



To:

PROCUREMENT PLAN AGREEMENT AND APPROVAL TO PROCURE

Subject: Procurement of Digital ID Integrated Communications Multicultural Specialist - Ref: PQRT230002964

RECOMMENDATIONS:

That you:

1. **CONFIRM** that uncommitted funding is available to an estimated value of \$440,000 (including GST) for the initial contract term as detailed in the Procurement Plan.

CONFIRMED

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NOTED

3. **APPROVE** the Approach to the Market in accordance with the Procurement Plan.

APPROVED

Delegate Name: Penelope Jones

Signature:

Position: Assistant Secretary - Digital ID Communication, Inclusion and Governance

Date: 19 March 2024

KEY POINTS:

- i. This Procurement Plan outlines the scope of requirements, proposed procurement method and risk consideration.
- ii. Approval for the commitment of money and to enter into an arrangement will be sought following evaluation of responses.

- iii. This procurement is proposed to be conducted via Whole of Australian Government Panels using a Limited Tender.

Responsible Manager:

Officer Name: s22
Position: Campaigns Director
Section/Branch Name: Digital ID
Communications, Inclusion and Governance
Phone Number: s22
Email Address: s22@finance.gov.au

Contact Officer:

Officer Name: s22
Position: Campaigns Manager
Section/Branch Name: Digital ID
Communications, Inclusion and Governance
Phone Number: s22
Email Address: s22@finance.gov.au

Date: 18 March 2024

PROCUREMENT PLAN

Procurement of Digital ID Integrated Communications Multicultural Specialist -
Ref: PQRT230002964

PROCUREMENT AIM AND JUSTIFICATION

The Digital ID integrated communications campaign is needed to solve a communications problem:

- There is a general lack of awareness and understanding about the benefits a Digital ID can bring.
- The concept of the Australian Government's Digital ID System is confusing generally. We need to provide the community with simple information about what Digital ID is.
- Digital ID is often confused with other things (e.g. digital driver licences) and some stakeholders actively share factually incorrect information about it.
- We need to help to create a market demand for Digital IDs.

The anticipated outcome of this campaign is to:

- **Increase awareness** about Australia's Digital ID System from the current low levels (specific targets will be developed based on existing Kantar research included in Appendix A).
- **Create an understanding** that a Digital ID is a secure, convenient, voluntary, and inclusive way of accessing (initially) Government services. This is baseline zero.
- **Educate** the community about the benefits that a Digital ID could bring in terms of security and convenience.
- **Encourage** people to find out more by going to digitalidentity.gov.au.

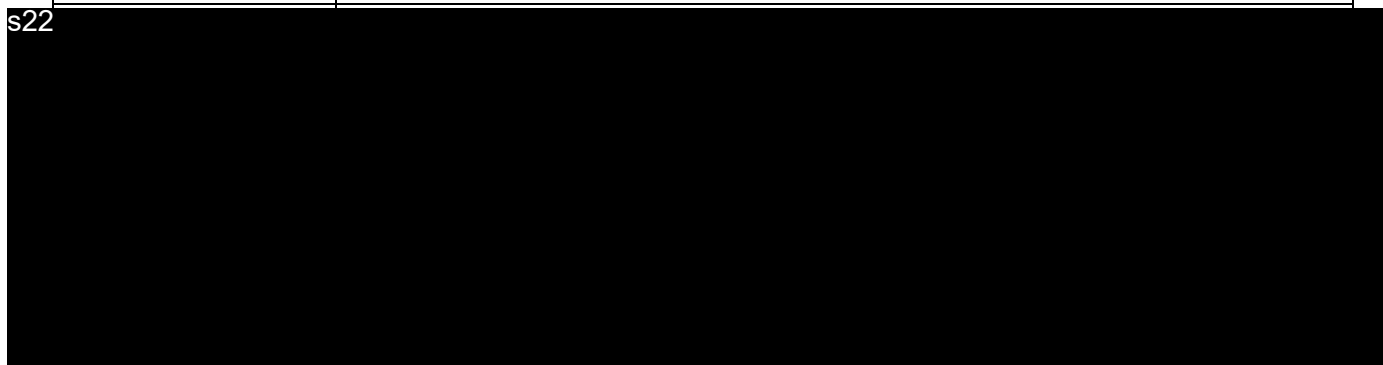
Raising awareness of Digital ID in Australia to increase adoption, which will ultimately lead to economy-wide benefits to better protect and secure personal and sensitive information. This will result in improved safety for Australians and reduced risk of fraud and theft for business.

