



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

Level 2, 51 Berry Street
North Sydney NSW 2060
Australia

TAX INVOICE NO -
22000068

Payment Terms : 30 days net
Due Date : 21/03/2022
Invoice Date : **21/02/2022**
(1/1)

DEPARTMENT OF PRIME MINISTER AND CABINET
PO BOX 6500
Canberra ACT 2600
Australia

Company : Ipsos Public Affairs Pty Ltd [14004]
ABN : 52 070 101 352

End Client : 12846638
Sales Order : 22000015 S2
Accounting Contact : s 47G(1)(a)

ABN : 18 108 001 191

Purchase Order Number : CD011028
Client Contact : s 22(1)(a)(ii)
Client Tel : s 22(1)(a)(ii)
Client Email : s 22(1)(a)(ii) @pmc.gov.au

JOB NUMBER	SALES REF.	DESCRIPTION	TOTAL
2201124701 14180	s 47F Tel s 47F s 47F	Sales - National AMR Concept Nurturing Project commission	21,518.00 AUD

Total Budget Research	43,036.00
Already Billed	.00
Percentage Billed on this Invoice	50.00%

Invoice Subtotal 21,518.00 **AUD**
GST 2,151.80 **AUD**
Total Amount Due 23,669.80 **AUD**

Remit Payment to

IPSOS PUBLIC AFFAIRS PTY LTD
Level 2, 51 Berry Street
North Sydney NSW 2060
Australia

Payment Details

BSB Number : s 47G(1)(a)
Swift Code :
Account Number :
Bank Name :
Bank Address :



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

Level 2, 51 Berry Street
North Sydney NSW 2060
Australia

TAX INVOICE NO -
22000103

Payment Terms : 30 days net
Due Date : 10/04/2022
Invoice Date : **10/03/2022**
(1/1)

DEPARTMENT OF PRIME MINISTER AND CABINET
PO BOX 6500
Canberra ACT 2600
Australia

Company : Ipsos Public Affairs Pty Ltd [14004]
ABN : 52 070 101 352

End Client : 12846638
Sales Order : 22000015 S2
Accounting Contact : s 47G(1)(a)

ABN : 18 108 001 191

Purchase Order Number : CD011028
Client Contact : s 22(1)(a)(ii)
Client Tel : s 22(1)(a)(ii)
Client Email : s 22(1)(a)(ii)@pmc.gov.au

JOB NUMBER	SALES REF.	DESCRIPTION	TOTAL
2201124701 14180	s 47F Tel s 47F s 47F	Sales - National AMR Concept Nurturing Final report	21,518.00 AUD

Total Budget Research	43,036.00
Already Billed	21,518.00
Percentage Billed on this Invoice	50.00%

Invoice Subtotal 21,518.00 **AUD**
GST 2,151.80 **AUD**
Total Amount Due 23,669.80 **AUD**

Remit Payment to

IPSOS PUBLIC AFFAIRS PTY LTD
Level 2, 51 Berry Street
North Sydney NSW 2060
Australia

Payment Details

BSB Number :
Swift Code :
Account Number :
Bank Name :
Bank Address :

s 47G(1)(a)

Annex 4 - DoSO Contract

Contract

The Supplier's offer dated 14/02/2022 for RFQ ID RD006438 is accepted - see attached Statement of Work (Part 2).

This Contract is issued under the **Deed of Standing Offer (DoSO) SON3754402** for Government Communications Campaign Panel. The Parties agree that by signing this Commonwealth Contract they enter into a Contract comprising of:

- The DoSO and its terms, to the extent these apply (including the Additional DoSO Terms)
- This Contract Details form
- Statement of Work (Part 1) - Details of Customer's Requirement, including any Additional Contract Terms (as amended and agreed between the parties, and attached at Schedule 1)
- Statement of Work (Part 2) - Supplier's Response (as amended and agreed between the parties, and attached at Schedule 2)
- Commonwealth Contract Terms in force at the RFQ Release Date, available here: <https://www.finance.gov.au/government/procurement/commonwealth-contracting-suite-ccs>.

