first half of 2022, this campaign may be impacted once the caretaker period commences. Unless bipartisan agreement is obtained, our standard protocol is for data collection to cease until the blackout period ends. Due to the likely timing of the Federal Election being held in May, this should have a minimal impact on data collection across the month of June. As a contingency, we would potentially look to extend the tracking data collection period another week if necessary. This would have a consequential impact on the delivery of end of tracking deliverables. A final recommendation around the impact of the Federal Election will be factored in and communicated when all parameters are known.

Overview of our proposed design



HOW	Phone call with the Department's project team	CATI quantitative survey among the primary target audience in designated geographical areas aligned to media plan	TRACKING FIELDWORK	Visual and succinct reporting and presentation
WHY	<p>Confirmation of research approach, specifications and timings.</p> <p>Detailed project management plan and communications model that sets agreed objectives.</p>	<p>Capturing awareness (including noise from external sources), understanding, attitudes and behaviours associated with the AMR scheme.</p>	<p>Capturing the same key measures of success as used in the benchmark to measure campaign reach (overall and by channel), diagnostic response and its wider impact through tracking.</p>	<p>Ensuring the communications team have actionable insights needed to evaluate the success of the campaign.</p>

Overview of approach



WHO



HOW



WHERE



WHEN

s 47(1)(a)

Defined border regions that align with the proposed media plan (i.e. postcodes of nominated suburbs)

Benchmark: 24 Feb–12 Mar 2022

Campaign launch: 13 Mar 2022

Tracking: 6 Jun–3 Jul 2022
(i.e. Tracking interviews to be conducted across the last 4 weeks of planned media activity)

METHODOLOGY



A Computer Assisted Telephone Interview (CATI) methodology to collect the sample

s 47(1)(a)



Burst approach to tracking data collection



Understanding how the campaign continues to perform against key objectives, tying together shifts in attitudes and behaviours with diagnostic creative performance.

METHODOLOGY

We recommend data to be solely collected by Computer Assisted Telephone Interviews (CATI) due to the tightly defined geographical spread of the target audience and media plan and survey qualification criteria of respondents (further details over the page).

Any new campaign under the Whole of Government evaluation framework necessitates a benchmark. When factoring in the current timings in the lead up to the campaign launch (i.e. Sunday 13 March), we have consulted with our fieldwork partner, Market Metrics, who can provide s 47(1)(a) interviews on the premise that there is a two week period for data collection. To facilitate this, our timing assumptions require questionnaire sign-off by cob Friday 18 February 2022 (see page 11) to factor in programming and testing prior to data collection commencing. Any less than two weeks for the benchmark may yield in a best efforts approach to reach s 47(1)(a) interviews.

Based on current media flying plan, proposed media spend, channels utilised and low incidence nature of the target audience, our recommendation is for a burst based approach to data collection across the final four weeks of the campaign with n=500 interviews. The timing of the burst approach to tracking has been further considered by:

- the optimal time to conduct burst tracking being towards the tail end of activity whilst balancing the required amount of time to conduct the interviews; and
- data collection taking place after the upcoming Federal Election and any potential blackout periods.

Audience <i>(95% confidence level)</i>	Benchmark	Tracking
s 47(1)(a)		
	s 47(1)(a) (±5.7%)	s 47(1)(a) (±4.4%)



A bespoke sample solution with provisions in place to speak to the most relevant people



Representation across geographical areas which align to the targeted nature of the media plan

SAMPLE

In any communications campaign tracking research it is important to achieve as large a sample as is feasible within the available budget. Our sample considerations factor in a bespoke qualification criteria where each respondent must meet each of the following:

- With a view to align to the geographic targeting of the media plan and maximise the relevance of the research, we have identified **s 47(1)(a)** communities that the ATL media will specifically target. As an initial step towards qualification, survey

s 47(1)(a)

QUESTIONNAIRE



s 47(1)(a)



Understanding how campaigns perform against key objectives, tying together shifts in attitudes and behaviours with diagnostic creative performance

QUESTIONNAIRE

Our Reach-Response-Impact approach underlies the evaluation framework, and ensures an efficient and strategic assessment of campaign impact.