The procurement for the Digital ID campaign will contract the Village 4 agencies to deliver the campaign as part of the Whole of Australian Government (WOAG) Panels:

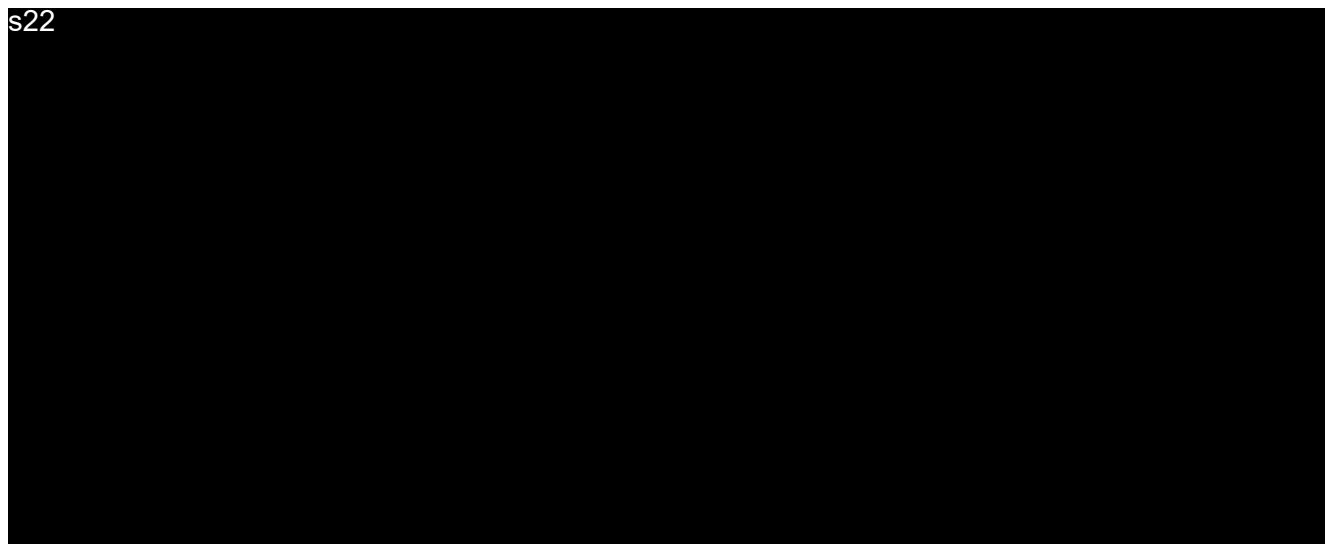
- Government Communications Campaign Panel (GCCP) under Standing Offer ID SON3754402
- Whole of Government Campaign Evaluation (SON3896690)
- Master Media Agency Services for the Australian Government (SON3502507).

The Village agencies include:

