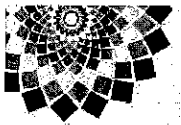


Lucas Clarke

From: Georgia Smith
Sent: Thursday, 22 October 2015 5:21 PM
To: Georgia Smith
Subject: FW: Draft contract and conditions of contract
Attachments: ContractDetailsv2.doc; GeneralContractConditionsV2.pdf



Georgia Smith
A/Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet
P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002



White Ribbon Day Breakfast
25 November 2015 • Sofitel Brisbane Central
Show your support in ending violence against women
Tickets available via Eventbrite

From: Mandy Marquis
Sent: Thursday, 22 October 2015 8:49 AM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: Draft contract and conditions of contract

Hi Georgia

As discussed yesterday I have attached the template contract and the conditions of contract (T&C's).

Populate what you can and then I can review the contract, if there is anything that you are unsure of or any questions please don't hesitate to contact me and we can work through the contract together.

A purchase order should be raised for all purchases over \$5,000.

Refer to the Corporate Procurement Policy below:

<http://dpcintranet/docs/DPC Documents/Procurement Corporate Policy.tr5>
<http://dpcintranet/docs/DPC Documents/Procurement - Agency Guidelines.tr5>

Cheers

Mandy



**Queensland
Government**

Mandy Marquis
Principal Procurement Advisor
Corporate Governance
Department of the Premier and Cabinet

P 07 3003 9064 M [REDACTED]
Executive Building, Level 1, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

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Contract Details

DPC-35-2015-Title

<Customer name>

<Supplier to insert Supplier name and ABN>

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1 Introduction

This whole document forms part of the Contract.

The Supplier must complete all sections of this document. The Supplier must not make any changes to the structure of this document. If the Supplier does not agree with any sections of this document that have been completed by the Customer, the Supplier must identify its proposed changes to the Contract in section 3.4 (Contract departures – Supplier Changes).

Changes which do not comply with the requirements in this section do not form part of the Contract

2 General information

No.	Topic	Details
1	Customer	Name: Department of the Premier and Cabinet ABN : 65 959 415 158
2	Customer contact details	Contact person: <<insert>> Position: <<insert>> Street address: <<insert>> Postal address: <<insert>> Email: <<insert>> All notices and other communication relating to the Contract are to be sent to the Customer at the details set out in this item, or any updated details that the Customer provides to the Supplier in writing.
3	Supplier	Name: ABN or ACN:
4	Supplier contact details	Contact person: Position: Street address: Postal address: Email: All notices and other communication relating to the Contract are to be sent to the Supplier at the details set out in this item, or any updated details that the Supplier provides to the Supplier in writing.
5	Subcontractor(s)	Not Applicable

No.	Topic	Details
6	Contract term	Start date: <<insert>> End date: <<insert>> Extension options: <<insert (e.g. 2 x 1 year)>>
7	Cap on liability	The cap on liability is three (3) times the total of all prices payable under the contract. <i>If the Supplier seeks to limit its liability in accordance with a binding scheme under the Professional Standards Act 2004 (Qld) then specify the scheme below and the limits of liability that apply:</i> Binding Scheme applicable: Not Applicable Summary of liability cap: Not Applicable
8	Insurance	Workers compensation insurance as required by law Public liability and products liability insurance: Minimum amount: \$5 Million Professional indemnity insurance: Minimum amount: \$5 Million Other insurances:
9	Customer inputs	<i>The Supplier is to insert details of any Customer resources that it will need in order to perform the Contract. For example, equipment, premises access, information, documents and Personnel.</i>
10	Site details	Delivery address for Goods: <<insert/delete as applicable>> Location(s) for providing Services: <<insert/delete as applicable>> The Supplier will perform the Services at the following location(s):
11	Authorisations	Not Applicable

No.	Topic	Details
12	Security requirements	Not Applicable
13	Conflict of Interest	Nil

3 Terms and conditions of the Contract

3.1 Definitions and interpretation

The definitions and rules of interpretation applicable to the Contract are available on the [Department of Housing and Public Works website](#), current as at October 2015.

3.2 Base terms

The General Contract Conditions apply to the Contract. A copy of these terms is attached, current as at October 2015.

3.3 Contract departures – Customer changes

Not Applicable

3.4 Contract departures – Supplier changes

Changes made in accordance with this section that are agreed between the parties will override any other section of this document.

If the Supplier proposes any additional clauses or any changes to the base terms (identified in section 0), as modified by any Customer changes in section 0, the Supplier is to set them out here.

The Supplier must set out Supplier changes in the requested format and clearly indicate which part of the Contract it is proposing to change (including clause numbers) using the table below. Repeat rows as required.

The Supplier is to respond to any Customer changes from section 0 which it does not agree with, in this section.

Repeat as required.

Clause No.	Reason for change requested	Change proposed
Supplier insert clause it wishes to amend	Supplier to explain the reason why a change is necessary.	Supplier to insert alternative position or proposed amendments to the clause.

4 Forming the Contract

4.1 Acknowledgements and certifications

The Supplier:

- (a) agrees to provide the Goods, Services and other Deliverables to the Customer on the terms described in the Contract.
- (b) certifies that it has read, understands, and complies with all the requirements of the Contract.
- (c) acknowledges that only proposed Contract changes which comply with sections 0 and 3.4 form part of the Contract.
- (d) represents that all the information provided by it and referenced in the Contract is complete, accurate, up to date and not misleading in any way.
- (e) acknowledges that the Customer is relying on the information provided by the Supplier and referenced in the Contract in entering into the Contract.
- (f) acknowledges that the Customer may suffer damage if any of that information is incomplete, inaccurate, out of date or misleading in any way.

Released under RTI/DPC

4.2 Forming the Contract

4.2.1 Agreement by Supplier

The Supplier will sign in this section. By signing, the Supplier is offering to enter the Contract on the terms set out in this document. If the Supplier does not execute this document itself, it must (if the Customer requests) provide adequate evidence that the signatory is properly authorised to execute this agreement.

If the parties agree any changes to this document after the date of the Supplier's signature (but before the Customer accepts the Supplier's offer as described below), the Supplier and Customer will prepare a new version of the document incorporating the agreed changes, which will replace this document. The Supplier will sign the new document, offering to enter the Contract on the amended terms.

Date	
EXECUTED for and on behalf of:)
.....)
Name of Supplier) Signature of authorised representative
by its authorised representative, in the) By executing this agreement the signatory warrants that
presence of:) the signatory is duly authorised to execute this agreement
.....) on behalf of the Supplier
Signature of witness)
.....) Name of authorised representative (block letters)
Name of witness (block letters))
.....) Position of authorised representative
.....)
Address)

4.2.2 Agreement by Customer

The Customer may accept the Supplier's offer either by signing in this section, or separately confirming to the Supplier in writing that the Customer accepts the Supplier's offer.

Date	
EXECUTED for and on behalf of:)
.....)
The Department of the Premier & Cabinet) Signature of authorised representative
by its authorised representative, in the) By executing this offer the signatory warrants that the
presence of:) signatory is duly authorised to submit this offer on behalf of
.....) the Customer
Signature of witness)
.....) Name of authorised representative (block letters)
Name of witness (block letters))
.....) Position of authorised representative
.....)
Address)

Schedule 1 – Requirements

The Supplier must provide the Services specified below to the Customer, in accordance with the Requirements described in this Schedule.

1. Requirements for Goods

<<Customer to insert details/description of goods that will be supplied under the Contract. Insert as much detail as possible to clearly describe the Goods that may be purchased, including any applicable specifications, standards, acceptance criteria or other requirements (including requirements for documents the Supplier must provide) to ensure that the Supplier has a legally binding obligation to meet those requirements. This section may be a combination of content from the Customer (e.g. describing the requirements), and the Supplier (e.g. describing the goods that will be supplied).>>

2. Requirements for Services

<<Customer to insert details of the services to be supplied under the Contract. Include as much detail as possible to clearly describe the Services that may be purchased, including the scope of work, any applicable specifications, performance standards, acceptance criteria or other requirements (including requirements for documents the Supplier must provide) to ensure that the Supplier has a legally binding obligation to meet those requirements. This section may be a combination of content from the Customer (e.g. describing the requirements/scope of work), and the Supplier (e.g. describing the actual services that will be performed).>>

<<If the Supplier has to perform the Services during specified hours then include that information, e.g. "Time for performance of services: Between xx:xx am/pm and xx:xx am/pm on [days of the week]>>**Transition Out Services [delete if not applicable]**

<<If the Supplier has to provide transition-out services then specify the detailed scope of those services here. If you do not know the scope of transition-out services at the time of entering into the Contract, then describe how and when the parties will determine the detailed scope of transition-out services and seek legal advice for assistance on drafting this clause.>>

3. Key Personnel

<<If the Customer does not require the Supplier to provide details of Key Personnel, either delete this section or insert "Not applicable">>

The Supplier must provide the names and contact details for all Key Personnel that the Supplier intends to use, and summarise the role of each Key Personnel and key obligations they will be responsible for. The Supplier must separately provide a copy of all Key Personnel CVs. Repeat as necessary.

Name and Position	Contact details	Role / Key obligations	Committed level
[Name] [Position]	Ph: Email:	[Description]	[Number of hours, percentage of full-time equivalent, or other level of commitment to the Contract]

4. Other Requirements

<<If there are no other Requirements, either delete this section or insert "Not applicable.">>

Schedule 2 – Price and Payment Terms

<<If the Customer has specific requirements in the way it wants Suppliers to submit pricing (e.g. by completing a table, or a pricing template in Excel format) then attach the pricing schedule or insert the table the Supplier is to complete. The Customer should amend this section to set out any other pricing requirements not already addressed.>>

If the Customer has provided a specific document/template for the Supplier to use to submit pricing information (e.g. Excel spreadsheet), then the Supplier must submit pricing details in the required format. If not otherwise specified, Suppliers may complete this section in any appropriate format, but Suppliers must address all items.

2.1 Price

The Supplier must itemise all amounts that the Customer is to pay in relation to the Contract, as well as totals. The Supplier is to identify the Pricing method (e.g. lump sum, fixed price, time and materials including rate card). The GST component is to be separately identified.

Where expenses will be charged, the Supplier must provide an estimated forecast for expenses over the life of a Contract, and explain any assumptions that those calculations are based on. If the Supplier cannot forecast expenses, the Supplier must include details of how expenses will be calculated.

2.2 Price reviews

If the Supplier proposes that the Prices will be changed during the term of the Contract, the Supplier must clearly set out the times that the review will occur and the Price review mechanism.

2.3 Payment plan/milestones

The Supplier may invoice the Customer after successful achievement of the milestones as follows:

The Supplier is to describe when Customers will be invoiced for Goods/Services provided to Customers, (e.g. the timetable for payments, the amount of each payment and the Deliverables that the payments relate to).

2.4 Payment methods

The Supplier is to describe how the Customer can make payment (including whether corporate credit card is accepted).

2.5 Discounts or rebates

The Supplier is to set out details of any applicable discounts (e.g. trade discounts, early payment discounts, volume discounts) or rebates.

2.6 Other pricing information

The Supplier must set out any other matters which may affect the Prices. The Prices will not be changed in response to any event which is not described here.

Schedule 3 – Performance Measurement

This Schedule describes how the Supplier’s performance will be measured under the Contract, including:

- Key performance indicators, minimum service level requirements, acceptance criteria or other performance measures proposed by the Customer;
- Details of how KPIs will be measured (e.g. identify reports)
- Consequences if performance is unsatisfactory.

<<Customer to insert details of performance measurement requirements. Example table provided below:>>

Key Performance Indicators / Service Levels

Measure	Purpose	Performance Target	Measurement Calculation	Frequency of Measurement	Responsibility	Minimum score	Consequences of failure
Name of Measure #1	Why being measured	What is being measured. Must be objective and quantifiable	How will be measured (e.g. monthly reports)	Weekly/ Monthly/ Quarterly/ Half yearly/ Yearly	Who measures compliance - Supplier or Principal? Where will the data come from to measure compliance?	Minimum acceptable score	What happens if minimum acceptable score isn't met? Credit, rebate, discount, other consequence?
Name of Measure #2							

Schedule 4 – Governance

This Schedule sets out governance arrangements applicable to the Contract.

4.1 Reporting requirements

The Supplier must provide the following reports:

<<Customer to insert details of any reports the Supplier must provide to the Customer (or vice versa) including what must be included in the report, format requirements, frequency, due dates. If reporting requirements are not known then insert "To be agreed between the parties".>>

If no reporting is required under the Contract then insert "There is no reporting to be provided under the Contract.">>

The Customer must provide the following reports:

<<If the Customer is required to provide any reports to the Supplier, then insert including what must be included in the report, format requirements, frequency, due dates. If reporting requirements are not known then insert "To be agreed between the parties". Delete if not applicable>>

4.2 Meeting requirements

The Supplier must attend the following meetings:

<< If the Supplier is required to attend formal or informal review meetings with the Customer (e.g. to review performance), insert details including how frequently, the location of the meetings, who must attend and (if known) minimum agenda items. Delete if not applicable>>

4.3 Escalation of issues

Any issues that should arise that cannot be settled between the parties, should be brought to the attention of Ms Patrice Fogarty, A/Executive Director, Corporate Governance, Department of the Premier and Cabinet.

4.4 Other governance or quality assurance requirements

Not Applicable



General Contract Conditions

For general goods and services

These General Contract Conditions are designed to be used in connection with the Contract Details.

1 The Contract

1.1 When Contract is formed

A Contract will be formed between the Customer and the Supplier on the earlier of the date when:

- (a) the Customer accepts the Supplier's offer in writing; or
- (b) the authorised representatives of both parties have signed the appropriate section of the Details; or
- (c) if the Contract is formed under an SOA, the Contract is formed in accordance with the SOA Conditions.

This Contract may consist of a number of counterparts and if so, the counterparts taken together constitute one document.

1.2 Interpretation

The definitions and rules of interpretation apply to this Contract and are available online at www.hpw.qld.gov.au/Procurement (terms and conditions).

1.3 Hierarchy

If there is any inconsistency between the documents which make up the Contract, then the following will prevail in descending order of precedence.

- (a) the contract departures section of the Details;
- (b) the Schedules to the Details (excluding any document incorporated by reference);
- (c) the General Contract Conditions
- (d) the Details (excluding the contract departures section of the Details);
- (e) any document incorporated by reference.

2 Non exclusivity

Unless expressly stated otherwise in the Details, the Customer may engage other suppliers to (or itself) provide goods, services and other deliverables the same as or similar to the Deliverables.

3 Term

The Contract starts on the start date in the Details and continues for the period set out in the Details, including any extension options which are exercised.

The Customer must give notice of its intention to exercise any extension option.

4 Supplier to provide Deliverables

The Customer appoints the Supplier to provide the Deliverables. The Supplier accepts the appointment.

5 Supplier general obligations

The Supplier:

- (a) **(time)** must meet all due dates specified in the Details or otherwise agreed, and perform all other obligations promptly;
- (b) **(delay)** will promptly notify the Customer if it believes it will not be able to meet any due date;
- (c) **(Deliverables)** must provide the Deliverables in accordance with the Contract and all Laws;
- (d) **(Requirements)** must meet, and ensure that the Deliverables meet, the Requirements, and meet or exceed the performance measures specified in the Details (if any);
- (e) **(standards)** must ensure that all Deliverables are of a high quality, professional standard and fit for their usual purpose and any other purpose disclosed by the Customer;
- (f) **(protection)** must protect people and property, avoid unnecessary interference with passage of people and vehicles, and prevent nuisance and unreasonable noise and disturbance;
- (g) **(policies)** must comply with all Customer policies, codes of conduct, rules, standards and procedures which apply to the Site or the Customer's Personnel or use of the Customer Inputs, all Site policies and workplace health and safety policies applicable to the Site, and all other Customer policies listed in the Requirements. If the Customer introduces new policies relevant to the Supplier's obligations

under this Contract, or amends a relevant policy, the Supplier will comply with the new or amended policies. Copies of the relevant policies are available on request;

- (h) **(directions)** must comply with all reasonable directions of the Customer in relation to the Supplier's performance of the Contract;
- (i) **(Customer Inputs)** must take care of Customer Inputs, and only use Customer Inputs for the purpose of performing the Contract, to the extent necessary to perform the Contract, and in accordance with the Details. If the Supplier loses or damages any Customer Inputs, the Supplier will, at the election of the Customer, promptly replace such Customer Inputs or pay the Customer the reasonable replacement cost of such Customer Inputs. As between the Supplier and the Customer, the Customer retains all right, title and interest (including all Intellectual Property Rights) in Customer Inputs;
- (j) **(act reasonably)** must act reasonably in exercising all of its rights under the Contract;
- (k) **(cooperation)** must cooperate with the Customer's Personnel and other suppliers to the Customer who provide goods and services relating to the Deliverables;
- (l) **(Laws)** must comply with all Laws and ensure that use of the Deliverables by the Customer as contemplated in the Contract will comply with all Laws;
- (m) **(records)** must create and maintain records of its performance of this Contract in accordance with usual industry practice for provision of goods and services similar to the Deliverables. The Supplier will give the Customer reasonable access to records on reasonable request;
- (n) **(insurance)** must at its cost, take out and maintain the insurances described in the Details with an insurer authorised and licensed to operate in Australia, on reasonable commercial terms. The Supplier must promptly notify the Customer if any policy is cancelled or there is any significant change in any of those policies. The Supplier must maintain run-off insurance for a minimum period of 6 years after the Contract ends, for all insurance policies which are maintained on a "claims made" basis. The Supplier must provide a certificate of currency for each policy. If the Supplier does not take out or maintain these policies, the Customer may take out those policies and the Supplier will be responsible for the Customer's cost of doing so;
- (o) **(authorisations)** must obtain and maintain the authorisations described in the Details and any other licences, permits, permissions and authorities necessary for the Supplier to perform the Contract. The Supplier must

provide evidence that it has complied with this clause, if the Customer asks;

- (p) **(security requirements)** must, if specified in the Details, provide a bank guarantee, performance guarantee or other specified security to guarantee the proper performance of the Supplier's obligations under the Contract. The security must be in a format acceptable to the Customer acting reasonably. The security must meet all additional conditions specified in the Details. The Customer will not have any liability to the Supplier (whether in negligence or otherwise) in connection with the Customer's enforcement of the security;
- (q) **(further assurances)** do anything and execute any document that the Customer reasonably asks, to give effect to this Contract;
- (r) **(reports)** must provide reports as and when reasonably requested by the Customer;
- (s) **(competitive neutrality)** if the Supplier is a government owned business, local government, or Commonwealth, State or Territory or authority, price its offer to comply with the competitive neutrality principles of the Supplier's jurisdiction;
- (t) **(expertise)** warrants that it has the necessary skills and expertise to properly perform the Contract, and all its Personnel performing duties in relation to this Contract are competent and have the necessary skills and expertise to properly perform the duties allocated to them concerning this Contract; and
- (u) **(access and inspection)** on reasonable prior written notice from the Customer, must give the Customer reasonable access to the Supplier's premises where the Deliverables are being performed or produced, and to Supplier documentation, records and Personnel, to enable the Customer to verify that the Supplier is complying with its obligations under the Contract, and will promptly address any non-compliances identified by the Customer and notified to the Supplier.

6 Terms and conditions specific to Goods and Deliverables

The following terms and conditions apply to the supply of Goods and to Deliverables which the Supplier develops or creates in performing the Services:

- (a) **(condition)** all Goods must be new, unused and of recent origin;
- (b) **(test)** the Supplier must inspect and test all Goods and other Deliverables that will be delivered in a material form to ensure that they comply with the Requirements, before delivery;

- (c) (**manufacturer warranties**) the Supplier must assign any manufacturer's warranty to the Customer, where possible to do so, and must inform the Customer where it is not possible to do so;
- (d) (**delivery**) the Supplier must deliver the Goods or other relevant Deliverables to the Site, in accordance with the Customer's instructions. If the Supplier asks, the Customer will confirm in writing that the Deliverables have been received;
- (e) (**acceptance**) acceptance of the Goods by the Customer does not relieve the Supplier of any of its obligations under the Contract;
- (f) (**packaging**) the Supplier must adequately pack and protect Goods to withstand transit and storage, and provide a packing note with the Goods;
- (g) (**rejected Goods**) if the Customer rejects Goods for non-conformity with Requirements, and the Supplier does not repossess the rejected Goods within 30 days of notice of rejection, the Customer may sell or dispose of the Goods, at the Customer's cost. The Customer is under no obligation to pay for rejected Goods and the Supplier will promptly refund any amounts pre-paid for rejected Goods within 10 Business Days of the Customer's rejection;
- (h) (**risk**) risk in Goods and any other Deliverables which are provided in a material form will transfer to the Customer when delivered to the delivery address set out in the Details in accordance with the Customer's delivery instructions;
- (i) (**title**) title in Goods and any other Deliverables which are provided in a material form will transfer on the earlier of the delivery or payment of the applicable Price;
- (j) (**no encumbrance**) the Supplier warrants that the Goods and any other Deliverables will not be subject to any encumbrance or interest, except for an encumbrance or interest which arises by operation of a Law that cannot be excluded by contract; and
- (k) (**associated information**) the Supplier will provide with the Goods any information, data or manuals required for the Customer to use, maintain, repair, install or operate the Goods.

7 Subcontracting and Personnel

7.1 Subcontracting

The Supplier may only subcontract any part of its obligations under this Contract to subcontractors identified in the Details or with the Customer's prior

written consent. The Customer will not unreasonably withhold consent, but may give consent subject to reasonable conditions.

7.2 Personnel

- (a) (**responsibility**) the Supplier must ensure that its Personnel comply with all the obligations of the Supplier under this Contract, and the Supplier is fully responsible for all acts and omissions of its Personnel, as though they were acts or omissions of the Supplier.
- (b) (**not Customer employees**) the Supplier is not, and Supplier Personnel are not, employees of the Customer.
- (c) (**removal**) if the Customer reasonably requests, the Supplier will promptly remove from Customer premises and/or the performance of this Contract, any Personnel used in performance of the Contract, and replace them with other Personnel acceptable to the Customer, at no additional cost to the Customer.

7.3 Key Personnel

In providing the Services the Supplier must:

- (a) ensure that the Key Personnel perform the roles allocated to them in the Details;
- (b) not remove or replace any Key Personnel without the Customer's prior written consent, except for serious illness, incapacity or death;
- (c) promptly notify the Customer if any Key Personnel is unavailable to perform his or her allocated role for any reason; and
- (d) ensure that any replacement Key Personnel have equivalent or superior skills, qualifications and experience, and promptly provide information reasonably requested about any Key Personnel or proposed replacement Key Personnel, including the curriculum vitae for each relevant individual.

The Customer may reject any proposed replacement Key Personnel, in which case the Supplier must promptly propose an alternative.

8 Price

8.1 Pricing all inclusive

Unless otherwise stated in the Details, the Price is inclusive of all charges, expenses and overheads, and all taxes and duties, except for GST. If this Contract requires the Supplier to do or provide anything, and there is no separate Price for performing that obligation, the Supplier will comply with the obligation at no additional cost. The Supplier must not invoice the Customer, and the Customer is not required to pay, any amount except for the Price.

8.2 Expenses

The Customer will not reimburse any travel or accommodation expenses except where:

- (a) the Customer requests that the Supplier travel away from the agreed service location;
- (b) the Supplier complies with the Customer's travel policy (a copy of which will be provided on request);
- (c) the Customer has approved the expenses in writing before they are incurred; and
- (d) the Supplier provides satisfactory evidence of payment.

8.3 Price review

The Supplier may review the Prices in accordance with any Price review mechanism in the Details. No other Price change or new Price will be effective unless the Customer agrees in writing.

9 Invoicing and payment

The Supplier may invoice the Customer at the times and, where applicable, in the amounts set out in the Details. The Supplier will ensure that each invoice includes adequate information for the Customer to verify that the invoice is accurate, and will provide supporting documentation reasonably requested by the Customer. The Customer is not required to pay any invoice that does not comply with this clause.

Unless expressly stated otherwise in the Details, the Supplier may not:

- (a) invoice the Customer (and the Customer is not required to pay) for Deliverables until the relevant Deliverables have been provided, and the Deliverables meet the Requirements; or
- (b) charge or pass through any fees, costs or charges associated with a payment method.

The Customer will pay each correctly rendered tax invoice within 30 days of receipt.

The Customer may set off any amounts payable by the Supplier to the Customer against amounts payable to the Supplier by the Customer.

The Customer may withhold payment of any amount which it disputes in good faith, until the dispute is resolved and it is determined that the amount is payable.

10 GST

- (a) **(construction)** In this clause 10, words and expressions which have a defined meaning in GST Law have the same meaning as in the GST Law.

- (b) **(GST exclusive)** Unless expressly stated, all moneys or other sums payable or consideration to be provided under this Contract are exclusive of GST.

- (c) **(payment of GST)** If GST is payable on any supply made under this Contract, the recipient will pay to the supplier an amount equal to the GST payable on the supply at the same time that the consideration for the supply is to be provided under this Contract.

- (d) **(tax invoice)** The supplier must deliver a tax invoice or an adjustment note to the recipient before the supplier is entitled to payment of an amount under clause 10(c). The recipient can withhold payment of the amount until the supplier provides a tax invoice or adjustment note as appropriate.

- (e) **(adjustment event)** If an adjustment event arises in respect of a taxable supply made by a supplier under this Contract, the amount payable by the recipient under clause 10(c) will be recalculated to reflect the adjustment event and a payment will be made by the recipient to the supplier or by the supplier to the recipient as the case requires.

- (f) **(reimbursements)** Where a party is required under this Contract to pay or reimburse an expense or outgoing of another party, the amount to be paid or reimbursed by the first party will be the sum of:

- (i) the amount of the expense or outgoing less any input tax credits in respect of the expense or outgoing to which the other party, or to which the representative member for a GST group of which the other party is a member, is entitled; and
- (ii) if the payment or reimbursement is subject to GST, an amount equal to that GST.

11 Liability

- (a) **(contribution)** neither party will be liable to the other, (whether in contract, tort including negligence or otherwise) in connection with the Contract, for loss or damage to the extent that the other party contributed to the loss or damage.

- (b) **(cap on liability)** the maximum aggregate liability of a party to the other party, whether in contract, tort (including negligence) or otherwise in connection with the Contract, is limited to the amount of the cap on liability in the Details.

- (c) **(exclusions from cap)** the cap on liability does not apply to liability in relation to:

- (i) personal injury, including sickness, injury or death;

- (ii) loss of, or damage to, tangible property;
- (iii) Intellectual Property Rights or Moral Rights infringement; or
- (iv) an indemnity,

and any payments in relation to those forms of liability will not deplete the cap on liability.

- (d) **(mitigation)** a party who suffers loss or damage must mitigate its loss. The other party will not be responsible for any loss, damage or expenses to the extent that the injured party could have avoided or reduced the amount of the loss, damage or expense, by taking reasonable steps to mitigate its loss.
- (e) **(binding scheme)** despite any other condition of the Contract, the Supplier's liability under the Contract is limited to the extent necessary to comply with a scheme that is in force and applies to the Supplier under the *Professional Standards Act 2004* (Qld) as specified in the Details.

12 Indemnity

The Supplier releases, discharges and indemnifies the Customer and its Personnel from and against any Claim that may be brought against or made upon or incurred by any of them (whether in contract, tort including negligence, or otherwise) in connection with any:

- (a) failure to comply with applicable Law by, the Supplier or its Personnel;
- (b) Wilful Default or Wilful Misconduct;
- (c) claim of Intellectual Property Rights or Moral Rights infringement relating to this Contract or the Deliverables;
- (d) breach of any warranty given in this document; or
- (e) any Claim by a third party relating to this Contract,

except to the extent that the Customer or its Personnel caused or contributed to the Claim.

13 Information

- (a) The Supplier is responsible for making its own investigation and assessment about all matters relevant to the Contract, including the Requirements, the accuracy of all information and documents provided by or on behalf of the Customer, and all other matters relevant to the Supplier's decision to enter the Contract, and will not have any Claim against the Customer if any information or documents provided by the Customer is incomplete, inaccurate out of date or misleading in any way.

- (b) The Supplier may only rely on Reliable Information, and only for the nominated purpose and nominated validity period.
- (c) The Customer must inform the Supplier if it becomes aware of any material inaccuracies or omissions in any information provided to the Supplier, including Reliable Information.
- (d) The Supplier must ensure that all representations, warranties, declarations, statements, information and documents ("information") made or provided by the Supplier (including its representatives) in connection with the Contract are complete, accurate, up to date and not misleading in any way. The Supplier must immediately tell the Customer if any information is or becomes incomplete, inaccurate, out of date or misleading in any way.

14 Intellectual Property Rights

14.1 Existing Intellectual Property Rights

Each party retains all its Intellectual Property Rights which existed at the Contract start date, or which are developed independently of the Contract.

The Supplier grants (and must procure that relevant third parties grant) the Customer an irrevocable, unconditional (subject to this clause), perpetual, royalty-free, non-exclusive, worldwide, transferable and sublicensable licence to exercise all such Intellectual Property Rights which are incorporated into any Goods, Services and Deliverables provided to a Customer under the Contract, for any purpose of the Customer, as part of those Goods, Services and Deliverables and future development of those Goods, Services and Deliverables.

14.2 New Intellectual Property Rights

Subject to clause 15 ("Customer Data") new Intellectual Property Rights created or developed in performing the Contract will be owned by the Customer. The Customer grants the Supplier an irrevocable, unconditional (subject to this clause), perpetual, royalty-free, non-exclusive, worldwide, transferable and sub licensable licence to exercise all such newly developed Intellectual Property Rights, for any purpose, including commercial purposes, subject to the Supplier complying with its obligations in relation to Confidential Information, Personal Information and Customer Data.

14.3 Warranty of authorisation

The Supplier warrants that it is authorised to grant the rights in this clause.

The Supplier warrants that the Deliverables and the use of the Deliverables as permitted by this Contract will not infringe the Intellectual Property Rights or Moral Rights of any person.

15 Customer Data

The ownership of Customer Data, including any Intellectual Property Rights in Customer Data, shall vest in the Customer on creation. The Supplier has no right, title or interest in Customer Data except as specified in this clause. The Supplier must not use, access, modify or disclose Customer Data to any person except to its Personnel on a need to know basis to perform the SOA or Contracts and in accordance with all Laws.

The Supplier must comply with clause 17 and all applicable Laws in relation to Customer Data which is Personal Information. The Supplier must provide reasonable assistance to the Customer on request to enable the Customer to comply with laws, policies and standards applicable to the Customer in relation to Customer Data including (without limitation) identification, labelling, searching, reporting, copying, retrieval and modification of Customer Data in relation to Personal Information, public records, right to information and information standards.

16 Confidentiality

- (a) Each party will keep confidential all Confidential Information which it obtains from the Discloser, or creates in relation to the Contract, not use it except for the purposes of the Contract, and not disclose it except to its Personnel on a need to know basis for the purpose of performing its obligations under the Contract, or with the Discloser's consent, or to the extent required by Law, or to its professional advisors, or in the case of the Customer:
 - (i) to a Minister, their advisors or Parliament, or
 - (ii) as required under the Right to Information Act.
- (b) The Customer may publish information about the Contract on the Government's contract directory, where required or recommended by Government procurement policy.
- (c) Where the Recipient discloses the Confidential Information to a third party as permitted under this Contract, the Recipient must inform the third party of the confidential nature of the Confidential information, and will be responsible for all use and disclosure of the Confidential Information by the Recipient's Personnel and professional advisors.
- (d) If the Customer requests, the Supplier must obtain from its Personnel a signed confidentiality deed in a form acceptable to the Customer.
- (e) The Supplier must not make any public announcements or advertisement relating to the Contract except where the Customer has

approved the proposed announcement or advertisement in writing.

