



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 2 (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 2

The NFSA has received a number of additional 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
17.	In relation to Evaluation Criterion 2, will the NFSA consider a Tenderer's capacity and capability to perform the Services in absence of demonstrated experience with regional audiences, culturally and linguistically diverse audiences, and/or First Nations communities?	Yes, the NFSA will consider a Tenderer's capacity and capability to perform the Services in absence of demonstrated experience, however this may reasonably result in a reduced evaluation score for this Evaluation Criterion.
18.	Can the NFSA please confirm if there is an expectation to include a media response plan, channel splits, and block plan as part of a Tender Response? If so, can the NFSA please provide further information on past campaign performance and learnings?	No, the NFSA only requires high-level information around marketing and audience growth experience and strategies as part of any Tender Response. For reference, information regarding past NFSA campaign performance and learnings will be provided to the successful Tenderer.
19.	Can the NFSA please confirm if audience segmentation and approach must be detailed as part of a Tender Response?	No, the NFSA only requires a high-level overview of audience segmentation and approach as part of any Tender Response. Tenderers should demonstrate how they have reached geographically and/or

	If so, can the NFSA please provide any insight into current audience segments?	demographically diverse audiences in past campaigns.
20.	Can the NFSA please advise if Tenderers should include any initial creative ideas and concepts in their Tender response? If so, can the NFSA please provide insight into key moments or strategic pillars across the relevant period?	Yes, the NFSA encourages Tenderers to demonstrate experience in delivering complex and high impact campaigns, including creative ways to use media, in any Tender Response. Key strategic pillars across of the relevant period include the launch of a new NFSA website, as well as broader brand campaigns.
21.	Can the NFSA please confirm the preferred format for Tender Responses, e.g. MS Word or a PowerPoint presentation? Does the NFSA require Tender Responses to follow brand guidelines?	The NFSA has not prescribed a specific response format for Tender Responses, noting a completed <i>RFT Document 3 – Tenderer Response Form</i> must be included in any Tender Response. Please refer to <i>RFT Document 1 – Conditions of Tender</i> for further information about submitting a Tender Response.
22.	Can the NFSA please confirm the NFSA's Financial Year 24/25 audience size?	No, the NFSA will not publish audience size information as part of this RFT process. For reference, the NFSA will share audience information with the successful Tenderer.
23.	Can the NFSA please clarify what is meant by a 'brand tracker' (e.g. tool or methodology)?	The NFSA confirms that a 'brand tracker' is an internal tool. Additional information about the tool will be advised to the successful Tenderer.
24.	Can the NFSA please provide additional information about the NFSA's target audience profiles and geographic priorities?	The NFSA has a mandate to share the national audiovisual collection with all Australians. For the purpose of this RFT process, Tenderers should provide information about their experience and expertise in targeting regional audiences, culturally and linguistically diverse audiences, and First Nations communities.
25.	Is the NFSA open to receiving Tender Responses from overseas-based Tenderers?	Yes, the NFSA is open to receiving Tender Responses from overseas-based Tenderers, noting Evaluation Criteria 7 (unweighted) in relation to a Tenderer's capacity to provide on-site support with the Sydney Local Government Area. Please note that the hosting, transfer, and access of Australian Government data and collected personal information is subject to the Protective Security Policy Framework , Privacy

		Act 1988 (Cth) , and the Australian Government Information Security Manual .
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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.