Agency	Responsibilities
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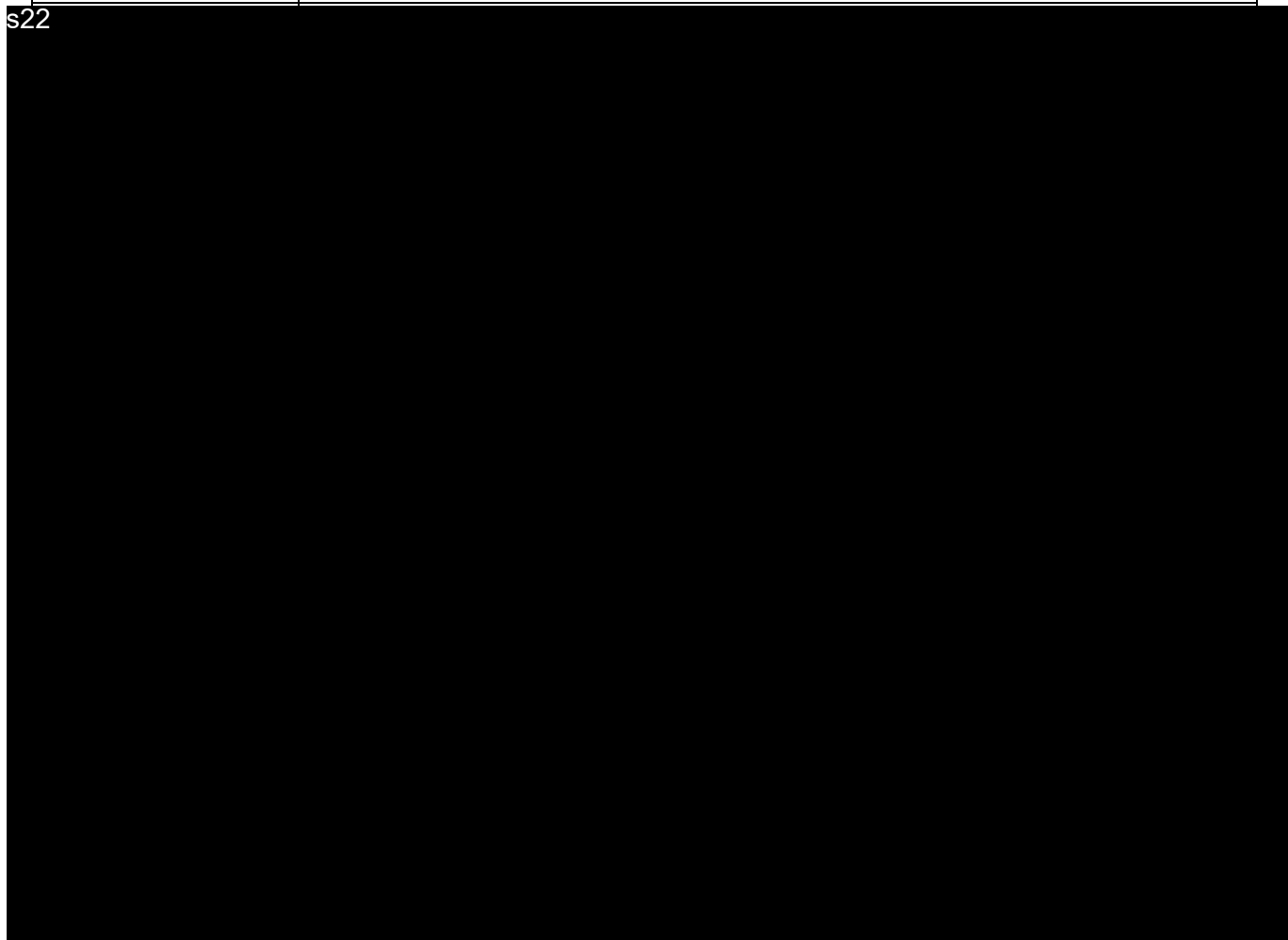


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Embrace Society	<ul style="list-style-type: none">• Leads the development of the integrated creative campaign for multicultural audiences, ensuring that it brings agreed strategy to life in an engaging and appropriate way through relevant channels• Provides qualitative insights and quantitative data regarding multicultural audiences to integrated campaign development teams (and primary researcher) in Village• Ensures linkage between key audience insight and execution.• Act as a general advisor to the Village in order to consider multicultural audiences at all touchpoints.
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For Embrace Society to deliver on their responsibilities, this Procurement will contract Embrace Society to design and deliver the Digital ID campaign targeting the multicultural audience. s47C



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Target audience is all Multicultural people and businesses nationwide. The specific primary and secondary audience segments may be identified in the developmental research conducted by Ipsos Public Affairs.

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A Request for Quote (RFQ) will be issued to Embrace Society with a detailed Statement of Works for the contract anticipated to commence from 2 May 2024 to 31 December 2024 (period totalling up to (5 months), with two extension options of (1 January 2025 to 30 June 2025 and 1 July 2025 to 31 December 2025) to be exercised at the discretion of Finance. If the extensions are needed, they will require separate delegate approval through S23.3 and S23.1 PGPA approval at the time of exercising an extension option.