- (f) If requested by the Customer, on termination or expiry of the Contract, the Supplier must promptly return or destroy (at the Customer's option) all Customer Data, Confidential Information and Personal Information of the Customer, and a copy of all documents and records created by the Supplier in the performance of the Contract, and will confirm to the Customer when this has been done.
- (g) The Supplier may retain a copy of any Confidential Information of the Customer to the extent required by Law, or for the Supplier's reasonable internal credit, risk, insurance, legal and professional responsibilities.

17 Privacy

- (a) If the Supplier collects or has access to Personal Information in order to perform the Contract, when performing this Contract the Supplier must
 - (i) if the Customer is an 'agency' for the Information Privacy Act, other than for chapter 3 of the Information Privacy Act – comply with those parts of Chapter 2 of the Information Privacy Act which are applicable to the Customer, as if the Supplier were the Customer; or
 - (ii) otherwise – comply with the Australian Privacy Principles in the Privacy Act.
- (b) The Supplier must:
 - (i) not transfer any Personal Information collected or accessed in connection with the Contract, outside of Australia, except with the prior written consent of the Customer; and
 - (ii) take any steps to prevent unauthorised use or disclosure of Personal Information collected or accessed in connection with the Contract that are reasonably notified by the Customer.

18 Anti-competitive conduct, conflict of interest and criminal organisations

18.1 Anti-competitive conduct

The Supplier warrants that neither it, nor its Personnel have engaged in, or will engage in, any collusive, anti-competitive or similar conduct in connection with the Contract, any associated Invitation Process or any actual or potential contract with any entity for goods and services similar to the Goods and Services. In addition to any other remedies available to it under Law or contract, the Customer may, in its absolute

discretion, immediately terminate the Contract if it believes the Supplier has engaged in collusive or anti-competitive conduct.

18.2 Conflict of Interest

The Supplier warrants that it and its Personnel do not hold any office or possess any property, are not engaged in any business or activity and do not have any obligations where a Conflict of Interest is created, or might appear to be created, in conflict with its obligations under this Contract, except as disclosed in the Details.

If the Customer requests, the Supplier must obtain from its Personnel a signed conflict of interest declaration in a form acceptable to the Customer.

18.3 Criminal organisation

The Supplier warrants that neither it nor its Personnel:

- (a) have been convicted of an offence under the Criminal Code where one of the elements of the offence is that the person is a participant in a criminal organisation within the meaning of section 60A(3) of the *Criminal Code*; or
- (b) are subject to an order under, or have been convicted of an offence under the *Criminal Organisation Act 2009* (Qld).

18.4 Warranties are ongoing

The warranties in this clause are provided as at the date of the Contract and on an ongoing basis. The Supplier warrants that it will immediately notify the Customer if it becomes aware that any warranty made in this clause 18 was inaccurate, incomplete, out of date or misleading in any way when made, or becomes inaccurate, incomplete, out of date or misleading in any way.

In addition to any other remedies available to it under Law or contract, the Customer may, in its absolute discretion, immediately terminate the Contract if it believes the Supplier has breached any warranty in this clause.

19 Where Requirements not met

If any Requirements for Goods or Services are not met, the Supplier must promptly (at the Customer's option):

- (a) refund to the Customer any monies paid for the relevant Goods or Services; or
- (b) resupply the relevant Goods, or re-perform the relevant Services, so that the Goods and or Services comply with the Requirements.

This does not limit the Customer's other rights or the Supplier's responsibility if there is any non-compliance with the Contract, and the Customer may exercise any

other right or remedy that it has under this Contract or otherwise

If the Supplier fails to comply with its obligations under this clause, the Customer may have the Goods supplied or the Services performed by others, and the Supplier shall pay to the Customer on demand any costs incurred by the Customer in doing so.

20 Termination

20.1 For cause – by Customer

The Customer may terminate the Contract immediately on written notice if:

- (a) the Customer is satisfied that any of the declarations and warranties provided by the Supplier were inaccurate, incomplete, out-of-date or misleading in any way when made, or become inaccurate, incomplete, out-of-date or misleading in any way;
- (b) a Conflict of Interest arises and has not been, or in the Customer's view cannot be appropriately managed, to the Customer's satisfaction;
- (c) the Supplier ceases business or indicates that it is unable or unwilling to complete the Contract;
- (d) the Supplier breaches the Contract and the breach cannot be remedied, or the breach can be remedied but the Supplier has not remedied the breach within a reasonable period nominated by the Customer; or
- (e) the Supplier is or becomes Insolvent.

If the Customer terminates under this clause 20.1, the Supplier will pay or reimburse the Customer's reasonable costs of obtaining replacement Deliverables or arranging for another supplier to complete the Contract.

20.2 For cause – by Supplier

The Supplier may terminate the Contract immediately on written notice only if the Customer has not paid any amount which is undisputed and properly payable, the Supplier has notified the Customer of the outstanding amount stating that it will terminate the Contract if the Customer does not pay such amount within a reasonable time set out in the notice, and the reasonable time expires without the Customer disputing the amount or making payment.

20.3 For convenience

The Customer may terminate the Contract in its absolute discretion by giving at least 30 days' written notice. If the Customer does so, the Customer will pay the Supplier for the work performed and Goods supplied but not yet invoiced on a pro rata basis, and the Supplier's reasonable and documented expenses directly relating to the termination. The Customer will

have no other liability to the Supplier relating to the termination. The Supplier must take reasonable steps to minimise its expenses relating to the termination.

20.4 If SOA or a contract under the SOA is terminated

- (a) If this Contract is entered pursuant to a SOA the Customer may terminate the Contract for cause immediately on written notice to the Supplier if the Principal is entitled to terminate the SOA or any customer (including the Customer) is entitled to terminate for cause any other contract entered under the SOA.
- (b) Unless otherwise specified in the Details, all the terms and conditions of this Contract (including this clause) will survive termination or expiry of the SOA, for any reason.

20.5 Suspension

In addition to the Customer's termination rights, the Customer may suspend the Contract immediately on written notice in its absolute discretion, or in any circumstances when it is entitled to terminate under this clause 20. The Customer may end the suspension on written notice. The Supplier will promptly re-commence performance after receiving the Customer's notice ending the suspension.

If the Customer suspends the Contract for any reason which is not due to the act, default or omission of the Supplier, the Customer will pay the Supplier's reasonable and documented expenses directly resulting from the suspension. The Customer will have no other liability to the Supplier relating to the suspension. The Supplier must take reasonable steps to minimise its expenses relating to the suspension.

20.6 Consequences

Termination or suspension of the Contract will not affect the accrued rights and remedies of the parties prior to termination or suspension.

In no case will the compensation payable as a consequence of termination (for any reason) exceed the Price that would have been payable if the Contract had not been terminated.

21 Assignment

The Contractor may not assign, transfer or novate any of its rights or obligations under the Contract without the Customer's prior written consent.

The Customer may assign, transfer or novate any of its rights or obligations under the Contract:

- (a) with the Supplier's prior written consent; or
- (b) on written notice to the Supplier, in connection with a Machinery of Government Change.

Both parties will act reasonably in considering a request by the other party to assign, transfer or novate the Contract.

For clarity, transfer of the Customer's rights and obligations within the same legal entity is not an assignment.

The Contract is for the benefit of, and will bind the parties and their successors and permitted assigns.

22 General

The parties agree that:

- (a) **(communication)** they will direct all enquiries relating to the Contract to the other party's nominated contact person in the Details, or to another person if the other party directs.
- (b) **(notices)** they will send all notices relating to the Contract to the other party at the address listed in the Details, with a copy to the nominated contact person in the Details (or as updated under the above clause).
- (c) **(disputes)** they will not bring any court proceedings relating to this Contract (except urgent interlocutory proceedings) without first attempting to resolve the dispute by negotiation.
- (d) **(variation)** the Contract may only be varied by written agreement of authorised representatives of the parties.
- (e) **(entire agreement)** this Contract sets out all the parties rights and obligations relating to the subject matter of the Contract, and it replaces all earlier representations, statements, agreements and understandings except as stated otherwise in this Contract. No other terms apply.
- (f) **(severability)** if any part of this Contract is invalid, unlawful or unenforceable, the invalid, unlawful or unenforceable part of the Contract (and any parts of the Contract which are dependent on those parts) will not apply but the other parts of the Contract will not be affected.
- (g) **(waiver)** clauses and rights in this Contract can only be waived in writing signed by the waiving party. Failure or delay of a party in exercising a right under the Contract does not waive the party's rights. A waiver will only waive the particular rights in the particular circumstances and will not waive any other rights, or the same rights in other circumstances.
- (h) **(relationship)** their relationship is of principal and contractor. This Contract does not create any partnership, joint venture or employment relationship. The Supplier must not represent itself or allow anyone else to represent that the Supplier is a partner, joint venturer, officer or employee of the Customer.

- (i) **(exclude implied terms)** that the Sale of Goods (Vienna Convention) Act 1986 (Qld) does not apply, to the extent that the parties are permitted by Law to exclude it.
- (j) **(survival)** clauses 1.2, 1.3, 5(n), 10, 11, 12, 14, 15, 16, 17, 22(e), (f), (g), (h), (i) and (j) will survive termination or expiry of the Contract for any reason.
- (k) **(costs)** each party will bear its own costs in relation to the preparation, negotiation and execution of the Contract and any variations.

Released under RTI - DPC

Project Plan

Australia Day – market research project



BACKGROUND

Multiplicité is working with the Events Coordination, Queensland Department of Premier and Cabinet (EC, DPC) to do a market research project exploring how Queenslanders engage and respond to its 2016 Australia Day events.

This document is our plan for the research project, including our detailed approach and methods as discussed at our start up meeting with Georgia Smith and Michelle Wybrew. It is an accountability document for both Multiplicité and the Department that will ensure the project is delivered on time and budget.

Australia Day celebrations in Queensland

Australia Day is one of our country's most important celebrations. It acknowledges our nation's history and connects people to each other and their communities, their history and their shared future. Most Australians¹ go to organised Australia Day events, or join with family and friends in their community to celebrate the day.

Official Australia day celebrations are programmed and delivered by state and territory bodies in alignment with the vision of the National Australia Day Council (NADC). The EC DPC is responsible for creating and delivering interactive, relevant, local and inclusive Australia Day events in Queensland.

Within the framework of the NADC Corporate Plan² (2015–19) and its own DPC Strategic Plan³ (2015–19), the EC's programming sets out to fulfill four key objectives.

1. **Innovation.** Exploring new solutions to maximise programming reach and efficiency.
2. **Promotion.** Generating positive links between Australia Day events and the Queensland Government.
3. **Coordination.** Managing national events at the state level consistent with the NADC Framework.
4. **Facilitation.** Creating a discussion among Queenslanders about what it means to be Australian.

Queensland's 2016 Australia Day program includes three flagship events, described in Table 1.

¹ National Australia Day Council, 2011

² [http://www.australiaday.org.au/storage/NADC Corporate Plan V2.0 - FOR UPLOAD.pdf](http://www.australiaday.org.au/storage/NADC%20Corporate%20Plan%20V2.0%20-%20FOR%20UPLOAD.pdf)

³ <http://www.premiers.qld.gov.au/publications/categories/plans/strategic-plan/2015-2019-strategic-plan.aspx>

Table 1: Australia Day events in Queensland, 2016

Event	Location(s)	Details
Great Australian Bites 23–26 January	Brisbane (Southbank) Port Douglas Airlie Beach	Local restaurants run pop up food stalls; music and entertainment headlined by selected Queensland Australia Day Ambassadors. Regional events are partnership between DPC and regional councils. Focus on seasonal produce and 'paddock to plate' in 2016.
Flag raising ceremony 26 January	Townsville	Held in partnership with Townsville City Council. There is some direct media promotion of this event in Townsville.
Australia Day at Work 20–26 January	Statewide	A national event organised by NADC. Workplaces register their Australia Day celebrations through online portal and receive merchandise and game kits.

The NADC is responsible for promoting national Australia Day events. DPC is responsible for promoting the events in Queensland through a coordinated media (including social media) and content strategy, detailed in Table 2. DPC expects this campaign will begin on 4 January 2016.

Table 2: Event Coordination, Department of the Premier and Cabinet media schedule for Australia day events 2016

Medium	Details of promotional activity
Twitter	#AustraliaDay (NADC) #AustraliaDayQld (DPC) #CelebrateYourWay
Facebook	Animated advertising
Print, radio, television	Advertising through in-kind support from Fairfax, ABC, Nine

METHODS

This section details our proposed approach and methods. Our methods are the same as those described in our proposal document, with additional detail and revised timeframes reflecting the delayed project start.

Purpose and scope

This purpose of the project is to explore how

- Queenslanders engage and respond to Australia Day events in 2016
- Other Australian and international jurisdictions celebrate their national days.

The research findings will influence the Queensland Department of Premier and Cabinet's Australia Day programming in 2017-18.

The scope of the project is limited to the three flagship events described in Table 1.

Research questions

The project will answer the following two research questions.

1. How do other cities and countries around the world deliver their national day celebrations, and how and to what extent is technology integrated with the activities?
2. How well do the Department's flagship Australia Day events reach and engage Queenslanders in 2016?
 - What is the general conversation around food on Australia Day and Australia Day at Work?
 - How does public perceive the Great Australia Bites event? Specifically, what do people think about it being limited only to River Quay (compared with Southbank-wide event in previous years)? What is the impact on participate?
 - What level of discussion/ nature of conversation does announcement of the Australian of the year generate?

Stage 1: Scoping and planning

The purpose of this stage was to become familiar with the issues for the project through a start up meeting with EC, DPC. Stage 1 of the project is now complete; this project plan is the deliverable for the first stage.

Stage 2: Desktop review

The purpose of this stage is to explore how Australian cities celebrate Australia Day, and how other countries celebrate their national days. We'll focus on the extent to which technology or other innovative engagement approaches are used. Our review will cover

- official celebrations similar to Australia Day (e.g. Bastille Day, Independence Day)
- unofficial celebrations or promotions that occur alongside official celebrations (e.g. Hottest 100 in Australia)

We will do the search online, with email or telephone follow up to key sources if required. We expect to develop a strategy to guide the search, including keywords such as civic engagement, digital marketing, digital event management together with the names of the events or official celebrations.

It may also be useful to broaden the search to discover innovative approaches to event planning and management beyond civic celebrations. For example, use of social media to drive programming and participant engagement before and throughout large conferences, or events

We will present the results of this stage as five or six case studies. The case studies will document how and who was engaged (nature of promotion and technological integration), and will also explore multiculturalism and food as themes. It will highlight events that align with the DPC approach.

KEY DATES FOR STAGE 2

Activity	Timeframe
Conduct desktop research	Week beginning 30 November 2015
Deliver summary presentation	17 or 18 December 2015

Stage 3: Market and social research

The purpose of this stage is to answer key project questions about how the Department's flagship Australia Day events reach and engage Queenslanders. We will do this using two research methods.

Social listening

We will monitor social conversations (Twitter, Facebook, discussion boards, blogs and media) using an enterprise analysis tool, Sysomos MAP. (including Twitter, Facebook, YouTube, message boards and blogs).

DPC will be responsible for providing a list of official social media handles and keywords for DPC and event ambassadors (Facebook, Twitter). We will develop a listening strategy on the basis of this information, to be signed off by DPC.

Our analysis has two components: listening and discovery.

- Listening analyses will monitor the known elements of the conversation, for example, NADC, DPC or Australia Day Ambassador's accounts and Twitter handles, campaign hash tags)
- Exploratory analyses will broaden the known elements of the conversation, identifying important emerging themes, contributors or influencers (such as @BrisbaneCityQld) and use of other hash tags such as #StrayaDay, #OzDay #AussieAs)

Both analyses will incorporate qualitative and quantitative elements, including

- conversation volume and type of conversation, by channel, location and demographics (frequency analysis)
- conversation nature (discussion topics and themes), by channel, location and demographics (content analysis)
- conversation sentiment, by channel, location and demographics (sentiment analysis)
- conversation audience size and content shareability, by channel (reach/engagement analysis)

Figure 1 gives an example of how we will present the findings from the social listening analyses.

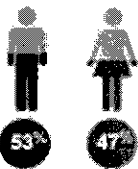
@australiaday (Australia Day)

826 Following, 2170 Followers, Authority 5
<http://www.australiaday.com.au>
 #AusDayNSW

Follower Statistics



Followers by Gender

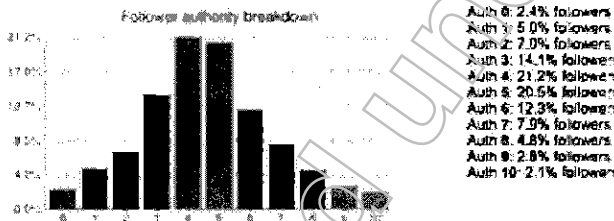


Word Cloud from Followers Bio



Export CSV

Followers by Authority (Average Authority: 4.6)



Most Authoritative Followers

High	Medium	Low
<p>@hootsuite HootSuite Following: 1,519,207 Followers: 2,214,304 Vancouver, Canada</p> <p>@NonstopPlanet Nonstop Planet Following: 809,804 Followers: 3,287,351 Everywhere, all the time</p> <p>@JulieGillard Julie Gillard Following: 101,007 Followers: 686,630 Australia</p> <p>@LuxuryTravelA Travel A Luxury Travel Blog Following: 411,314 Followers: 561,321 UK</p> <p>@Team1driftation Team1D Following: 412 Followers: 548,495 UK, USA</p> <p>@Pia.voluntaria Pianade Voluntarios</p>	<p>@EquiHarri Equi Harri Following: 19,660 Followers: 18,226 Universal Consciousness</p> <p>@OZTACIT OZTAC IT Following: 18,837 Followers: 12,952 Melbourne</p> <p>@SOCIALWEBPR PR & The Social Web Following: 12,812 Followers: 13,146 UK</p> <p>@JasKhanna Jas Khanna Following: 16,020 Followers: 13,102 United Kingdom</p> <p>@RooMotorsports Roo Motorsports Following: 454 Followers: 10,854 Salisbury NC</p> <p>@VinnRewards Vinn Rewards</p>	<p>@AndreMorek Andre Morek Following: 2,001 Followers: 435</p> <p>@AgriFood2025 AgriFood 2025 Following: 301 Followers: 284 Western Australia</p> <p>@TimBraddock Tim Braddock Following: 1,804 Followers: 370 Sydney</p> <p>@Corcoran3270 Cory Peters Following: 1,968 Followers: 266</p> <p>@AngelBravoAU Angel Bravo Following: 1,892 Followers: 201 Adelaide, Australia</p> <p>@TeamFennelSaver Team Fennel Saver</p>

Market research

We will use different methods to do the market research for Great Australia Bites and Australia Day at Work, however the survey instrument used will be the same for both events.

We suggest the following six survey questions.

1. Is this the first time you've participated in [event name]? (Yes/ no)
2. How did you hear about [event name]?
 - a. Radio/ television
 - b. Newspaper
 - c. Website
 - d. Social media
 - e. Friend or family member
 - f. Other
3. How satisfied are you with this event? [Likert scale]
4. What is your favourite Australia Day activity?
 - a. Food stalls
 - b. Fireworks
 - c. Breakfasts/ morning tea
 - d. Outdoor concerts
 - e. Ethnic/ Indigenous cultural displays
 - f. Sports competitions
 - g. Children's events
 - h. Motoring events
 - i. None of these
 - j. Other [Please specify]
5. What activities would you like to see in [Brisbane/ Port Douglas/ Airlie Beach] next year? [Open]
6. Demographics (Age/ gender/ postcode)

Great Australia Bites

We will survey a cross-section of Great Australia Bites attendees at all three locations. There is no target sample size, however the larger the sample size, the better. We will use paper-based surveys, delivered by event day volunteers. DPC is responsible for recruiting and training event day volunteers to administer the surveys, and for ensuring the survey responses are collected and returned to Multiplicite for data entry analysis.

We are exploring the possibility of using Twitter Mirrors as a survey anchor (that is, the mirror includes an electronic link to the survey).

Australia Day at Work

We will survey all of the workplaces registered for Australia Day at Work. The survey will be sent to the email address used to register the workplace—the Department is exploring whether there are any privacy issues to account for. The email survey will be developed using Survey Gizmo. We anticipate that the survey will be open for approximately two weeks after Australia Day and that one, targeted reminder will be sent to non-respondents to maximise the response rate.

We will perform frequency analysis on the quantitative data and thematic analysis of the qualitative data.

At the end of the stage, we'll deliver a summary presentation that draws on all the data sources for the project, and includes findings and recommendations to the EC, DPC.

KEY DATES FOR STAGE 3

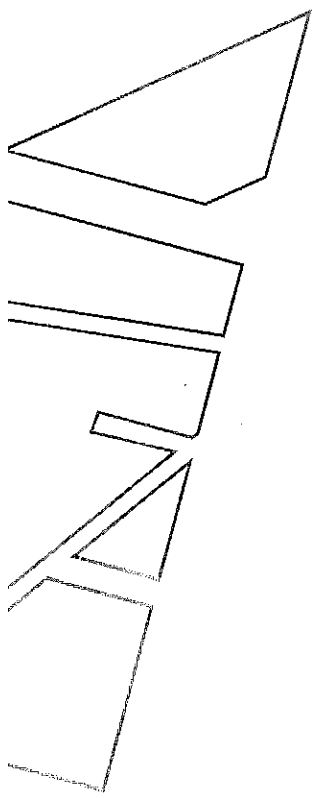
Activity	Timeframe
Develop social listening strategy	December 2015
Social listening analysis	January 2016
Market research	January 2016
DELIVERABLE: Summary presentation	February 2016

PROJECT MANAGEMENT

At the Department level, responsibility for managing the project is in the hands of Georgia Smith. Georgia has day-to-day responsibility for communicating with Multiplicité and for monitoring the project's progress according to the schedule specified in this project plan, and for meeting regularly with Multiplicité.

Dr Emily Verstege will manage the project for Multiplicité and will be the Department's contact for all day-to-day matters. It will be Emily's responsibility to communicate regularly with the Department by phone and email to summarise progress and to discuss any emerging risks and strategies for managing those. Mark Verstege is the Department's secondary contact. Our contact details are included below.

Name	Contact details
Emily Verstege <i>Project manager</i>	emily@multiplicite.com.au 0417619662
Mark Verstege <i>Team member</i>	mark@multiplicite.com.au 0403804218



Released under RMA

BACKGROUND

Multiplicité is working with the Events Coordination, Queensland Department of Premier and Cabinet (EC, DPC) to do a market research project exploring how Queenslanders engage and respond to its 2016 Australia Day events.

This document is our plan for the research project, including our detailed approach and methods as discussed at our start up meeting with Georgia Smith and Michelle Wybrew. It is an accountability document for both Multiplicité and the Department that will ensure the project is delivered on time and budget.

Australia Day celebrations in Queensland

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Official Australia day celebrations are programmed and delivered by state and territory bodies in alignment with the vision of the National Australia Day Council (NADC). The EC DPC is responsible for creating and delivering interactive, relevant, local and inclusive Australia Day events in Queensland.

Within the framework of the NADC Corporate Plan (2015–19) and its own DPC Strategic Plan (2015–19), the EC's programming sets out to fulfill four key objectives.

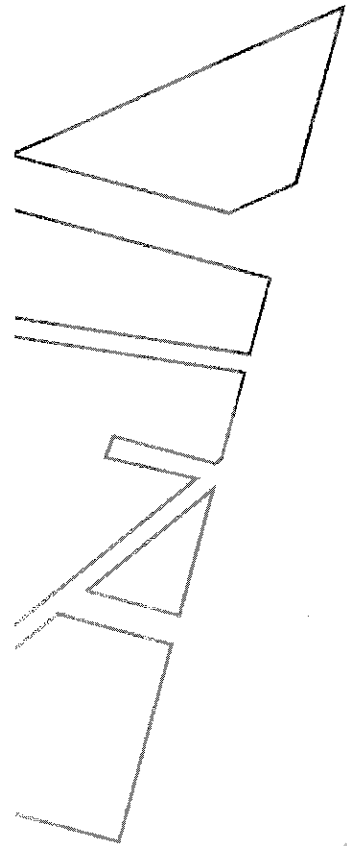
- 1. Innovation.** Exploring new solutions to maximise programming reach and efficiency.
- 2. Promotion.** Generating positive links between Australia Day events and the Queensland Government.

¹ National Australia Day Council, 2011

3. Coordination. Managing national events at the state level consistent with the NACD Framework.

4. Facilitation. Creating a discussion among Queenslanders about what it means to be Australian.

Queensland's 2016 Australia Day program includes three flagship events, described in Table 1.



Released under RTI - DPC

Table 1: Australia Day events in Queensland, 2016

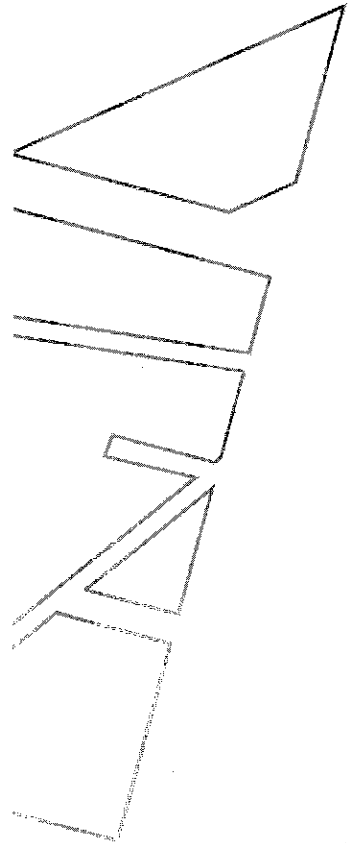
Great Australian Bites	Brisbane (Southbank)	Local restaurants run pop up food stalls; music and entertainment headlined by selected Queensland Australia Day Ambassadors. Regional events are partnership between DPC and regional councils. Focus on seasonal produce and 'paddock to plate' in 2016.
23-26 January	Port Douglas Airlie Beach	
Flag raising ceremony	Townsville	Held in partnership with Townsville City Council. There is some direct media promotion of this event in Townsville.
26 January		
Australia Day at Work	Statewide	A national event organised by NADC. Workplaces register their Australia Day celebrations through online portal and receive merchandise and game kits.
20-26 January		

The NADC is responsible for delivering and promoting national Australia Day events, including Australia Day at Work (see Table 1) and the Australian of the Year Awards. DPC is responsible for promoting NADC events in Queensland through a coordinated media (including social media) and content strategy, detailed in Table 2. DPC expects this campaign will begin on 4 January 2016.

Table 2: Event Coordination, Department of the Premier and Cabinet media schedule for Australia day events 2016

Twitter	#AustraliaDay (NADC)
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	#AustraliaDayQld (DPC) #CelebrateYourWay
Facebook	Animated advertising
Print, radio, television	Advertising through in-kind support from Fairfax, ABC, Nine



Released under RTI - DPC

METHODS

This section details our proposed approach and methods. Our methods are the same and those described in our proposal document, with additional detail and revised timeframes reflecting the delayed project start.

Purpose and scope

This **purpose** of the project is to explore how

- Queenslanders engage and respond to Australia Day events in 2016
- Other Australian and international jurisdictions celebrate their national days.

The research findings will influence the Queensland Department of Premier and Cabinet's Australia Day programming in 2017–18.

The **scope** of the project is limited to the Great Australia Bites and Australia Day at Work.

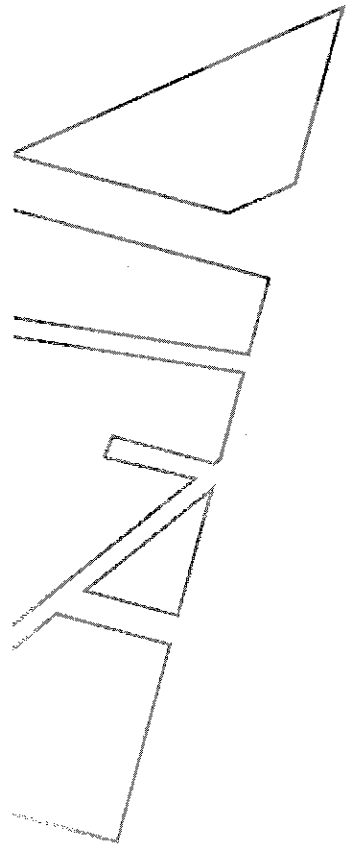
Research questions

The project will answer the following two research questions.

1. How do other cities and countries around the world deliver their national day celebrations, and how and to what extent is technology integrated with the activities?
2. How well do the Department's flagship Australia Day events reach and engage Queenslanders in 2016?
 - What is the general conversation around food on Australia Day?
 - How does public perceive the Great Australia Bites event? Specifically, what do people think about it being limited only to River Quay (compared with Southbank-wide event in previous years)? What is the impact on participate?

Stage 1: Scoping and planning

The purpose of this stage was to become familiar with the issues for the project through a start up meeting with EC, DPC. Stage 1 of the project is now complete; this project plan is the deliverable for the first stage.



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Stage 2: Desktop review

The purpose of this stage is to explore how Australian cities celebrate Australia Day, and how other countries celebrate their national days. We'll focus on the extent to which technology or other innovative engagement approaches are used. Our review will cover

- official celebrations similar to Australia Day (e.g. Bastille Day, Independence Day)
- unofficial celebrations or promotions that occur alongside official celebrations (e.g. Hottest 100 in Australia)

We will do the search online, with email or telephone follow up to key sources if required. We expect to develop a strategy to guide the search, including keywords such as civic engagement, digital marketing and event management together with the names of the events or official celebrations.

We expect it will be necessary to broaden the search to discover innovative approaches to event planning and management beyond civic celebrations. For example, use of social media to drive programming and participant engagement before and throughout large conferences, or events

We will present the results of this stage as five or six case studies. The case studies will document how and who was engaged (nature of promotion and technological integration), and will also explore multiculturalism and food as themes. It will highlight events that align with the DPC approach.

KEY DATES FOR STAGE 2

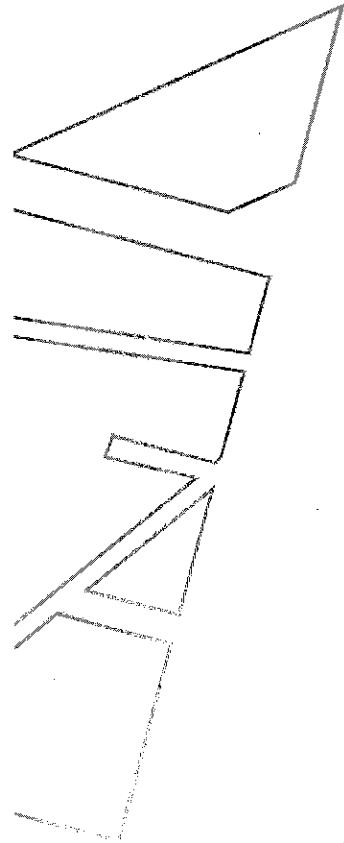
Conduct desktop research	Week beginning 30 November 2015
Deliver summary presentation	17 December 2015

Stage 3: Market and social research

The purpose of this stage is to answer key project questions about how the Department's flagship Australia Day events reach and engage Queenslanders. We will do this using two research methods.

Social listening

We will monitor social conversations (Twitter, Facebook, discussion boards, blogs and media) using an enterprise analysis tool, Synthesio.



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DPC is responsible for providing a list of official social media handles and keywords for DPC and event ambassadors (Facebook, Twitter). We will develop a listening strategy on the basis of this information, to be signed off by DPC.

Our analysis has two components: listening and discovery.

- Listening analyses will monitor the known elements of the conversation, for example, NADC, DPC or Australia Day Ambassador' s accounts and Twitter handles, campaign hash tags)
- Exploratory analyses will broaden the known elements of the conversation, identifying important emerging themes, contributors or influencers (such as @BrisbaneCityQld) and use of other hash tags such as #StrayaDay, #OzDay #AussieAs)

Both analyses will incorporate qualitative and quantitative elements, including

- conversation volume and type of conversation, by channel, location and demographics (frequency analysis)
- conversation nature (discussion topics and themes), by channel, location and demographics (content analysis)
- conversation sentiment, by channel, location and demographics (sentiment analysis)
- conversation audience size and content shareability, by channel (reach/ engagement analysis)

Figure 1 gives an example of how we will present the findings from the social listening analyses.