C.A.1 Contract Details

C.A.1(a)	Contract Reference ID	To be advised
C.A.1(b)	Contract Start Date	17 February 2021
C.A.1(c)	Contract End Date	The Contract will terminate on 30 June 2022
C.A.1(d)	Contract Extension Option	Not applicable
C.A.1(e)	Maximum Contract Price	The maximum Contract Price inclusive of GST and all taxes and charges will not exceed \$47,340.00 as set out in R.B.3.

This Contract commences on the Contract Start Date or the date this Contract is executed, whichever is the latter, and continues until the Contract End Date unless:

- it is terminated earlier; or
- there is a Contract Extension Option and this is exercised by the Customer, in which case the Contract will continue until the end of the extended time unless it is terminated earlier.

C.A.2 Customer's Particulars

C.A.2(a)	Customer Name	The Commonwealth of Australia as represented by Department of the Prime Minister and Cabinet
C.A.2(b)	Customer ABN	18 108 001 191
C.A.2(c)	Customer's Public Interest Disclosure Contact Officer <i>Refer to the Commonwealth DoSO Terms clause D.E.20.H.1 Public Interest Disclosure</i>	All Public Interest Disclosure matters relating to this Contract should be referred to: Name/Position: Public Interest Disclosure Officer Email Address: publicinterestdisclosure@pmc.gov.au
C.A.2(d)	Delivery and Acceptance	See R.A.7 of Statement of Work (Part 1).
C.A.2(e)	Complaints <i>If your issue is not resolved, refer https://www.finance.gov.au for more information relating to the handling of complaints</i>	In the first instance, complaints, if any, relating to this Contract should be directed to the Customer Contact Officer (see above) or: Name/Position: Complaints Handling Officer Email Address: s 47E(d) @pmc.gov.au

C.A.3 Supplier's Particulars

C.A.3(a)	Supplier Name	Ipsos Public Affairs Pty Ltd
C.A.3(b)	Supplier ABN	52 070 101 352

C.A.3(c)	Supplier ACN	070 101 352
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C.A.4 Notices under this Contract

Contract Managers are responsible for issuing or accepting any written Notices under this Contract and are the contact points for general liaison, unless otherwise agreed.

C.A.4(a)	Customer's Contract Manager	Name/Position: s 22(1)(a)(ii) Postal Address: PO Box 6500 Canberra ACT 2600 Australia Email: s 22(1)(a)(ii) @pmc.gov.au Telephone: s 22(1)(a)(ii)
C.A.4(b)	Supplier's Contract Manager	Name/Position: s 47F Postal Address: 51 Berry Street, North Sydney NSW 2060 Email: s 47F Telephone: s 47F

C.A.5 Specified Personnel

See R.B.4 of Statement of Work (Part 2) and D.D.3(r) of the DoSO.

C.A.6 Subcontractors

See R.B.5 of Statement of Work (Part 2).

C.A.7 Invoices

All invoices issued to the Customer must be addressed to the addressee and issued by email as specified in C.A.7(a) below.

C.A.7(a)	Customer's Address for Invoices	Addressee Name/Position: Department of the Prime Minister and Cabinet Attn: s 22(1)(a)(ii) Communications Branch Email: s 22(1)(a)(ii) @pmc.gov.au
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EXECUTED as a contract:

Signed for and on behalf of the **Commonwealth of Australia** as represented by Department of the Prime Minister and Cabinet **ABN 18 108 001 191** by its duly authorised delegate in the presence of:

Signature of witness

s 22(1)(a)(ii)

Name of witness (*print*)

s 22(1)(a)(ii)

Signature of delegate

s 22(1)(a)(ii)

Name of delegate (*print*)

J. Ranson

Position of delegate (*print*)

Assistant Secretary (A/s)

Date:

Executed by Ipsos Public Affairs Pty Ltd **ACN** 070 101 352 **ABN** 52 070 101 352 in accordance with section 127 of the *Corporations Act 2001* in the presence of:

Signature of director

s 47F

Name of director (print)

s 47F

Signature of director/company secretary

s 47F

Name of director/company secretary (print)

s 47F (Company secretary)

Date:

17/02/2022

Statement of Work (Part 1)

