

## Approach to Market (ATM) — 16CeSC011

For the provision of the development of a social media content strategy and targeted educational resources for the *Rewrite your story: report cyberbullying* and the *Effects of pornography on children and youth cybersafety* projects

### Addendum No 4

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The Office of the Children's eSafety Commissioner (the CeSC) is providing clarification in relation to the above ATM 16CeSC011 published on AusTender on 25 February 2016.

This addendum details questions from Potential Suppliers and the CESC's answers and should be read in conjunction with the ATM and Addenda 1, 2 and 3.

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## 1. Questions and Answers

### Question One

We believe there is an inconsistency in the requirements for the interactive decision tree - it would be good to get clarification on this.

Page 9 in the approach to market document says:

"The resource should be built with HTML5 technologies (HTML, JavaScript and CSS). No server side scripting."

and in the recent Addenda #2:

"Yes, it is envisaged that the data tree will be expected to collect data for each question option and the various resolution paths. The customer needs to be able to extract the data and draw analysis from it."

In order to save data from the resource we need to either:

- have a server-side script to receive data from the resource and save it to a database or
- the web platform that the Customer is running should provide the required functionality and allow access to it via an API that we can call.

Can we get some more info on this, and if you require the Contractor to write the server-side scripts it would be good to have more information on the hosting platform - OS, scripting environment(s) available, database and any other pertinent details.

### Answer One

The intention is that a Web API will be built in consultation with the successful Supplier by the Customer's web development team. The interactive quiz also needs to be integrated with the Customer's Google analytics account.

## **Question Two**

Referring previous your answer to question 2 of Addendum 2:

"Yes, it is envisaged that the data tree will be expected to collect data for each question option and the various resolution paths. The customer needs to be able to extract the data and draw analysis from it. "

The original ATM document states a (A.A.3 (a)) Technologies Specification of:

"No server side scripting ".

Under these conditions, without any form of server side functionality for this component, how was it envisaged that resolutions paths be stored? Was this through a third party service such as Google Analytics or is there an existing datastore which the client owns which will be used to collect this information via an API?

## **Answer Two**

Please refer to the Answer to Question One.

## **Question Three**

Can we assume that, inclusive of the development of the Interactive Quiz, the scripted dialogue will be created by our writers (in collaboration with CeSC)? Given that, may we assume the draft content of the quiz is a platform ready for creative collaboration?

## **Answer Three**

Yes. CESC staff will provide direction and guidance on the dialogue created and pitched by the successful applicant.

Yes, please refer to Interactive Quiz/Decision Tree Script diagram published as an attachment to Addendum 1. This diagram provides guidance on the draft content of the quiz.

## **Question Four**

Can we assume that all media produced for the project is an open brief for creative treatments (i.e. potential animation treatments as well as live action for example) including 3.2.1 'Production of 8 short filmed vignettes'.

## **Answer Four**

The creative treatment for delivery of the project is an open brief and as such is up to each individual tenderer to detail their creative treatment of the deliverables in response to *Part 3 Ability to meet the requirement* of the Response Form (Template).

Tenderers should refer to the Customer's Requirement at Clause A.A.3 and specifically Clauses 2.2 and 3.2.1 on issues that need to be considered as part of the creative treatment for production of the 8 short filmed vignettes. The customer requires the creative treatment to be tailored, relevant and current for the target audience.

## **Question Five**

Is it reasonable to assume that, given the key goal of the social media strategy is to create awareness of and drive traffic to the cyberbullying complaints scheme, another key goal would be to create a healthy audience (drive traffic to) CeSC social media platforms and create a healthy and continuous conversation on those platforms (i.e. the rebranded 'The Cloud' Facebook page for example?).

## Answer Five

The goal of the project is to grow awareness of the cyberbullying complaints scheme and of the behaviours that could potentially constitute serious cyberbullying. We believe that a growth in awareness will inevitably also grow complaint numbers. The *Enhancing Online Safety for Children Act 2015* defines cyberbullying as material that targets an Australian child and is intended and likely to seriously harass, humiliate, intimidate or threaten. The project should catalyse conversations on social media about cyberbullying, empower young people to take action on potential cyberbullying behaviours and direct audiences back to the eSafety website which contains useful tips, strategies and information to deal with cyberbullying, including how to report cyberbullying.

## Question Six

In Section A.A.3 (d) you state that the "First draft of 8 vignettes with provisional accessibility" is due on 13 May 2016 (only 6 weeks after engagement). This is an ambitious delivery deadline.

- a) When were you expecting to see draft scripts?
- b) When will you sign off on final scripts?
- c) What processes are in place to ensure timely decisions and feedback from the client?
- d) Is there any flexibility in your delivery deadlines?

## Answer Six

Please refer to the delivery milestones and milestone delivery dates in Clause A.A.3(d) – Page 10-11 of the ATM. It's up to Potential Suppliers to assess the delivery dates and demonstrate their ability to meet the milestone and delivery dates in response to *Part 3 – Ability to meet the requirement* of the Response Form (Template).

## Question Seven

How much insurance is required to cover potential risks with this tender? Who provides this kind of production insurances?

## Answer Seven

In submitting a response, Potential Suppliers are required to comply with all requirements set out in both the:

- [Commonwealth Approach to Market Terms](#), and
- [Commonwealth Contract Terms](#)

It is a matter for Potential Suppliers to determine the potential risks with the Services detailed in the ATM and ensure that they have adequate insurance to cover the potential risks associated with delivery of the Services.

The *Commonwealth Contract Terms* state:

### **C.C.9 Liability of the Supplier:**

The Supplier will indemnify the Customer and its officials against any claim, loss or damage arising in connection with any breach of the Supplier's obligations or representations under the Contract. The Supplier's obligation to indemnify the Customer and its officials will reduce proportionally to the extent that any act or omission, on the part of the Customer or its officials contributed to the claim, loss or damage. The Supplier will maintain adequate insurances for the Contract and provide the Customer with proof when reasonably requested.

**End of Addendum No. 4**