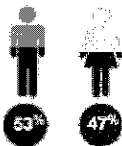
@australiaday (Australia Day)

826 Following, 2170 Followers, Authority 6
<http://www.australiaday.com.au>
 #AusDayNSW

Follower Statistics



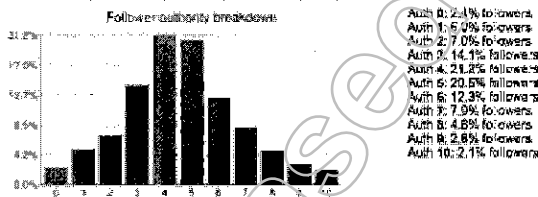
Followers by Gender



Word Cloud from Followers Bio



Followers by Authority (Average Authority: 4.6)



Most Authoritative Followers

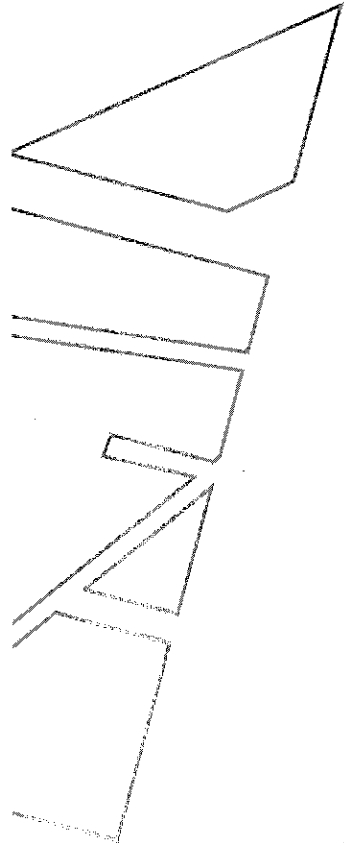
High	Medium	Low
<p>@hootsuite Hootsuite Following: 1,579,257 Followers: 7,274,304 Vancouver, Canada</p> <p>@onetravel Lonely Planet Following: 858,984 Followers: 3,287,331 Everywhere, all the time</p> <p>@bellaGillard Bella G. Art Following: 491,007 Followers: 686,810 Adelaide</p> <p>@luxurytravel A Luxury Travel Blog Following: 411,314 Followers: 561,321 UK</p> <p>@Team_Instruction Team:ID Following: 412 Followers: 548,495 UK, USA</p> <p>#BPL volunteerin Brisbane Volunteerin</p>	<p>@EquiHarr EquiHarr with with</p> <p>@SOZTAC IT SOZTAC IT Following: 16,897 Followers: 17,982 Melbourne</p> <p>@SOCIALWEBPR PR & The Social Web Following: 12,812 Followers: 13,146 UK</p> <p>@JasKierins Jas Kierins Following: 15,820 Followers: 13,192 United Kingdom</p> <p>@RoM Motorsports RoM Motorsports Following: 454 Followers: 19,854 Salisbury, NC</p> <p>@MimRozards Mim Rozards with</p>	<p>@AndrzejMarek Andrzej Marek Following: 2,001 Followers: 435</p> <p>@Agnieszka2025 Agnieszka 2025 Following: 361 Followers: 284 Western Australia</p> <p>@Tim_Bradnick Tim Bradnick Following: 1,804 Followers: 279 Sydney</p> <p>@corabroncos2779 Corey Peters Following: 1,968 Followers: 266</p> <p>@AngelBrazoAU Angel Bazo Following: 1,882 Followers: 261 Adelaide, Australia</p> <p>@TeamEnterprise Team Enterprise Support</p>

Market research

We will use different methods to do the market research for Great Australia Bites and Australia Day at Work, however the survey instrument used will be the same for both events. EC DPC are currently exploring whether the NADC is running event surveys and, if so, how we could best align the two research projects. Assuming the two research projects do not overlap, we suggest the following seven survey questions.

1. Who do you usually celebrate Australia Day with? [Select all that apply]
 - a. Don' t usually celebrate
 - b. Friends
 - c. Family
 - d. Work mates
2. Who did you come to the event with today? (*Great Australia Bites only) [Select all that apply]
 - a. Came alone
 - b. Friends
 - c. Family
 - d. Work mates
3. Is this the first time you' ve participated in [event name]? (Yes/ no)
4. How did you hear about [event name]?
 - a. Radio/ television
 - b. Newspaper
 - c. Website
 - d. Social media

- e. Friend or family member
 - f. Other
5. How satisfied are you with this event? [Likert scale]
6. What is your favourite Australia Day activity?
- a. Food stalls
 - b. Fireworks
 - c. Breakfasts/ morning tea
 - d. Outdoor concerts
 - e. Ethnic/ Indigenous cultural displays
 - f. Sports competitions
 - g. Children' s events
 - h. Motoring events
 - i. None of these
 - j. Other [Please specify]
7. What activities would you like to see in [Brisbane/ Port Douglas/ Airlie Beach] next year? [Open]
8. Demographics (Age/ gender/ postcode)
9. Email address (If entering prize draw)



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Great Australia Bites

We will survey a cross-section of Great Australia Bites attendees at all three locations. There is no target sample size, however the larger the sample size, the better. We will use electronic surveys on iPads, delivered by event day volunteers. DPC is responsible for recruiting and training event day volunteers to administer the surveys and for making the survey responses available to Multiplicité.

We are exploring the possibility of using Twitter Mirrors as a survey anchor (that is, the mirror includes an electronic link to the survey).

Australia Day at Work

We will survey all of the workplaces registered for Australia Day at Work. The survey will be sent to the email address used to register the workplace—the Department is exploring whether there are any privacy issues to account for. The email survey will be developed using Survey Gizmo. We anticipate that the survey will be open for approximately two weeks after Australia Day and that one, targeted reminder will be sent to non-respondents to maximise the response rate.

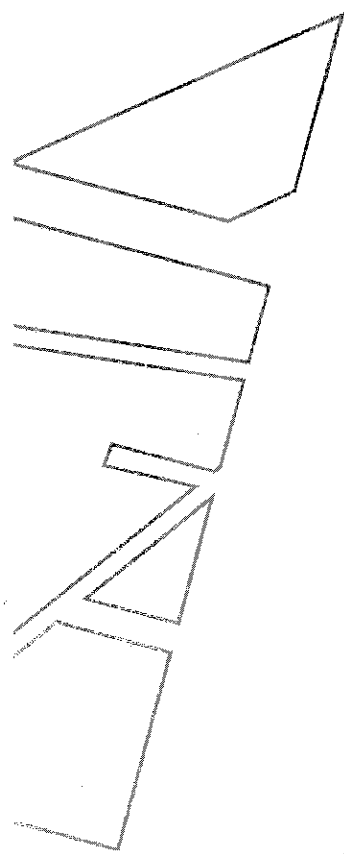
We will perform frequency analysis on the quantitative data and thematic analysis of the qualitative data.

At the end of the stage, we' ll deliver a summary presentation that draws on all the data sources for the project, and includes findings and recommendations to the EC, DPC.

KEY DATES FOR STAGE 3



Develop social listening strategy	December 2015
Social listening analysis	January 2016
Market research	January 2016
DELIVERABLE: Summary presentation	11 February 2016



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PROJECT MANAGEMENT

At the Department level, responsibility for managing the project is in the hands of Georgia Smith. Georgia has day-to-day responsibility for communicating with Multiplicité and for monitoring the project's progress according to the schedule specified in this project plan, and for meeting regularly with Multiplicité.

Dr Emily Verstege will manage the project for Multiplicité and will be the Department's contact for all day-to-day matters. It will be Emily's responsibility to communicate regularly with the Department by phone and email to summarise progress and to discuss any emerging risks and strategies for managing those. Mark Verstege is the Department's secondary contact. Our contact details are included below.

Emily Verstege <i>Project manager</i>	emily@multiplicite.com.au 0417619662
Mark Verstege <i>Team member</i>	mark@multiplicite.com.au 0403804218

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Schedule 5 – SOA Order details (Project Brief)

A Contract is created when the Supplier and Customer agree the commercial details relevant to the Contract using the SOA Order, in accordance with this Schedule 5. This Schedule contains an example of an SOA Order that the Supplier and Customer might use. Alternatively, the parties may describe in this Schedule the process for Customers placing an SOA Order. The SOA Order is part of the Contract.

The details identified below are the only details that the Supplier and Customer can change as part of the Contract. The details in an SOA Order relate only to the particular Contract for which they are agreed. Nothing in an SOA Order can modify the SOA Details or affect any other Contracts that may be agreed under the same SOA. The Customer will complete and submit the SOA Order.

SOA Order (Project Brief):

The SOA Order contains important commercial information. The example SOA Order form below represents a project brief form that can be used by Customers to engage a Supplier to provide Services.

SOA Order Form - Project Brief Details	
<p>Customer details <i>The State of Queensland acting through the Department of the Premier and Cabinet</i></p>	<p>Name: Events Coordination, Department of the Premier and Cabinet</p> <p>ABN or ACN: 65 959 415 158</p> <p>Street address: Executive Building, Floor 2, 100 George Street Brisbane</p> <p>Postal address: Executive Building, Floor 2, 100 George Street Brisbane</p> <p>Contact person: Georgia Smith</p> <p>Position: A/Events Manager</p> <p>Email: georgia.smith@premiers.qld.gov.au</p> <p>All notices and other communications relating to the Contract are to be sent to the Customer at the details set out in this item, or any updated details that the Customer provides to the Supplier in writing.</p>
<p>Customer Requirements</p>	<p>The project includes the following three phases:</p> <ol style="list-style-type: none"> 1. Research approaches to Australian (and international) national day/civic celebrations to understand what approaches work, for whom and in what context. 2. Gather community feedback (in person, social listening or other methods) on 2016 Australia Day celebrations in Queensland to understand how well events meet community expectations and identify relevant gaps. 3. Evaluate 2017 Australia Day celebrations in Queensland to update data on how well current events meet community expectations and identify relevant gaps.
<p>Contract term</p>	<p>This is the period of the individual Contract, when the Supplier must provide the Goods or Services:</p> <p>Start date: Late October 2015</p> <p>End date: Late March 2016</p>

SOA Order Form - Project Brief Details

Customer Inputs	To assist the Supplier in obtaining feedback, Events Coordination will facilitate access to the community through the 2016 Australia Day events (delivered by the Queensland Government) being held throughout Queensland.
Key Personnel (Services only)	N/A
Time for performance (Services only)	Service period: October 2015 – March 2016
Project Budget – Please indicate if this is a limited budget	<p>The total Price payable under the Contract must be calculated in accordance with the pricing in the SOA Details.</p> <p>Total project budget is limited to \$30,000 excluding GST.</p>
Payment milestones	<p>The Supplier may invoice the Customer at the frequency, or after successful achievement of the milestones, as follows:</p> <ul style="list-style-type: none"> • completion of project phase one • completion of project phase two • completion of project phase three <p>The Supplier is to set out the timetable for payments (either frequency or linked to milestones), the amount of each payment and the Deliverables that the payments relate to.</p>
Contract governance requirements	N/A
Project Name	Australia Day Market Research
Background	<p>The project aims to understand how well the Queensland Government's current program of Australia Day events meet the needs and interests of Queenslanders, identify any relevant gaps and provide recommendations for programming Australia Day activities in 2017.</p> <p>In 2011 the NADC conducted research on Australians attitude to Australia Day. Below are some of the relevant findings:</p> <ul style="list-style-type: none"> • Australia Day is the commemoration of the birth of Australia, but also an opportunity for people (Australian and non Australian) to feel or become part of the country. These two elements have been identified by this study as the main reasons behind the importance of Australia Day. • Australia Day is widely considered to be Australia's most important national celebration, mentioned spontaneously by 81 per cent, and 93 per cent when prompted. 7 per cent did not see Australia Day as an important celebration. • in 2001 participation in organised Australia Day events was 14-15 per cent. The study reported that estimates for participation over 2010 and 2011 were 27 per cent and 22 per cent respectively. • the majority of respondents celebrated Australia Day in their own suburb/metropolitan area (50 per cent) or own town/region (24 per cent), with a small minority opting for another suburb (13 per cent).

SOA Order Form - Project Brief Details

	<ul style="list-style-type: none"> historical participation data suggests that some of the many events presented in communities across Australia are: fireworks (48 per cent), food stalls (27 per cent), breakfasts and morning tea (22 per cent) and outdoor concerts (22 per cent). this study revealed a considerable potential demand for a wide range of activities, including food stalls (34 per cent), concerts (33 per cent), art exhibitions (27 per cent), breakfasts and morning tea (28 per cent), fireworks (23 per cent), ethnic and Indigenous cultural displays (19 per cent each), sports competitions (18 per cent), children's events (18 per cent) and motoring events (15 per cent). 15 per cent of respondents were not interested in Australia Day events. <p>These findings have been taken into consideration in planning for recent Australia Day events.</p>
<p>Objectives</p>	<p>The overall objective of this project is to provide informed recommendations for programming Australia Day activities in 2017 based on in depth research conducted with a cross section of the Queensland population.</p> <p>Recommendations should take into account the overall Australia Day objectives, which include:</p> <ul style="list-style-type: none"> continue to increase the regional focus and participation in Australia Day activities create an opportunity and offer engaging, interactive and relevant events to Queenslanders related to Australia Day, and its themes in collaboration with the NADC Network, create and offer engaging, interactive and relevant online tools in collaboration with the NADC, to encourage involvement in Australia Day create a discussion amongst Queenslanders about what it means to be Australian act as the facilitator for councils and third parties in promoting their Australia Day activities offer events and activities with an inclusive approach recognising Australia's diverse background promote a positive link between Australia Day activities and the Queensland Government manage national events at a state level to participate in the Australia Day framework managed by the National Australia Day Council innovative solutions to deliver quality programs within restricted budgets.
<p>Geographic Areas</p>	<p>All of Queensland – metropolitan, regional and rural.</p>
<p>Target Audience</p>	<p>18-60 years, male and female, Queensland residents</p>
<p>Project Performance</p>	<p>The following items will be required in conclusion of the project:</p> <ul style="list-style-type: none"> a detailed report with key recommendations, verbatim quotes and a breakdown of feedback results. a full presentation to members of the Events Coordination team with an explanation of the key findings and recommendations included in the report.

Both parties are required to sign the final brief before commencement of a market research project. Please ensure that departmental procurement policy are adhered to in relation to 'Delegation of Authority'.

Authorisations	Signature
Government representative Name: Position: Date:	
Supplier representative Name: Position: Date:	

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2016–18 Australia Day strategic plan

Australia Day

Australia Day is a day when Australians come together with friends or with the wider community to celebrate what's great about Australia and being Australian. It's the day to reflect on what we have achieved and what we can be proud of in our great nation. It's the day for us to re-commit to making Australia an even better place for the future.

On Australia Day, the National Australia Day Council (NADC) reports that over half of the population either attend an organised community event, or get together with family and friends with the intention of celebrating our national day. For many, Australia Day is more than barbecues and fireworks. It is also an opportunity to learn about and celebrate our history.

At its core, Australia Day is driven by communities, and the celebrations held in each town, suburb or city – unified by the celebration of what's great about Australia and being Australian – are the foundation of its ongoing success.

Background research

In 2011 the NADC conducted research on Australians attitude to Australia Day. Below are some of the relevant findings:

- Australia Day is the commemoration of the birth of Australia, but also an opportunity for people (Australian and non Australian) to feel or become part of the country. These two elements have been identified by this study as the main reasons behind the importance of Australia Day.
- Australia Day is widely considered to be Australia's most important national celebration, mentioned spontaneously by 81 per cent, and 93 per cent when prompted. 7 per cent did not see Australia Day as an important celebration.
- In 2001 participation in organised Australia Day events was 14-15 per cent. The study reported that estimates for participation over 2010 and 2011 were 27 per cent and 22 per cent respectively.
- The majority of respondents celebrated Australia Day in their own suburb/metropolitan area (50 per cent) or own town/region (24 per cent), with a small minority opting for another suburb (13 per cent).
- Historical participation data suggests that some of the many events presented in communities across Australia are: fireworks (48 per cent), food stalls (27 per cent), breakfasts and morning tea (22 per cent) and outdoor concerts (22 per cent).
- This study revealed a considerable potential demand for a wide range of activities, including food stalls (34 per cent), concerts (33 per cent), art exhibitions (27 per cent), breakfasts and morning tea (28 per cent), fireworks (23 per cent), ethnic and Indigenous cultural displays (19 per cent each), sports competitions (18 per cent), children's events (18 per cent) and motoring events (15 per cent). 15 per cent of respondents were not interested in Australia Day events.

These findings have been taken into consideration in planning for recent Australia Day Events.

Events Coordination (EC), Department of the Premier and Cabinet (DPC) will actively investigate opportunities to conduct targeted market research with a cross section of the Queensland population around community engagement, program elements and attitudinal feedback on Australia Day, to influence programming throughout 2017–18.

The results of this feedback will assist with gaining insights into the ways Queenslanders currently celebrate the national day, as well as gaining recommendations for public participation and partnerships for government.

Research will also include an analysis of other national day celebrations delivered by other cities throughout Australia, and the rest of the world.

Objectives for involvement in Australia Day

NADC provides an overarching vision for Australia Day. This vision is implemented and tailored to each state and territory through the expert local knowledge of the state and territory organisations.

NADC provides grants to states and territories to ensure equal participation nationwide. In 2015 the NADC provided a grant of \$89 000 (GST exclusive) to the Queensland Government for Australia Day celebrations.

In addition to this grant, the Queensland Government has traditionally provided funding to further assist in the facilitation and delivery of Australia Day events across the state. In 2015 this funding amounted to \$255 000 (GST exclusive).

EC also seeks cash and in-kind sponsorship for events, and NADC manage national sponsors for support of their respective national programs. This is to deliver a statewide program inclusive of all options, resources and marketing.

EC will seek to achieve the following through the Australia Day activities in 2016 –2018:

- continue to increase the regional focus and participation in Australia Day activities
- create an opportunity and offer engaging, interactive and relevant events to Queenslanders related to Australia Day, and its themes
- in collaboration with the NADC Network, create and offer engaging, interactive and relevant online tools in collaboration with the NADC, to encourage involvement in Australia Day
- create a discussion amongst Queenslanders about what it means to be Australian
- act as the facilitator for councils and third parties in promoting their Australia Day activities
- offer events and activities with an inclusive approach recognising Australia's diverse background
- promote a positive link between Australia Day activities and the Queensland Government
- manage national events at a state level to participate in the Australia Day framework managed by the National Australia Day Council
- innovative solutions to deliver quality programs within restricted budgets.

The provision for offering historical and educational information on Australia Day is managed by the NADC and is available on the Australia Day homepage.

Released under RTI - DPC

Meeting minutes

Australia Day – market research project



Date: Thursday, 19/11/2015

Present: Mark Verstege (Mutliplicité), Emily Verstege (Multiplicité), Georgia Smith (DPC), Michelle Wybrew (DPC)

Agenda

1. Overview of DPC's current progress to date for Australia Day 2016
2. Agree on Multiplicité's methods and approach to:
 - a. Desktop research
 - b. Social listening
 - c. Market day research surveys
3. Confirm key research questions
4. Next steps

Actions

Who	What
DPC	<ul style="list-style-type: none">- Will confirm if surveys/polls can be coordinated for Australia Day @ Work events through website (e.g. Survey Gizmo)- Provide campaign schedule and communication plan- Social media handles for DPC and event ambassadors (Facebook, Twitter, Instagram)- Look into potential privacy issues surrounding use of the Australia Day @ Work registration database for survey mail out- See if M+ can access NADC's direct contacts with Facebook and Twitter to assist with polls- Resource survey collection volunteers for Great Australian Bites
Multiplicité	<ul style="list-style-type: none">- Provide a project plan with key deliverable dates

- and survey questions for DPC sign-off
- Commence work on desktop research

Minutes

Background on Australia Day events, 2016

1. Great Australian Bites

This will be the flagship event and predominant focus of the research project. Now in its third year, the event is a family-focused and non-ticketed. It will be held in three locations.

- **Brisbane (Southbank, River Quay)** from Saturday 23 January to Tuesday 26 January 2016. Both daytime and evening activities are planned on 25 and 26 January. It is delivered in partnership with four local restaurants, which offer tasting plates of food. The type of food served is driven by participating restaurants. In 2016, there will be a producer element, with a focus on sourcing local good quality ingredients. There will be workshops and provider stalls
- **Airlie Beach** on 26 January only. DPC and regional council co-sponsoring the event.
- **Port Douglas** on 26 January only. DPC and Douglas Regional council are co-sponsoring the event; the Council has engaged a local supplier to deliver the event in Port Douglas.

2. Flag raising ceremony

Held on 26 January only in Townsville, in partnership with Townsville City Council. There is some direct media promotion of this event in Townsville.

3. Australia Day at Work

This is a national event, organised by the NADC. Workplaces register their Australia Day celebration and receive a merchandise kit and decorations for their store.

4. Australia Day Ambassadors

Each year, the NADC selects prominent Australians as Ambassadors. There are approximately 50 Queensland Ambassadors for 2016, who will attend approximately 40 events on Australia Day. Three Ambassadors

will be involved in the Great Australia Bites events.

- Georgia Barnes (Brisabne)
- Emi Kamada and Marie Yokoyama (Airlie Beach)
- Alison Alexander (Port Douglas)

DPC is talking directly with Queensland event ambassadors. There is an expectation they will use their social media accounts to promote events in the weeks before Australia Day.

Media and content strategy

DPC has a media (including social media) and content strategy, which is currently awaiting signoff. Assuming no delay to signoff, the media and content strategy will begin from 4 January 2016. DPC will forward campaign schedule and communications plan to Multiplicité.

NADC haven't shared their national campaign schedule, but DPC will forward to Multiplicité when it is released.

Twitter

- #AustraliaDay (NADC)
- #AustraliaDayOld (DPC, QLD)
- #CelebrateYourWay (NADC)

Facebook

DPC will be engaging through Facebook with animated advert

Print and television

NADC will be promoting Australia Day/ events through in-kind media partnerships:

- Fairfax
- ABC
- Nine or Seven (?)

Research questions

Desktop research.

Multiplicité agreed to deliver the desktop research as five or six case studies. The case studies will document how and who was engaged (nature of promotion and technological integration), and will also explore multiculturalism and food as themes. It will highlight events that align with the DPC approach.

Social and market research

- What is the general conversation around food on Australia Day and Australia Day at Work?
- How does public perceive the Great Australia Bites event? Specifically, what do people think about it being limited only to River Quay (compared with Southbank-wide event in previous years)? What is the impact on participate?
- What level of discussion/ nature of conversation does announcement of the Australian of the year generate?

Social and market research methods

DPC and Multiplicité agreed to focus market research only on Great Australia Bites and Australia Day at Work.

Great Australia Bites

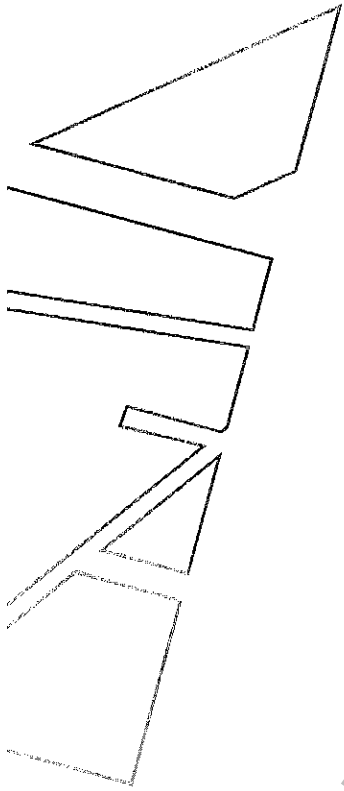
Surveying public at Great Australia Bites can be done in two ways:

- Paper-based surveys delivered by volunteers. DPC will ensure volunteers available for this role.
- Twitter Mirrors. These were a success at events in 2015. DPC/ Multiplicité will explore the possibility of using these as survey anchor (e.g. electronic link to survey on mirror)

Australia Day at Work

Workplaces register to participate using a website; email addresses are collected as part of the registration process. DPC will explore the possibility of sending the survey to registered participants, and embedding the survey link on the website.

Released under RTI - DPC



Meeting minutes

Australia Day – market research

project

Date: Thursday, 19/11/2015

Present: Mark Verstege (Mutliplicité), Emily Verstege (Multiplicité),
Georgia Smith (DPC), Michelle Wybrew (DPC)

Agenda

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 - a. Desktop research
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 - c. Market day research surveys
3. Confirm key research questions
4. Next steps

Actions

Who	What
-----	------

- | | |
|-----|---|
| DPC | <ul style="list-style-type: none">- Provide campaign schedule and communication plan (DPC and NADC) [In progress]- Social media handles for DPC and event ambassadors (Facebook, Twitter, Instagram) [In progress]- Look into potential privacy issues surrounding use of the Australia Day @ Work registration database for survey mail out [Done. This is possible] |
|-----|---|

- See if M+ can access NADC' s direct contacts with Facebook and Twitter to assist with polls [Will not proceed with this research method]
- Resource survey collection volunteers for Great Australian Bites [In progress]

-
- Multiplicité
- Provide a project plan with key deliverable dates and survey questions for DPC sign-off [Done, this document]
 - Commence work on desktop research [In progress]

Minutes

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- Port Douglas on 26 January only. DPC and Douglas Regional council are co-sponsoring the event; the Council has engaged a local supplier to deliver the event in Port Douglas.

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Twitter

- #AustraliaDay (NADC)
- #AustraliaDayQld (DPC, QLD)
- #CelebrateYourWay (NADC)

Facebook

DPC will be engaging through Facebook with animated advert

Print and television

NADC will be promoting Australia Day/ events through in-kind media partnerships:

- Fairfax
- ABC
- Nine or Seven (?)

Research questions

Desktop research.

Multiplicité agreed to deliver the desktop research as five or six case studies. The case studies will document how and who was engaged (nature of promotion and technological integration), and will also explore multiculturalism and food as themes. It will highlight events that align with the DPC approach.

Social and market research

- What is the general conversation around food on Australia Day?
- How does public perceive the Great Australia Bites event? Specifically, what do people think about it being limited only to River Quay (compared with Southbank-wide event in previous years)? What is the impact on participate?

Social and market research methods

DPC and Multiplicité agreed to focus market research only on Great Australia Bites and Australia Day at Work.

Great Australia Bites

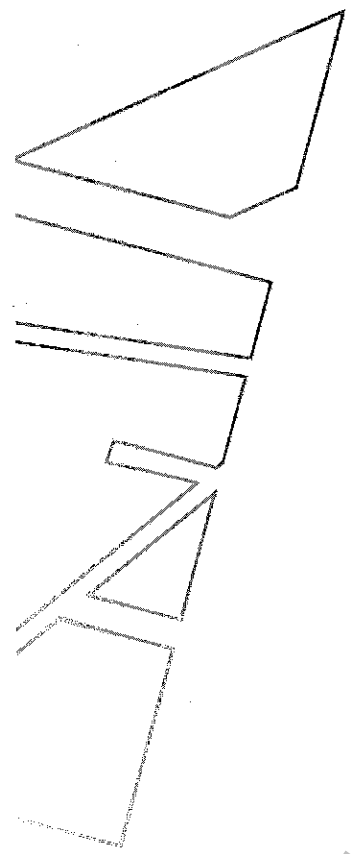
Surveying public at Great Australia Bites can be done in two ways:

- Electronic (iPad) surveys delivered by volunteers. DPC will ensure volunteers available for this role and will have iPads available for use.
- Twitter Mirrors. These were a success at events in 2015. DPC/ Multiplicité will explore the possibility of using these as survey anchor (e.g. electronic link to survey on mirror)

Australia Day at Work

Workplaces register to participate using a website; email addresses are collected as part of the registration process.

Multiplicité (through DPC) will be able to email registrants using email addresses in this database.



Released under RTI - DPC

Lucas Clarke

From: Georgia Smith
Sent: Thursday, 28 January 2016 4:09 PM
To: Michelle Wybrev; Renaye Kelis
Subject: FW: Australia Day research update
Attachments: Australia Day research project preliminary social media update.pdf

FYI below and attached.



Queensland
Government

Georgia Smith

Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Emily Verstege [mailto:emily@multiplicite.com.au]
Sent: Thursday, 28 January 2016 3:35 PM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>; Mark Verstege <mark@multiplicite.com.au>
Subject: Australia Day research update

Hi Georgia,

Trust you're well and recovered after all the Australia Day planning and festivities.

Please find attached a really high level summary of the social listening analysis to date. Note that we're continuing to see some social media activity and will continue our monitoring until the end of this week (31/1). The analysis we go onto provide will be much deeper and nuanced: this is just to reassure you that we're onto the analysis.

We look forward to receiving the survey data collected from the Bites events: ideally this would be as a .CSV spreadsheet rather than the aggregate reporting that Survey Monkey generates. I can talk you and your team through that if required.

We expect the analysis of both data sources will take about 7 days, and pulling our report together will take a few more days after that. When do you finish work and when would be best for us to present our findings?

Thanks,
Emily

Australia Day research project – Social media snapshot

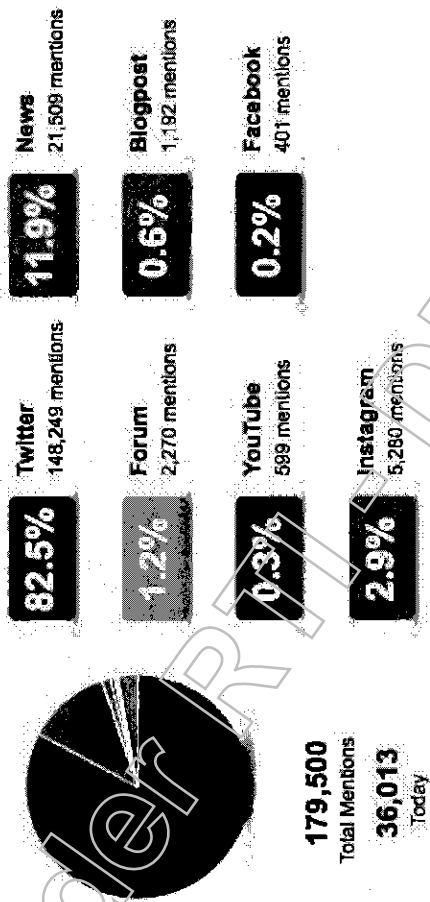
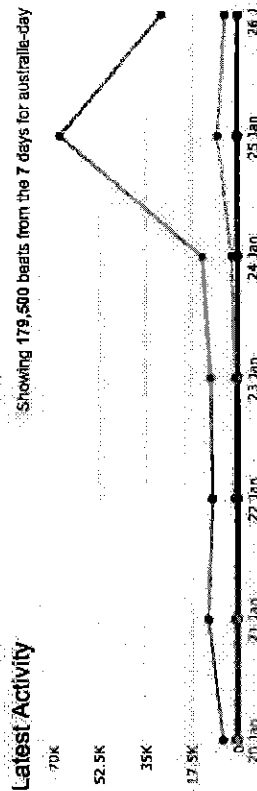
Released under RTI - DPC



Innovation driven by evidence

Snapshot

- 180,000 tweets and 5,280 Instagram posts (7 days)
- Still significant activity worth monitoring until week's end



179,500
Total Mentions

36,013
Today

Sentiment

21% positive
+ve 37,286 mentions

5% negative
-ve 8,115 mentions



Innovation driven by evidence

Next steps

- We will continue monitoring until January 31st before performing an in-depth analysis.



