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**Request for Tender**

**NFSA 2526/P003**

Digital Media Agency

**RFT Document 3**

**Tenderer Response Form**

RFT Closing Time:

2:00 PM Canberra Time, Friday 29 August 2025

Important Dates

|  |  |
| --- | --- |
| 29 July 2025 | Request For Tender Release Time (2:00PM Canberra Time) |
| 19 August 2025 | Question and Clarification Request Deadline (2:00PM Canberra Time) |
| 29 August 2025 | Request For Tender Closing Time (2:00PM Canberra Time) |

**1.**  **Procurement Summary**

### 1.1 The National Film and Sound Archive of Australia (NFSA) invites Tender Responses from suitably qualified and experienced organisations for the provision of a Digital Media Agency (**Goods/Services**) as set out in *RFT Document 2 – Statement of Requirements* in accordance with Request for Tender (**RFT**) NFSA 2526/P003.

All responses must be delivered by e-mail to [tenders@nfsa.gov.au](mailto:tenders@nfsa.gov.au) by the RFT Closing Time.

For any questions or clarification requests, please contact the NFSA Procurement Helpdesk by e-mail to [tenders@nfsa.gov.au](mailto:tenders@nfsa.gov.au).

1.2 For more information, please refer to *RFT Document 1 – Conditions of Tender* and *RFT Document 2 – Statement of Requirements*.

**2.**  **How To Complete This Form**

2.1 Suppliers must complete *RFT Document 3 – Tenderer Response Form* (this document) as part of any complete and compliant Response to this RFT process.

2.2 In summary, Tenderers are asked to complete the following sections of this document:

* Tenderer Particulars (Section 3) – MUST COMPLETE
* Response to Requirements (Section 4) – MUST COMPLETE
* Pricing Schedule (Section 5) – MUST COMPLETE
* Supplementary Documentation (Section 6) – MUST COMPLETE
* Industry Feedback (Section 7) – OPTIONAL
* Tenderer Non-Compliance with RFT Document Suite (Section 8) - OPTIONAL
* Tenderer Declaration (Section 9) – MUST COMPLETE

2.3 Tenderers may provide additional and/or supplementary materials to the NFSA for consideration at their sole discretion, noting any such attachments and annexures should be clearly labelled and referenced in Section 6 (Supplementary Documentation) as part of any completed *RFT Document 3 – Tenderer Response Form*.

2.4 Tenderers must have regard for the weighted and unweighted Evaluation Criteria set out in paragraph 14 of *RFT Document 1 – Conditions of Tender* which will form the basis for the RFT Evaluation process.

2.5 Supplier Responses must be submitted to the NFSA by e-mail to [tenders@nfsa.gov.au](mailto:tenders@nfsa.gov.au) by the RFT Closing Time.

**3.**  **Tenderer Particulars – MUST COMPLETE**

|  |  |
| --- | --- |
| Business/Trading Name of Tenderer |  |
| Tenderer Ownership |  |
| Australian Business Number |  |
| Date and Place of Incorporation |  |
| Registered Office Address |  |
| Postal Address |  |
| Tenderer Representative (If more than one, please identify *primary* and *secondary* only) |  |
| Position in Organisation |  |
| E-mail Address |  |
| Business Hours / Mobile Telephone |  |
| Website (if applicable) |  |

**4.** **Response to Requirements – MUST COMPLETE**

To complete this Section, Tenderers must address the Objectives and Outcomes, and Deliverables and Milestones set out at paragraph 2 of *RFT Document 2 – Statement of Requirements*.

|  |
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| **1. Provide a response on how you will approach planning, buying and managing digital activity across key channels**  Refer to the objectives, outcomes, deliverables and milestones described in paragraph 2 of *RFT Document 2 – Statement of Requirements*.  Tenderers must respond in line with the following:   * Detail provided about the NFSA’s marketing, corporate and audience growth goals. * Optimised and flexible media investment approach for an appropriate media, planning and buying strategy across digital channels. * Delivery of comprehensive reporting to inform internal marketing strategy and planning * Must demonstrate strategic alignment to brand and audience goals and backed by insights and performance data * How you will reach geographically and demographically targeted audiences such as but not limited to culturally and linguistically diverse (CALD), First Nations peoples and regional Australians.   This response is assessable against Evaluation Criteria 1 – Goods/Services delivery. |
| Tenderer Response: |

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| --- |
| **2. Relevant experience delivering complex, high impact campaigns AND working with entertainment and culture brands**  Tenderers must respond in line with the following:   * Channels such as search, display, social, audio and BVOD * Strategic, audience led approach with alignment to brand goals. * Increase national awareness and engagements as well as raising profile of brand * Efficient media investment, maximisation of available budget and transparent reporting * Advice and making recommendations for NEW or INNOVATIVE media channels. * Clear performance metrics against agreed KPI’s (e.g. cost per click and conversion rates)   This response is assessable against Evaluation Criteria 2 – Tenderer experience and expertise. |
| Tenderer Response: |

| **3. Management capability and key agency personnel**  Tenderers should describe the agency’s broader structure with regards to its ability to deliver above the line advertising as well as primary digital campaigns.  Tenderers must detail the proposed team structure including key personnel.  Provide demonstrated ability to deliver value within budget through outcome driven media decisions, proactive optimisation and effective flighting strategies.  Provide a like-minded, consistent and experienced (5+ years) account team with easy access to account director or equivalent.  Also provide ability to give a detailed service structure, including regular WIPs, strong collaboration and campaign debriefs with a focus on continual optimisation.  This response is assessable against Criteria 3 – Management capability and key personnel. |
| --- |
| Tenderer Response: |

| **4. Agency model and delivery flexibility**  Tenderers should describe the agency’s proposed media buying structure which needs to include the ability for campaigns to be extended into other media channels.  Strong understanding of omni channel and multichannel approaches across mediums including but not limited to radio, OOH and activations.  This response is assessable against Criteria 5 – Agency model and delivery flexibility. |
| --- |
| Tenderer Response: |

