



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 4 (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.

As a courtesy reminder, Questions and Clarifications Requests have now closed as at 2:00PM Canberra Time, Tuesday 19 August 2025. No further questions/clarifications will be responded to.

Questions and Clarification Requests – Issue 4

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
45.	Can the NFSA please provide the performance report from the most recent campaign?	Please refer to the NFSA Response to Question 18 in Addendum 2 (Issued 7 August 2025)
46.	Can the NFSA please confirm the available indicative budget range allocated for media spend over the contract period? It would be helpful to know volume, frequency, complexity and value of campaigns to identify appropriate resourcing required.	Please refer to NFSA Responses to Questions 1 and 2 in Addendum 1 (Issued 4 August 2025)
47.	Can the NFSA please advise if there is a separate budget for agency fees, or should all costs be factored into the media spend? Are budgets allocated annually, by campaign, or project-by-project?	As above.

48.	Can the NFSA share details on target audience and demographics they aim to grow?	Please refer to the NFSA Response to Question 24 in Addendum 2 (Issued 7 August 2025)
49.	Can the NFSA please confirm if pricing should be expressed as being inclusive or exclusive of GST?	Please refer to clause 5 of <i>RFT Document 1 – Conditions of Tender</i> .
50.	Can the NFSA please detail which media channels are currently used for paid activity, and what proportion of spend is allocated to each? Are there any particular channels or tactics that the NFSA would not want to revisit?	<p>No, The NFSA will only provide information on paid activity to the successful Tenderer.</p> <p>Please also refer to the NFSA Responses to Questions 1 and 2 in Addendum 1 (Issued 4 August 2025).</p> <p>Tenderers should provide suggested channel and tactics based on the information in <i>RFT Document 2 – Statement of Requirements</i>.</p> <p>The NFSA confirms all approaches will be taken into consideration.</p>
51.	Can the NFSA please advise what has been the primary focus of your past campaigns?	Please refer to the NFSA Response to Question 38 of Addendum 3 (Issued 14 August 2025)
52.	Can the NFSA please provide further information on which KPIs are the most important for the NFSA in assessing campaign success?	Please refer to the NFSA Response to Question 9 in Addendum 1 (Issued 4 August 2025)
53.	Can the NFSA please confirm how success will be measured, i.e. existing brand trackers, analytics framework, or measurement partner?	Please refer to the NFSA Response to Question 10 in Addendum 1 (Issued 4 August 2025)
54.	<p>Can the NFSA please confirm if there are other major initiatives or milestones planned during the contract period other than the Platform 25 Project?</p> <p>Are there any seasonal or recurring campaigns that Tenderers should be aware of when planning flighting?</p>	Please refer to NFSA Response to Question 13 in Addendum 1 (Issued 4 August 2025)
55.	Can the NFSA please confirm if creative assets will be supplied entirely by the NFSA and/or external creative partners in all required formats, or should Tenderers factor creative adaptation and production into any Tender Response?	<p>Yes, the NFSA confirms that it will provide creative assets in all required formats.</p> <p>Tenderers may provide additional information on asset adaption and production capabilities as part of their Tender Response.</p>