Standing Offer Notice (SON) ID	SON3754402
RFQ Reference ID	RD006438
Customer Name	Department of the Prime Minister and Cabinet

Details of Customer’s Requirement

The Supplier must provide the Customer’s Requirement in accordance with the Deed of Standing Offer plus any detailed below:

R.A.1	Required Capabilities	<p>The Supplier is approved to, and may only, provide Services under the Deed of Standing Offer in relation to the following Required Capabilities:</p> <ul style="list-style-type: none"> • Developmental and Concept Testing Market Research
R.A.2	<p>Detailed Description of the Requirement</p> <p>The Customer requires the Supplier to conduct testing of advertising executions for the Automatic Mutual Recognition of Occupational Registrations (AMR) campaign. Advertising executions of the selected concept are being developed by The Monkeys for press, radio and digital channels, including digital channels for Culturally and Linguistically Diverse (CALD) target groups.</p> <p>The advertising executions need to:</p> <ul style="list-style-type: none"> • align with the market research findings contained in the developmental and creative concept testing research reports • build upon earlier work by The Monkeys, which included the development of creative concept messages and guidance in relation to the preferred strategic territory to the campaign • be translatable across public relations through to mass media advertising • feature key messages, and relevant copywriting, imagery and guidance on the ‘look and feel’ • include Australian Government branding (in accordance with the Australian Government Branding Guidelines) and reference to the reform being an initiative of the Australian Government. <p>The details and scope of the advertising executions are set out in the media strategy and plan prepared by the Australian Government’s master media agency, Universal McCann.</p> <p>Creative concept testing is required to help ensure that the advertising executions that are taken forward into market effectively and efficiently meets target audience information needs. The concept testing is to identify the following, including but not limited to:</p> <ul style="list-style-type: none"> • target audience reactions to the advertising executions communicating AMR, mutual recognition and occupational mobility • the advertising executions resonate with target audiences and compel them to take up the call to action • how well the advertising executions convey the strategic territory of ‘AMR makes it easier for licensed and registered workers, saving them time and money’ • the key aspects of the advertising executions that target audiences like or dislike i.e. platforms, tag lines, messaging and visuals (lock-ups and other imagery) • whether the advertising executions are memorable, easy to understand or risk being divisive, and • any creative considerations that are specific to particular industries and locations • whether the executions overpromise noting that not all jurisdictions are in the scheme and a lot of occupations are currently temporarily excluded to 30 June 2022 and may be excluded for a further five years in some states. <p>The research methodology involves six online focus groups with target audience occupations who are white and blue collar workers, plus tradespeople, from towns close in proximity to</p>	

borders and some Capital cities. It also involves the general population in border town areas. Groups will be held in select border town areas of NSW, ACT, Victoria and South Australia and in Sydney, Canberra, Melbourne and Adelaide.

Key deliverables

The key deliverables include the following:

- develop materials as needed to support undertaking the creative concept testing (in addition to the creative materials provided by The Monkeys) e.g. discussion guide/s for focus groups
- undertake the creative concept testing
- provide a creative concept testing report on key findings and recommendations - comprising of a top-line report shortly following the conclusion of the testing and then a full detailed report of key findings and recommendations.

Timeline:

- Draft advertising executions will be provided to the Supplier around 23 February 2022 for audience testing on 24 February 2022.
- Report on testing of creative advertising materials provided to the Customer 25 February 2022.

About AMR

The Automatic Mutual Recognition of Occupational Registrations (AMR) scheme removes the need for people to apply, pay and maintain an additional licence or registration when doing the same type of work in another state or territory, saving business and workers time and money.

The AMR scheme is estimated to grow the economy by \$2.4 billion over ten years through savings to business and consumers, productivity improvements and extra surge capacity in response to natural disasters. It will benefit around 168,000 workers.

AMR will increase the mobility of Australia's workforce over time, while safeguarding existing standards of consumer and environmental protection, animal welfare and the health and safety of workers and the public.

AMR took effect through Commonwealth law on 1 July 2021. It is in place in NSW, Victoria, SA, Tasmania, ACT and NT for a growing number of licensed occupations. WA will enter the scheme 1 July 2022 and QLD continues to be encouraged to join.