Lucas Clarke

From: Georgia Smith
Sent: Friday, 29 January 2016 9:55 AM
To: Renaye Kelis; Michelle Wybrew
Subject: FW: Australia Day research update
Attachments: image002.png; image002.png

Hi ladies

Do you have availability the week of 15 February to have the final meeting with Multiplicite?

They have advised our survey result sample is quite small. I'm a little annoyed by this as they provided the questions and advised they only needed at least four surveys completed per day.

They'll therefore be spending more time on social listening to inform their analysis.

Georgia



**Queensland
Government**

Georgia Smith

Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Emily Verstege [mailto:emily@multiplicite.com.au]
Sent: Friday, 29 January 2016 9:40 AM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>; Emily Verstege <emily@multiplicite.com.au>
Cc: Mark Verstege <mark@multiplicite.com.au>
Subject: Re: Australia Day research update

Hi Georgia,

Thanks for sending the survey results through. The sample size is quite small, so analysis can only be descriptive (proportions, frequencies), which Survey Monkey should be able to output for you. I think our time would be better spent digging deeply into the social listening. How does this sit with you?

Yes, we're happy with presenting in the WB 15th February. Thursdays seem to work well for your team, so would Thursday 18th February work OK for you?

Thanks,
Emily

On Thu, 28 Jan 2016 at 16:08 Georgia Smith <Georgia.Smith@premiers.qld.gov.au> wrote:

Hi Emily

Thanks for your email, and the analysis to date. Almost recovered from what has been a rather large five days.

I've attached the survey results in excel format, is this suitable?

My last day in the office will be Friday 19 February. If we aim for the week of the 15 February for you to present your findings, will that give you enough time to pull it all together?

Kind regards

Georgia

Georgia Smith

Events Manager, Events Coordination

Strategic Engagement and Protocol

Department of the Premier and Cabinet

P 07 3003 9119 M

Executive Building, Level 2, 100 George Street, Brisbane QLD 4000

PO Box 15185, City East, QLD 4002

From: Emily Verstege [mailto:emily@multiplicite.com.au]

Sent: Thursday, 28 January 2016 3:35 PM

To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>; Mark Verstege <mark@multiplicite.com.au>

Subject: Australia Day research update

Hi Georgia,

Trust you're well and recovered after all the Australia Day planning and festivities.

Please find attached a really high level summary of the social listening analysis to date. Note that we're continuing to see some social media activity and will continue our monitoring until the end of this week (31/1). The analysis we go onto provide will be much deeper and nuanced: this is just to reassure you that we're onto the analysis.

We look forward to receiving the survey data collected from the Bites events: ideally this would be as a .CSV spreadsheet rather than the aggregate reporting that Survey Monkey generates. I can talk you and your team through that if required.

We expect the analysis of both data sources will take about 7 days, and pulling our report together will take a few more days after that. When do you finish work and when would be best for us to present our findings?

Thanks,

Emily

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Lucas Clarke

From: Georgia Smith
Sent: Wednesday, 17 February 2016 9:29 AM
To: Renaye Kelis
Subject: FW: Follow up from yesterday

FYI below update from Multiplicite.

I don't feel comfortable sending this to Michelle, as I feel it will offend her efforts.

Do you have any positive or negative feedback on the project?

Georgia



Queensland
Government

Georgia Smith

Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Emily Verstege [mailto:emily@multiplicite.com.au]
Sent: Tuesday, 16 February 2016 3:25 PM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: Follow up from yesterday

Hi Georgia,

Just letting you know that we've re-run the social analysis to ensure we are picking up the hard work Michelle and Elise and their teams did according to the Marketing and Comms schedules. There is additional activity on Facebook and Twitter, as Michelle advised, although the volume is relatively low and the points we raised yesterday about reach and engagement still stand.

We will update the report by tomorrow, but just wanted to advise so you in advance so you have all you need going into your meetings tomorrow.

Are you happy for me to raise the final invoice so you can get that locked in for processing before you finish up this Friday? Or would you prefer to wait for the final version of the report? I'm happy with either - just let me know if there is another contact I should CC in case I need to follow up after Friday.

As part of our project closure process, I want to offer the opportunity for you or your team to provide feedback on the project - positive or negative. We are always learning and if there is a way we can improve, we would love to.

It's been our pleasure working on this piece with you.

Kind regards,
Emily

DIRECTOR-GENERAL'S BRIEFING NOTE

Strategy and Engagement

Tracking Folder No. TF/15/23299

Document No. DOC/15/212479

To: Director-General
Date:
Subject: Engagement of suppliers to undertake a market research activity and public relations campaigns

Approved / Not Approved / Noted

Addressee

Date/...../.....

• RECOMMENDATION

It is recommended that you

- note the engagement of Multiplicite at a total cost of \$29 500 (excluding GST) to conduct market research around attitudes to activities celebrating Australia Day
- note the engagement of P4 Group at a total cost of \$50 000 (excluding GST) to undertake public relations campaigns for the 2016 Australia Day, Queensland Week and Queensland Reconciliation Awards programs.

• KEY ISSUES

- Approval was provided by the Premier to engage a market research company for an Australia Day project (**Attachment 1** – TF/15/8436).
- This market research project will look at a cross-section of the Queensland population and their attitudes to activities celebrating Australia Day. The aim is to use these findings to influence programming and messaging for 2017 and beyond.
- Three suppliers were approached to quote for this project. Multiplicite was the successful tender as they demonstrated the most experience in delivering similar projects and a suitable plan was outlined.
- Approval was provided previously by you to engage a public relations agency to manage promotional and media activity for the 2016 Australia Day, Queensland Week and Queensland Reconciliation Awards programs (**Attachment 2** - TF/15/17021).
- Three suppliers were approached to quote for this body of work. P4 Group's proposal was chosen as the successful tender because it was the most creative while still being attainable and value for money.

• CONSULTATION

- Procurement Services; Department of the Premier and Cabinet; Department of Housing and Public Works.

• BACKGROUND

- Budgets for market research and public relations are covered under existing project allocations.

Comments

Sarah Buckler
Acting Deputy Director-General

DIRECTOR-GENERAL'S BRIEFING NOTE
Strategy and Engagement

Tracking Folder No. TF/15/23299

Document No. DOC/15/212479

To: Director-General
Date: 18 Dec 2015
Subject: Engagement of suppliers to undertake a market research activity and public relations campaigns

Approved / Not Approved / Noted

Addressee

Date

18/12/15

• **RECOMMENDATION**

It is recommended that you:

- note the engagement of Multiplicite at a total cost of \$29 500 (excluding GST) to conduct market research around attitudes to activities celebrating Australia Day
- note the engagement of P4 Group at a total cost of \$50 000 (excluding GST) to undertake public relations campaigns for the 2016 Australia Day, Queensland Week and Queensland Reconciliation Awards programs

• **KEY ISSUES**

- Approval was provided by the Premier to engage a market research company for an Australia Day project (Attachment 1 – TF/15/8436)
- This market research project will look at a cross-section of the Queensland population and their attitudes to activities celebrating Australia Day. The aim is to use these findings to influence programming and messaging for 2017 and beyond.
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• **CONSULTATION**

- Procurement Services, Department of the Premier and Cabinet; Department of Housing and Public Works.

• **BACKGROUND**

- Budgets for market research and public relations are covered under existing project allocations.



Sarah Buckler
Acting Deputy Director-General

Comments

Action Officer: Georgia Smith
Area: Events Coordination
Telephone: 3003 9119

Approvals by Director / ED / DDG documented
in notes in TRIM

Lucas Clarke

From: Mandy Marquis
Sent: Thursday, 29 September 2016 8:37 AM
To: Lucas Clarke
Subject: FW: Requisition for Services - Multiplicite Pty Ltd
Attachments: Scan-to-Me from p209684.premiers.qld.gov.au 2015-11-13 113355.pdf

Importance: High

From: purchasing
Sent: Wednesday, 28 September 2016 11:15 AM
To: Mandy Marquis <Mandy.Marquis@premiers.qld.gov.au>
Subject: FW: Requisition for Services - Multiplicite Pty Ltd
Importance: High



**Queensland
Government**

Desley Jenkins

A/Management Accountant
Financial Services
Department of the Premier and Cabinet

P 07 3003 9496 M [REDACTED]
Executive Building, Level 1, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Reena Naidu
Sent: Friday, 13 November 2015 12:45 PM
To: purchasing <purchasing@premiers.qld.gov.au>
Subject: Requisition for Services - Multiplicite Pty Ltd
Importance: High

Hi Leigh

Attached is the P/O requisition with correct form.

Please can we get this processed urgently?

Thanks



**Queensland
Government**

Reena Naidu

Project Administrator – Finance, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9109 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002



URGENT

Requisition for Goods/Services

Mandatory field*

Agency* Company code* Requisition reference number Plant Award contract reporting* Offer type*

DPC 1041 1040 Limited offer process Sole/limited supply market

Quote/TO/SOA reference number*

Section 1: Vendor information

Vendor name Multiplicite Pty Ltd

Vendor number 6113917 Telephone number 0417619662 ABN/ACN 4 1 1 2 9 7 4 2 6 9 3

Email address Contact name Postcode 4 8 7 0

Address PO Box 328, Bungalow QLD

Section 3: Instructions

Purchase order (supplier's copy) Purchase order (receiver's copy) Multiple invoices expected (This creates a service order PO) Payment terms (if required)

Send to requisition officer Send to requisition officer

Discount incentive Delivery date* 12/02/2016 Delivery address* PO Box 15185 City East Brisbane QLD Postcode* 4 0 0 2

Additional instructions

PLEASE DO NOT SEND THIS P/O TO THE VENDOR INSTEAD RETURN TO THE REQUESTOR.

Please complete Section 6: Order details on page 2.

Section 4: Automated totals (automatically populated from Section 6)

Total value (excluding GST)	Total GST	Total amount (including GST)
\$29,500.00	\$2,950.00	\$32,450.00

Section 5: Certifications

Procurement officer: I certify this requisition and endorse that it complies with the requirements of the Queensland Procurement Policy, and the agency's procurement policy and associated procedures.

Name Reena Naidu Procurement certification level 1

Telephone number 07 3003 9109 Signature Date 10/11/2015

Please forward completed form to: operationalprocurement@qslif.qld.gov.au

Section 2: Requisition officer

Name Georgia Smith

Business unit Telephone number 07 30039119

Events Coordination

Email address georgia.smith@premiers.qld.gov.au

Additional contact person Reena Naidu

Financial approval: I certify that the GL account codes, cost collector codes, tax codes and all other information are correct. I approve this expenditure in accordance with my delegated Financial Authority.

Name Renaye Kellis Position A/Director - Events Coordination

DAL/level (if applicable) Signature Date 10/11/2015

Privacy statement: This information being collected in this form is for the purpose of managing the financial accountability relevant to Queensland Government and is authorised under the Financial Accountability Act 2009. Your personal information may be disclosed within the Queensland Government, contracted service providers or financial institutions only as is necessary for the performance of the financial functions performed by these bodies. Your personal details will not be disclosed to any other third party or used for any other purpose without your consent, unless authorised or required to do so by law.

Section 6: Order details

Line	Item description	Quantity	Unit of issue	Unit rate (excluding GST)	Tax code	GST %	Value (excluding GST)	GST amount	Price (including GST)	Account assign	GL account/asset code	Cost collector	Cost type
1	40% Dep on signing contract - ADay16 Market Research	1	EA	\$11,800.00	PG	10%	\$11,800.00	\$1,180.00	\$12,980.00		530030	4101010	Cost centre
2	40% initial findings presentation - ADay16 Market Research	1	EA	\$11,800.00	PG	10%	\$11,800.00	\$1,180.00	\$12,980.00		530030	4101010	Cost centre
3	20% social & market analysis - ADay16 Market Research	1	EA	\$5,900.00	PG	10%	\$5,900.00	\$590.00	\$6,490.00		530030	4101010	Cost centre
				Packing/handling charges				\$0.00	\$0.00				
Total							\$29,500.00	\$2,950.00	\$32,450.00				

Please complete Section 5: Certifications on page 1.

Released under RTI - DPC



Innovation driven by evidence

Australia Day Market Research Project

UPDATED PROPOSAL TO

EVENTS COORDINATION, QUEENSLAND DEPARTMENT OF THE PREMIER AND CABINET

21 OCTOBER 2015

Released under RTI - DPC

Multiplicité Pty Ltd

Background

Australia Day is one of our country's most important celebrations. It acknowledges our nation's history and connects people to each other and their communities, their history and their shared future. Most Australians¹ go to organised Australia Day events, or join with family and friends in their community to celebrate the day.

Australia Day events are programmed and delivered by state and territory bodies in alignment with the vision of the National Australia Day Council (NADC). Events Coordination (EC), Queensland Department of the Premier and Cabinet (DPC) is responsible for creating and offering interactive, relevant, local and inclusive Australia Day events in Queensland.

Within the framework of the NADC Corporate Plan (2015–19) and its own DPC Strategic Plan (2015–19), the EC's programming sets out to fulfill four key objectives.

- **Innovation.** Exploring new solutions to maximise programming reach and efficiency.
- **Promotion.** Generating positive links between Australia Day events and the Queensland Government.
- **Coordination.** Managing national events at the state level consistent with the NACD Framework.
- **Facilitation.** Creating a discussion among Queenslanders about what it means to be Australian.

The EC, DPC approached Emily Verstege (Multiplicité) to do a market research project exploring how Queenslanders engage and respond to the events EC, DPC delivers for Australia Day 2016, and how other Australian and international jurisdictions celebrate their national days. The research findings will influence the EC's Australia Day programming in 2017–18.

This document outlines Multiplicité's revised proposed approach to the work, based on an initial discussion with Renaye Kelis and Georgia Smith (EC, DPC); and subsequent scope negotiation with Georgia Smith.

We have reviewed the time required for each tasks and reduced the number of days; we remain confident we can deliver strong and credible findings within the time available. The cost of our revised proposal is \$29,500 (excluding GST). We have also updated the project timeframes.

¹ National Australia Day Council, 2011

Approach and methods

At Multiplicité, we believe innovation is driven by evidence, and that it flourishes through adaptive, incremental improvements. Our approach leverages enterprise architecture and data science to incrementally improve user experience journeys.

We believe these three pillars form a useful framework for this research project. On the basis of our discussions to date with EC, DPC, we've developed some draft questions against each pillar.

We will work with EC, DPC to refine these questions in the first stage of the project. We've also noted how we will collect data to answer the questions.

Table 1: Draft research questions and methods

Pillar	Key questions	Research method
Architecture <i>Business objectives, drivers and principles</i>	How does the Queensland Government want Queenslanders to experience Australia Day?	Discussion with EC, DPC staff
	What is driving the Queensland Government's approach to Australia Day programming?	Review relevant policy documents
Experience <i>How the public perceives and engages with Government and its activities</i>	How do Queenslanders want to experience Australia Day?	EC, DPC & N/QADC research (if available) 2016 event-day market research
	How does this align with the Queensland Government's objectives?	Synthesis of all data
	How do other cities and countries around the world deliver their national day celebrations, and to what extent does technology form a part of these activities?	Desktop review
Date science <i>Insight driven from key data sources and metrics</i>	How well does Queensland's current Australia Day programming reach and engage Queenslanders?	Social listening/ market research
	What aspects of the programming are more or less effective in terms of reach and engagement?	Social listening/ market research

We will complete the project in three stages.

- Stage 1: Scoping and planning
- Stage 2: Desktop review
- Stage 3: Social and market research

Stage 1: Scoping and planning

The purpose of this stage is to get familiar with the issues for the project. To begin with, we'll hold a start up meeting with EC, DPC. During the meeting we'll discuss our proposed approach, methods and key research questions (and refine them if necessary).

A critical point of discussion will be the most efficient way to do the market research in Stage 3 (i.e. how to reach the broadest cross-section of Queenslanders).

After the meeting, we'll deliver a brief project plan, including a schedule of tasks, deliverables, timeframes and risk management plan.

Key activities	Timing
Start up meeting	Early November 2015
Deliverable—Project plan	Early November 2015

Stage 2: Desktop review

The purpose of this stage is to explore how other Australian cities celebrate Australia Day, and how other countries celebrate their national days. We'll focus on the extent to which technology or other innovative engagement approaches are used. We anticipate that our review will cover

- official celebrations similar to Australia Day (e.g. Bastille Day, Independence Day)
- unofficial celebrations or promotions that occur alongside official celebrations (e.g. Hottest 100 in Australia)

The search will be done online, with email or telephone follow up to key sources if required. We expect to develop a strategy to guide the search, including keywords such as civic engagement, digital marketing, digital event management together with the names of the events or official celebrations.

It may also be useful to broaden the search to discover innovative approaches to event planning and management beyond civic celebrations. For example, use of social media to drive programming and participant engagement before and throughout large conferences, or events.

At the end of this stage, we'll present our findings to EC, DPC.

Key activities	Timing
Desktop research	Early to mid November 2015
Deliverable: Initial presentation	End November 2015

Stage 3: Social and market research

The purpose of this stage is to answer key project questions about how Queenslanders experience Australia Day celebrations in 2016. It will use two key data collection methods: social listening and direct market research

Social listening

We will monitor the conversation around Queensland's Australia Day 2016 celebrations for the month of January. (This timeframe can be negotiated to ensure it captures EC, DPC's promotional efforts). We will use an enterprise social analysis tool, Synthesio, to monitor social media (including Twitter, Facebook, LinkedIn, YouTube, message boards and blogs) discussion, including sentiment. Our analysis will identify key influencers in the discussion, and quantify the Queensland Government's event reach and engagement. We will develop a list of relevant keywords and social media accounts (note, we do not need login access to these) to guide our analysis.

Market research

We suggest a pulse survey approach to gathering participant feedback at Australia Day events in Queensland in 2016. These short, targeted surveys would include a mix of open and closed questions, for example:

- Is this the first time you've attended an Australia Day event? [Yes/no]
 - If yes, why did you decide to attend? [Open]
- How do you rate this event? [Likert scale]
- What is one way the Queensland Government could improve Australia Day activities? [Open]
- What Australia Day activities would you like to see in Queensland next year (2017)? [Open]

It may be useful to use questions from previous NADC work to ensure direct comparability and trend analysis.

There are a number of survey delivery options we can explore with EC, DPC during the first stage of the project.

- **Face to face** at a flagship Australia Day event, noting that this method is resource intensive but can gather deeper data. Including data collection as part of event-day volunteers' roles (with guidance from Multiplicité) is a possible strategy to broaden the reach of face to face data collection.
- **Online** (by email or embedded on an event-day website), noting that online is a more cost-effective way to reach a larger number of geographically diverse participants.

- **Using Australia Day Ambassadors** to deliver paper-based surveys at events, which may be an effective way to reach people living outside of Brisbane.
- **Embedding pulse surveys into event registration**, if a centralised ticketing platform (e.g. Event Brite) is being used.

It is possible we would be able to do more than one of these methods, but will need to negotiate this with EC, DPC during the first stage of the project. We assume that EC, DPC will be able to provide some administrative support (e.g. printing hard copy surveys or contacting Australia Day ambassadors to distribute surveys in regional locations) to ensure efficient, cost-effective delivery.

For any of these options, we would use Survey Gizmo or equivalent, a cloud-based survey tool, to build and deliver the pulse survey.

At the end of this stage, we'll deliver a summary presentation that draws on all the data sources for the project, and includes findings and recommendations to the EC, DPC.

Key activities	Timing
Develop social listening strategy	December 2015
Social listening analysis	January 2016
Market research	January 2016
Deliverable: Summary presentation	February 2016

Released under RIA/CIC

Budget

Based on our proposed methods and work plan, we will deliver this project for \$32,450 (excluding GST). The price is based on our standard daily rate of [redacted] (excluding GST).

We are happy to negotiate changes to scope or personnel and to reflect those changes in a revised price as part of contract negotiations.

Stage	Time (days)	Fees (excl GST)	Fees (incl GST)
Scoping and planning	[redacted]	[redacted]	[redacted]
Desktop review			
Social and market analysis			
TOTALS	14.75	\$29,500	\$32,450

On signing the contract, we will invoice for an initial fee of 40% of the agreed contracted price. Further invoices will be issued as per the invoice schedule below.

Milestone	Percentage	Invoice amount (incl GST)
On signing contract	40%	\$12,980
Initial findings presentation	40%	\$12,980
Social and market analysis	20%	\$6,490

Released under the ATIA

About Multiplicité

Multiplicité is a digital research and strategy consultancy. We work forward thinking public and private sector organisations to fast-track their journey to digital leadership by building engaging user experiences. Our approach leverages data science, enterprise architecture and experience management. Our work increases engagement, activations and efficiency.

We believe our unique combination of skills and experience will ensure a high quality and rigorous research project, completed within the expected timeframes. Our capacity to deliver the research project and provide sound value for money is based on the following.

- **Depth of experience.** We have more than a decade's experience working with Australian and international government and non-government organisations, providing insightful answers on a range of public policy issues. We understand contemporary Australian public policy, particularly the drive for efficiency and government objective to embrace innovation and deeply engage citizens with a 'digital first' approach.
- **Digital natives.** We've always been immersed in digital, both in the public and university sectors and in our own business. We understand what's trending (and which trends are meaningful) and skilfully integrate this information into our research work.
- **Methodological rigour.** We are strongly skilled qualitative and quantitative researchers and analysts, familiar with designing and implementing robust data collection tools for market research projects. We stay up to date with new tools and approaches used in our industry and our analysis methods are best practice.
- **Strong project management.** We are experienced project managers, capable of bringing projects in on time and to budget. We do this using an agile approach—we have regular conversations with our clients and deliver often, so we capture our client's valuable perspectives.
- **Real world recommendations.** We confidently synthesise data from many sources to distil the critical points and to provide balanced recommendations that can be easily actioned in the real world.
- **Straightforward communicators.** Doing good work requires great communication, with our clients, stakeholders and research participants alike: we're proud to be known for our strong communication skills. Our written and spoken work is easy to understand, engaging and structured to ensure the answers to key project questions are front and centre.

Dr Emily Verstege



Emily is an internationally published research academic, whose post-doctoral work helped bring electronic survey methodology to a landmark Australian longitudinal study of nurses and doctors. She swapped her ivory tower for an evaluation consultant's briefcase. A decade of analysing Commonwealth, state and territory public policies show her that insightful decision-making requires a broad perspective, great data, a passion for asking questions and a willingness to think big.

In a step of boldness, she co-founded ToyFoundry, an e-commerce start up for the mobile game industry.

Emily is known for her ability to quickly and incisively make complexity simple, and for the way she easily makes meaningful connections with clients, co-workers and stakeholders.

Trail running, cooking with whole foods and hugging her daughter preserve her sanity.

Mark Verstege



Mark started out developing machine-learning software for the world's biggest postal systems—US Postal Service, Royal Mail, La Poste and Australia Post—boosting the sorting speed, reducing errors and overall, increasing cost efficiency.

He leant his data visualization skills to complex spatial data systems at the NBN Co, also growing his enterprise architecture skillset and experiencing the complex intersection of rapidly changing technology and public policy.

Along the way, he co-founded ToyFoundry, an e-commerce start up for the mobile game industry. When you work with Multiplicité, you benefit from Mark's quiet and curious thinking and love of (lots of) numbers. He's a passionate golfer, outdoor sports enthusiast and dad.

Governance and standards

Multiplicité Pty Ltd is an independent digital research consultancy based in Brisbane.

Business details	
ABN	41 129 742 963
ACN	129 742 963
Incorporation date	18 February 2008
Registered office	PO Box 328, Bungalow QLD 4870
Insurances	
Public liability	Policy number: P-IT/0/98968/15/G-0 Insurer: Lloyds of London Sum insured: \$20,000,000 (any one claim) Renewal date: 12 August 2016
Professional indemnity	Policy number: P-IT/0/98968/15/G-0 Insurer: Lloyds of London Sum insured: \$20,000,000 (any one claim and in the aggregate) Renewal date: 12 August 2016

Multiplicité will meet our commitments to this project through sound management and quality control processes, as detailed below.

The proposed team will be available to do the work within the timeframes specified. Any necessary changes to the team or timeframes will be made with your consent.

Our project manager, Emily Verstege, will give regular progress updates to ensure you are aware of any emerging risks or blockers that could jeopardise the project. We expect you will advise us immediately if any project risks or blockers under your responsibility arise.

Our projects are conducted within the Australian Market and Social Research Society (AMSRS) Professional Standards. Emily Verstege is a full member of AMSRS. We will seek the appropriate consent from all project participants, as appropriate.

We recognise the sensitivity of this project and will maintain strict confidentiality of all data, information and documentation provided or obtained during the course of

the project. All information and documents will be used only for the purposes of the project, will be kept secure and not divulged to another party.

On completion of the project, all relevant documents will be returned to the source organisation. We are willing to sign a statutory declaration that we retain no record in any form of the identity or characteristics of project participants.

We are not aware of any actual or potential conflict of interest that would impact on us doing this project.

Contract Details

DPC-35-2015 - Australia Day market research

Events Coordination, Department of the Premier and
Cabinet

and

Multiplicite Pty Ltd
ABN:41 129 742 963

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Released under RTI - DPC

1 Introduction

This whole document forms part of the Contract.

The Supplier must complete all sections of this document. The Supplier must not make any changes to the structure of this document. If the Supplier does not agree with any sections of this document that have been completed by the Customer, the Supplier must identify its proposed changes to the Contract in section 3.4 (Contract departures – Supplier Changes).

Changes which do not comply with the requirements in this section do not form part of the Contract

2 General information

No.	Topic	Details
1	Customer	Name: Department of the Premier and Cabinet ABN: 65 959 415 158
2	Customer contact details	Contact person: Georgia Smith Position: A/Events Manager, Events Coordination, Department of the Premier and Cabinet Street address: Executive Building, Level 2, 100 George Street, Brisbane, QLD 4000 Postal address: PO Box 15185, City East, QLD 4002 Email: georgia.smith@premiers.qld.gov.au All notices and other communication relating to the Contract are to be sent to the Customer at the details set out in this item, or any updated details that the Customer provides to the Supplier in writing.
3	Supplier	Name: Multiplicité ABN or ACN: 41129742963
4	Supplier contact details	Contact person: Emily Verstege Position: Project Manager Postal address: PO Box 328, Bungalow QLD 4870 Email: emily@multiplicite.com.au All notices and other communication relating to the Contract are to be sent to the Supplier at the details set out in this item, or any updated details that the Supplier provides to the Supplier in writing.
5	Subcontractor(s)	<i>Not Applicable</i>

No.	Topic	Details
6	Contract term	<p>Start date: November 2015</p> <p>End date: March 2016</p> <p>Extension options: Not Applicable</p>
7	Cap on liability	<p>The cap on liability is three (3) times the total of all prices payable under the contract.</p> <p>Binding Scheme applicable: Not Applicable</p> <p>Summary of liability cap: Not Applicable</p>
8	Insurance	<p>Workers compensation insurance as required by law</p> <p>Public liability and products liability insurance:</p> <p>Minimum amount: \$5 Million</p> <p>Professional indemnity insurance:</p> <p>Minimum amount: \$5 Million</p>
9	Customer inputs	To assist the Supplier in obtaining feedback, Events Coordination will facilitate access to the community through the 2016 Australia Day events (delivered by the Queensland Government) being held throughout Queensland.
10	Site details	<p>Delivery address for Goods: Not Applicable</p> <p>Location(s) for providing Services: Not Applicable</p>
11	Authorisations	Not Applicable
12	Security requirements	Not Applicable
13	Conflict of Interest	<i>Nil</i>

3 Terms and conditions of the Contract

3.1 Definitions and interpretation

The definitions and rules of interpretation applicable to the Contract are available on the [Department of Housing and Public Works website](#), current as at October 2015.

3.2 Base terms

The General Contract Conditions apply to the Contract. A copy of these terms is attached, current as at October 2015.

3.3 Contract departures – Customer changes

Not Applicable

3.4 Contract departures – Supplier changes

Not Applicable

4 Forming the Contract

4.1 Acknowledgements and certifications

The Supplier:

- (a) agrees to provide the Goods, Services and other Deliverables to the Customer on the terms described in the Contract.
- (b) certifies that it has read, understands, and complies with all the requirements of the Contract.
- (c) acknowledges that only proposed Contract changes which comply with sections 0 and 3.4 form part of the Contract.
- (d) represents that all the information provided by it and referenced in the Contract is complete, accurate, up to date and not misleading in any way.
- (e) acknowledges that the Customer is relying on the information provided by the Supplier and referenced in the Contract in entering into the Contract.
- (f) acknowledges that the Customer may suffer damage if any of that information is incomplete, inaccurate, out of date or misleading in any way.

4.2 Forming the Contract

4.2.1 Agreement by Supplier

The Supplier will sign in this section. By signing, the Supplier is offering to enter the Contract on the terms set out in this document. If the Supplier does not execute this document itself, it must (if the Customer requests) provide adequate evidence that the signatory is properly authorised to execute this agreement.

If the parties agree any changes to this document after the date of the Supplier's signature (but before the Customer accepts the Supplier's offer as described below), the Supplier and Customer will prepare a new version of the document incorporating the agreed changes, which will replace this document. The Supplier will sign the new document, offering to enter the Contract on the amended terms.

Date 10/11/15

EXECUTED for and on behalf of:)

Multiplicite Pty Ltd) Signature of authorised representative

by its authorised representative, in the) By executing this agreement the signatory warrants that

presence of:) the signatory is duly authorised to execute this agreement

Signature of witness) on behalf of the Supplier

MARK VERSTEGE) EMILY VERSTEGE

Name of witness (block letters)) Name of authorised representative (block letters)

ALDERSEY Q4051) CEO & FOUNDER

Address) Position of authorised representative

4.2.2 Agreement by Customer

The Customer may accept the Supplier's offer either by signing in this section, or separately confirming to the Supplier in writing that the Customer accepts the Supplier's offer.

Date 9.11.15

EXECUTED for and on behalf of:)

RENAYE KELIS RK) Signature of authorised representative

The Department of the Premier & Cabinet) By executing this offer the signatory warrants that the

by its authorised representative, in the) signatory is duly authorised to submit this offer on behalf of

presence of:) the Customer

Signature of witness) RENAYE KELIS

GEORGINA SMITH) Name of authorised representative (block letters)

Name of witness (block letters)) A/DIRECTOR, EVENTS COORDINATION

Executive Building, Level 2, 100) Position of authorised representative

Address George St, Brisbane)

Schedule 1 – Requirements

The Supplier must provide the Services specified below to the Customer, in accordance with the Requirements described in this Schedule.

1. Requirements for Services

The project includes the following three phases:

1. Research existing approaches to Australian (and international) national day/civic celebrations to understand what events and activities are successful, for whom and in what context. Research should target Queenslanders of all cultural backgrounds, age groups, income levels and geographic areas.
2. Gather community feedback (in person, social listening or other methods) on 2016 Australia Day celebrations throughout Queensland to understand how well events meet community expectations and identify relevant gaps.
3. Provide recommendations for programming of the 2017 Australia Day celebrations across Queensland based on in depth research conducted in phases two and three.

The following items will be required in conclusion of the project:

- a detailed report with key recommendations, verbatim quotes and a breakdown of feedback results.
- a full presentation to members of the Events Coordination team with an explanation of the key findings and recommendations included in the report.

2. Key Personnel

Not Applicable

3. Other Requirements

Not Applicable

Schedule 2 – Price and Payment Terms

2.1 Price

Stage	Days	Fees (excl GST)	Fees (incl GST)
Scoping and planning			
Desktop review			
Social and market analysis			
TOTALS	14.75	\$29 500	\$32 450

2.2 Price reviews

Not Applicable

2.3 Payment plan/milestones

The Supplier may invoice the Customer after successful achievement of the milestones as follows:

Milestone	Percentage	Invoice amount (inc GST)
On signing contract	40%	\$12 980
Initial findings presentation	40%	\$12 980
Social and market analysis	20%	\$6 490

2.4 Payment methods

Customer to pay via EFT upon receipt of invoices from the Supplier

2.5 Discounts or rebates

Not Applicable

2.6 Other pricing information

Not Applicable

Schedule 3 – Performance Measurement

This Schedule describes how the Supplier's performance will be measured under the Contract, including:

- Key performance indicators, minimum service level requirements, acceptance criteria or other performance measures proposed by the Customer
- Details of how KPIs will be measured (e.g. identify reports)
- Consequences if performance is unsatisfactory.

