

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 1

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.

Included with this addendum is draft outline for the *Rewrite your Story: report cyberbullying* interactive quiz/decision tree script.

This addendum also details questions from Potential Suppliers and the CESC's answers

1. Interactive Quiz/Decision Tree Script

Clause 3.2.2 of the Approach to Market (ATM) (Page 6) detailed the CESC's requirement for development of an interactive quiz as part of the educational resources required for the Cyberbullying Project *Rewrite your Story: report cyberbullying*.

Provided with this addendum is a draft outline of the proposed script for the interactive quiz/decision tree to assist Tenderers further understand the CESC's requirement.

2. Questions and Answers

Question One

Can you explain the goal of the project. Is it to create greater awareness of the complaint system and thereby more complaints lodged? If so, how do you intend to manage this? What is considered "normal" and serious. Or is the goal to better educate and build resilience through other strategies before it gives rise to a complaint? For example: when you 'rewrite your story' is it because you had an outlet with the complaints system or is it that you used recommended strategies to take control of a situation yourself?

Answer One

The CeSC advises the cyberbullying complaints scheme started on 1 July 2015. 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 direct audiences back to the eSafety website which contains useful tips, strategies and information to deal with cyberbullying, including how to report cyberbullying. We want our stakeholders, in particular young people, to feel comfortable that our website and complaints process are safe places.

The tagline 'rewrite your story: report cyberbullying' is intended to empower young people to take control of potentially harmful online situations they might find themselves in.

Question Two

The online pornography project is a large and complex topic. There doesn't seem to be a clear brief of what the outcomes are for this component. Are you looking for advice on how to create a social media campaign to tackle this or are you creating a conversation around the topic that is similar to The Line? Are you directing the audience to the sites you mention or do you have a space that already exists? It's not clear what the 20-25 pieces of content aims are.

Answer Two

The Effects of Pornography on youth and children project has two components to it, each aimed at a different audience.

We are developing resources and social media content aimed at parents. This does not form a component of this tender.

The work required for this tender is a social media strategy and supporting content specifically aimed at a youth target audience. We are creating a conversation around the issue of respectful relationships utilising existing materials produced by both The Line and The reality and Risk project (www.itstimewetalked.com.au). We will be directing the youth audience to both of these programs, rather than reinventing the resources on our site. The content should engage youth in a conversation about what a respectful relationship looks like, and address the underpinning messages relating to gender roles, body image, power, performance and aggression that are portrayed in mainstream pornography.

Question Three

Can you tell us what the channels are named?

Will you create specific pages and accounts for each campaign or will you embed them in your existing one?

Answer Three

The ATM documentation (page 4) indicates the existing Facebook channel we intend to repurpose for this project is named 'The Cloud'. We anticipate that this channel will be renamed and will host general online safety content for young people (including the cyberbullying and pornography material). It is up to tenderers to provide suggestions of any additional or alternative social media channels they may consider appropriate and outline why they would consider this to be so. Tenderers could include this as part of their creative treatment of the required Services in response to *Part 3 Ability to meet the requirement*.

Question Four

Can we suggest the use of animation and/or mix media for the production of the 8 vignettes rather than live action video.

Or do you only want these to be made of live action footage?

Answer Four

This is up to each individual tenderer.

Question Five

In regards to posters, you state a number of sizes and a banner in your deliverables. Are you looking for further options? At this stage it would be difficult to give a definitive answer to this

question as it would be based on the creative solutions, where the posters would be used etc. in discussion with you.

Answer Five

The requirement for a Series of Posters is described at 3.2.3 of the *Services to be Performed* (Page 6) of the ATM.

The sizes of the posters are described within the Milestone Deliverables Table on Page 11 of the ATM. This Table states:

First draft of series of posters using tagline and aligned with vignettes (Number to be determined and incorporated within supplier's creative pitch, minimum of four required).	Electronic version in A2, A3, A4, A6 and pull up banner to Sarah.Hayton@esafety.gov.au or nominated officer.
--	---

At this stage the CESC is not looking for any further options.

As part of the Additional Services described at 3.4 of the *Services to be Performed* (page 7), Tenderers are asked to provide an indicative cost per poster in their Response to *Part 5 Total costs to be incurred by the Customer*. Tenderers may also include any caveats to their indicative cost per poster in this section of their Response.

Should the Customer (CESC) seek to obtain additional posters as part of the Additional Services. The CESC will brief the Contractor regarding the distribution and audience for the posters, once creative treatment is agreed upon.

End of Addendum No. 1