Currently, many licences and registrations are temporarily excluded from AMR up to 30 June 2022. This is to support business and workers with the new arrangements. All temporary exemptions will be revoked by 20 June 2022. Victoria and South Australia have removed many of their temporary exclusions (including for the building and construction sectors), with more exemptions in these states to be removed by 30 June 2022. Other jurisdictions (like NSW, Tas and the territories) will also look to enable many more occupations into the scheme in those states.

(If an occupation is excluded it means that an interstate person who wants to work in the state where the exemption is declared they cannot rely on AMR but need to go through the long standing mutual recognition process. The long term exemptions that will come in from 1 July 2022 will be limited to those where there is a significant risk to worker and public health and safety, consumer protection, animal welfare and the environment.)

A national campaign is required to increase the uptake of AMR and improve occupational mobility over time by raising awareness among target audiences of AMR – its benefits and safeguards – by driving people to the website to find out more information.

Target audiences

The reform affects a wide range of stakeholders. Primary audiences are workers with state and territory issued occupational licences and registrations (including businesses that employ these workers), particularly those working across multiple states, living in regional and / or border communities, or providing services remotely.

Examples of state and territory licences include trade licences, teachers, real estate agents and conveyancers, gaming attendants and racing professionals, pest and land managers, radiographers, security guards, bus and dangerous goods drivers, explosives experts, and labour hirers. A detailed list of occupations in AMR for participating states now and possibly from 1 July 2022 will be provided to the supplier separately.

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.

Key messages

The campaign's key messages (based on the research) are: (1) AMR makes it easier for licensed and registered workers to work elsewhere in Australia, by saving them time and money; and (2) The call to action is for businesses and licensed and registered workers to find out more about AMR and how to participate at deregulation.pmc.gov.au.

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.

We want the target audience to:

- THINK: AMR makes it easier to work elsewhere in Australia.
- FEEL: AMR is good for business and the economy.
- DO: Find out more about AMR and how they can benefit.

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.

Media

It is proposed that the campaign commences with mass media advertising from 13 March 2022 to 30 June 2022 to support full scheme implementation on 1 July 2022. This will encourage licensed and registered workers in a timely manner to take advantage of the ease, cost and time savings provided through the reform.

Universal McCann has recommended focusing on building quick and efficient campaign reach through multi-channel presence operating at the same time. An extended campaign presence in market is not required.

The optimal timing for the multi-channel presence is 13 March 2022 to 30 June 2022, with the possibility of cessation of advertising for six weeks consistent with caretaker conventions. This approach will support full scheme implementation of AMR 1 July 2022.

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).

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.

Advertising will be supplemented with public relations and whole-of-government communications.

Strategic territory

In June and July 2021, eight strategic territories addressing the key campaign challenge were developed by The Monkeys, and explored with target audience participants in the developmental research led by Ipsos.

The preferred strategic territory is 'Making it easier' as this has the greatest potential to resonate and engage with the audience and communicate the benefits of AMR. The underlying idea of 'easier' allows the target audience to think about the hurdles or issues they have with the system, rather than us specifying what they are e.g. time and/or cost. It also talks to the key benefit without delving into the process, and therefore under or over-selling the reality.

R.A.3	Standards	The Supplier must comply with the following Standards: <ul style="list-style-type: none"> Any applicable Standards specified in the DoSO
R.A.4	Key Performance Indicators	<ul style="list-style-type: none"> The Supplier is to provide the Services to a standard of due skill, care and diligence expected of an expert, professional provider of such Services. The Supplier must be able to meet the due dates specified in the Contract.
R.A.5	Security Requirements	Supplier personnel undertaking work on this Contract will not be required to hold a current security clearance. Further, the Supplier must comply with the following Security Requirements: <ul style="list-style-type: none"> Any Security Requirements specified the DoSO
R.A.6	Work Health and Safety	The Supplier must comply with the following Work Health and Safety requirements: <ul style="list-style-type: none"> Work Health and Safety requirements specified in DoSO.
R.A.7	Delivery and Acceptance	The Supplier must comply with the following Delivery and Acceptance requirements: <ul style="list-style-type: none"> Delivery and Acceptance requirements specified in the Deed of Standing Offer
R.A.8	Reporting	The Supplier must provide the Customer with reports as set out below: <ul style="list-style-type: none"> Work-in-progress conference calls organised by the Customer, as required. Regular updates on the development and completion of communications materials, as required. Regular reporting on completion of deliverables against strategy, as required.
R.A.9	Meetings	The Supplier must attend meetings as follows: <ul style="list-style-type: none"> on an as needs basis.