Key Performance Indicators / Service Levels

Measure	Purpose	Performance Target	Measurement Calculation	Consequences of failure
Stage 1 – scoping and planning	To familiarise Supplier and Customer with the key issues for the project and outline proposed approach, methods and key research questions.	Delivery of a brief project plan. Plan should include schedule of tasks, deliverables, timeframes and risk management plan.	Receipt of project plan by due date, as agreed with Customer.	Full refund for stage 1 of the project.
Stage 2 – desktop review	To explore how other Australian cities, and other countries celebrate their national days.	Delivery of phase one presentation. Overview of desktop research findings.	Delivery of phase one presentation by due date, as agreed with Customer.	Full refund for stages 1 and 2 of the project.
Stage 3 – social and market research	Summary of social listening and market research findings. Outline of data received across all project phases and recommendations in response to key research questions.	Delivery of summary presentation and final report.	Delivery of summary presentation and final report by due date, as agreed with Customer.	Failure to contract Supplier in future.

Schedule 4 – Governance

This Schedule sets out governance arrangements applicable to the Contract.

4.1 Reporting requirements

The Supplier must provide the following reports:

A final report that summarises all data collated throughout the project, including findings and recommendations is due early March 2016.

4.2 Escalation of issues

Any issues that should arise that cannot be settled between the parties, should be brought to the attention of Louise Litchfield, Executive Director, Corporate Governance, Department of the Premier and Cabinet.

4.3 Other governance or quality assurance requirements

Not Applicable

Released under RTI/DPC

Lucas Clarke

From: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Sent: Tuesday, 10 November 2015 2:35 PM
To: Mandy Marquis
Subject: RE: Draft contract and conditions of contract
Attachments: 2015-11-10-Signed Contract.pdf; Multiplicite Certificates of Currency.pdf

Hi Mandy

As requested, please find attached copy of the fully executed contract for the Australia Day market research project.

I have also attached the supplier's certificates of currency, if required for your records

Many thanks again for your assistance with this process.

Kind regards
Georgia



Queensland
Government

Georgia Smith

Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Mandy Marquis
Sent: Tuesday, 3 November 2015 10:28 AM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: FW: Draft contract and conditions of contract

Hi Georgia

I've tried to phone a couple of times and haven't been able to reach you. I thought I would send you an email.

On the front cover of the contract you need to include the title of the procurement e.g market research.

When you issue the contract to Multiplicite you will need to ask them to issue you with their insurance certificates. I have deleted section 3.4 contract departures-supplier changes and included not applicable.

In Schedule 3 – Performance Measurement-stage 3 consequence of failure- a full refund for entire project – the supplier may not agree to this it seems very harsh but it is your call.

The attached general contract conditions need to be issued with the contract.

A purchase order should be raised for all purchases over \$5,000 once the contract is fully executed.

Happy to discuss further.

Kind Regards

Mandy



Mandy Marquis
Principal Procurement Advisor
Corporate Governance
Department of the Premier and Cabinet

P 07 3003 9064 M [REDACTED]
Executive Building, Level 1, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Mandy Marquis
Sent: Monday, 2 November 2015 2:15 PM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: RE: Draft contract and conditions of contract

Hi Georgia

Are you able to give me a quick call when you are free. I would just like to talk to you about a couple of things in the contract, I just think it's easier then emailing.

Cheers

Mandy



Mandy Marquis
Principal Procurement Advisor
Corporate Governance
Department of the Premier and Cabinet

P 07 3003 9064 M [REDACTED]
Executive Building, Level 1, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Georgia Smith
Sent: Monday, 2 November 2015 12:39 PM
To: Mandy Marquis <Mandy.Marquis@premiers.qld.gov.au>
Subject: RE: Draft contract and conditions of contract

Hi Mandy

Please find attached draft contract for the Australia Day market research project for your review.

I have highlighted a few items in yellow. Can you please confirm these are to be completed by the Supplier.

Many thanks in advance

Georgia



Georgia Smith
A/Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Mandy Marquis
Sent: Thursday, 22 October 2015 8:49 AM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: Draft contract and conditions of contract

Hi Georgia

As discussed yesterday I have attached the template contract and the conditions of contract (T&C's).

Populate what you can and then I can review the contract, if there is anything that you are unsure of or any questions please don't hesitate to contact me and we can work through the contract together.

A purchase order should be raised for all purchases over \$5,000.

Refer to the Corporate Procurement Policy below:

<http://dpcintranet/docs/DPC Documents/Procurement Corporate Policy.tr5>

<http://dpcintranet/docs/DPC Documents/Procurement - Agency Guidelines.tr5>

Cheers

Mandy



**Queensland
Government**

Mandy Marquis
Principal Procurement Advisor
Corporate Governance
Department of the Premier and Cabinet

P 07 3003 9064 M [REDACTED]
Executive Building, Level 1, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

Schedule of Cover

Our Reference: 15080084

INFORMATION TECHNOLOGY LIABILITY

INSURED:

Multiplicité Pty Ltd



Released under RTI - DPC

Released under RTI - DPC

Released under RTI - DPC



Released under RTI - DPC

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Attachments: GeneralContractConditionsV2.pdf; ContractDetailsv3.doc

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Corporate Governance
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Department of the Premier and Cabinet

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Cheers

Mandy



Queensland
Government

Mandy Marquis
Principal Procurement Advisor
Corporate Governance
Department of the Premier and Cabinet

P 07 3003 9064 M [REDACTED]
Executive Building, Level 1, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

Released under RTI - DPC

Enquiries: Vendor Master Data Unit Email: P1masterdatacustodians@dsilla.qld.gov.au

Agency*	Company code*	Account group	Purchasing organisation
DPC	1041 DPG	YGEN External General Vendors	

CPID Master Data action*

Create Change Extend Block Unblock

Section 1: Vendor type

Business/Company Government Entity Employee

Section 2: Vendor details

Trading name (business/company)	Name (business/company)
Multiplicite Pty Ltd	Multiplicite Pty Ltd

Contact name (business/company)	Head office telephone number	Alternate payee	Permitted payee

Clearance required by customer No Yes

Vendor number (if known)

Alternate Payee

Vendor address	Postcode
Alderley QLD	4051

Email address	Telephone number	Fax number	Mobile number
emily@multiplicite.com.au			0417619662

Preferred contact method for remittance advice Email Fax Post Postal address (if different from above)

Section 3: Vendor account details

Payment terms	Payment method
Net payable in 7 days	<input checked="" type="checkbox"/> EFT <input type="checkbox"/> Cheque

BSB number	Account number	Account name
0 1 4 - 2 7 8	2 1 9 5 9 1 4 0 7	Multiplicite Pty Ltd

Multiple bank account

Section 4: Tax details

Does the Vendor have an ABN? Yes No

ABN number

Registered for GST? Yes No

Section 5: Certification/Authorisation

Requestor details

I have attached all supporting documentation.

Name	DAL/level (if applicable)
Reena Naidu	

Position title	Telephone number
Project Administrator - Finance	07 30039109

Signature	Date
	10/11/2015

Approver details

This authorisation provides endorsement for SAP to be updated as detailed above

Name	DAL/level (if applicable)
Renaye Kells	

Position title	Telephone number
A/Director - Events Coordination	07 30039116

Signature	Date
	10/11/15

Please forward completed form to: Financial Services, Level 1 Executive Bldg

Privacy statement
The information being collected in this form is for the purpose of managing the financial accountability relevant to Queensland Government and is authorised under the Financial Accountability Act 2009. Your personal information may be disclosed within the Queensland Government, contracted service providers or financial institutions only as is necessary for the performance of the financial functions performed by these bodies. Your personal details will not be disclosed to any other third party or used for any other purpose without your consent, unless authorised or required to do so by law.

DEPARTMENT OF THE PREMIER AND CABINET
VENDOR DETAILS

VENDOR NAME: Multiplicite Pty Ltd	
ABN: 41 129 742 963	
ADDRESS:	Alderley Q 4051
*E-MAIL ADDRESS: emily@multiplicite.com.au	
TELEPHONE NUMBER: 0417619662	
*FAX NUMBER: None	
*MOBILE NUMBER: 0417619662	
PAYMENT TERMS: 7 days	
BANK DETAILS (FOR EFT PAYMENTS)	
BSB NUMBER:	014278
ACCOUNT NUMBER:	219591407
ACCOUNT NAME:	Multiplicite Pty Ltd



Vendor's Name and Signature
(Confirming the details above)

Released under RTI - DPC



Current details for ABN 41 129 742 963

ABN details

Entity name: Multiplicite Pty Ltd
ABN status: Active from 18 Feb 2008
Entity type: Australian Private Company
Goods & Services Tax (GST): Registered from 18 Feb 2008
Main business location: QLD 4120

Business name(s)

Business name	From
Multiplicite Digital	06 May 2015

ASIC registration - ACN or ARBN

129 742 963 [View record on the ASIC website](#)

Deductible gift recipient status

Not entitled to receive tax deductible gifts

ABN last updated: 28 Sep 2015

Record extracted: 10 Nov 2015

Disclaimer

The Registrar makes every reasonable effort to maintain current and accurate information on this site. The Commissioner of Taxation advises that if you use ABN Lookup for information about another entity for taxation purposes and that information turns out to be incorrect, in certain circumstances you will be protected from liability. For more information see [disclaimer](#).

Invoice: 10



Multiplicité Pty Ltd

Greenslopes, Queensland 4120
Australia
Mobile: 0417619662
www.multiplicite.com.au

Bill to:
Department of Premier and Cabinet
Georgia Smith
Executive Building, Level 2, 100 George Street,
Brisbane, Q 4000
georgia.smith@premiers.qld.gov.au

Invoice number: 10
Invoice date: November 10, 2015
Due date: November 10, 2015
Amount due (AUD): \$12,980.00

SERVICE	QTY	PRICE	AMOUNT
Consulting Australia Day Market Research Project: Milestone Payment 1	1	\$11,800.00	\$11,800.00

Acct: Multiplicité Pty Ltd
SWIFT: ANZBAU3M
BSB: 014278
Acct #: 219591407

Subtotal (AUD): \$11,800.00
GST (41129742963): \$1,180.00
Total (AUD): \$12,980.00

Amount Due
\$12,980.00

Pay this invoice online at:
waveapps.com/s5nupd-gpys2v



Released under RTI - DPO

Lucas Clarke

From: Georgia Smith
Sent: Friday, 13 November 2015 4:21 PM
To: Reena Naidu
Subject: FW: QSS Finance FI0375264: URGENT: DPC - 1041: Request to Raise PO - Multiplicite Pty Ltd 4500275651
Attachments: 4500275651 gr.pdf; 4500275651 v.pdf
Follow Up Flag: Follow up
Flag Status: Completed



Queensland
Government

Georgia Smith

Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Queensland Shared Services [mailto:qss@dsitia.qld.gov.au]
Sent: Friday, 13 November 2015 3:00 PM
To: purchasing <purchasing@premiers.qld.gov.au>
Cc: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: QSS Finance FI0375264: URGENT: DPC - 1041: Request to Raise PO - Multiplicite Pty Ltd 4500275651

Dear PURCHASING,

Attached are both copies of the above purchase order.

Record Details:

Number: FI0375264

Category: Paper Requisition

Subject: URGENT: DPC - 1041: Request to Raise PO - Multiplicite Pty Ltd 4500275651

Description: email received from: purchasing@premiers.qld.gov.au

FOR URGENT PROCESSING:

Hi Team,

Could you please raise a purchase order to Multiplicite Pty Ltd for the Australia Day Project.

Please include the below in the long text of the last line item of the purchase order:

For the provision of services relating to the Australia Day Market Research Project for Events Coordination in the Department of the Premier and Cabinet.

Once raised, please forward PO to this e-mail.

The requisition for goods/services, project supporting documentation and budget are attached.

Many thanks,

Leigh

[cid:image003.png@01D11E1D.773AC480]Leigh McGarry

Advisor - Finance
Financial Services
Department of the Premier and Cabinet

P 07 3003 9054 E leigh.mcgarry@premiers.qld.gov.au
Executive Building, Level 1, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002
From: Reena Naidu
Sent: Friday, 13 November 2015 12:45 PM
To: purchasing <purchasing@premiers.qld.gov.au>
Subject: Requisition for Services - Multiplicite Pty Ltd
Importance: High

Hi Leigh

Attached is the P/O requisition with correct form.

Please can we get this processed urgently?

Thanks

[cid:image006.png@01D11E1D.773AC480]Reena Naidu

Project Administrator - Finance, Events Coordination

Strategic Engagement and Protocol

Department of the Premier and Cabinet

P 07 3003 9109 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

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Status: Awaiting Validation

Created: 13-11-2015 14:15:23 AEST

Kind Regards,

Brigida Esposito

Phone: 5514 9303

Operational Procurement

Transaction Business Services

Client Services, Finance

Queensland Shared Services

Ref:MSG9732467

Released under RTI - DPC



Queensland
Government

ABN: 65959415158

Page 1 of 2

Fax 07 3224 4837

Department of the Premier and Cabinet

Purchase order 4500275651

Date: 13.11.2015

Vendor No: 6113917

Purchasing Contact DPC INFORMATN SERV

Telephone 07 3224 4395

Delivery Date 12.02.2016

Please deliver between 8:00am and 4:00pm ***Monday to Friday***

GOODS RECEIPT COPY

To:
MULTIPLICITE PTY LTD
ALDERLEY QLD 4051

Deliver to:
GEORGIA SMITH PH: 07 3003 9119
EVENTS COORDINATION
PO BOX 15185
EAST BRISBANE QLD 4002

Invoice to:
Department of the Premier and
Cabinet
PO BOX 15185
CITY EAST QLD 4002

Terms of Payment: Within 30 days Due net

PURCHASE ORDER ENQUIRIES TO: GEORGIA SMITH PH: 07 3003 9119

INVOICE TO:
PO BOX 15185
CITY EAST QLD 4002

Item	Material	Description	Order qty.	Unit	Price/Unit	Net Value	GST	Gross Value
00010		40% DEP ON SIGNING CONTRACT - ADAY16 MARKET RESEARCH	1	each	11,800.00/ 1	11,800.00	1,180.00	12,980.00
00020		40% INITIAL FINDINGS PRESENTATION - ADAY16 MARKET RESEARCH	1	each	11,800.00/ 1	11,800.00	1,180.00	12,980.00
00030		20% SOCIAL & MARKET ANALYSIS - ADAY16 MARKET RESEARCH	1	each	5,900.00/ 1	5,900.00	590.00	6,490.00

FOR THE PROVISION OF SERVICES RELATING TO THE AUSTRALIA DAY MARKET RESEARCH PROJECT FOR EVENTS COORDINATION IN THE DEPARTMENT OF THE PREMIER AND CABINET.

This purchase order is released subject to our standard terms and conditions. To obtain a copy, please refer to the Purchasing Contact.

To:
MULTIPLICITE PTY LTD
ALDERLEY QLD 4051

Department of the Premier and Cabinet

Purchase order 4500275651

Date: 13.11.2015

Vendor No: 6113917



Queensland
Government

ABN: 65959415158

Page 2 of 2

<u>Item</u>	<u>Material</u>	<u>Description</u>	<u>Order qty.</u>	<u>Unit</u>	<u>Price/Unit</u>	<u>Net Value</u>	<u>GST</u>	<u>Gross Value</u>
							Total Including GST	\$32,450.00

Released under RTI - DPC



Queensland
Government

ABN: 65959415158

Page 1 of 2

Fax 07 3224 4837

Department of the Premier and Cabinet

Purchase order 4500275651

Date: 13.11.2015

Vendor No: 6113917

Purchasing Contact DPC INFORMATN SERV

Telephone 07 3224 4395

Delivery Date 12.02.2016

Please deliver between 8:00am and 4:00pm ***Monday to Friday***

Please note:

- All deliveries must be accompanied by a delivery docket or invoice.
- Purchase Order Number must be quoted on all delivery dockets, invoices, correspondence, etc.
- Price and product changes must be communicated to the Purchasing Contact prior to delivery.

To:
MULTIPLICITE PTY LTD
ALDERLEY QLD 4051

Deliver to:
GEORGIA SMITH PH: 07 3003 9119
EVENTS COORDINATION
PO BOX 15185
EAST BRISBANE QLD 4002

Invoice to:
Department of the Premier and
Cabinet
PO BOX 15185
CITY EAST QLD 4002

Terms of Payment: Within 30 days Due net

PURCHASE ORDER ENQUIRIES TO: GEORGIA SMITH PH: 07 3003 9119

INVOICE TO:
PO BOX 15185
CITY EAST QLD 4002

Item	Material	Description	Order qty.	Unit	Price/Unit	Net Value	GST	Gross Value
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00020		40% INITIAL FINDINGS PRESENTATION - ADAY16 MARKET RESEARCH	1	each	11,800.00/ 1	11,800.00	1,180.00	12,980.00
00030		20% SOCIAL & MARKET ANALYSIS - ADAY16 MARKET RESEARCH	1	each	5,900.00/ 1	5,900.00	590.00	6,490.00

FOR THE PROVISION OF SERVICES RELATING TO THE AUSTRALIA DAY MARKET RESEARCH PROJECT FOR EVENTS COORDINATION IN THE DEPARTMENT OF THE PREMIER AND CABINET.

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To:
MULTIPLICITE PTY LTD
ALDERLEY QLD 4051

Department of the Premier and Cabinet

Purchase order 4500275651

Date: 13.11.2015

Vendor No: 6113917



Queensland
Government

ABN: 65959415158

Page 2 of 2

<u>Item</u>	<u>Material</u>	<u>Description</u>	<u>Order qty.</u>	<u>Unit</u>	<u>Price/Unit</u>	<u>Net Value</u>	<u>GST</u>	<u>Gross Value</u>
							Total Including GST	\$32,450.00

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Invoice: 12



Multiplicité Pty Ltd

Greenslopes, Queensland 4120
Australia
Mobile: 0417619662
www.multiplicite.com.au

Bill to:
Department of Premier and Cabinet
Georgia Smith
Executive Building, Level 2, 100 George Street,
Brisbane, Q 4000
georgia.smith@premiers.qld.gov.au

Invoice number: 12
Invoice date: December 18, 2015
Due date: December 18, 2015
Amount due: \$12,980.00

SERVICE	QTY	PRICE	AMOUNT
Consulting Australia Day Research Project - Milestone Payment 2	1	\$11,800.00	\$11,800.00

Acct: Multiplicité Pty Ltd
SWIFT: ANZBAU3M
BSB: 014278
Acct #: 219591407

Subtotal (AUD): \$11,800.00
GST (41129742963): \$1,180.00
Total (AUD): \$12,980.00

Amount Due
\$12,980.00

Pay this invoice online at:
waveapps.com/7mnsvj-trnvry



Released under RTI - DPO



INVOICE

Australia Day Market Research Project

Multiplicité Pty Ltd

Alderley, Queensland 4051
Australia

Mobile: 0417619662
www.multiplicite.com.au

BILL TO
Department of Premier and Cabinet
Georgia Smith
Executive Building, Level 2, 100 George
Street, Brisbane, Q 4000

georgia.smith@premiers.qld.gov.au

Invoice Number: 14

P.O./S.O. Number: DPC-35-2015

Invoice Date: February 18, 2016

Payment Due: February 18, 2016

Amount Due (AUD): \$6,490.00

Service	Qty	Price	Amount
Consulting Advice	1	\$5,900.00	\$5,900.00
Subtotal:			\$5,900.00
GST 10% (41129742963):			\$590.00
Total:			\$6,490.00
Amount Due (AUD):			\$6,490.00

Pay this invoice online at:
waveapps.com/pwqqnv-vtyctw



Notes

Acct: Multiplicité Pty Ltd
SWIFT: ANZBAU3M
BSB: 014278
Acct #: 219591407

Released under RTI/DPC

Lucas Clarke

From: Georgia Smith
Sent: Monday, 9 November 2015 10:29 AM
To: Reena Naidu
Subject: RE: Purchase order request - Australia Day market research
Attachments: 2015-11-09-Vendor Details Form.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Hi Reens

Please find vendor details form attached.

Thanks
Georgia



Georgia Smith
A/Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane Qld 4000
PO Box 15185, City East, QLD 4002

From: Reena Naidu
Sent: Friday, 6 November 2015 5:02 PM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: RE: Purchase order request - Australia Day market research

Hi Georgia

Can you please request these guys to complete vendor details form as I will require to do their vendor number which is required to raise purchase order?

Thanks



Reena Naidu
Project Administrator – Finance, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9109 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Georgia Smith
Sent: Thursday, 5 November 2015 4:21 PM
To: Reena Naidu <Reena.Naidu@premiers.qld.gov.au>
Subject: RE: Purchase order request - Australia Day market research

Hi Reens

Please find quotation attached.

Contract will be issued to them early next week.

Thanks
Georgia



Georgia Smith

A/Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9119 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Reena Naidu
Sent: Thursday, 5 November 2015 3:56 PM
To: Georgia Smith <Georgia.Smith@premiers.qld.gov.au>
Subject: RE: Purchase order request - Australia Day market research

Hi Georgia, I will need copy of the full quotation/ agreement to do the purchase order?

Thanks



Reena Naidu

Project Administrator – Finance, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

P 07 3003 9109 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Georgia Smith
Sent: Thursday, 5 November 2015 2:34 PM
To: Reena Naidu <Reena.Naidu@premiers.qld.gov.au>
Subject: Purchase order request - Australia Day market research

Hi Reens

Can you please raise a purchase order for Multiplicite for the Australia Day market research project.

The payment schedule is as follows:

Milestone	Percentage	Invoice amount (inc GST)
On signing contract (Nov)	40%	\$13 098
Initial findings presentation	40%	\$13 094
Social and market analysis	20%	\$6 549

Customer is to pay via EFT upon receipt of invoices from the Supplier.

Do we need them to complete the Vendor Details Form?

Thanks
Georgia



Queensland
Government

Georgia Smith

A/Events Manager, Events Coordination
Strategic Engagement and Protocol
Department of the Premier and Cabinet

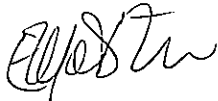
P 07 3003 9119 M [REDACTED]

Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

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DEPARTMENT OF THE PREMIER AND CABINET
VENDOR DETAILS

VENDOR NAME: Multiplicité Pty Ltd	
ABN: 41 129 742 963	
ADDRESS: [REDACTED] Alderley Q 4051	
*E-MAIL ADDRESS: emily@multiplicite.com.au	
TELEPHONE NUMBER: 0417619662	
*FAX NUMBER: None	
*MOBILE NUMBER: 0417619662	
PAYMENT TERMS: 7 days	
BANK DETAILS (FOR EFT PAYMENTS)	
BSB NUMBER:	014278
ACCOUNT NUMBER:	219591407
ACCOUNT NAME:	Multiplicite Pty Ltd



Vendor's Name and Signature
(Confirming the details above)

Released under RTI - DPC

Contract Details

DPC-35-2015 - Australia Day market research

Events Coordination, Department of the Premier and
Cabinet

and

Multiplicite Pty Ltd
ABN:41 129 742 963

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1 Introduction

This whole document forms part of the Contract.

The Supplier must complete all sections of this document. The Supplier must not make any changes to the structure of this document. If the Supplier does not agree with any sections of this document that have been completed by the Customer, the Supplier must identify its proposed changes to the Contract in section 3.4 (Contract departures – Supplier Changes).

Changes which do not comply with the requirements in this section do not form part of the Contract

2 General information

No.	Topic	Details
1	Customer	Name: Department of the Premier and Cabinet ABN : 65 959 415 158
2	Customer contact details	Contact person: Georgia Smith Position: A/Events Manager, Events Coordination, Department of the Premier and Cabinet Street address: Executive Building, Level 2, 100 George Street, Brisbane, QLD 4000 Postal address: PO Box 15185, City East, QLD 4002 Email: georgia.smith@premiers.qld.gov.au All notices and other communication relating to the Contract are to be sent to the Customer at the details set out in this item, or any updated details that the Customer provides to the Supplier in writing.
3	Supplier	Name: Multiplicité ABN or ACN: 41129742963
4	Supplier contact details	Contact person: Emily Verstege Position: Project Manager Postal address: PO Box 328, Bungalow QLD 4870 Email: emily@multiplicite.com.au All notices and other communication relating to the Contract are to be sent to the Supplier at the details set out in this item, or any updated details that the Supplier provides to the Supplier in writing.
5	Subcontractor(s)	Not Applicable

No.	Topic	Details
6	Contract term	<p>Start date: November 2015</p> <p>End date: March 2016</p> <p>Extension options: Not Applicable</p>
7	Cap on liability	<p>The cap on liability is three (3) times the total of all prices payable under the contract.</p> <p>Binding Scheme applicable: Not Applicable</p> <p>Summary of liability cap: Not Applicable</p>
8	Insurance	<p>Workers compensation insurance as required by law</p> <p>Public liability and products liability insurance:</p> <p>Minimum amount: \$5 Million</p> <p>Professional indemnity insurance:</p> <p>Minimum amount: \$5 Million</p>
9	Customer inputs	To assist the Supplier in obtaining feedback, Events Coordination will facilitate access to the community through the 2016 Australia Day events (delivered by the Queensland Government) being held throughout Queensland.
10	Site details	<p>Delivery address for Goods: Not Applicable</p> <p>Location(s) for providing Services: Not Applicable</p>
11	Authorisations	Not Applicable
12	Security requirements	Not Applicable
13	Conflict of Interest	<i>Nil</i>

3 Terms and conditions of the Contract

3.1 Definitions and interpretation

The definitions and rules of interpretation applicable to the Contract are available on the [Department of Housing and Public Works website](#), current as at October 2015.

3.2 Base terms

The General Contract Conditions apply to the Contract. A copy of these terms is attached, current as at October 2015.

3.3 Contract departures – Customer changes

Not Applicable

3.4 Contract departures – Supplier changes

Not Applicable

4 Forming the Contract

4.1 Acknowledgements and certifications

The Supplier:

- (a) agrees to provide the Goods, Services and other Deliverables to the Customer on the terms described in the Contract.
- (b) certifies that it has read, understands, and complies with all the requirements of the Contract.
- (c) acknowledges that only proposed Contract changes which comply with sections 0 and 3.4 form part of the Contract.
- (d) represents that all the information provided by it and referenced in the Contract is complete, accurate, up to date and not misleading in any way.
- (e) acknowledges that the Customer is relying on the information provided by the Supplier and referenced in the Contract in entering into the Contract.
- (f) acknowledges that the Customer may suffer damage if any of that information is incomplete, inaccurate, out of date or misleading in any way.

4.2 Forming the Contract

4.2.1 Agreement by Supplier

The Supplier will sign in this section. By signing, the Supplier is offering to enter the Contract on the terms set out in this document. If the Supplier does not execute this document itself, it must (if the Customer requests) provide adequate evidence that the signatory is properly authorised to execute this agreement.

If the parties agree any changes to this document after the date of the Supplier's signature (but before the Customer accepts the Supplier's offer as described below), the Supplier and Customer will prepare a new version of the document incorporating the agreed changes, which will replace this document. The Supplier will sign the new document, offering to enter the Contract on the amended terms.

Date

EXECUTED for and on behalf of:)

.....)

Multiplicite Pty Ltd) Signature of authorised representative
 by its authorised representative, in the) By executing this agreement the signatory warrants that
 presence of:) the signatory is duly authorised to execute this agreement
) on behalf of the Supplier
)

Signature of witness)

.....) Name of authorised representative (block letters)
)

Name of witness (block letters))

.....) Position of authorised representative
)

Address)

4.2.2 Agreement by Customer

The Customer may accept the Supplier's offer either by signing in this section, or separately confirming to the Supplier in writing that the Customer accepts the Supplier's offer.

Date

EXECUTED for and on behalf of:)

.....)

The Department of the Premier & Cabinet) Signature of authorised representative
 by its authorised representative, in the) By executing this offer the signatory warrants that the
 presence of:) signatory is duly authorised to submit this offer on behalf of
) the Customer
)

Signature of witness)

.....) Name of authorised representative (block letters)
)

Name of witness (block letters))

.....) Position of authorised representative
)

Address)

Schedule 1 – Requirements

The Supplier must provide the Services specified below to the Customer, in accordance with the Requirements described in this Schedule.

1. Requirements for Services

The project includes the following three phases:

1. Research existing approaches to Australian (and international) national day/civic celebrations to understand what events and activities are successful, for whom and in what context. Research should target Queenslanders of all cultural backgrounds, age groups, income levels and geographic areas.
2. Gather community feedback (in person, social listening or other methods) on 2016 Australia Day celebrations throughout Queensland to understand how well events meet community expectations and identify relevant gaps.
3. Provide recommendations for programming of the 2017 Australia Day celebrations across Queensland based on in depth research conducted in phases two and three.

The following items will be required in conclusion of the project:

- a detailed report with key recommendations, verbatim quotes and a breakdown of feedback results.
- a full presentation to members of the Events Coordination team with an explanation of the key findings and recommendations included in the report.

2. Key Personnel

Not Applicable

3. Other Requirements

Not Applicable

Released under RTI/DPS

Schedule 2 – Price and Payment Terms

2.1 Price

Stage	Days	Fees (excl GST)	Fees (incl GST)
Scoping and planning			
Desktop review			
Social and market analysis			
TOTALS	14.75	\$29 500	\$32 450

2.2 Price reviews

Not Applicable

2.3 Payment plan/milestones

The Supplier may invoice the Customer after successful achievement of the milestones as follows:

Milestone	Percentage	Invoice amount (inc GST)
On signing contract	40%	\$12 980
Initial findings presentation	40%	\$12 980
Social and market analysis	20%	\$6 490

2.4 Payment methods

Customer to pay via EFT upon receipt of invoices from the Supplier

2.5 Discounts or rebates

Not Applicable

2.6 Other pricing information

Not Applicable

Schedule 3 – Performance Measurement

This Schedule describes how the Supplier’s performance will be measured under the Contract, including:

- Key performance indicators, minimum service level requirements, acceptance criteria or other performance measures proposed by the Customer
- Details of how KPIs will be measured (e.g. identify reports)
- Consequences if performance is unsatisfactory.

Key Performance Indicators / Service Levels

Measure	Purpose	Performance Target	Measurement Calculation	Consequences of failure
Stage 1 – scoping and planning	To familiarise Supplier and Customer with the key issues for the project and outline proposed approach, methods and key research questions.	Delivery of a brief project plan. Plan should include schedule of tasks, deliverables, timeframes and risk management plan.	Receipt of project plan by due date, as agreed with Customer.	Full refund for stage 1 of the project.
Stage 2 – desktop review	To explore how other Australian cities, and other countries celebrate their national days.	Delivery of phase one presentation. Overview of desktop research findings.	Delivery of phase one presentation by due date, as agreed with Customer.	Full refund for stages 1 and 2 of the project.
Stage 3 – social and market research	Summary of social listening and market research findings. Outline of data received across all project phases and recommendations in response to key research questions.	Delivery of summary presentation and final report.	Delivery of summary presentation and final report by due date, as agreed with Customer.	Failure to contract Supplier in future.

Schedule 4 – Governance

This Schedule sets out governance arrangements applicable to the Contract.

4.1 Reporting requirements

The Supplier must provide the following reports:

A final report that summarises all data collated throughout the project, including findings and recommendations is due early March 2016.

4.2 Escalation of issues

Any issues that should arise that cannot be settled between the parties, should be brought to the attention of Louise Litchfield, Executive Director, Corporate Governance, Department of the Premier and Cabinet.