This option for extension(s) will give the department flexibility in case the campaign is delayed due to the passage of legislation. As of February 2024, The Digital ID Bill 2023 is expected to become legislation in mid-2024 if it passes the Australian Parliament.

This procurement will deliver value for money by leveraging the WOAG Panel to contract a Village of Suppliers who deliver work across the whole-of-government.

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PROCUREMENT METHOD

This procurement will be conducted in accordance with the requirements of the [Commonwealth Procurement Rules, 13 June 2023](#).

The Communications Advice Branch (CAB) assigned Village 4 to the Digital ID integrated communications campaign. So, this procurement will use the Whole of Australian Government Panels which use a Limited Tender method. This panel will be the Government Communications Campaign Panel (GCCP) under Standing Offer ID SON3754402.

The campaign delivery timeline is dependent on the Digital ID 2023 Bill passing through the Australian Parliament to become law. Any delays in legislation might result in a delay in launching the campaign. This will be addressed with two extension options in the procurement contracts with each Supplier. If the extensions are needed, they will require delegate approval through S23.3 and S23.1 PGPA approval at the time of exercising an extension option.

ESTIMATED PROCUREMENT TIMETABLE

Please note: the timetable for this procurement is indicative only and is subject to change depending on the actual release of the approach to market.

Approach to Market:	20/03/2024
Closing date for responses:	23/04/2024
Response evaluation to be completed:	26/04/2024
Seek delegate approval	30/04/2024
Contract start date:	02/05/2024
Contract end date:	31/12/2024 (unless extended)
Unsuccessful notifications and debriefs:	N/A

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STAKEHOLDER CONSULTATION

- Communications Advice Branch, Department of Finance
- Procurement and Contracting, Department of Finance

RISK ENGAGEMENT

A low inherent risk rating is accepted for each of these identified risks:

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- Due to the potential difficulty in recruiting participants for the research component, there may be delays in delivery of recommendations. This would impact on campaign delivery overall including the multicultural component.
- Due to the level of investment, this is a high value project (overall) and procurement processes are quite extensive. The amount of work required to get the procurement activated could impact on delivery timeframes for the Digital ID campaign project overall. This could impact on expenditure of funds and political criticism.

For further details, refer to the [Risk Assessment and Treatment Plan](#).

PROBITY CONSIDERATIONS

No probity risks or issues have been identified. A [probity plan](#) has been created. In addition, there are no conflicts of interest.

EVALUATION TEAM

The Evaluation Team (the Team) will review responses to determine the best value for money outcome for the Commonwealth. Price is not the sole factor when assessing value for money. When conducting the evaluation, the Team will consider the relevant financial and non-financial costs and benefits of each submission.

In accordance with the Commonwealth Procurement Rules (CPRs), the Team will evaluate response(s) to determine which response represents best value for money for the Commonwealth, taking into account (as applicable):

- a. fitness for purpose;
- b. the degree to which the response meets the required services;
- c. the performance history of the respondent and their proposed project teams;
- d. the relative risk of a response; and
- e. financial consideration including all relevant direct and indirect benefits and an assessment of each response against its offered pricing proposal.

Evaluation Criteria

The Evaluation Criteria will encompass:

1. the extent to which the response meets Finance's requirements, including the demonstrated and proven capability and capacity of the Respondent to provide the Services, with respect to:
 - i. demonstrated understanding of the services (including but not limited to contribution at meetings, research findings and recommendations and reporting) required, including the identification of any key challenges and the management of risk; (40%)
 - ii. demonstrated capability and capacity to provide the services to a very high standard and within the specified timeframes; (40%)
 - iii. relevant experience of nominated personnel in providing similar services, (20%)
2. (unweighted) the total costs to be incurred by Finance; and
3. (unweighted) any risks identified, including the evaluation of points 1 - 2 above as well as any actual or perceived Conflicts of Interest, and the outcomes of any referee checks (if conducted).
4. The Tenderer's compliance with Draft Contract.

Refer to the full [Evaluation Plan – Long Form](#) for further details on the plan, criteria and the Evaluation Committee Chair and Members.