R.A.10	Facilities and Assistance offered by the Customer	The Customer will not make any facilities or assistance available to the Supplier.
R.A.11	Customer Material provided by the Customer:	<p>The Customer will provide the following material:</p> <ul style="list-style-type: none"> • Australian Government Branding Guidelines. • Universal McCann media strategy and plan. • List of occupations in AMR for participating states now and possibly from 1 July 2022. • The draft advertising executions for testing around 23 February 2022.
R.A.12	Insurances	<p>The Supplier must have and maintain for the duration of the Contract:</p> <p>(a) to the extent required by Law, workers' compensation insurance in respect of the Service Provider's liability for any loss or claim by a person employed or otherwise engaged, or deemed to be employed or otherwise engaged, by the Service Provider in connection with the Services</p> <p>(b) public liability insurance covering legal liability (including liability assumed under contract) for loss or damage to property or injury or death to persons arising out of or in connection with carrying out the Services for an insured amount of \$10 million per occurrence and not less than \$20 million in aggregate, and</p> <p>(c) either professional indemnity or errors and omissions insurance for an insured amount of \$5 million per occurrence and not less than \$10 million in aggregate.</p>
R.A.13	Indigenous Procurement Policy Requirements	<p>The Supplier must use reasonable endeavours to increase your:</p> <ul style="list-style-type: none"> • purchasing from Indigenous enterprises; and • employment of Indigenous Australians, <p>in the provision of the Required Capabilities.</p> <p>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.</p> <p>In R.A.13, "Indigenous enterprise" means an organisation that is 50 per cent or more Indigenous owned that is operating a business.</p>
R.A.14	WGE compliance	<p>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.</p> <p>If the Supplier becomes non-compliant with the WGE Act, the Supplier must notify the Customer.</p> <p>The Supplier warrants on the Contract Start Date that:</p> <p>it is not named by the Workplace Gender Equality Agency as an employer that is currently not complying with the WGEA</p>

Additional Contract Terms

An executed Contract will incorporate the Commonwealth Contract Terms current at the date of the Request for Quote, the following Additional Contract Terms, and any applicable terms in the DoSO, will form the Contract if agreed and signed by the Customer:

R.A.15	<p>Payment</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>
R.A.16	<p>Intellectual Property – Customer Owns</p> <p>The Customer owns the Intellectual Property Rights in the Material created under this Contract. To the extent the Supplier or a third party holds any Intellectual Property Rights in any existing Material, the Supplier hereby agrees to licence the Customer to enable the Customer to exercise full rights and interests in the Intellectual Property Rights in any Material provided under this Contract. The Supplier agrees to create, execute or sign any documents and perform all acts which may be necessary to allow the use of those rights by the Customer for any purpose.</p> <p>The Customer grants to the Supplier a non-exclusive, non-transferable, irrevocable, royalty-free licence for this Contract Term to exercise the Intellectual Property Rights in the Material for the sole purpose of fulfilling its obligations under this Contract. The licence in this clause is subject to any conditions or limitations of third parties that the Customer notifies to the Supplier.</p> <p>Intellectual Property Rights in Goods provided under this Contract or pre-existing Intellectual Property of the Supplier, set out below (if any), will not change as a result of this Contract.</p>
R.A.17	<p>Pre-Existing Intellectual Property</p> <p>For pre-existing Intellectual Property listed at R.B.7 (if any), the Supplier grants to, or in the case of Third-Party Material, must obtain for the Customer a non-exclusive, irrevocable, royalty-free, perpetual, world-wide licence (including the right to sub-licence) to exercise the Intellectual Property Rights in all Pre-existing Material and Third-Party Material incorporated into the Material to enable the Customer to receive the full benefit of the Goods and/or Services and the Material and to exercise its rights in relation to the Material.</p>
R.A.18	<p>Confidential Information of the Supplier</p> <p>For confidential information of the Supplier listed at R.B.8 (if any), the Customer agrees that the information meets the Commonwealth’s confidentiality guidelines and agrees to treat the</p>