4.3 Other governance or quality assurance requirements

Not Applicable

Released under RTI/DPC

Lucas Clarke

From: Mark Verstege <mark@multiplicite.com.au>
Sent: Wednesday, 17 February 2016 11:20 AM
To: Georgia Smith
Cc: Emily Verstege
Subject: Revised report for Australia Day research

Hi Georgia,

Here is a link to the updated report. The recommendations remain the same.

<https://www.dropbox.com/s/7tsajdaqy1h1i96/2016-02-16-Final%20report-PRESENTATION%20VERSION.pdf?dl=0>

We've included analysis of the AustraliaDayQLD hashtag and keywords across Instagram, Twitter and Facebook. I have included the detailed analysis in the data analysis appendix (pp.67-75) and the headline numbers (repeated below) have been updated in the presentation slide.

Facebook activity was quite good.

#AustraliaDayQLD

Facebook

97% positive sentiment
50 wall posts 718 likes
18 comments
1 reply

Instagram

141

Twitter

28 tweets

If you or the team have any further questions please don't hesitate to ask.

Cheers

Mark

Australia Day research project – Final report

Released under RTI - DPC



Innovation driven by evidence

Research questions

- How well does Great Australian Bites reach and engage Queenslanders?
 - What is conversation around food?
 - How does public perceive Bites? What is response to River Quay location?

Overview

- Broadly positive response to Great Australian Bites, but limited social reach and engagement
- Food, fun, festivals and friends are key discussion themes
- Discussion led by owned media



Innovation driven by evidence

Great Australian Bites

- Brisbane: 13,000 patrons
- Port Douglas: 2,000 patrons
- Airlie Beach: 2,000 patrons



Innovation driven by evidence

Limited social reach and engagement in Queensland

Search term/ Hashtag	Facebook (# posts)	Instagram (# posts)	Twitter
Great Australian Bites	Port Douglas only 97% positive sentiment 23 wall posts 301 likes 10 comments 1 reply	176	91 tweets 13,200 impressions
#AustraliaDayQLD	97% positive sentiment 50 wall posts 718 likes 18 comments 1 reply	141	28 tweets
Australia Day	453 posts	>11,000	>200,000 tweets



Innovation driven by evidence

Queenslanders talk about food, fun, festivals and friends



Innovation driven by evidence

Twitter: food and festivals



Facebook: Limited use and impact

Great Australian Bites Port Douglas - Music & Food Festival

436 fans

344 talking about this

A free outdoor food & live music event showcasing local musical talent as well as regional produce served by local restaurants to celebrate Australia Day.

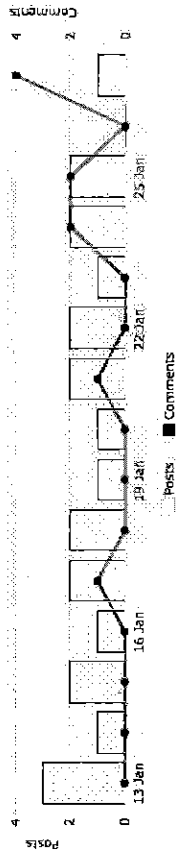
Latest Activity

Socialeyes Media
Whatever the weather, it'll be a great day surrounded by brilliant people! Happy Australia Day! 🇦🇺 🎉 🍷
0 posts, 2 comments, 0 replies

Harrison's Restaurant Port Douglas
Amazing day planned for all of us to enjoy at Great Australian Bites Port Douglas - Music & Food Festival! We'll be serving up some super tasty treats and icy cold drinks, make sure you pop down and say "Hi" #AustraliaDayQLD
1 post, 0 comments, 0 replies

Nikki Kazianiar
Awesome!! Can't wait!
0 posts, 1 comment, 0 replies

Jean-François Gagné
Come on down! Filling up fast! What a beaut day and so well organized! Happy Aussis Day!
0 posts, 1 comment, 0 replies



In the 15 days:
 23 wall posts with 301 likes, 10 comments & 1 reply
 13.1 likes, 0.4 comments and 0 replies per wall post



Australia wide

Released under RTI - DPC



Innovation driven by evidence

People expect food, music and fireworks, but...

- Australia Day programming is quite similar across the country
- Research shows music concerts, food and fireworks are most popular activities: these feature heavily in programming
- Demand for art exhibitions, and ethnic and Indigenous cultural displays also exists



Innovation driven by evidence

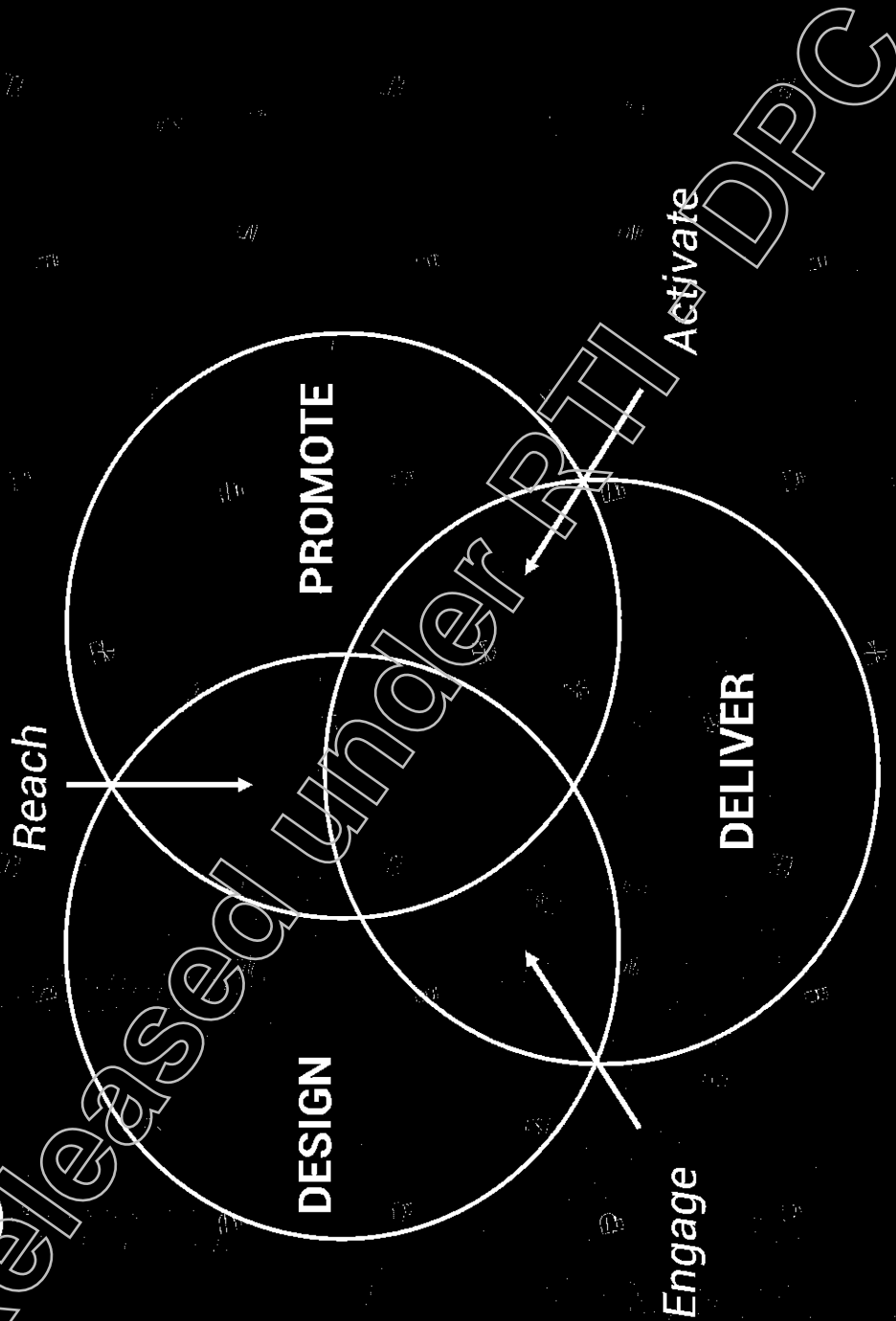
Released under RTI - DPC

Recommendations



Innovation driven by evidence

The end game: Reach and engagement



Innovation driven by evidence

Reach: Consolidate effort

- **Consolidate social media effort** through a single Events Coordination account for each social platform, which promotes all events
- **Connect and post across platforms** (e.g. Instagram images also on Twitter, Facebook)
- **Strategically identify ambassadors** with strong public profile and/ or social reach
- **Partner with influencers** (e.g. Brisbane City Council, Brisbane Marketing, Visit Brisbane) to coordinate content and posting workflow (particularly for Twitter)



Innovation driven by evidence

Engagement: Start a conversation

- **Share interesting and engaging content** using a combination of text (Twitter and Facebook) and images or videos (all platforms)
- **Facilitate online discussion** (particularly on Facebook) by asking and answering questions, making connections



Innovation driven by evidence

Engagement: Driving event participation

- **Give audience the tools to participate** (e.g. single event account and hashtag, Twitter mirrors)
- **Embed social media within events** (e.g. real-time Twitter polls or Instagram competitions)
- **Consolidate online and offline activity** (e.g. Instagram photo competition of event food, with a voucher to participating restaurant)
- **Connect local events** (e.g. live cross to Ambassador in different locations)
- **Acknowledge and use social contribution** (NMA #AustraliaDay Your Way) and use in post-event promotion



Innovation driven by evidence

Technology case studies – Impact of technology on event reach and engagement

Reloq's @ Uniqser RTI - DPG



Innovation driven by evidence

Blending online-offline

Sundance Film Festival: America's largest independent film festival

Problem	Program targeted people physically attending the event. Non-attending public could not experience festival: website was 'flat', difficult to navigate. Organisers could not track artists' entries over time.
Solution	New website, built to meet needs of three user groups (attendees, remote attendees, artists). Festival information easily available to attendees and artists. Parallel online festival for non-attendees, with social links. Technology upgrade at festival, including within festival Wifi network, digital festival programs (web- and responsive for mobile)
Outcomes	Online and offline coordination meant all three user groups were more satisfied. Deepened engagement with broader range of people, event numbers up, deepened engagement with broader range of people



Innovation driven by evidence

Co-creating event content

Yoko Ono Wish Tree: A worldwide art project, running since 1981

Summary Ongoing art installation by Japanese artist, Yoko Ono. A tree native to exhibition/ festival site is planted. People who attend the event are invited to write a wish on a piece of paper and tie it to the tree. The installation remains in place throughout the event, and is photographed on completion. All wishes are collected by Yoko Ono and buried at the base of the Imagine Peace Tower in Iceland.

Outcomes People who attend the event are connected to each other and other event participants. They are more engaged with the event overall.

Notes The #AustraliaDayYourWay mural by the National Museum of Australia is another, more modern, example of the same principle. A collaborative installation is highly shareable and hence, highly engaging. The Tomorrowland 'Best of Social' after movie is another example: it attracted one million YouTube views in two weeks and 25 million views in six months with five waves of social promotion.



Innovation driven by evidence

Showcasing unexpected spaces

Sydney Biennale: International contemporary art festival, one of the world's longest running exhibitions of its kind

Summary The 2016 Biennale showcases art in non-traditional spaces, including an old turbine hall on Cockatoo Island in Sydney Harbour, in Central Station and on a wall in Eveleigh Street, Redfern.

Outcomes People who may otherwise not engage with art happen upon it as part of their everyday life. Their interest is piqued and they engage with other exhibitions associated with the Biennale or they develop an engagement with contemporary art beyond the Biennale.

Notes There is a strong social presence (Facebook: 50,000 followers; Twitter: 20,000 followers; Instagram: 9,900 followers; YouTube: 300 followers). Platforms used to announce artists, share images of work and festival details. Cross promotion across platforms. Single event hashtag used across platforms and regular posting.



Innovation driven by evidence

Gamifying engagement actions

Clean-Med conference: Custom-built conference application

Summary

This conference attracts thousands of delegates from across the world. There are thousands of presenters on a five-day conference schedule. The event app delivers a real-time event program, map and 'locate me' function. It allows session material downloads and 'check ins' at sessions, for which delegates are allocated Continuing Professional Development points. Delegates register their social accounts, which facilitates networking and allows within-conference competitions. Competitions include the most sessions attended, the most active on social media, the most distance travelled throughout the conference venue and the most number of connections made.

Outcomes

Delegates used the application heavily: there were more downloads than delegates. On average, delegates used the app 70 times per day. The app received almost-perfect scores on the App Store and iTunes. There was strong engagement with all the social/in-app competitions run throughout the event.



Innovation driven by evidence

Engaging remote audiences

Connecting medical professionals for education and training at a multi-site event

Summary	A pharmaceutical company ran training for 600 medical professionals, who attended across six sites. A guest speaker presented live at a central venue. Each remote venue had a local chair and local presentation content, but within every agenda was a 45-minute presentation and 15-minute Q&A with the guest speaker.
Outcomes	Audience members engaged well with the Q&A session. All sites could see and hear the interaction. Participants described the training model as 'truly compelling'. The event was filmed and recorded for post-event offline availability.
Notes	Triple J Hottest 100 celebration is another example. Individuals register their party and receive merchandise pack. They connect to other party hosts through traditional (Triple J radio) and social media (using the Triple J Facebook, Instagram, Twitter and YouTube accounts, with Spotify playlists)



Innovation driven by evidence

Bringing people together

Coachella (Valley Music and Arts Festival) and SnapChat

Summary

Coachella is a music and arts festival held annually in California. Almost 600,000 people attend over two weekends. In 2015, Coachella partnered with SnapChat, removing geofilters to enable SnapChatters to share photos and images with their connections and with other 'Story' followers (other SnapChatters at the festival). It also created unique geofilters for every set at the festival.

Outcomes

The best snaps were compiled into an 'Our Story' feature, which was shared with all contributors. More than 40 million people viewed the Story.

Notes

Very strong social presence. (Facebook: 1.4 million followers; Twitter: 718,000 followers; Instagram: 692,00 followers; plus YouTube channel and SnapChat.)



Innovation driven by evidence

Staying in touch afterwards

Using social media partnerships (Deezer and Facebook) to make new connections and share festival experience after the event

Summary

Splendour in the Grass is a 3-day Australian music festival in held Byron Bay. It uses RFID wristbands, which prevent fraud and have interactive features, including cashless payments and direct hooks to social media. This enables Facebook check in at acts and stages and upload video content at 'Live Click' stations throughout festival. Deezer offered festival-goers choice to receive customised music content for download based on check-ins. Festival-goers can connect with each other by simultaneously pushing a button on their wristband.

Outcomes

Playlists were delivered by email after the festival. Festival-goers receive email notifications of social connections made during the event.

Notes

Splendour has a strong social presence. (Facebook: 230,000 followers; Instagram: 57,000 followers; Twitter: 41,200 followers; also YouTube, Tumblr and Spotify channel)



Innovation driven by evidence

Released Under RTI - DPC

Data analysis – Additional analysis and reporting



Innovation driven by evidence

Event data market research

GREAT AUSTRALIAN BIRDS

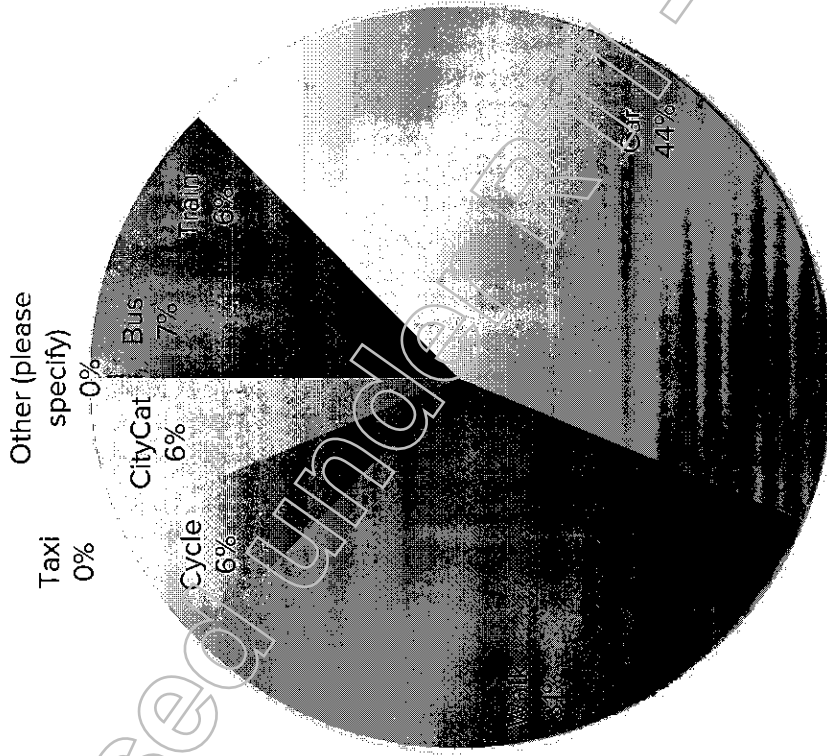
Overview

- 17,000 patrons (13,000 Brisbane/ 2,000 Port Douglas/ 2,000 Airlie Beach)
- 77% of respondents were visiting Great Australian Bites for the first time
- 84% of people visited with family or friends
- Overwhelmingly, people enjoyed the event with at least 87% partially satisfied or greater
- 32% of people surveyed wanted food related events on Australia Day and 36% wanted music and cultural events
- Open ended responses confirmed that event goers enjoyed the format, the food, music and atmosphere
- The only criticism was that the food and beverages were in short supply at Port Douglas.



Innovation driven by evidence

How did you travel to Great Australian Bites?



n=15
Brisbane only



Innovation driven by evidence

At what time of day did you attend Great Australian Bites?



n=15
Brisbane only



Innovation driven by evidence

How did you hear about Great Australian Bites?



n=31
All locations



Innovation driven by evidence

How satisfied are you with Great Australian Bites?

Very Satisfied Satisfied Partially Satisfied No response



0.00% 0.00%
Dissatisfied Very Dissatisfied

n=31
All locations



Innovation driven by evidence

What genre of music would you prefer to listen to at future Great Australian Bites events?



n=31
All locations



Innovation driven by evidence

What is your preferred Australia Day activity?

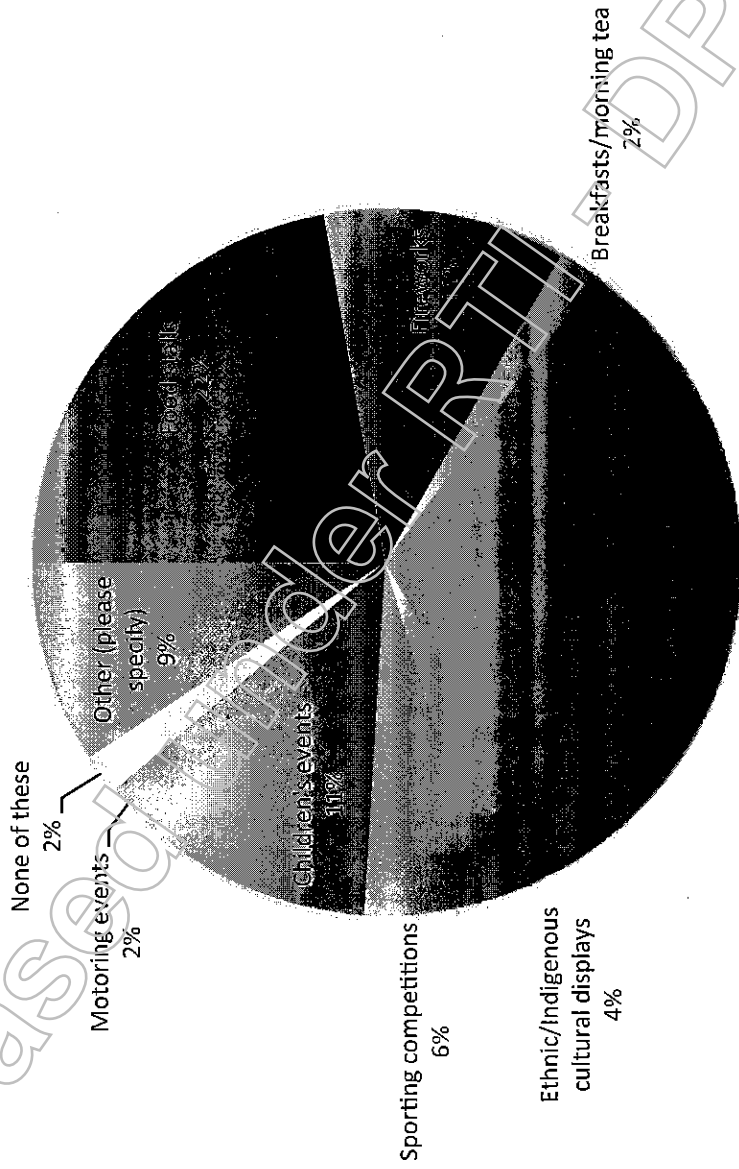


n=31
All locations



Innovation driven by evidence

What is your preferred Australia Day activity?



Innovation driven by evidence

Age demographics



n=31
All locations



Innovation driven by evidence

Great Australian Bites

Social listening analysis

Released under RTI - DPC



Innovation driven by evidence

Great Australian Bites

Twitter comparison analysis



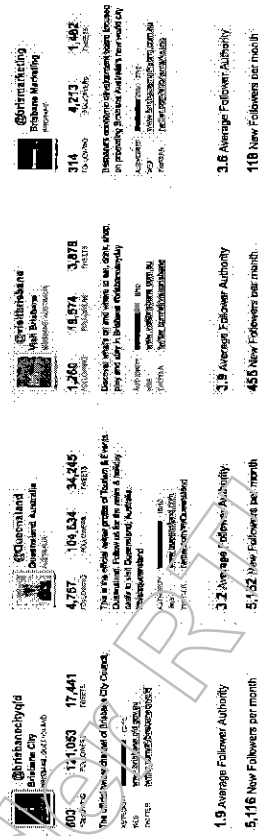
Innovation driven by evidence

Comparing Top 4 Influencers

Multiplicité thought about how the Great Australian Bites Campaign could have reached more people in Twitter.

The main influencers in the campaign, as analysed in the previous section, all have decent network sizes.

Therefore opportunities exist in cross-management, listening and engagement (and possibly content).







See next slide



Innovation driven by evidence

Twitter Comparison Analysis

 <p>@brisbanecityqld Brisbane City BRISBANE, QUEENSLAND</p>	<p>603 FOLLOWING</p>	<p>121,053 FOLLOWERS</p>	<p>17,441 TWEETS</p>	<p>The official twitter channel of Brisbane City Council.</p> <p>AUTHORITY: [REDACTED] 0010 WEB: www.brisbanecity.qld.gov.au TWITTER: twitter.com/brisbanecityqld</p>	<p>1.9 Average Follower Authority</p> <p>5,116 New Followers per month</p>
 <p>@Queensland Queensland Australia AUSTRALIA</p>	<p>4,757 FOLLOWING</p>	<p>104,634 FOLLOWERS</p>	<p>34,245 TWEETS</p>	<p>This is the official twitter profile of Tourism & Events Queensland. Follow us for the news & holiday deals to VISIT Queensland, Australia. #thisqueensland</p> <p>AUTHORITY: [REDACTED] 1010 WEB: www.queensland.com TWITTER: twitter.com/queensland</p>	<p>3.2 Average Follower Authority</p> <p>5,152 New Followers per month</p>
 <p>@visitbrisbane Visit Brisbane BRISBANE, AUSTRALIA</p>	<p>1,260 FOLLOWING</p>	<p>19,574 FOLLOWERS</p>	<p>3,878 TWEETS</p>	<p>Discover what's on and where to eat, drink, shop, play and stay in Brisbane #brisbaneanyday</p> <p>AUTHORITY: [REDACTED] 810 WEB: www.visitbrisbane.com.au TWITTER: twitter.com/visitbrisbane</p>	<p>3.9 Average Follower Authority</p> <p>455 New Followers per month</p>
 <p>@brismarketing Brisbane Marketing BRISBANE</p>	<p>314 FOLLOWING</p>	<p>4,213 FOLLOWERS</p>	<p>1,482 TWEETS</p>	<p>Brisbane's economic development board focused on promoting Brisbane Australia's new world city.</p> <p>AUTHORITY: [REDACTED] 710 WEB: www.brisbanemarketing.com.au TWITTER: twitter.com/brismarketing</p>	<p>3.6 Average Follower Authority</p> <p>118 New Followers per month</p>

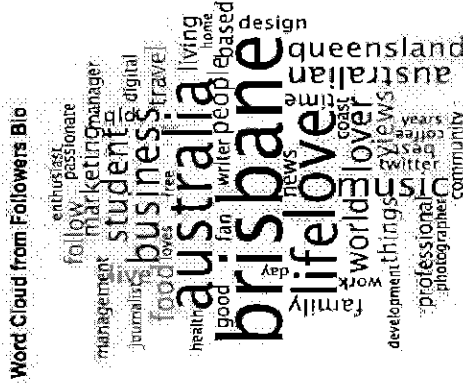
Although average Follower Authority of @brisbanecityqld is unusually low, meaning low exposure, there should be sufficient exposure across these networks to get an improved GAB response.



Innovation driven by evidence

Follower Comparison

@brisbanecityqld



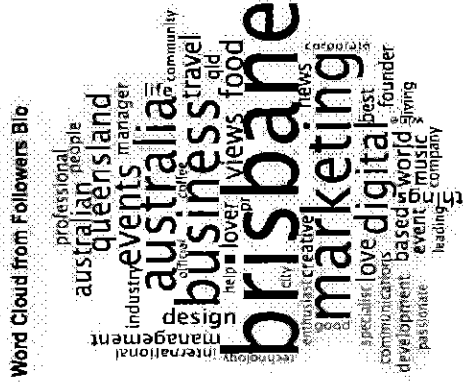
@queensland



@visitbrisbane



@brismarketing



The keywords from the follower biographies show that most followers are associated with Brisbane, with the exception of @queensland followers who love to travel. @visitbrisbane followers are more associated with food and music, and @brismarketing more with marketing itself.



Follower Demographics

@brisbanecityqld

@queensland

@visitbrisbane

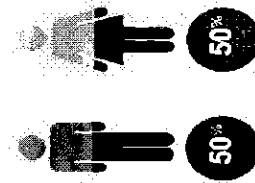
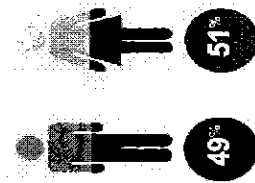
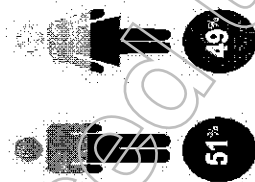
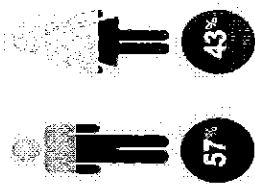
@brismarketing

Followers by Gender

Followers by Gender

Followers by Gender

Followers by Gender

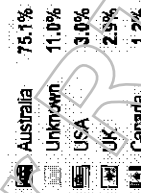
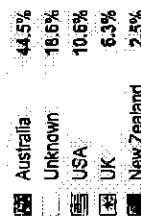
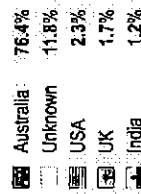


Followers by Country

Followers by Country

Followers by Country

Followers by Country

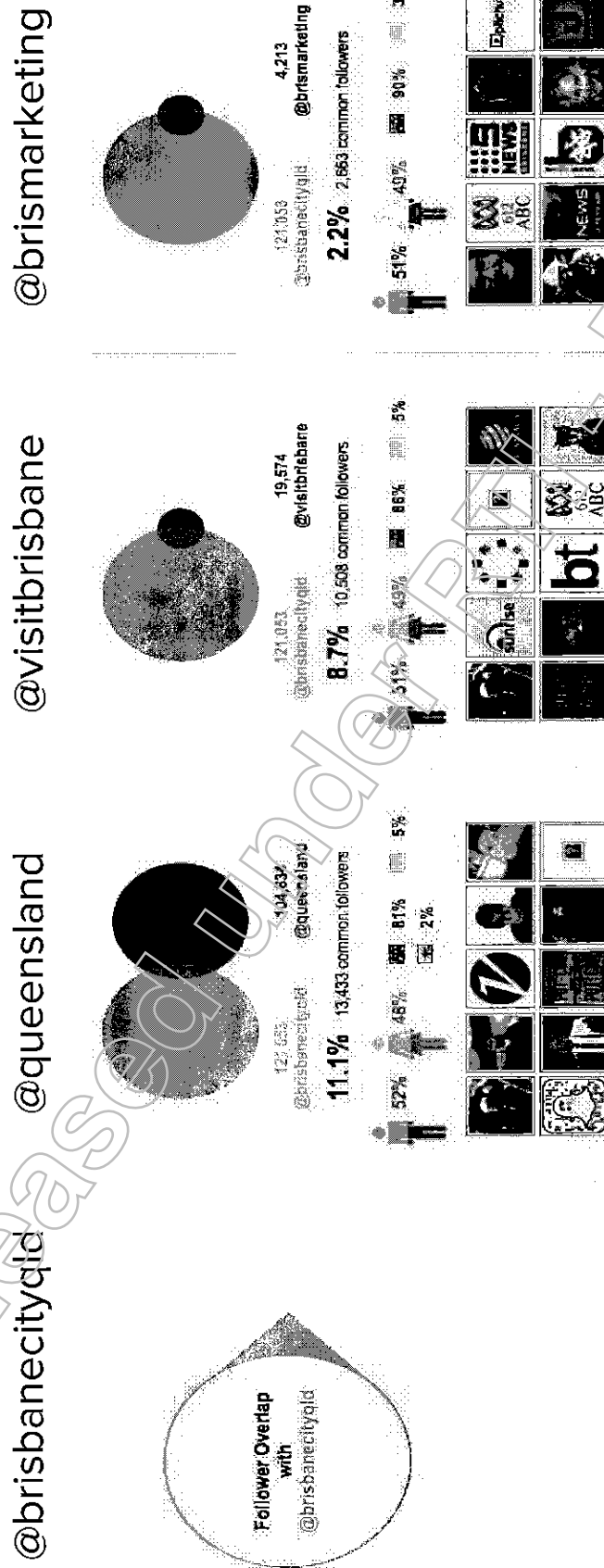


- @brisbanecityqld shows more men than women.
- Followers as a whole are gender-balanced.
- @queensland has only 44.5% of its followers based in Australia, in contrast to the high numbers in the other accounts.



Innovation driven by evidence

Followers Overlap



@brisbanecityqld has the highest number of followers with a small overlap of the other accounts. This is beneficial as it means a larger potential audience is reached across all accounts.

Reach & Engagement

- Most retweeted message was generated by “own” media (@visitsouthbank)
- Shared four times

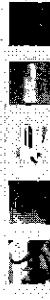
Great Australian Bites begins tomorrow at South Bank! Join us for a bite:

<https://t.co/rVNn5kflcu>

#australiadayqld

<https://t.co/Bt4iGbiR9r>

21 Jan 2016 by Visit South Bank



Innovation driven by evidence

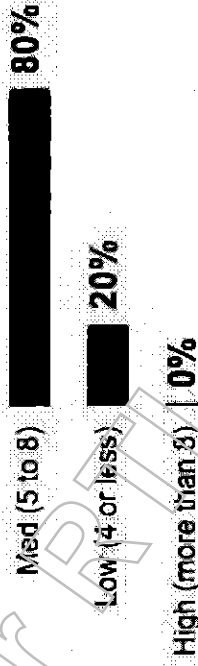
Twitter Reach

Estimated Impressions

- 13,200 estimated.

