



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 3 (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 3

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
26.	Can the NFSA please confirm that potential Tenderers are not required to have an in-house demand side platform (DSP), and that this can be outsourced?	The NFSA confirms that Tenderers are not required to have an in-house DSP. Please note that any sub-contracting arrangements to be proposed by the Tenderer must be set out in accordance with Section 15 of <i>RFT Document 1 – Conditions of Tender</i> .
27.	Can the NFSA please confirm that the term ‘sub-contractor’ in the RFT Document Pack also refers to firms providing outsourced goods/services?	Yes, the term sub-contractor refers to any other party other than the Tenderer that is proposed in the delivery of the goods/services.
28.	Can the NFSA please confirm if there are any existing ‘Always On’ campaigns (e.g. Search, Remarketing) that need to be factored into the budget and management before the February 2026 timeline? If so, can the NFSA please provide a monthly budget for these activities?	No, the NFSA’s ‘Always On’ campaigns will continue to be delivered in-house and do not form part of the required goods/services. The NFSA will share relevant insights regarding the ‘Always On’ campaigns with the successful Tenderer.

29.	<p>Can the NFSA please advise if Tenderers may make creative edits for platform optimisation (e.g. social media and YouTube)?</p> <p>If so, should this be factored into the proposed budget as part of a Tender Response?</p>	<p>The NFSA is open to platform optimisation by the successful Tenderer, however this will be subject to proposed pricing.</p> <p>On this basis, Tenderers should include any proposed platform optimisation costs into their Tender Response.</p>
30.	<p>Will the NFSA make available internal design resources for digital media specific creative edits that Tenderers can leverage from in delivery of the goods/services?</p>	<p>Yes, the NFSA has internal design resources that can be made available, however Tenderers should not rely on regular access to these resources as part of their Tender Response.</p>
31.	<p>Can the NFSA please confirm if the Tenderer is required to supply translated CALD copy and creative edits or if they will be supplied by the NFSA?</p> <p>If the Tenderer is required to supply these, should these costs be included in the proposed budget?</p>	<p>The preferred approach to creation of CALD specific content is to be decided between the NFSA and the successful Tenderer.</p> <p>If the Tenderer has capability to supply translated CALD copy and edits, these services and associated costs should be set out in their Tender Response.</p>
32.	<p>Can the NFSA please confirm if they maintain any existing media and/or content agreements with other partners?</p>	<p>Yes, the NFSA maintains existing media and/or content agreements with other commercial partners. These will be disclosed to the successful Tenderer upon commencement.</p>
33.	<p>Will the NFSA provide access to existing advertising accounts, or will the Tenderer need to set up new accounts?</p> <p>If so, are tracking and pixels already set up, or should Tenderers include these in their Tender Response?</p>	<p>Yes, the NFSA will provide access to existing advertising accounts to the successful Tenderer, as well as provide support where the establishment of new accounts is required.</p> <p>The NFSA has existing tracking methods and accounts set up, and access will be provided to the successful Tenderer.</p>
34.	<p>Can the NFSA please share audience data and demographics to inform channel recommendations?</p>	<p>The NFSA will not provide audience data/demographics information as part of the RFT process.</p> <p>For reference, the NFSA will share audience information with the successful Tenderer.</p>
35.	<p>Can the NFSA please provide the channels and platforms that are currently in use, and share the achieved results?</p>	<p>The NFSA currently uses Meta Ads, Google Ads, and some other external media.</p> <p>These results will not be provided as part of this RFT process, but will be made available to the successful Tenderer upon commencement.</p>
36.	<p>What does the NFSA consider success to look like? Can the NFSA please provide</p>	<p>Please refer to the NFSA Response to Question 9 in Addendum 1 (Issued 4 August 2025)</p>

	the benchmarks or KPIs that are being worked towards?	
37.	How does the NFSA measure success (i.e. GA4, platform analytics and/or other attribution models)?	Please refer to the NFSA Response to Question 10 in Addendum 1 (Issued 4 August 2025)
38.	What is the NFSA's primary objective of the required goods/services (i.e brand awareness, audience engagement, memberships, event attendance)?	<p>The NFSA's primary objective of this procurement is to increase national brand awareness, audience engagements and enhance the national collection.</p> <p>Please refer to <i>RFT Document 2 - Statement of Requirements</i> for further information.</p>
39.	<p>Can the NFSA please confirm if the campaigns will be digital-only, or if traditional media will be used also?</p> <p>Is the NFSA open to programmatic digital out-of-home (DOOH) media?</p>	<p>The NFSA prefers digital-first campaigns, however there is capacity to also use traditional and/or alternative media.</p> <p>Tenderers should set out their capacity and capability to deliver both forms of media in their Tender Response, noting digital is the primary focus of this RFT process.</p>
40.	Can the NFSA please advise of the anticipated annual media spend for the first twelve months? Similarly, what are the expected range of Tenderer fees and services?	Please refer to NFSA Responses to Questions 1 & 2 in Addendum 1 (Issued 4 August 2025).
41.	Does the NFSA have a preferred response format for Tender Responses?	Please refer to the NFSA Response to Question 21 in Addendum 2 (Issued 7 August 2025)
42.	<p>Will the NFSA consider SEO management as a proposed channel option in addition to paid media activity, noting organic traffic is a key consideration in <i>RFT Document 2 – Statement of Requirements</i>?</p> <p>This would help ensure any uplift in awareness and engagement from the campaign is sustained beyond the paid media flying periods.</p>	<p>The NFSA confirms that a key focus of the required goods/services is the planning, buying, and optimising of paid digital activity, including website traffic increases.</p> <p>Tenderers may include SEO management as a proposed channel in their Tender Response, however this is not compulsory or required.</p>
43.	Are Tenderers required to demonstrate their capabilities against the objectives in <i>RFT Document 2 – Statement of Requirements</i> , or is a general statement about Tenderer capabilities sufficient?	The NFSA requires Tenderers to demonstrate their capabilities against the objectives set out in <i>RFT Document 2 – Statement of Requirements</i> , in accordance with the stated Evaluation Criteria in <i>RFT Document 1 – Conditions of Tender</i> .

44.	Can the NFSA please confirm that Tender Responses must include a completed <i>RFT Document 3 – Tenderer Response Form</i> , and that Tenderers cannot submit this information as a separate presentation or appendix?	<p>Please refer to the NFSA Response to Question 21 in Addendum 2 (Issued 7 August).</p> <p>To clarify, Tenderers may include additional information in their Tender Response that they believe is necessary to demonstrate their suitability against the Evaluation Criteria, however a completed <i>RFT Document 3 – Tenderer Response Form</i> must be submitted as part of any Tender Response.</p>
-----	---	---

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.