We broadly envisage the questionnaire will include the elements outlined below.

s 47(1)(a)



BRINGING IT ALL TOGETHER



1x 5-10 slide PowerPoint summary topline benchmark report



1 x 40-50 slide PowerPoint full evaluation report



1x presentation of findings (either face-to-face or via teleconference pending interstate travel restrictions)



1x PowerPoint one-page campaign summary

SUMMARY TOPLINE BENCHMARK REPORT

This 5-10 page PowerPoint report will establish baseline levels of awareness, understanding, attitudes and behaviours relating to the AMR scheme. Succinct, visually engaging outputs, using rigorous analysis and exception reporting to focus on providing insights, and any key watch-outs for the tracking stage of the evaluation.

FULL EVALUATION REPORT *(CORE DELIVERABLE UNDER EVALUATION FRAMEWORK)*

A final written evaluation report (in PowerPoint) will bring together insights from the benchmark and tracking, structured around our core evaluation framework components of Reach, Response and Impact. Delivered on the underlying premise of succinct, visually engaging outputs, using rigorous analysis and exception reporting, it will also provide further context and depth of analysis by incorporating externally sourced data sources where available (e.g. website analytics and media monitoring etc.).

PRESENTATION OF FINDINGS *(CORE DELIVERABLE UNDER EVALUATION FRAMEWORK)*

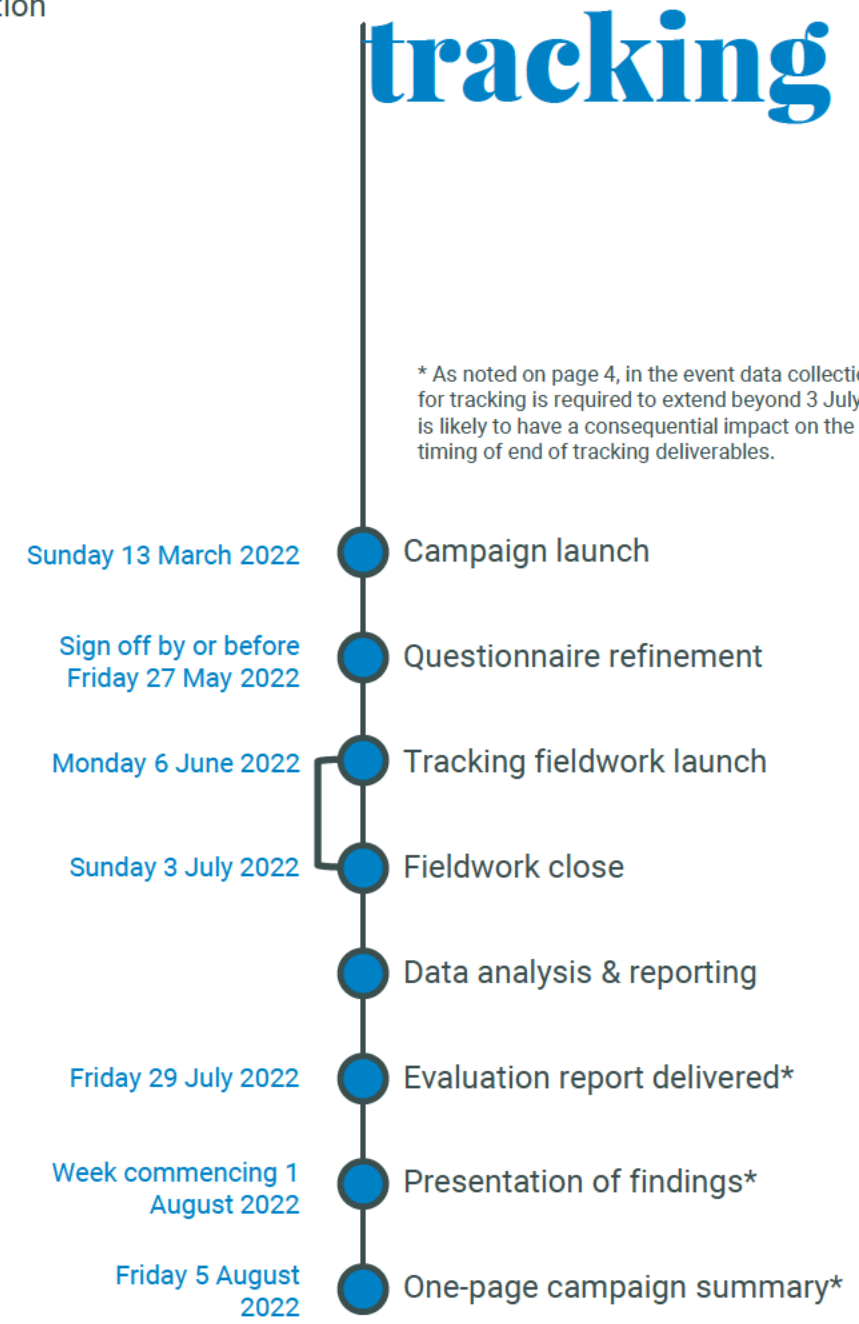
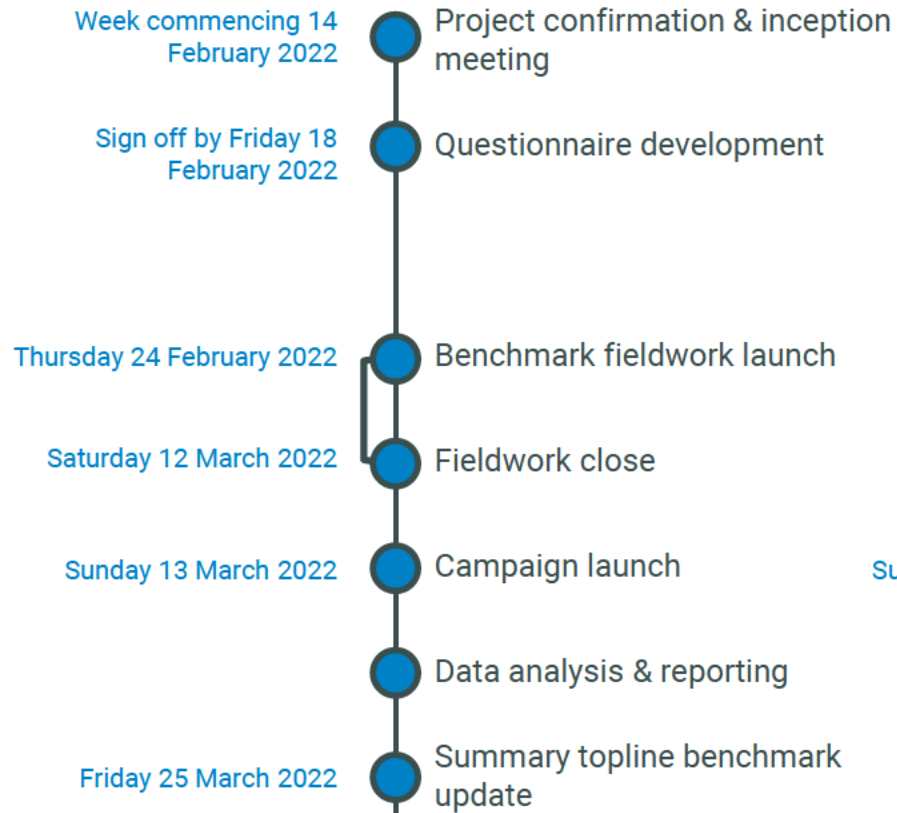
We will conduct a single presentation upon delivery of the evaluation report. If possible, this session will be face-to-face in the first instance, but will resort to a video conference mode pending interstate travel restrictions at the time of the presentation.

ONE-PAGE CAMPAIGN SUMMARY *(CORE DELIVERABLE UNDER EVALUATION FRAMEWORK)*

We will provide a one-page campaign summary to the Department one week after the delivery of the draft evaluation report, drawing together the key framework metrics for the campaign into one easy-to-digest page. The format, structure and content of this summary has been approved for reporting needs to Cabinet as well as the Department.