	<p>information as confidential unless required by law to disclose the information. The Customer retains the right to disclose any other information contained in this Contract.</p>
<p>R.A.19</p>	<p>Directions from the Lead Customer</p>
	<p>The Supplier must comply with any reasonable directions given by the Lead Customer from time to time in relation to the performance of the Services under this Contract. If there is any inconsistency in any direction given by the Lead Customer under this DoSO or a Customer under any Contract, the directions of the Lead Customer will prevail.</p>
<p>R.A.20</p>	<p>COVID-19</p>
	<p>In undertaking the works the Supplier must apply the relevant guidance material published by the Department of Health in relation to Coronavirus (COVID-19).</p> <p>Where an employee of the Department, the Supplier, or a Supplier Personnel has attended the PM&C site and has:</p> <ul style="list-style-type: none"> • 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.

Statement of Work (Part 2)

R.B.1	Supplier Details	
R.B.1(a)	Supplier Name	Ipsos Public Affairs Pty Ltd
R.B.1(b)	Supplier ABN	52 070 101 352
R.B.1(c)	Supplier ACN	070 101 352
R.B.1(d)	Supplier Contact Officer Unless otherwise specified, the Contact Officer is nominated as the Supplier Contract Manager.	Name/Position: s 47F Postal Address: Level 3, 201 Leichhardt St, Spring Hill QLD 4000 Email: s 47F Telephone (mobile): s 47F
R.B.2	Detailed Proposal to meet the Customer's Requirement	
	<p>Background</p> <p>In order to ease the process of working across multiple jurisdictions, the Australian Government is introducing new legislation which will impact licensed workers. While the Automatic Mutual Recognition (AMR) is planned to be introduced on 1 July 2021 (dependent on the passage of the legislation), it will be progressively implemented across States and Territories. This will enable states and territories to exempt occupational registrations temporarily for the first twelve months of the scheme and for periods up to five years where significant risks arise.</p> <p>While maintaining high standards of consumer protection as well as worker and public safety, AMR will reduce the red tape, cost and restrictions on workers requiring different licences to work in different states.</p> <p>To date, Ipsos has conducted developmental research which indicated that given the complexity of the reform, including its staged implementation across states and territories, and the large number of occupational registrations temporarily excluded from the scheme, initial advertising should be directed towards relevant industry and professional bodies. It is proposed that the campaign comprise industry-targeted public relations, including advertising in industry publications.</p> <p>Further, Ipsos identified that in developing the communications the key benefits of AMR are ease, flexibility, time and cost. Care is needed with phrasing and terminology as 'automatic' implies a short and simple process and risks overpromising.</p> <p>Following this developmental research, Ipsos conducted and an initial stage of creative nurturing which explored target audience reactions to three creative approaches and provided insight into the strengths and weaknesses of each approach.</p> <p>Having now obtained approval to progress with the chosen creative idea, The Department is seeking a further round of research to explore reactions to creative executions for press, radio and digital channels.</p> <p>The campaign is required to increase the uptake of AMR and improve occupational mobility over time by raising awareness among target audiences of AMR – its benefits and safeguards – by driving people to the website to find out more information.</p> <p>The primary audience for the campaign is workers with state and territory issued occupational licences and registrations (including businesses that employ these workers), particularly those working across multiple states, living in regional and / or border communities, or providing services remotely.</p>	

The secondary audience 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.

Key campaign messages

The campaign's key messages are: (1) AMR makes it easier for licensed and registered workers to work elsewhere in Australia, by saving them time and money; and (2) find out more about AMR and how to participate at deregulation.pmc.gov.au. Due to the complexity of the system regarding different timing and exemptions by State and Territories, this call to action is as important as awareness and understanding of AMR.