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| **5. Subcontracting arrangements**  Tenderers must detail any part of the Goods/Services which they intend to sub-contract to another entity.  This information includes the name of any entity they intend to sub-contract with, the Goods/Services to be sub-contracted, the relationship of the Tenderer to the sub-contractor(s), and any particular expertise or experience of the sub-contractor(s).  This response is assessable against Evaluation Criteria 3 – Management capability and key personnel. |
| Tenderer Response: |

**5.** **Pricing Schedule – MUST COMPLETE**

Tenderers must provide a comprehensive and clearly itemised cost breakdown in GST exclusive terms for all services to be delivered, with alignment to specific project phasing proposed in paragraph 2 of *RFT Document 2 – Statement of Requirements*.

The NFSA has not prescribed a specific cost table for completion, however Tenderers must ensure that cost information contained in a separate annexure or document is clearly referenced below.

Tenderers must clearly document any cost or pricing assumptions that apply to their Tender Response.

This section is assessable against Evaluation Criteria 4 – Pricing Information*.*

|  |  |  |
| --- | --- | --- |
| Deliverable | Description | Price (GST Exclusive) |
| Develop a digital media strategy | Strategy to be aligned with NFSA FY26 key marketing objectives. | $ |
| Budget allocation for advertising spend | Provide flighting recommendations and budget allocations across channels including pre-determined portion of spend to reach First Nations audiences. | $ |
| Prepare or support media pitches for priority campaigns | Provide recommendations tailored to reach targeted demographic AND geographic audiences. This includes culturally and linguistically diverse (CALD) groups, First Nations peoples and regional Australians | $ |
| Rationale, media formats and indicative spend per channel. | Provide the rationale for choosing media formats and channels to target along with anticipated spend per channel | $ |
| Buy and implement approved media plans | Implement across relevant digital platforms including search, BVOD, display, audio, social media and content partnerships. | $ |
| Campaign monitoring | Monitor live campaigns, applying ongoing optimisation based on performance.  Provide weekly reporting during active campaigns | $ |
| Work-in-progress (WIP) meetings | Attend weekly WIP meetings, campaign briefings and post campaign debriefing sessions | $ |
| Monthly reporting | Deliver monthly reports summarising campaign performance, insights and benchmarking, as well as campaign specific reports capturing learnings and outcomes. | $ |

**6.** **Supplementary Documentation – MUST COMPLETE**

Tenderers should list any additional and/or supplementary documentation to be provided as part of their submission to the NFSA below:

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|  |

**7.** **Industry Feedback – OPTIONAL**

Tenderers are invited to provide feedback to the NFSA regarding this RFT process, the NFSA’s Requirements, new and emerging trends in relevant technologies, and any other relevant insights within the associated industries:

|  |
| --- |
|  |

**8.** **Tenderer Non-Compliance with RFT Document Suite – OPTIONAL**

8.1 Tenderers must set out any identified or proposed non-compliance with each RFT Document in the below table.

8.2 Tenderers are advised that non-compliance with any RFT Document that is not clearly set out in its Tender Response may not be considered by the NFSA at a later stage in the process, including possible revocation of a successful or preferred Tenderer status.

|  |  |  |
| --- | --- | --- |
| RFT Document | Clause/Paragraph | Extent of Non-compliance |
| RFT Document 1 – Conditions of Tender |  |  |
| RFT Document 2 – Statement of Requirements |  |  |
| RFT Document 4 – Draft NFSA Contract Terms |  |  |

**9.** **Tenderer Declaration – MUST COMPLETE**

9.1 Formal Tender Submission

The Tenderer wishes to be considered by the NFSA as part of this RFT process and has prepared and submitted a formal Tender Response in accordance with *RFT Document 1 – Conditions of Tender*.

9.2 Confirmation of Suitability

The Tenderer confirms and attests to its experience and capability to deliver upon the NFSA’s requirements as set out in this RFT process, and has demonstrated this experience and capability against the stated Evaluation Criteria that applies to this RFT process.

9.3 Nil Errors and Omissions

The Tenderer confirms that it has fully informed itself of the NFSA’s requirements as set out in this RFT process, and confirms that its Tender Response is free from errors or omissions, with any assumptions or tentative claims being clearly documented.

9.4 No Guarantee to Contract

The Tenderer acknowledges and agrees that the NFSA is not required to contract any Tenderer as part of this RFT process, preferred or otherwise, nor does the NFSA guarantee any volume of work to any Tenderer, preferred or otherwise.

9.5 Tenderer Acknowledgement

By submitting a Response to this RFT process, the Tenderer confirms and acknowledges that it has read and understood the Tenderer Acknowledgements set out at paragraph 4.3 of *RFT Document 1 – Conditions of Tender*.

**SIGNED** for and on behalf of

(Name of Tenderer and ABN)

by its authorised representative:

Signature of Authorised Representative

Name and Position of Authorised Representative

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Date