13,200 estimated impressions
from 5 Twitter mentions by 5 users

Authority Breakdown



- For comparison, “Mitchell Pearce” affair

54.6 million estimated impressions
from 6,245 Twitter mentions by 3,192 users



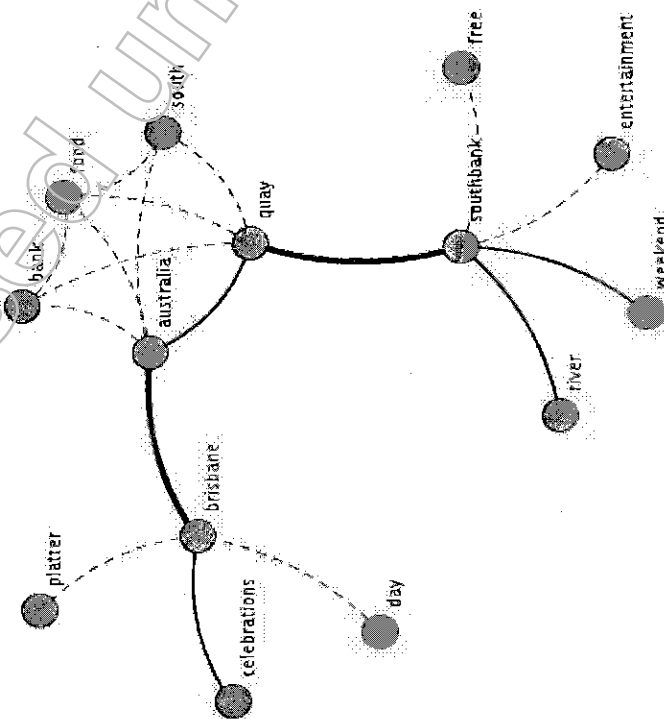
Innovation driven by evidence

Conversation themes

Buzzgraph – word associations

Most common associations are:

- Brisbane & celebrates
- Brisbane & platter
- Southbank & entertainment & free
- Quay & food



Note: Word associations—or

Buzzgraphs—depict the relationship between keywords. The strong the bond (more frequently seen together), the thicker and darker the connecting line.



Innovation driven by evidence

Tweet Life - Retweets Finish After 1 Hour

For the Most Popular Tweet, the retweets peaked within the first 10 minutes and then finished after 1 hour.

Implications: better planning of tweet timing and network strategy.

@VisitSouthBank:
21 Jan 2016

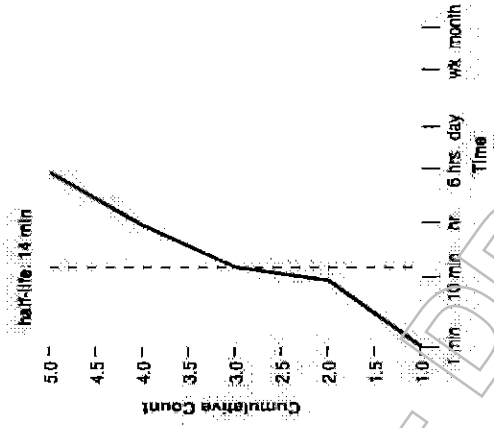
Great Australian Bites begins tomorrow at South Bank! Join us for a bite: <https://t.co/rVnN5kfcu> #australiadayqld <https://t.co/B14iGbiR9g>

Stats:

Retweeters	Reach?	Max Depth	Half-life
4	13,200	3	14 min after original tweet 56 min after original tweet

Top Retweeters who caused largest spread:

Rank	Retweeters	Spread?	Reach	Time	Level
1	@VisitSouthBank	2	13,200	0 min	0
2	@EventsBrisbane	1	9,354	8 min	1
3	@StudyBrisbane	1	5,419	13 min	2



Cumulative Retweet Count vs Time



Innovation driven by evidence

Instagram Themes - Festival, Friends, Food

Friends - 36 Likes



jenmalee_xv South Bank, Brisbane

36 likes

jenmalee_xv Good food, good friends, good freakin' day! How every Sunday should be. 🍷🍷🍷
#reinstaurialibbies #sundayseach #pimms #instadaily #thejetty #poppolo #megals

Add a comment...

921 Likes for picnic and food



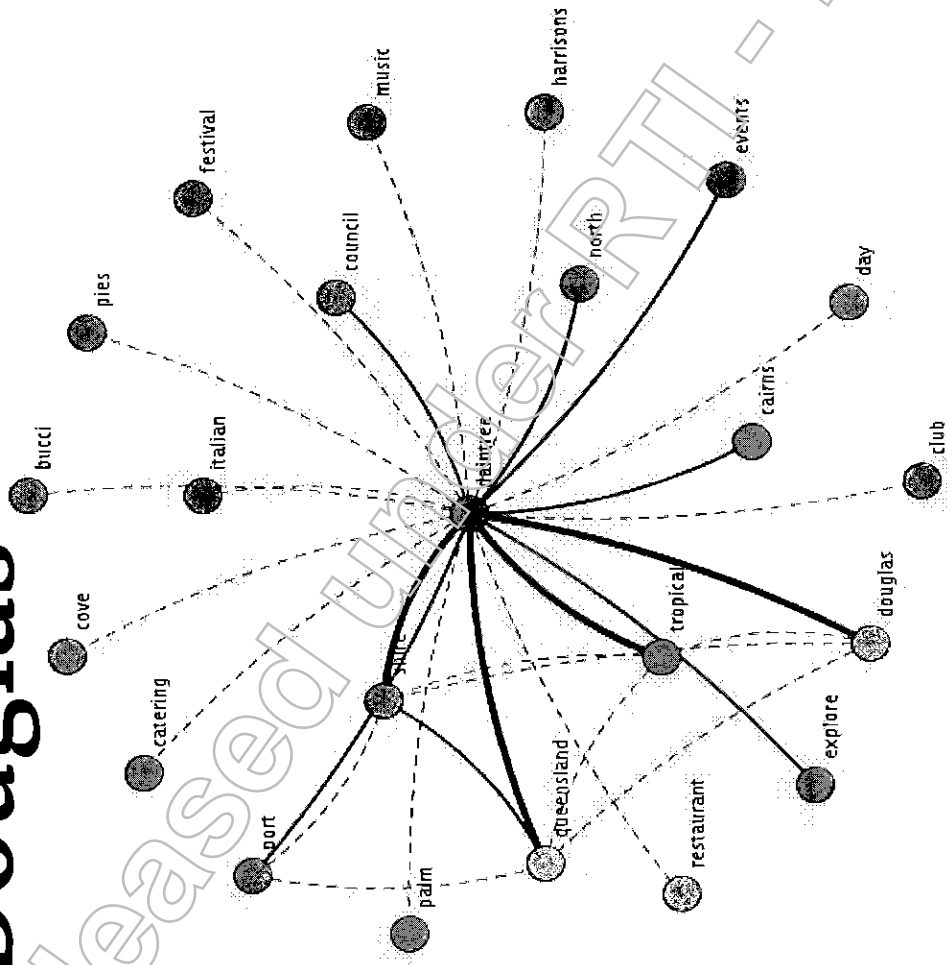
bribsanecity

921 likes

bribsanecity This @australialibbies celebrate all things Aussie at #GreatAustralialibbies from Sat 23 to Tues 26 Jan. Round up your mates, grab a picnic rug and head to @oxleyouthbank's River Quay for pop-up food stalls from @acquitabarsserie @poppolo @brissbanne @thejetty @outhbank & @poppolo @brissbanne serving up \$5 tasting plates. Pimms or Aperol Spritz jugs at the bar and live entertainment until late. 🍷 #stateofbrissbanne #Australialibbies

View all 36 comments
d_janz12 @rayokilimoofficial
rehanab @schoharwein this!!!!
siobhanwalsh @rehanas6 done and done:
schamele @ila_golds we could go post-wedding on Sat?
maywell @esthermarconi
Add a comment...

Facebook - topic analysis - Port Douglas



Innovation driven by evidence

Facebook – Network Size

Great Australian Bites Port Douglas

Relatively small base:

- 436 Fans
- 344 interactions over the period – posts and comments.

Great Australian Bites Port Douglas - Music & Food Festival

436 fans

344 talking about this

A free outdoor food & live music event showcasing local musical talent as well as regional produce served by local restaurants to celebrate Australia Day.



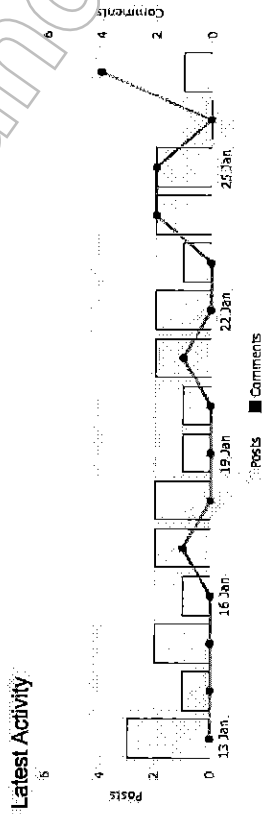
Innovation driven by evidence

Facebook – Activity

Activity was modest

- 23 wall posts
- 301 likes
- 10 comments
- 1 reply

A good result considering the small size of the network.



In the 16 days:
23 wall posts with **301** likes, **10** comments & **1** reply.
13.1 likes, 0.4 comments and 0 replies per wall post

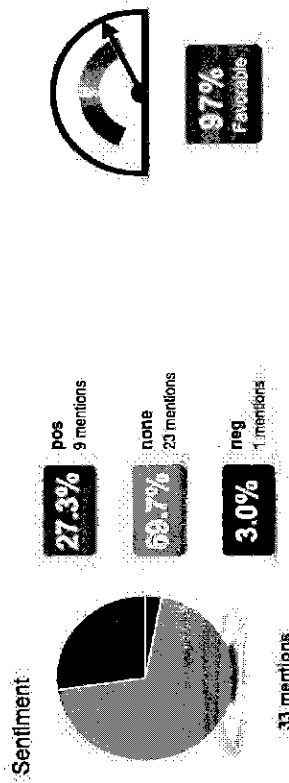


Innovation driven by evidence

Sentiment

97% positive sentiment on Facebook

Overall, the Positive sentiment was high, and the Negative sentiment about average, in our experience.



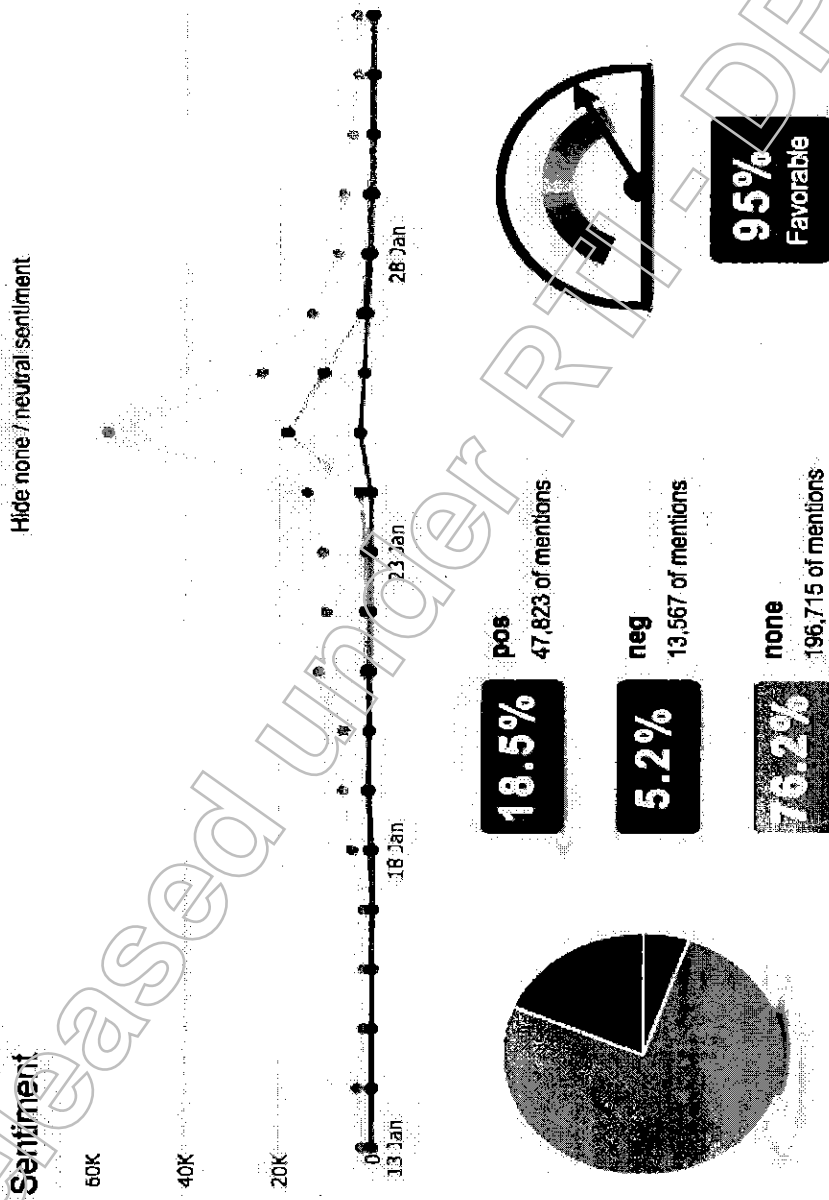
This is a good result*.

* Sentiment analysis on such small numbers of posts is not always reliable.



Innovation driven by evidence

Sentiment - all media



258,105 mentions

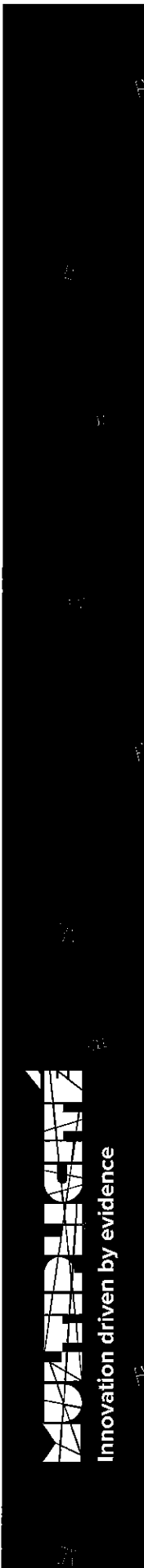
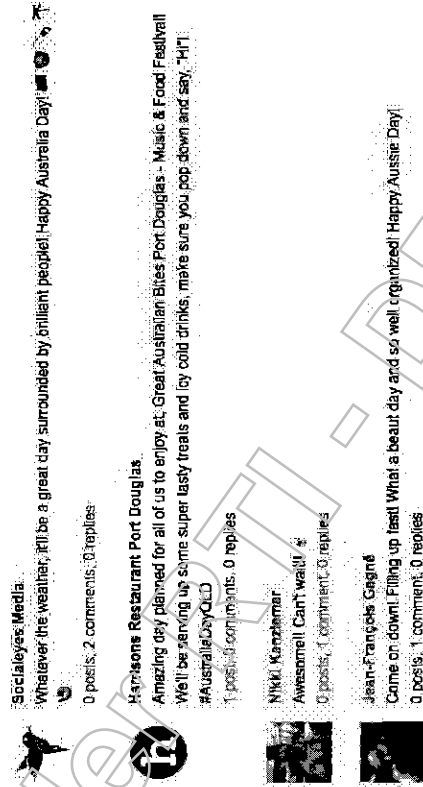


Innovation driven by evidence

Facebook Comments

Great Australian Bites – Port Douglas Mostly positive

- Facebook fans joined in with the spirit of the day.
- Although it appeared that there was little monitoring or engagement from the GAB Port Douglas Facebook team.



Most tweets mentioned food, festival

Food markets, and tastings

Mishelly79 Great Australian Bites <https://t.co/1Wb1RWQCK>
23-Jan-2016 18:24 PM

QLDWhitundays: The very first Airie Beach Great Australian Bites food and music festival on Today from 11am Airie Beach Esplanade <https://t.co/S1nOPV/BPU>
23-Jan-2016 17:27 PM

norman_goetz RT @brismarketing #VisitSouthBank for food markets this weekend! Great Australian Bites starts today → <https://t.co/hZ2ewO9Cey> <https://t.co/UIQJPhYy>
23-Jan-2016 16:04 PM

ReinaPatrick I'll be on the BBQ at Mossman Woolies today (11am). Come say hi & find out all the details for #GreatAustralianBites #PodDouglas fest!
23-Jan-2016 15:49 PM

concreteplay BRISBANE !!! Enjoy a tasting platter of locally made food at Great Australian Bites. <https://t.co/PouFyKFK> <https://t.co/VyLEylecn>
22-Jan-2016 17:33 PM

fabiomorganii Great Australian Bites: What's on in Brisbane <https://t.co/8H4ySD08z9>
22-Jan-2016 17:08 PM

Typical "owned media" Tweet

 Brisbane Marketing
[@brismarketing](https://twitter.com/brismarketing) Follow

#VisitSouthBank to enjoy a Great Australian Bite by the river tonight → bit.ly/1IEjpF9



LIVE
1



Innovation driven by evidence

“Own” marketing dominated influencers

Highest Authority among tweeters

@Queensland Queensland, Australia
 This is the official twitter profile of Tourism & Events Queensland. Follow us for the news & holiday deals to visit Queensland, Australia.
 #VisitQueensland
 www.queensland.com.au
 104,634 Followers
 10/10 Authority
 22 Jan 2016 12:00
 RT @BadassBubba: Great Australian Bites - Visit Brisbane! https://t.co/0U0T1H11 #thisisaustraliaand #Brisbane #SouthBank #food

@brisbanectyld Brisbane City, Queensland, Australia
 The official twitter channel of Brisbane City Council.
 www.brisbane.qld.gov.au
 120,777 Followers
 10/10 Authority
 24 Jan 2016 12:00
 Celebrate the long weekend with great food and music at Great Australian Bites: South Bank, Sat 23 - Tue 26 January. #thisisaustraliaand #Brisbane #SouthBank #food

@visitbrisbane Visit Brisbane, Queensland, Australia
 Discover what's on and where to eat, drink, shop, play and stay in Brisbane. #visitbrisbane.com.au
 19,574 Followers
 8/10 Authority
 21 Jan 2016 12:00
 Celebrate all things great about Australia at @VisitSouthBank's Great Australian Bites → #thisisaustraliaand #Brisbane #SouthBank #food

@BadassBubba James Bubbau Hawkins, Australia
 Former Youth Ambassador & Pro Mixer @UNIBreathalyzer | Top Mix Juror & Proud DJ @Koolhaan | ZZANCR | Music: A\$AP, Fan & Lover/Ex/Army - There is nothing left to lose!
 11,518 Followers
 8/10 Authority
 21 Jan 2016 12:00

Top Influencers

@brisbanectyld Brisbane City, Queensland, Australia
 The official twitter channel of Brisbane City Council.
 www.brisbane.qld.gov.au
 120,777 Followers
 10/10 Authority
 RT @brisbanectyld: Celebrate the long weekend with great food and music at Great Australian Bites: South Bank, Sat 23 - Tue 26 January. #thisisaustraliaand #Brisbane #SouthBank #food

@Queensland Queensland, Australia
 This is the official twitter profile of Tourism & Events Queensland. Follow us for the news & holiday deals to visit Queensland, Australia.
 #VisitQueensland
 www.queensland.com.au
 104,634 Followers
 10/10 Authority
 Happy Australia Day, from your local Queensland Representative #thisisaustraliaand #AustraliaDay

@visitbrisbane Visit Brisbane, Queensland, Australia
 Discover what's on and where to eat, drink, shop, play and stay in Brisbane. #visitbrisbane.com.au
 19,574 Followers
 8/10 Authority
 Celebrate all things great about Australia at @VisitSouthBank's Great Australian Bites → #thisisaustraliaand #Brisbane #SouthBank #food

@brisbanemarketing Brisbane Marketing, Australia
 Brisbane's economic development board focused on promoting Brisbane Australia a new world city.
 www.brisbanemarketing.com.au
 4,200 Followers
 2/10 Authority
 Happy Australia Day! Celebrate at South Bank with the Great Australian Bites food festival. #thisisaustraliaand #Brisbane #SouthBank #food

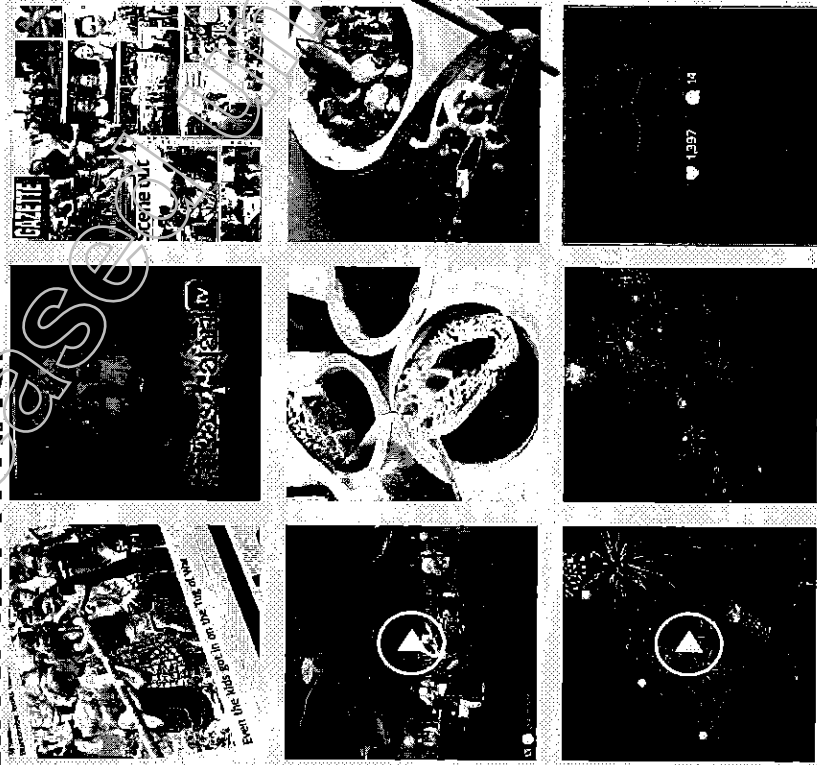
@QAGOMA Queensland, Australia
 This is the official page of the Queensland Art Gallery | Gallery of Modern Art, two distinct galleries that connect art and people. Daily 10am-5pm
 www.qagoma.gov.au
 29,305 Followers
 3/10 Authority
 Fun & free activity 1 year out and about tomorrow! Pop by @QAGOMA enter the Great Australian Bites contest. #thisisaustraliaand #Brisbane #SouthBank #food

Is @badassbubba worth cultivating as a social media ambassador? Probably not.




Instagram - ambassadors are popular

Most liked post



Georgia Barnes 1387 Likes

 **georgiabarnes** [Follow](#)

1,387 likes

Best way to end Australia Day. Thanks for having me #greataustralianites. So honoured to have been an ambassador for @australiadayid.

#aussiesuccessle #o66l
 #greataustralianites #australiaday
 #australiadayid #ambassador #fireworks
 #southbank #verquay
 #aima_asiff
 #aima_asiff I love you
 #lyndellmiller_ #oodyslist Go girl!! You are a wonderful choice
 #tonbakken: You are gorgeous! Loved you in Master Chef
 #richardkeov
 #kiana_uni2003 So pretty
 #theapothecarystore #Happy Australia Day
 #georgiabarnes

[Add a comment...](#)



Innovation driven by evidence

Instagram is visually engaging

River Quay Southbank Promotion

Port Douglas Post Event



256 likes · thefoodieclub_bris... River Quay Southba...
 thefoodieclub_brisbane Brisbane... You're the best! 🍷 Experiencing a culinary showcase in the lead up to Australia Day from Brisbane's premier River Quay restaurant! #greataustralianlites #kultura_008 @mat_alie14 #jess.darveniza @waterlic_sallisi sat #natile_sallisi #jess.darveniza #haidineil_ermannonyavis this looks a bit



rehabpatrick
 craseyville, riccardo.pa_ph, twogirls1967 and 1184 others like this: rehabpatrick 50 many fun shots captured by the Gazette of Tuesday's #GreatAustralianLites festival! What a great day! 📸 #portdouglasseventree rehabpatrick #food #foodie #festival #event #taste #explore #see #roll #portdouglas #discoverqueensland #exploreatq #cher #chris #paraleise #swesellie #beautiful #queensland #australia #seeussellie riccardo.pa_ph Beautiful



Innovation driven by evidence

Event format & localisation

- No negative commentary
- Given lack of engagement online it suggests
 - Event awareness as a whole was low, or
 - Lack of engagement at the event

Localisation

- Only 91 Tweets identified
- Commonly mention locations

Port Douglas
River Quay

 HarrisonPD Gourmet Dog & Harry's Prawn Cocktail at Great Australian Bites #PortDouglas #AustraliaDayQLD #ThisisQueensland <https://t.co/92pHNN2zrb>
26-Jan-2016 11:52 PM

 stedders52 RT @rivanbecilly Great Australian bites for #AustraliaDay #OzDay #food @sydneytaste <https://t.co/7G4VEfipLr> <https://t.co/LJmq55jEiC>
25-Jan-2016 23:52 PM

 JohazelA Great Australian bites to discover - Daily Telegraph #culinary <https://t.co/OdDsIUo3s>
25-Jan-2016 23:23 PM

 qmel66 Happy Australia Day from your local Canadians! #greaaustralianbites #brisbaneanyday #thisisqueensland @Queensland <https://t.co/OyYEodW2is>
25-Jan-2016 22:00 PM

 ukulelepockets RT @lalalalan come on down to River Quay! #GreatAustralianBites #australiaday <https://t.co/J1GbjtoNP>
25-Jan-2016 21:25 PM



Innovation driven by evidence

Alison Alexander, Georgia Barnes

Georgia Barnes

- No related activity on blog.
- Some Instagram activity, gaining 500 – 1500 likes from 32,800 followers.
- About 6 posts on Facebook, engaging with from 200 to 1500 of her 54,994 Facebook fans
- Twitter – see next slide

- www.georgiabarnes.com.au
- www.instagram.com/georgiabarnesau/
- www.facebook.com/GeorgiaBarnesAU

Alison Alexander

We are unable to locate any social media presence for Alison.

There can be no social media amplification without a social media presence.



Innovation driven by evidence

Ambassadors – Georgia Barnes

1 Australia Day Tweet

- Only one Australia Day tweet.
- Although she has over 10,000 followers there was no engagement around her Australia Day role.



Innovation driven by evidence

A look at Australia Day Queensland marketing including Facebook page (australiadayqld), Twitter and Instagram hashtagged mentions

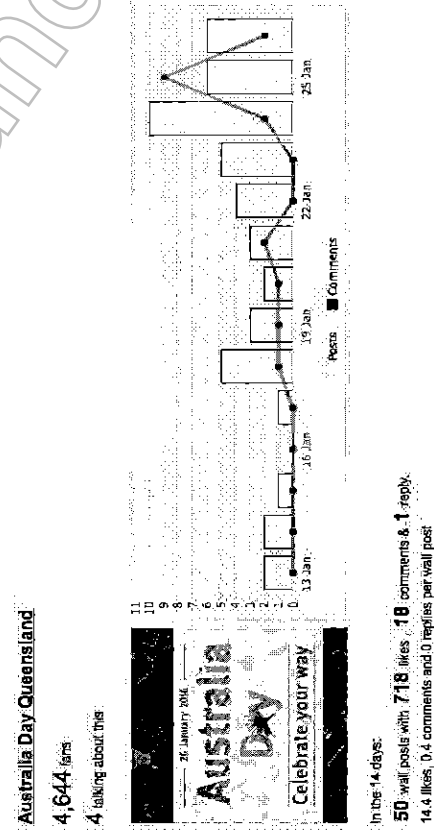
#AustraliaDayQLD



Innovation driven by evidence

Facebook

**50 posts over the period
(13th January 2016 and 1st February 2016.)**



There were 50 posts, with 718 likes, 18 comments and 1 reply.

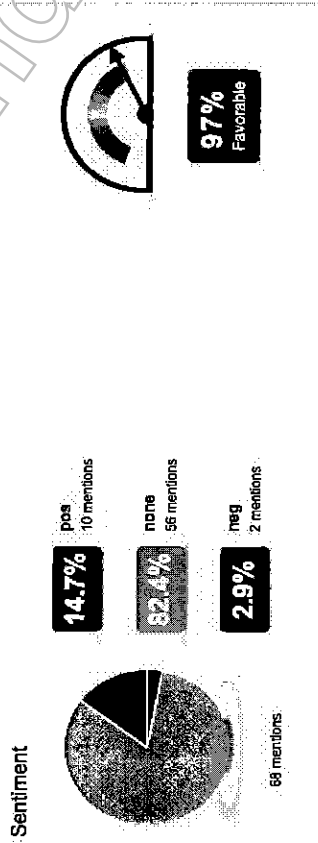
A reasonable engagement rate for the period although replies could be improved, in order to achieve better engagement.



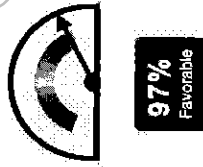
Innovation driven by evidence

Facebook Sentiment Positive

97% positive sentiment



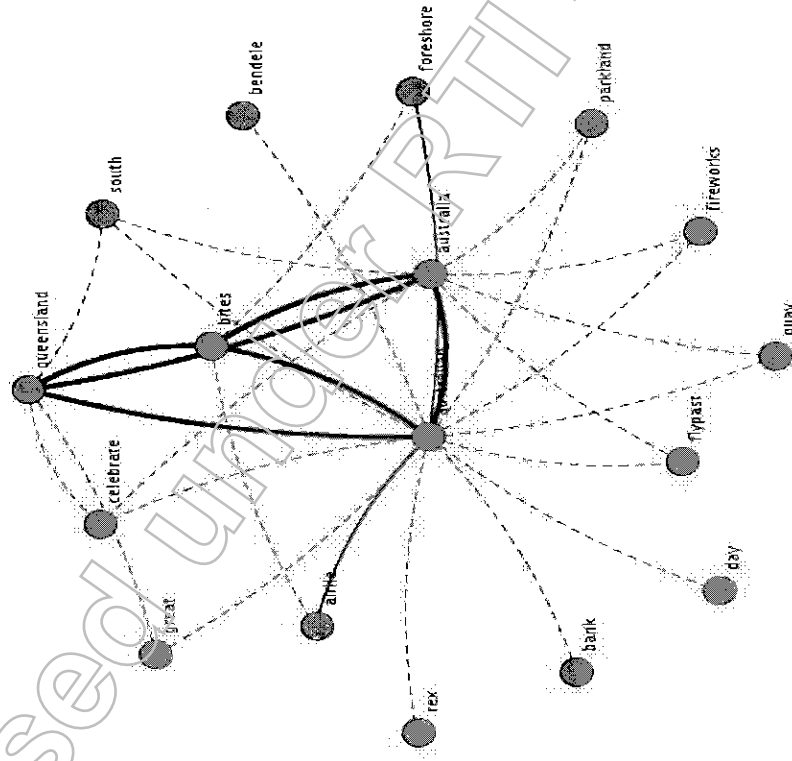
This is on the basis of 68 mentions, being 50 posts and 18 comments.



Innovation driven by evidence

Word Associations

Airlie, bites, foreshore and queensland are commonly mentioned in posts and comments



Innovation driven by evidence

Facebook Text Analysis

Reflects the post content

Mentions of Airlie Beach,
Port Douglas, South Bank.

Nothing surprising as it
reflects the content of the
50 posts, rather than
interaction.

