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Australian Government
Department of Home Affairs

Request for Quote

s. 47F(1)

Australian Government Anti-People Smuggling
Communication Campaign

July 2022 – June 2023

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under the *Freedom of Information Act 1982*

Purpose

The Department of Home Affairs (the Department) is seeking a quote from [redacted s. 47F(1)] to develop and implement anti-people smuggling communication campaign activities between 1 July 2022 and 30 June 2023.

A list of activities to be used as for your quote across the regions [redacted s. 47F(1)] cover, can be found in Attachment A of this document.

Objectives

For 2022-23; Australia's anti-people smuggling strategic communication campaign continues to have four clear objectives:

1. Deter PII in key source and transit countries from considering illegal maritime travel to Australia and prevent loss of life at sea by delivering engaging and easy-to-understand messages to them, using the most effective communication channels available. Key messaging themes include:
 - Australia's strong border protection policies
 - the dangers associated with illegal boat voyages to Australia
 - the criminal nature of people smugglers and the risks of engaging their services
 - the consequences of attempting illegal travel to Australia by boat (i.e. being turned back or returned to one's home country) promotion of safe and lawful migration.
2. Counter misinformation spread by people smugglers, through the rapid development and dissemination of accurate information to target audiences; Counter misinformation spread by people smugglers, through the rapid development and dissemination of accurate information to target audiences;
3. Engage with key influencers of PII to ensure key messages are accurately reinforced and carry weight from trusted sources; and
4. Establish cooperative partnerships with key stakeholders and host governments to ensure they support our anti-people smuggling communication strategy.

Target audience

The target audience in Sri Lanka includes Sri Lankan (Tamil and Sinhalese) people who might consider illegal migration to Australia if they believed this to be a viable prospect. The table below outlines the campaign's specific target countries, geographic areas and languages. These locations are subject to change during the contract period.

Country	Type	Target Audience(s)	Languages	Geographical areas
Sri Lanka	Source/ Departure	Sri Lankans (Sinhalese and Tamil)	Sinhala, Tamil	All areas in particular Kalutara, Colombo, Gampaha, Mannar, Vavuniya, Mullaitivu, Kilinochchi, Jaffna, Trincomalee

Attachment A

s. 47(1)(b)

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Timing

It is proposed the campaign activity will commence from 1 July 2022 and finish on 30 June 2023.

Selection criteria

Selection will be based on value for money, which will be determined following an assessment of the following criteria:

1. demonstrated understanding of campaign objectives, target audiences and drivers for irregular maritime migration;
2. strategic approach to reach and influence target audience(s);
3. detailed campaign implementation plan covering the duration of the contract period;
4. incorporation of an evaluation strategy;
5. demonstrated organisational ability to implement the proposed campaign activities, including tactical activities, on time and budget;
6. demonstrated excellent client service practices;
7. project team that has relevant experience in strategic communication and encouraging behavioural change;
8. experience in developing and delivering awareness raising campaigns in remote and rural areas and for audiences in transit;
9. detailed and scalable pricing structure demonstrating value for money (budget); and
10. Ability to identify efficiencies / adapt to a changing market environment, to reallocate deliverables to achieve maximum value for money.

Budget

The applicant is required to provide a quote with costings for each activity to support campaign activities in the locations listed in Attachment A. Please note this amount is indicative only and is subject to change therefore, a scalable pricing structure is required. In some cases, more than one service provider may be engaged to deliver activities in certain countries during the campaign period.

In your response, please include a budget breakdown in the format specified at

s. 22(1)(a)(ii)

The budget will be expected to support activities covering the entire campaign period from 1 July 2022 to 30 June 2023.

Deadline for submission

Quotes must be submitted to s. 47E(d) [@homeaffairs.gov.au](mailto: @homeaffairs.gov.au) by **5:00pm Australian Eastern Standard Time (AEST), Monday 16 May 2022**. Please cc the primary contacts listed below.

s. 22(1)(a)(ii)

Director, Joint Agency Task Force, Operation Sovereign Borders

Department of Home Affairs

s. 22(1)(a)(ii) [@homeaffairs.gov.au](mailto: @homeaffairs.gov.au)

s. 22(1)(a)(ii)

Assistant Director, Joint Agency Task Force, Operation Sovereign Borders

Department of Home Affairs

s. 22(1)(a)(ii) [@homeaffairs.gov.au](mailto: @homeaffairs.gov.au)

Contract

Successful applicants will be required to enter into a standard Australian Government contract.

The terms of payment will be agreed to by the Department and the applicant prior to entering into a contract. The schedule of instalments outlined in the contract will be aligned to milestones and specific deliverables including, but not limited to, signing of the contract, delivery of reports or agreed communication activities.

Conflict of interest

Agencies are required to declare any risk of perceived or actual conflicts of interest. Where the Department establishes, from information provided by the agency or other information available to it, that a conflict of interest exists, such a conflict may be grounds for exclusion of the agency from consideration for this campaign after an opportunity is given to discuss the matter with the agency. In the event the Department establishes a conflict of interest exists after the engagement of the agency, the contract between the Department and the agency may be terminated by letter in accordance with the terms and conditions of the contract.

Security, confidentiality and copyright

The information in this brief is confidential. The agency and other persons working on this project will be bound by Australian Government regulations with respect to confidentiality will be required to sign a confidentiality agreement. All information gathered in relation to the project is the property of the Australian Government. No agency involved in the tender process is at liberty to disclose any of this information to any other party. If confidential information is leaked during the tender process, this may be grounds for exclusion of the agency from consideration for this consultancy. The successful agency is also not at liberty to disclose any of this information to any other party and if information is leaked after the successful agency is appointed, this may be ground for termination of the contract.

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Intellectual property rights to all creative materials produced by the agency in support of the campaign will vest with the Department.

Project termination and/or variation of project

The Department may, in its sole discretion, at any time, vary or deviate from the processes outlined in this brief, or terminate the briefing process or any negotiations being conducted at that time with any person. The Australian Government reserves the right in its sole discretion to suspend, terminate or abandon this project any time prior to the execution of a formal contract by the Australian Government. The Australian Government reserves the right to refuse to consider and/or accept any proposal without reference back to the relevant agency. The Australian Government will provide written notice to all applicants of the outcome of their application.

Caretaker Provisions

1. Tenderers should note that the Department reserves the right, at its discretion, to suspend or terminate this RFT process at no penalty to the Department or Commonwealth, at any time including during the Australian Government caretaker period or as a result of a change in Australian Government policy following the next federal election.
2. Given an election has been called and the caretaker period is in effect, the Government has assumed a “caretaker role”. This practice recognises that, with the dissolution of the House of Representatives, the Executive cannot be held accountable for its decisions in the normal manner, and that every general election carries the possibility of a change of Government. The caretaker period continues until the election result is clear or, if there is a change of Government, until the new Government is appointed.
3. As election has been called and the caretaker period is now in effect, without limiting its other rights under this RFT, the Department may suspend, defer or terminate the current RFT process if it is considered that conclusion of the process may involve:
 - (a) making a major policy decision that is likely to commit an incoming Government;
 - (b) making a significant appointment; or
 - (c) entering a major contract or undertaking.
4. Further Information on the caretaker conventions can be found at:

<https://www.pmc.gov.au/resource-centre/government/guidance-caretaker-conventions>