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.

In terms of desired outcomes for the campaign, we want the target audience to:

- **THINK:** AMR makes it easier to work elsewhere in Australia.
- **FEEL:** AMR is good for business and the economy.
- **DO:** Find out more about AMR and how they can benefit.

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.

Research Objectives

The overall objective for the research is to aid in development and refinement of the campaign creative to maximise its ability to meet the campaign objectives.

To do this the research will:

- Explore reactions to the creative – gauging its ability to cut through, engage the audience, and be memorable;
- Explore comprehension – are the messages understood, are they believable; and
- Provide clear feedback around areas of refinement to strengthen the executions.

Methodology Overview

We will conduct a series of 6 online group discussions as follows:

- 1 group of previous participants from Albury Wodonga – this group will focus in on tradespeople;
- 1 group of target audience occupations from towns in proximity to borders across NSW, ACT, Victoria and South Australia – blue collar;
- 1 group of target audience occupations from towns in proximity to borders across NSW, ACT, Victoria and South Australia – white collar;
- 1 group of general population from towns in proximity to borders across NSW, ACT, Victoria and South Australia; and
- 2 group of target audience occupations from Capital cities (here we will focus on Sydney, Canberra, Melbourne and Adelaide).

In this round of research, we are expanding out to the general population in border areas as the media plan includes the use of regional radio and press in border areas. It is therefore important we explore how the general population reacts to the creative, although understanding they are not the primary audience.

The focus on NSW, ACT, Victoria and South Australia is essentially recruitment driven as these States have the largest (most populous) border towns, which is where our group recruitment partner, THN, will need to focus their efforts in the short time available to them for recruitment. Border towns and areas, we have identified as being suitable include Yarrowonga, Shepparton, Deniliquin, Echuca, Mildura, Broken Hill, Renmark, Naracoorte, Mt Gambier, Albury Wodonga, Queenbeyan, Canberra, Yass, Cooma, Goulburn, NSW South Coast, Victorian North East Coast.

Target audience occupations will be drawn from trade licence holders, teachers, real estate agents and conveyancers, gaming attendants and racing professionals, pest and land managers, radiographers, security guards, bus and dangerous goods drivers, explosives experts, labour hirers and people required to have responsible service of alcohol accreditation.

The Supplier will recruit for 5 participants in each group and as with the previous research, we are recommending a mix of occupations but grouping them along the lines of white collar and blue collar to provide some degree of homogeneity to the type of people in the discussion.

Recruitment

Minor amendments to be made to recruitment screener used in the last two rounds of research, as groups of the general population will be included in the research.

Moderation

The qualitative groups and interviews will be moderated by s 47F [REDACTED], and s 47F [REDACTED], three of our most experienced moderators. s 47F [REDACTED] also moderated the groups in the previous round of creative nurturing research conducted for this campaign.

Discussion guide

s 47(1)(a) [REDACTED]

Across the border town groups we will rotate between showing the press executions first and the radio executions first to explore if there are differences in comprehension when the audiences are first exposed to one or the other. For the capital city groups it would make most sense to rotate between beginning with the Industry print executions and the LinkedIn executions.

The discussions will be held via Teams through City Group Rooms platform as it allows the Department, The Monkeys and other relevant stakeholders to view the groups in real time. The sessions are also recorded with participants' permission. All group participants will be offered a financial incentive to thank them for their time and contribution.

Standards

The Supplier to meet the following Standards, in addition to the standards set out in R.A.3:

Ipsos Australia is a member of the Australian Data and Insights Association (ADIA) (formerly Association of Market and Social Research Organisations (AMSRO)). All ADIA members agree to be bound by the Code of Professional Behaviour under The Research Society (TRS) (formerly AMSRS).

