

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. 2

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

Addendum No. 2 also details questions from Potential Suppliers and the CESC's answers and should be read in conjunction with the ATM and Addendum No. 1

1. Amendment to the Closing Date and Time

The AusTender listing of this ATM stated that the closing time and date for receipt of Responses was:

Close Date & Time 21-Mar-2017 2:00 pm (ACT Local time)
[Show close time for other time zones](#)

The correct closing date and time is:

Close Date & Time **21-Mar-2016** 2:00 pm (ACT Local time)
[Show close time for other time zones](#)

The correct closing date of 21 March 2016 is detailed at **Clause A.A.1** of the ATM and remains unchanged.

2. Questions and Answers

Question One

First of all wanted to confirm that the specified \$209,000 (inclusive of GST) budget is not expected to include:

- media costs for promotion of video, pieces of content or social media posts
- print production of posters

Answer One

These items are not included as part of the deliverables and as such do not fall within the specified \$209,000 (inclusive of GST) budget.

Question Two

Does the interactive quiz/decision tree need to capture any data based on user input i.e. how many people select a certain option or make it to the conclusion of the decision tree

Answer Two

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.

Question Three

Is there currently an intention for the posters to be used specifically in schools?

Answer Three

It is envisaged that the poster series will be used predominately in schools. However, the Customer may want to exercise the option to use them more widely in public settings.

Question Four

Does the Customer require the Supplier to provide community management of the social media channels for the for the duration of the service in addition to the strategy, content calendar and supply of stipulated assets

Answer Four

No, the Customer's communication team will manage the social media channels for the duration of the service.

Question Five

Does the Customer require a draft of the proposed Social Media content strategy in the submission of the response (including recommendations on how best to maximise coverage and/or the 12 month editorial calendar) or is this a deliverable of the awarded tender?

Answer Five

The requirement for a Social Media Content strategy is described at 3.1 of the *Services to be Performed* (Page 5) of the ATM. In response to this requirement the Customer is looking for a high level outline of the approach to be taken for the social media content strategy.

Question Six

In Part 3 - Ability to meet the requirement, there are two requests to provide creative responses:

- under 3.2.3 Provision of a Series of Posters
- under 3.3 Educational Resources to Support the Effects of Online Pornography Project

Could you please elaborate on what you require as a 'creative response'? Are you looking for worked up creative solutions or just high level initial thoughts? For the creative response will you be offering a pitch fee?

Answer Six

The Customer is seeking creative responses for:

- each of the educational resources detailed at 3.2.1 through to 3.2.3 (page 6), to support the *Rewrite your story: report cyberbullying project*; and
- the educational resources to support the *Effects of pornography on children and youth Cybersafety project*.

The instruction to Potential Suppliers at *Part 3 – Ability to meet the requirement* of the Response Form states potential suppliers are required to:

“Provide a detailed description of your proposal to supply the Customer’s requirement, including the creative treatment for each of the deliverables listed in the ATM under the headings provided...”

The handy hints for completing this section of the Response form states:

“This is your organisation’s opportunity to convince the evaluation panel that your organisation understands the Customer’s requirement and can deliver it to a high standard. This is the place to highlight your competitive advantage as well as any special or unique features of your proposal.”

Clause A.A.2 (page 2) Format of Responses of the ATM also states:

“Tenderers may incorporate graphics, diagrams, photos into the Response Form to demonstrate their creative treatment of the required services in response to Part 3 – Ability to meet the requirement.”

Whilst, it is up to Tenderers to determine the level of information they are willing to provide to demonstrate their competitive advantage, the Customer advises that it is seeking high level responses that will allow the customer to evaluate the creative direction proposed by each Potential Supplier.

There is no pitch fee available. Clause A.B.1 [General] of the Commonwealth Approach to Market Terms states:

“Participation in any stage of the process is at the Potential Supplier’s sole risk and cost.”

End of Addendum No. 2