PROPOSED TIMINGS

benchmark



tracking

* As noted on page 4, in the event data collection for tracking is required to extend beyond 3 July, it is likely to have a consequential impact on the timing of end of tracking deliverables.

Investment and milestones

§ 47G(1)(a)

Costs include project management, questionnaire development and refinement, fieldwork, data processing, analysis, reporting, presentation of findings, village participation and travel (if applicable). Level of investment is generated using the framework costing model developed and refined in consultation with the Department of Finance. Assumptions used in arriving at the cost estimate are provided in the appendix.

Travel related expenses (i.e. airfares, taxi etc.) will be passed on directly at cost to the Department. As such, a notional charge of § 47G(1)(a) ex GST has been included to help facilitate budgetary planning and would subsequently be excluded from the total fees should no such expense eventuate.

Our proposed invoicing schedule is provided below. Our invoicing schedule is flexible in nature, particularly around the end of financial year should invoicing need to be brought forward.

Milestone	Likely month	Fees excl. GST	% of total budget
§ 47G(1)(a)			

Your core team

For this evaluation program, we have a multidisciplinary team of highly experienced consultants, each with relevant backgrounds and areas of expertise.

Your core contacts are:

S 47F

Quality assurance, subcontractors and risk mitigation

Quality Control

Our processes for managing and controlling all aspects of a project to ensure satisfactory performance are above industry standards for excellence. We are accredited to the ISO 20252 Australian Standard for Market and Social Research. In addition, all our researchers are highly skilled professionals and fully adhere to and support the ethical requirements and all standards of conduct of our Industry, as indicated through:

- the Australian Market and Social Research Society Code of Professional Behaviour to which we subscribe, and
- our membership of the Australian Market and Social Research Organisation.

Subcontractors

All of our fieldwork suppliers are also ISO accredited. For this project, we will use **Market Metrics** for fieldwork and **MRDS** for data processing. All subcontractors have been formally approved under the Whole of Government evaluation deed with the Department of Finance.

Risk Mitigation

We usually seek to manage risk collaboratively, and already have extensive risk management systems built into place as part of our quality system. To illustrate, below we outline typical project risks and thoughts on their mitigation.

Lapses in quality control: H&P has stringent project management procedures and systems in place as part of our ISO accreditation to ensure any lapses on behalf of individuals are dealt with through a series of checks and balances with the project team and administrative protocol.

Low response rates among target audiences: Our research design has been developed based on feasibility estimates for research with the incidence rates being of a reasonable nature. This is supplemented by our efforts at the design stage in ensuring that research materials are engaging and not unnecessarily demanding.

Lapses in data quality: Our ISO quality manual outlines the end-to-end processes in place to prevent lapses in data quality. This includes a focus on tailored project design, the different methods used to recruit quality respondents, using interviewing techniques (that suit the participants and required data quality), time and rigor of data analysis techniques and quality control measures over report production.

Reports meeting requirements expected by client: As part of our stringent project management protocols, our research team will be in close, regular, ongoing consultation with the Department. Reporting requirements and expectations will be clarified at Project Inception to ensure all research tools and proposed approaches to data collection will ensure that H&P obtains the information that is required to clearly and comprehensively address the research aims and objectives that apply to the project in question.

Appendix

Costing assumptions

ELEMENT	COSTING ASSUMPTION	RATIONALE (IF REQUIRED)
Benchmark required	<div style="font-size: 48px; font-weight: bold;">S 47 (1) (a)</div>	
Nature of tracking + duration		
Number of tracking waves being costed		
Complexity of questionnaire		
Questionnaire length		
Sample sizes and effective incidence rates <i>Individuals currently working in an occupation or role that requires them to be registered or to hold a licence within select occupations and across selected border regions around Australia</i>		
Extent of questionnaire changes from previous wave	<ul style="list-style-type: none"> • 1 x 5-10 slide PowerPoint summary topline benchmark report • 1 x 40-50 slide PowerPoint full evaluation report • 1 x face-to-face presentation • 1 x Page campaign summary (PowerPoint) 	
Deliverables	All deliverables are core components of the Whole of Government evaluation framework	

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