

From: s22
To: [Harris, Sally](#)
Cc: s22
Subject: GCCP Suppliers for Digital ID campaign [SEC=OFFICIAL]
Date: Monday, 11 December 2023 1:42:00 PM
Attachments: [image001.png](#)

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Hi Sally

Confirming a file note for the conversation which informed our allocation of Village 4 to develop the Finance Digital ID campaign.

- Village 4 includes s22 Embrace (Multicultural) s22
- This village developed the Director ID campaign for the Australian Taxation Office which focused on digital identity and included support for businesses audiences
 - Consultants in this village are already engaged in the policy and measures being taken
- This village has worked on a number of policy awareness raising campaigns including those that aim to direct the audience to interact with government digital platforms, including Child Care Subsidy, Emissions Reduction, Carer Gateway
- The village also has experience with campaigns that require strong, effective partnerships with stakeholders and industry in Carer Gateway, Director ID, Emissions Reduction and Child Care Subsidy

This village also has a good capacity in the context of other Government campaigns with only one other campaign in development s22

Cheers

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