Entities

prime minister animation .catherine .negropo .food .ambassador airlie beach .air
force australia day .port .douglas south bank parklands .amelie .mar .townsville .inxs .tom .cockliff
australian defence .force .tanner .australia .spek .audio/ and .analic .director .queensland .brisbane .flons .bayswater .hotel
guard south bank australia food stalls



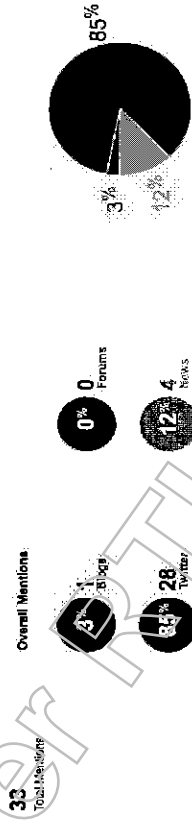
Innovation driven by evidence

Australia Day Queensland Social Media

Little activity across other
media

- Nothing to analyse in Twitter, News, Blogs and Forums as too little activity.

- 28 Tweets




Innovation driven by evidence

Tweets - Sample from the 28 Tweets

 MilitaryPhotok On a very tropical Australia Day, Queensland's official Australia Day Flag Raising Ceremony was held at... <https://t.co/kbonuYUSxt>
28-Jan-2016 21:21 PM


 HarrisonPD Gourmet Dog & Harry's Prawn Cocktail at Great Australian Bites #PortDouglas #AustraliaDayQLD #ThisisQueensland <https://t.co/92pHNN2rb>
26-Jan-2016 15:32 PM

 Patrice_Oldgirl Happy Birthday to me and Australia! @australia_australiadayqid #birthdayqid #2bars... <https://t.co/hLaaNN6h>
26-Jan-2016 07:24 AM

 silvianibgen #australiadayqid #festival #australiaday2016 #ausstie <https://t.co/Qrs5iD7Cq>
26-Jan-2016 04:09 AM

 PLeppy RT @ICC_News State flag-raising ceremony at Jezzine Barracks this morning #australiadayqid <https://t.co/rSfSD78yFO>
25-Jan-2016 22:07 PM

 ICC_News State flag-raising ceremony at Jezzine Barracks this morning #australiadayqid <https://t.co/rSfSD78yFO>
25-Jan-2016 22:04 PM

 Itsalexmate RT @pathassion Official #australiadayqid flag raising about to begin at Jezzine Barracks <https://t.co/VGJuv7M071>
25-Jan-2016 21:43 PM



Innovation driven by evidence

Instagram

141 Posts

- Good representation across all Australia Day events
- Healthy earned media with strong “likes” counts and comments



Innovation driven by evidence

Instagram

Most popular

- Based upon manual inspection the most popular post was from Georgia Barnes (which was identified earlier in the report).



Celebrate Australia Day Facebook page

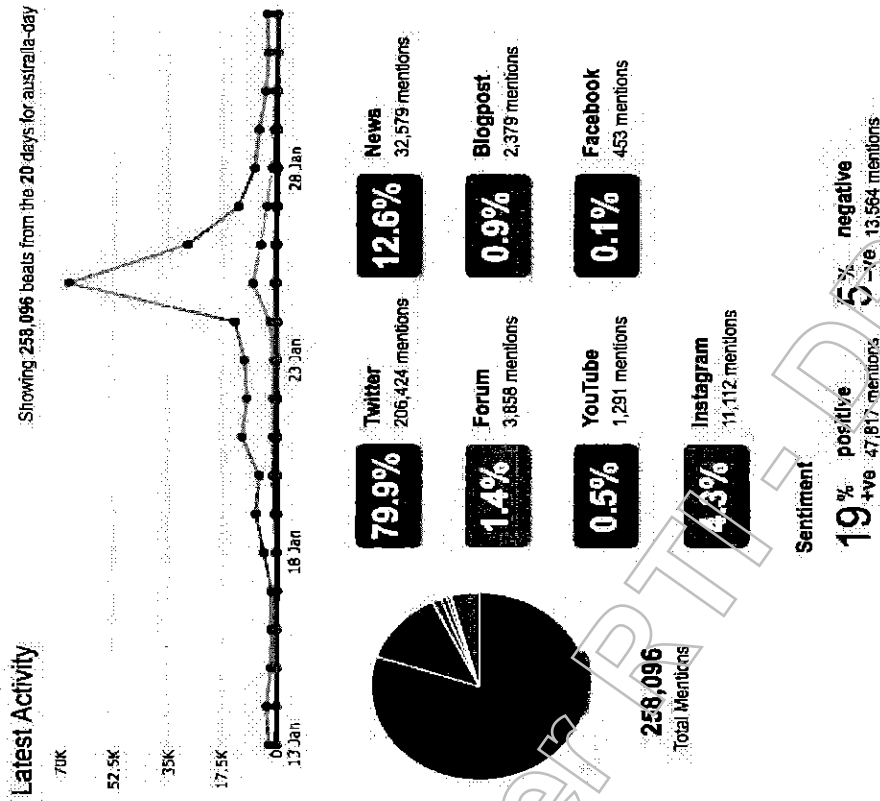
Australia Day



Innovation driven by evidence

Australia wide

- 258,096 mentions
- > 200,000 Tweets
- > 11,000 Posts on Instagram
- News >32,000 mentions
Majority are syndicated
- Monitoring period:
13 January, to 1st February.



Innovation driven by evidence

Twitter

- Dominated by sports news organisations, general news organisations, sports, and celebrities.
- Great Australian Bites, and locations such as Port Douglas, are overshadowed news and political commentary.




Innovation driven by evidence

Australia Day – Positive Tweets

Positive tweets set the tone of the day.


@austrippa
Australia Day is the most wonderful day to reflect on our nation. It is simply held on the wrong date. #qanda #ustchangeithedate
1 Feb 2016 5:47AM on twitter.com/austrippa
Tags: australia-day


@Succulent_Ham
#qanda Australia day is about celebrating the beautiful multicultural nation that we are
1 Feb 2016 5:46AM on twitter.com/Succulent_Ham
Tags: australia-day

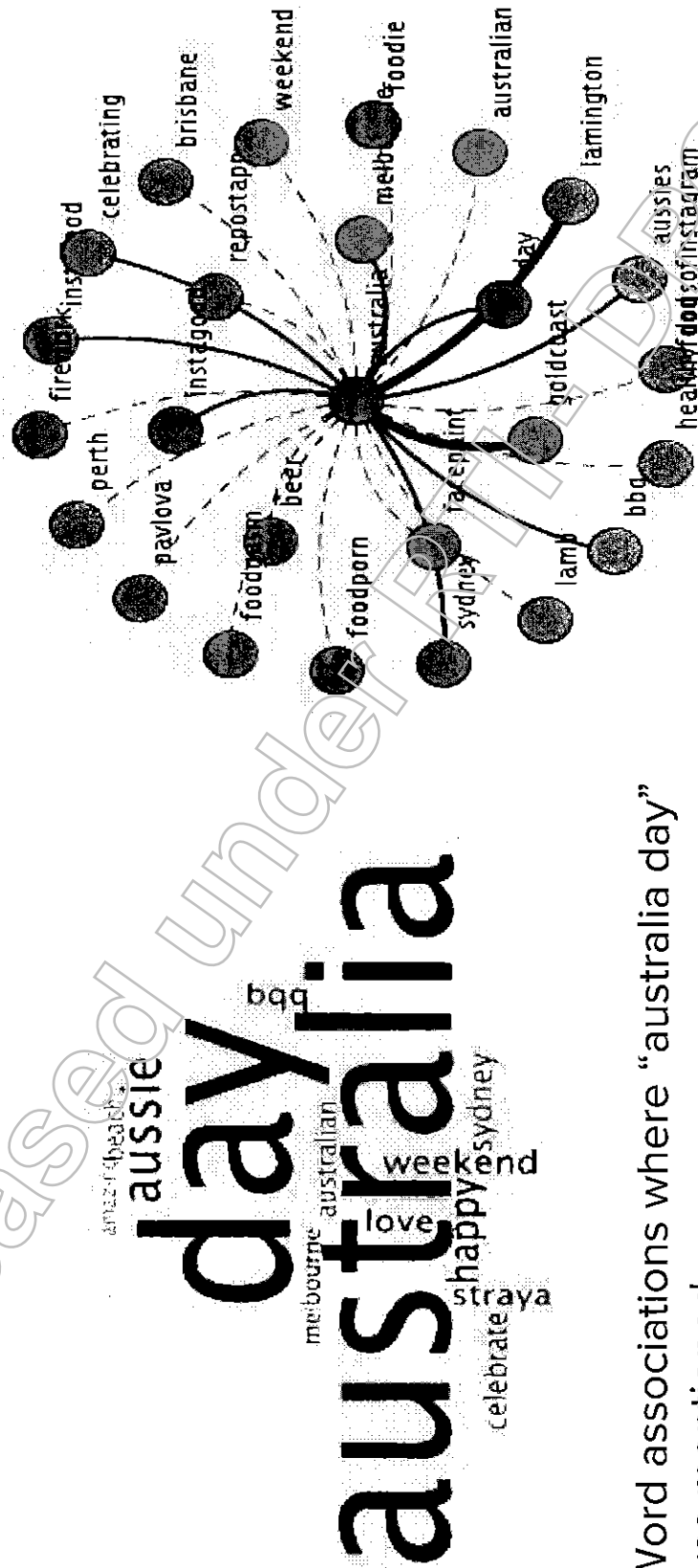

@JonathonMomsen
Australia Day is about celebrating everything great about Australia - the date should reflect its greatness #qanda
1 Feb 2016 5:43AM on twitter.com/JonathonMomsen
Tags: australia-day


@gpi1974
Australia Day Triathlon - my first race... Loved it! #4ltriatloncoaching #team #positivity #commitment...
<https://t.co/64mPF7mlg>
1 Feb 2016 5:03AM on twitter.com/gpi1974
Tags: australia-day



Innovation driven by evidence

Australia Day on Instagram



Innovation driven by evidence

Instagram – Most Frequent Words

Weekend, bbq, celebrate

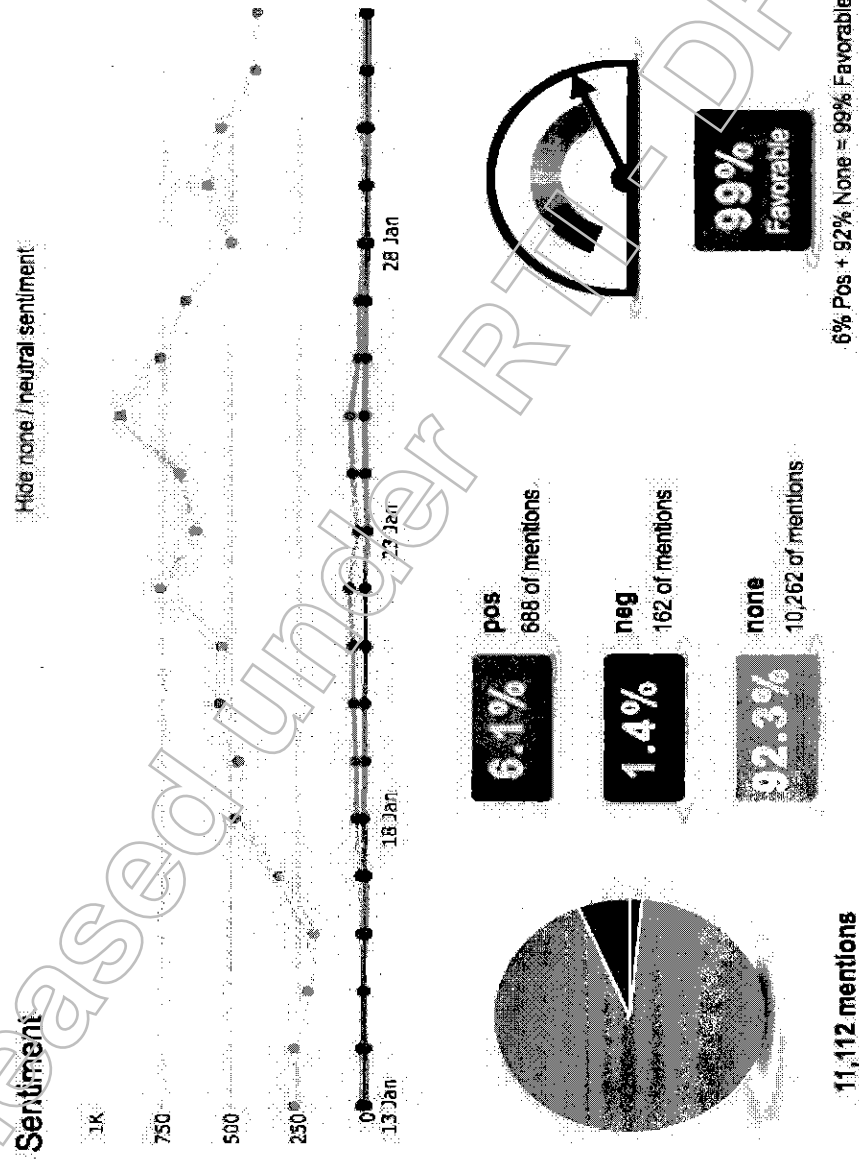
The most frequently used word, other than “aussie” is “happy”.

This is followed by “bbq” and “weekend” and “celebrate” which are what people are associated with the images.



Innovation driven by evidence

Instagram Overall Activity

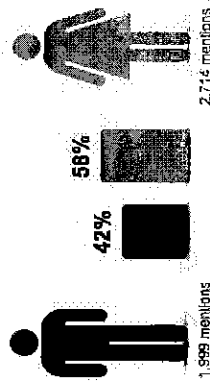


Innovation driven by evidence

Instagram Demographics

More females than males

Demographics

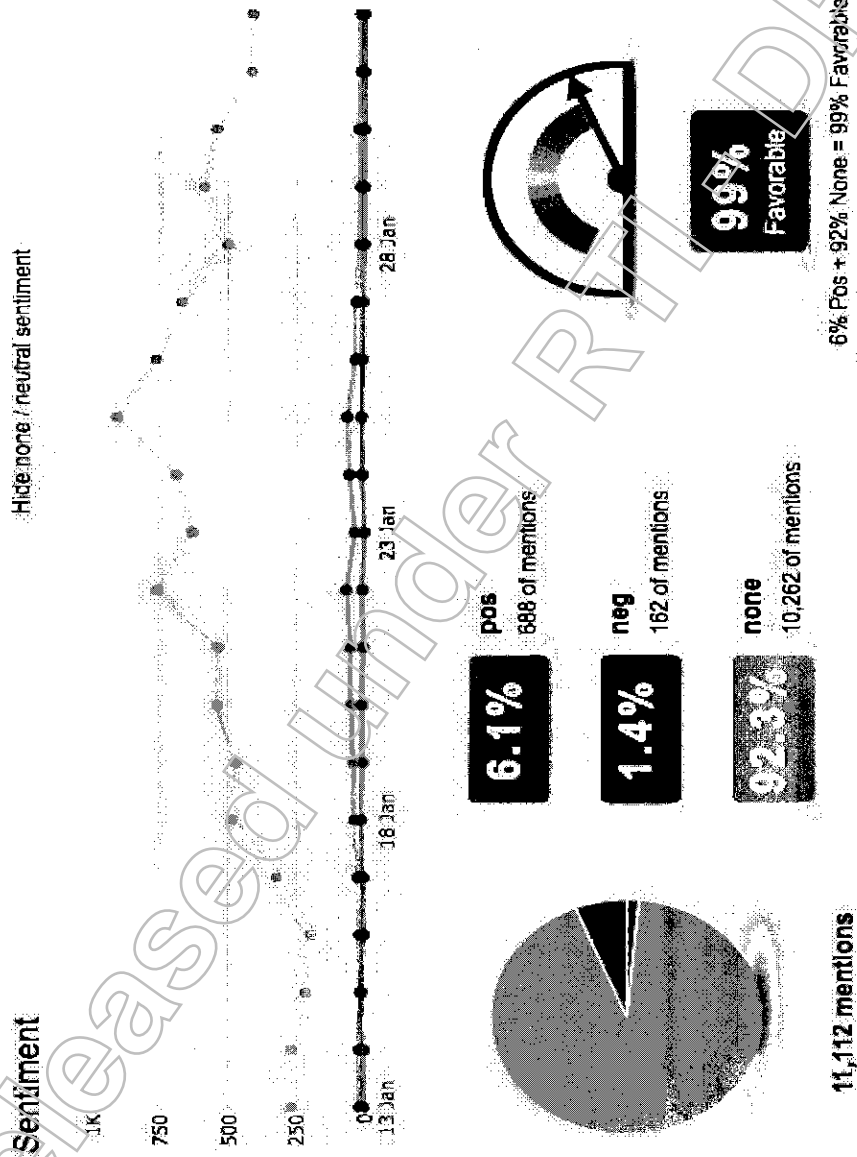


Women (58%) tended to use Instagram more than men (42%) posting Australia Day activities.



Innovation driven by evidence

Instagram Sentiment



Innovation driven by evidence

Facebook Main Page

Moderate Activity

- The main Celebrate Australia Day Facebook Page has a good number of fans, but a relatively low level of activity.

- 28,651 fans, with 294 talking about events over Australia Day.



Celebrate Australia Day

28,651 fans

294 talking about this

On Australia Day, 26 January, we come together as a nation to celebrate what's great about Australia and being Australian.



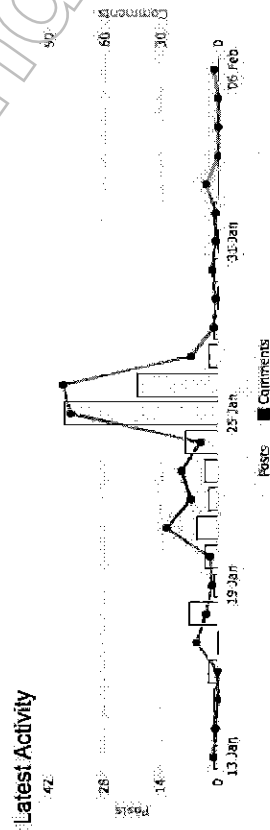
Innovation driven by evidence

Facebook Activity

Peaked on Australia Day

The activity peaked with 97 wall posts, and a good 6437 likes and 286 comments.

Much of the activity was discussion about the politics of the day.



In the 25 days:
97 wall posts with 6437 likes, 286 comments & 138 replies.
66.4 likes, 23.9 comments and 1.4 replies per wall post.

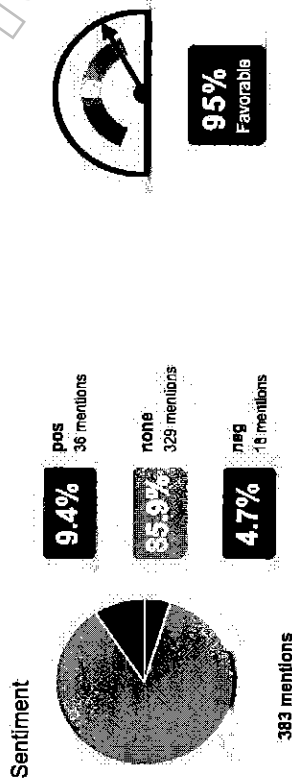


Innovation driven by evidence

Facebook Sentiment

95% positive

Although there was heavy political discussion the outcome over 383 mentions which were analysed is that only 4.7% of the conversation was deemed to be negative.



Innovation driven by evidence

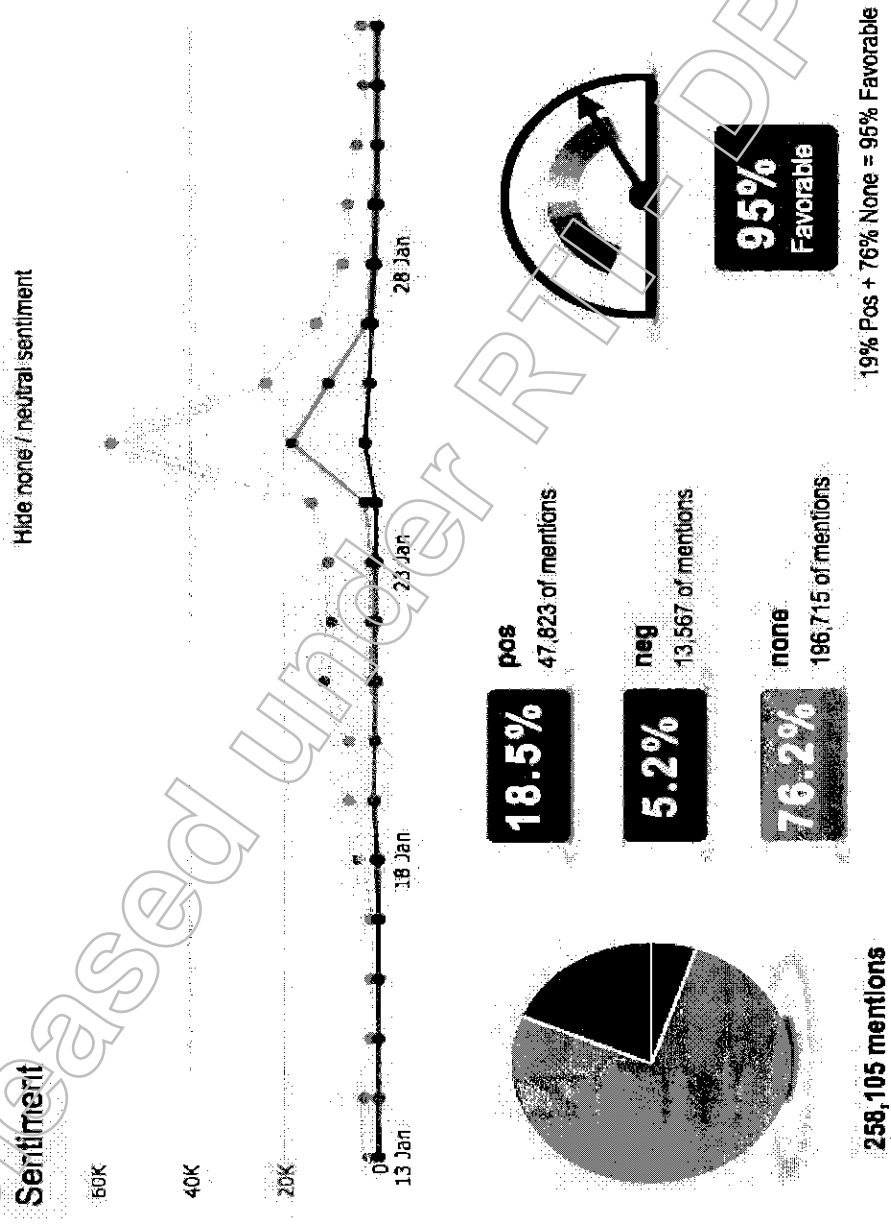
Australia Day Sentiment by Media

- We noticed a difference in sentiment between Australia Day activity in Twitter, and in the online News.
- News was more negative than the average for all social media, and Twitter more positive.
- It may be that there is more debate and political discussion in News.



Innovation driven by evidence

Overall Sentiment - All Social Media

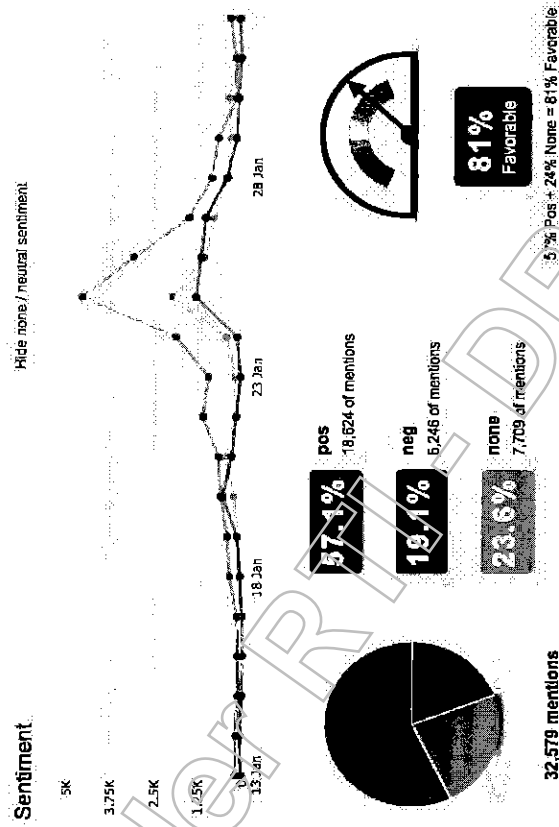


Innovation driven by evidence

News Sentiment

News more negative

- News is nearly 4X more negative than the overall sentiment in social media, 19.1% versus 5.2%.

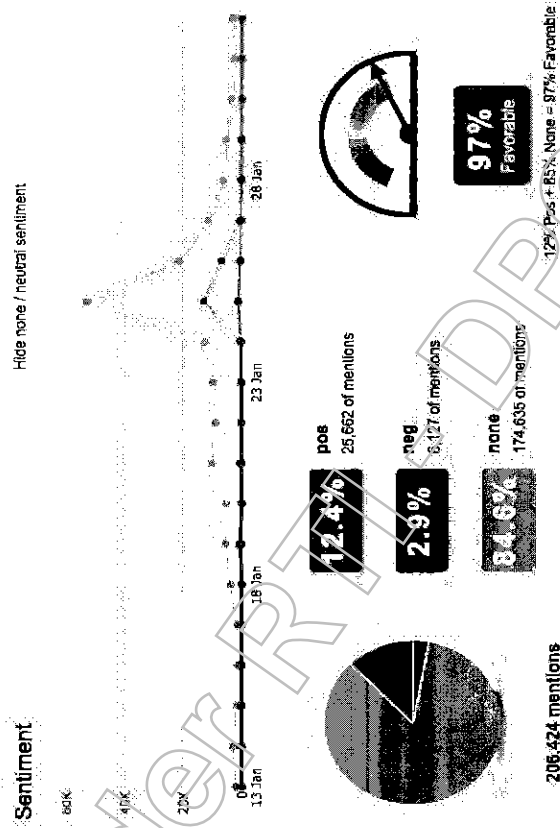


Innovation driven by evidence

Twitter Sentiment

Less negative

- Twitter is half as negative as overall social media, 2.9% versus 5.2%.



Innovation driven by evidence

Australian of the year awards

Released under RTI - DPC

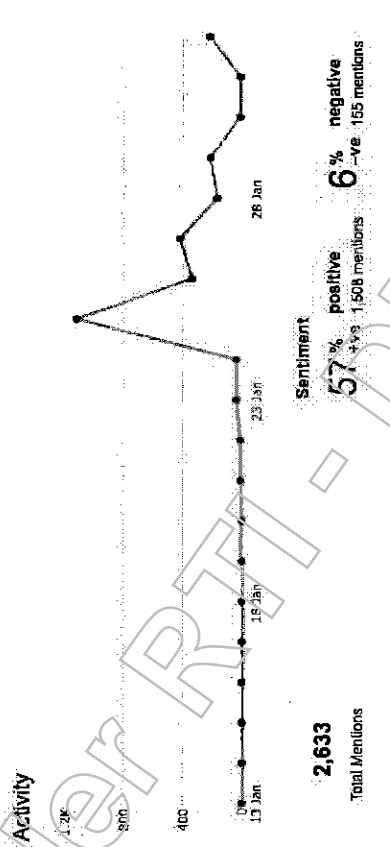


Innovation driven by evidence

Morrison McGregor Debate

Very small volume

- The Morrison McGregor conversation* amounted to only 2,633 mentions out of 258,281 for the period of this analysis. That is, 1% of the total.



- * Total conversation about Morrison or McGregor or Australian Of The Year.

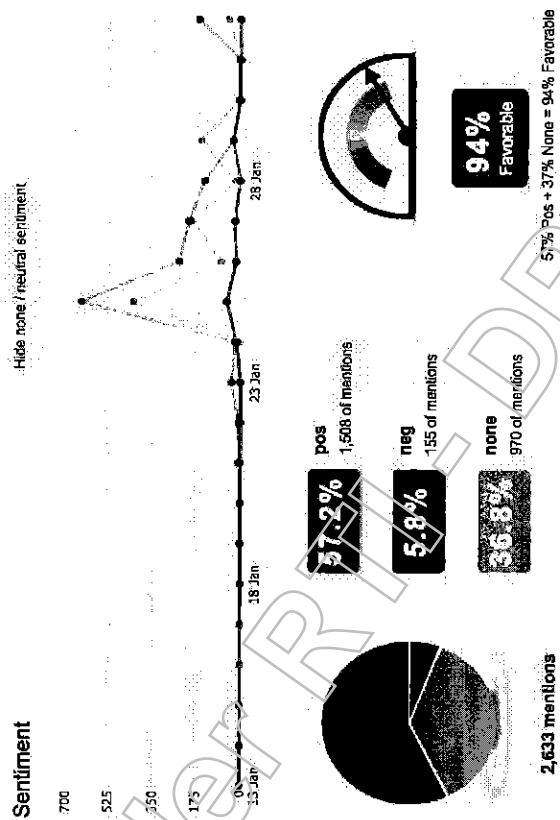


Innovation driven by evidence

Morrison McGregor Sentiment

Sentiment 94% positive

- Despite the controversy the conversation was determined to be only 6% negative and 94% positive.



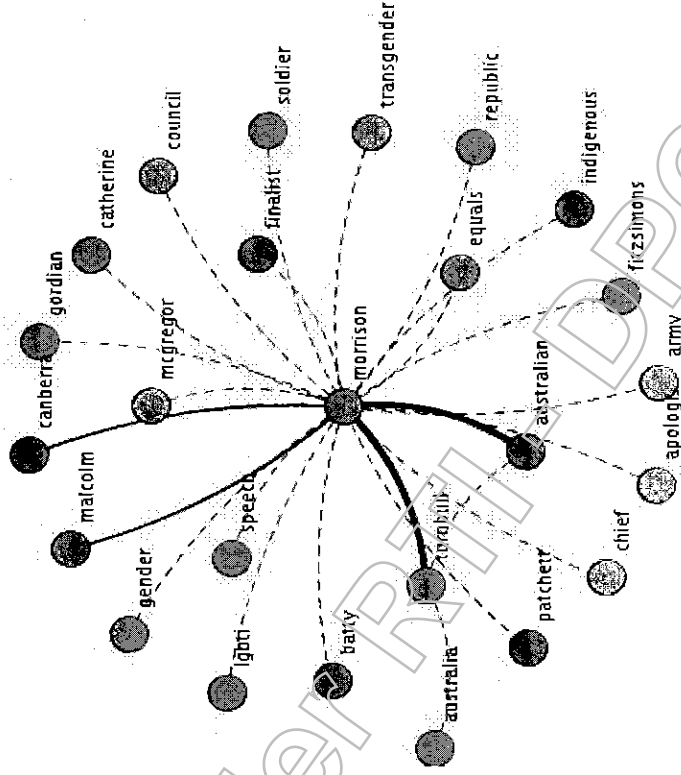
Innovation driven by evidence

Morrison McGregor

BuzzGraph


Association with Prime Minister




- The strongest connections in the discussions of General Morrison were with the Prime Minister, in various forms.
- The republic, the army, the dispute with Catherine McGregor, and equal rights were also noted, which is “on theme”.



Innovation driven by evidence

Morrison McGregor Tweets



@sallyhasler 2 mentions    437 followers

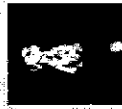
RT @Brentus58 David Morrison says #AustraliaDay is 'a day of emotional conflict' for Indigenous people - can still celebrate & respect those views.

30-Jan-2016 05:10 AM

Would love to see @LizBroderick or David Morrison take out #AusoftheYear, both heroes to inspire us all

#AustraliaDay <https://t.co/LVEmGqAaX>

25-Jan-2016 04:10 AM



@BridgetOFlynn 2 mentions    6185 followers

RT @BevanShields Woah. Cate McGregor criticises David Morrison, says Australia Day board "didn't have courage" to pick LGBTI winner <https://t.co/FEUYKmmiRY>

27-Jan-2016 00:17 AM

RT @BevanShields Cate McGregor also says David Morrison was a "weak and conventional choice" for Australian of the Year #auspol #AustraliaDay

27-Jan-2016 00:17 AM



Innovation driven by evidence