56.	Can the NFSA please confirm if there are existing brand or creative guidelines that potential Tenderers should be aware of regarding media placements?	Please refer to the NFSA Response to Question 21 in Addendum 2 (Issued 7 August 2025)
57.	Can the NFSA please detail how the working relationship between the NFSA, the media agency, and any external creative partners will occur?	The NFSA envisions a collaborative and cooperative approach between all parties, with a data-informed approach to strategy and consistent check-ins. Additional details will be provided to the successful Tenderer.
58.	Does the NFSA have a preferred reporting cadence and level of detail for performance updates?	Please refer to the NFSA Response to Question 11 in Addendum 1 (Issued 4 August 2025)
59.	Does the NFSA have existing audience insights or research potential Tenderers can leverage for planning?	Please refer to the NFSA Response to Question 9 in Addendum 1 (Issued 4 August 2025)
60.	Can the NFSA please advise which analytics platforms or reporting tools are currently in use?	Please refer to the NFSA Response to Question 10 in Addendum 1 (Issued 4 August 2025)
61.	Can the NFSA please confirm if historical media performance data will be made available for review to inform benchmarks and forecasting?	As above.
62.	Can the NFSA please confirm if there are existing content partnerships, sponsorships, or media relationships that need to be maintained?	Please refer to the NFSA Response to Question 32 in Addendum 3 (Issued 14 August 2025)
63.	Can the NFSA please provide access to any marketing technology stack and first-party audience data (e.g. CRM lists, newsletter subscribers, event attendee databases) for targeting and modelling?	No, the NFSA will provide this information to the successful Tenderer as part of pre-campaign briefing.
64.	Can the NFSA please clarify if there are any political sensitivities, content restrictions or mandatory approvals for targeting or media placement?	The NFSA advises that this information will be provided to the successful Tenderer. All relevant approvals must be in accordance with existing Australian Government Agency guidelines.
65.	Can the NFSA please clarify if it open to experimentation and testing of emerging channels (e.g TikTok, programmatic audio, new BVOD formats)?	Yes, the NFSA is open to emerging channels. As referenced in Clause 2.2 – Objectives and Outcomes in <i>RFT Document 2 – Statement of Requirements</i> , Tenderers are required to

		<p>advise on, and make recommendations for new and innovative media channels.</p> <p>There is no separate incremental budget available, and potential Tenderers should include costs for these services as part of any compliant Tender response.</p>
66.	Will the NFSA consider proposed amendments to the <i>RFT Document 4 – Draft Contract Terms</i> as part of a Tender Response?	<p>Yes, Section 8 of <i>RFT Document 3 – Tenderer Response Form</i> allows Tenderers to identify any non-compliance with the RFT Document Pack (including <i>RFT Document 4 – Draft Contract Terms</i>), noting compliance with the RFT Document Pack is assessable under ‘Evaluation Criteria 6 – Compliance with RFT Document Pack and Draft Contract (Unweighted)’.</p> <p>Please refer to Clause 14 of <i>RFT Document 1 – Conditions of Tender</i> for further information.</p>
67.	Can the NFSA please advise of the top three brand challenges that it has identified to date?	The NFSA advises potential Tenderers to review <i>RFT Document 2 - Statement of Requirements</i> which outlines several outcomes and KPIs that Tenderers will be expected to deliver against. Further detail will be provided in the brief to the successful Tenderer.
68.	<p>In the NFSA Response to Question 30 of Addendum 3 (Issued 14 August) there is mention of potential for Tenderers to use internal design resources.</p> <p>Can the NFSA please advise of its in-house capability for campaign delivery (i.e. creative, copy, editing)?</p>	<p>The NFSA confirms that in addition to internal design resources, it also has internal capability for campaign creative, copy and editing.</p> <p>As per the NFSA Response to Question 30 of Addendum 3 (Issued 14 August 2025), regular and ongoing access to these resources should not be relied upon in any Tender Response.</p>
69.	Can the NFSA advise if they are currently working with any other partner agencies?	The NFSA will detail any other partner agencies directly to the successful Tenderer.
70.	Can the NFSA please advise if it currently uses any creative or media effectiveness testing tools (e.g. synthetic audiences, platform analytics or tech stacks)?	The NFSA will provide this information to the successful Tenderer following commencement.
71.	Can the NFSA please advise of cultural or entertainment brand(s) they admire and what is attractive about them?	The NFSA will provide a list of cultural and entertainment branding references to the successful Tenderer.
72.	Does the NFSA have any expectations for the successful Tenderer to support earned	For more information about the NFSA’s requirements, please see the background and

	and owned media strategy alongside paid media, or is this only for paid media?	scope included in the <i>RFT Document 2 – Statement of Requirements</i> .
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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.