



NFSA Request for Tender 2526/P003 – Digital Media Agency

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)

Addendum Published

Addendum 1 (this document) has now been issued in relation to *NFSA RFT 2526/P003 – Digital Media Agency*.

In accordance with *RFT Document 1 – Conditions of Tender*, this Addendum, any published appendices, and any amendments contained herein forms part of the RFT Document Suite.

Questions and Clarification Requests – Issue 1

The NFSA has received a number of questions and clarification requests from potential Tenderers regarding this RFT process.

Please find a summary of these questions and clarification requests, as well as formal NFSA responses set out in the following table:

#	Questions and Clarification Requests	NFSA Response
1.	Can the NFSA please clarify if a budget has been allocated for this project?	The NFSA has an allocated budget of \$400,000 (GST Inclusive) until 30 June 2026. Please note that any extension options will be subject to additional budget allocation being granted in the 26/27 and 27/28 financial years.
2.	Can the NFSA please provide a rough estimate of the existing annual media spend for the agency?	The NFSA advises that the existing annual media spend has varied greatly across previous financial years and is best reflected in the total allocated budget in the response to Question 1.
3.	Can the NFSA please specify the anticipated project term?	The NFSA confirms the project term is from commencement through 30 June 2026, with two (2) x twelve-month extension options available.
4.	Can the NFSA please confirm if the scope is limited to the two (2) deliverables in section 3.1 of <i>RFT Document 2 – Statement of Requirements</i> , or is a longer-term engagement planned?	The NFSA confirm that the initial project term is from commencement through 30 June 2026. Two (2) x twelve-month extension options may also be exercised subject to budget availability and performance of the successful Tenderer.

5.	Can the NFSA please advise of expected publication times for any addendum in relation to questions and clarifications asked?	<p>The NFSA intends to respond to all questions and clarifications received in relation to this RFT process within 2-3 business days.</p> <p>As a courtesy reminder, the closing time for questions and clarifications is 2:00PM Canberra Time, Tuesday 19 August 2025.</p>
6.	Will the NFSA be incorporating multicultural strategies into the digital marketing scope?	Yes. Please refer to clauses 2.2.1(b) and 2.4.3 of <i>RFT Document 2 – Statement of Requirements</i> for more information.
7.	Do potential Tenderers need to be on an existing Australian Government Panel to submit a response to this RFT process?	No, the NFSA does not require potential Tenderers to be prequalified on any Australian Government panels in order to submit a response to this RFT process.
8.	Can the NFSA please advise if there is a split between the allocated budget for the media buying and management services?	Yes, the allocated budget will be split, with greater weighting towards media buying. Additional information about this split will be provided to the successful Tenderer.
9.	Can the NFSA please advise what the priority key performance indicators (KPIs) for evaluating campaign success? (e.g. website traffic growth, engagement rates, cost-per-click, cost-per-acquisition, brand awareness uplift).	<p>The NFSA will be measuring the KPIs against the following:</p> <ul style="list-style-type: none"> • Increase in website traffic and engaged sessions • Increase in engagement rates across digital campaigns • Measurable increase in brand awareness uplift year-on-year (subject to any extension options post-30 June 2026).
10.	Does the NFSA have fixed benchmark targets or performance thresholds that it will use to gauge a successful campaign?	Yes, the NFSA has a collection of internal audience thesis benchmarks which will be made available to the successful Tenderer.
11.	Does the NFSA have a preference for monthly and post-campaign reporting formats, dashboards, or templates?	No, the NFSA does not have preferred reporting formats, however it does have existing dashboards within Google Looker Studio and Analytics 4. The successful Tenderer will provide activity details.
12.	Will the NFSA provide access to any existing analytics platforms or data sources (e.g. Google Analytics, CRM, and/or social media dashboards)?	Yes, the NFSA will provide the successful Tenderer with access to our existing dashboards.
13.	Can the NFSA please advise if any major campaigns or seasonal peaks are	Yes, the NFSA advises that there is a major planned campaign, however details of this

	anticipated beyond the initial website launch support?	campaign have not yet been finalised and will not be ready prior to the Tender Closing Time.
14.	Is the NFSA open to including testing of new or innovative media channels beyond the listed digital platforms?	Yes, the NFSA is open to trialling new media channels, subject to successful flighting and spend of available budget.
15.	Can the NFSA please confirm if there is any weighting for cost versus capability and experience in the evaluation?	For more information about the RFT Evaluation Process and Evaluation Criteria, please refer to section 14.6 of <i>RFT Document 1 – Conditions of Tender</i> .
16.	Can the NFSA please advise of any ‘must-have’ compliance points or technical requirements that may factor into evaluation of a Tender Response?	For more information about the specified format of any Tender Response, please refer to <i>RFT Document 3 - Tenderer Response Form</i> . For more information about the Evaluation Criteria, please refer to section 14.6 of <i>RFT Document 1 – Conditions of Tender</i> .

Submitting an RFT Response

As a courtesy reminder, Tenderers must submit their RFT Response by e-mail to tenders@nfsa.gov.au prior to the RFT Closing Time of **2:00PM Canberra Time, Friday 29 August 2025**.

All e-mail submissions must clearly state the name of the Tenderer and the words ‘**NFSA RFT 2526/P003**’ in the subject heading.