Ipsos Public Affairs is dedicated to the consistently delivering the highest quality in all of our work. The first industry-specific standard for quality (AS 4752) was launched in 2004; Ipsos Public Affairs was proud to be the second firm in Australia to receive accreditation to this Standard. In 2019 we upgraded our certification to AS ISO 20252:2019, the current industry standard that combines the previous ISO 20252 and panel access standard ISO 26362. This standard sets out guidance and requirements relating to the way in which research studies are planned, carried out, supervised, and reported, from the initial contact between the client and service provider, to presentations of results to the client. In addition, we have maintained our certification to the ISO 9001 Quality Management Standard. Our clients can be assured that our research is conducted in accordance with the requirements of these standards that advocate for consistency and transparency in the way surveys are carried out, and confidence in their results and in their providers.

Ipsos Public Affairs ensures that all fieldwork carried out by our fieldwork providers meet relevant quality assurance standards (ISO 20252, or equivalent). Ipsos Public Affairs also supports the Your Views Count initiative, designed to support both the general public and the research industry in making sure that the public is fully informed about the importance of participating in research, and is able to differentiate between genuine research and telemarketing.

The peak body for marketing and social research organisations, ADIA, provides a seal of endorsement that ensures that its members are quality assured, upholding the highest ethical standards and working under Australia's only (non-mandatory) registered Industry APP Privacy Code. This Trust Mark also provides research buyers the assurance that their data is protected and confirmation that customer details are not used for direct marketing. Ipsos and its specialist data collection division, I-view have both been awarded the ADIA Trust Mark.

ADIA members are awarded the Trust Mark as part of their membership once they have met the following strict criteria:

1. Privacy: Adherence to the Privacy (Market & Social Research) Code. The Code has been developed to provide data, insights and research organisations certainty under the Privacy Amendment Act (launched in 2014).
2. The Code works to ensure ADIA members follow the highest privacy and ethical standards.
3. Quality assurance: Companies must have the International Standard for Market, Opinion and Social Research qualifications (ISO 20252)
4. Ethics: Adherence to The Research Society Code of Professional Behaviour

To maintain the Trust Mark, research organisations are subject to independent ISO audits, comply with ADIA’s co-regulated privacy code and participate in ongoing member training.

Further details about the Trust Mark for purchasers of research is available on the ADIA website: <https://dataandinsights.com.au/directory/>.

Timeframe

In order to meet the key project milestones, a proposed timeline is suggested below:

Activity	Timing
Recruitment begins	17 th Feb
Draft discussion guide delivered	22 nd Feb
Groups	24 th Feb
Report and verbal discussion of key findings	25 th Feb

Deliverables

The day following the group discussions we would provide The Department with a brief PowerPoint report that provides key overall findings, reactions to each execution, strengths of each, as well as watch outs and suggested refinement. We will discuss the findings via a Teams call, which will include The Monkeys and Horizon. The idea behind this report is to provide feedback on each concept and to deliver it quickly so that learnings can be provided to The Monkeys and Horizon quickly, given the desire to move quickly into production then into market.

R.B.3

Price (GST Inclusive)

The pricing template is attached, with key breakdown (inclusive of GST) shown below:

- Total Indicative Costs up to \$15,900
- Total FTE up to \$31,440
- **TOTAL COST up to \$47,340**

Payment Schedule

- 50% on commissioning
- 50% on acceptance of final report

R.B.4

Specified Personnel

Only specify personnel where the Customer Requirement has identified personnel are required to have specific skills, experience or qualifications.
Insert 'Not Applicable' if none.

- Name: s 47F
Position/Role: Research Principal & Qualitative Lead
s 47F
- Name: s 47F
Position/Role: Primary Qualitative - Moderator
s 47F
- Name: s 47F
Position/Role: Qualitative Moderator
s 47F

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R.B.5	Subcontractors Provide details for each subcontractor organisation you will use. Insert 'Not Applicable' if none.	Full Legal Name: Rushton Services Pty Ltd T/A The Human Network Postal Address: P.O. Box 4201, East Gosford, NSW 2250 ABN: 36 625 846 460 Scope of Works to be Subcontracted: Qualitative recruitment
R.B.6	Conflicts of Interest	Nil
R.B.7	Pre-existing Intellectual Property	Not applicable
R.B.8	Confidential Information	Not applicable
R.B.9	Other Relevant Details	
R.B.10	Attachments Detail any other files that form part of the Supplier's Response.	Attachment A – Pricing schedule