



# Contract – DPC-77-2022-2

QGP0075-21 Market and Social Research Services PSP

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Release



## Section 1 – Contract requirements

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.

**Project name:** Longitudinal Research

### CONTACT DETAILS

<b>Customer to complete</b>	Department / agency	Department of the Premier and Cabinet
	ABN or ACN	65 959 415 158
	Street address	1 William Street, Brisbane, Queensland 4000
	Postal address	PO Box 15185, City East, Queensland 4002
	Contact person	Emmy Kubainski
	Position	Director
	Branch	Reform and Delivery
	Email	emmy.kubainski@premiers.qld.gov.au
	Phone	07 3003 9145
	Billing details	Admin.reformanddelivey@premiers.qld.gov.au
	Reference/purchase order no.	DPC-77-2022-2
<b>Supplier to complete</b>	Supplier name	Ipsos Public Affairs
	ABN or ACN	52 070 101 352
	Street address	3a/201 Leichhardt St, Spring Hill, QLD 4000
	Postal address	3a/201 Leichhardt St, Spring Hill, QLD 4000
	Contact person	CTPI - Personal Information
	Position	Deputy Managing Director
	Email	CTPI - Personal Information
	Phone	



**TIME – DELIVERY OF SERVICE**

<b>Customer</b>	Start date	8/05/2023	30 June 2024	Click or tap to enter a date.
	Interim dates (if required)		Extension options	

**PROJECT BUDGET**

*Nb: The Customer acknowledges that the rates disclosed by the supplier are CONFIDENTIAL information for purposes of the contract.*

<b>Customer</b>	Total price payable under the contract (excluding GST)	Click or tap here to enter text.	if you do not have exact budget, please provide an indication (excluding GST)	\$100,001 and over
	As per attachment A, MSR brief.			

<b>Supplier to complete</b>	Total price payable in accordance with the Supplier's PSP Deed price	\$356,944 (ex GST) for the quantitative, qualitative and dashboard components		
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Example milestone payment table below – add rows if required)

Milestone	Deliverable	Timeframe	Milestone Payment (if applicable)
Wave 1	Delivery and Acceptance of Detailed Project Plan set up of survey #1 and reporting	w/c 8 May 2023	10% of quantitative component following delivery of report
Wave 2	Survey #2, reporting and delivery of raw data	w/c 19 June 2023	10% of quantitative component following delivery of report
Wave 3	Survey #3, reporting and delivery of raw data	w/c 31 July 2023	10% of quantitative component following

Wave 4	Survey #4, reporting and delivery of raw data	w/c 11 September 2023	10% of quantitative component following delivery of report	
Wave 5	Survey #5, reporting and delivery of raw data	w/c 23 October 2023	10% of quantitative component following delivery of report	
Wave 6	Survey #6, reporting and delivery of raw data	w/c 4 December	10% of quantitative component following delivery of report	
Wave 7	Survey #7, reporting and delivery of raw data	w/c 29 Jan 2024	10% of quantitative component following delivery of report	
Wave 8	Survey #8, reporting and delivery of raw data	w/c 11 March 2024	10% of quantitative component following delivery of report following delivery of report	
Wave 9	Survey #9, reporting and delivery of raw data	w/c 22 Apr 2024	10% of quantitative component following delivery of report	
Wave 10	Survey #10, reporting and delivery of raw data	w/c 3 Jun 2024	10% of quantitative component	
Dashboard	Set up of dashboard for DPC	May 2023- June 2024	100% Component of dashboard set up price	
Focus groups	Adhoc timings 16 x groups in total	N/A	Following delivery of each qualitative report	
<p><b>NB.</b> Up-front or 1<sup>st</sup> payment should not exceed 25% of estimated contract amount.</p> <p><b>NB.</b> At least 15% of total contract amount should be withheld until satisfactory completion of project, as approved in writing by Customer.</p>				
KEY PERSONNEL				
Customer	If known, key personnel requested	Emmy Kubainski	Requested role	Contract Manager
	Requested commitment level, such as number of hours, percentage of full-time equivalent,			

<b>Supplier to complete</b>	Key personnel name/role	Name	CTPI - Personal Information
		Role	Senior Director responsible for all components of delivery. Specific involvement will include attendance at meetings, moderation, design of materials, analysis, reporting and presentation.
	Key personnel name/role	Name	CTPI - Personal Information
		Role	Research Manager responsible for project management of all aspects on the qualitative and quantitative research. Day-to-day point of contact for DPC project team.
<b>SUBCONTRACTORS</b>			
<b>Supplier to complete</b>	Proposed subcontractor/s	Subcontractor name	CTPI - Business Affairs
		ABN	
		Role	
	Proposed subcontractors	Subcontractor name	Click or tap here to enter text.
		ABN	Click or tap here to enter text.
		Role	Click or tap here to enter text.

INSURANCE: This office ( <a href="#">Marketing</a> ) maintains copy of suppliers' insurance. This SOA requires the following. If you require a different insurance level, you should negotiate with the supplier.	
Public liability and product liabilities insurance	Public and Products liability insurance to the minimum sum insured of \$10 million is required to be held and maintained during the PSP Term and any Contract Term.
Professional indemnity	Professional indemnity insurance to the minimum sum insured of \$5 million is to be maintained during the PSP Term and any Contract Term and for four years after the end of the PSP and any Contract which is established under the PSP.
Workers compensation insurance	As required by Law.  (Customer/Supplier note in relation to the requirements of the <i>Workers' Compensation and Rehabilitation Act 2003</i> (Section 113 (6) and (7)), i.e., if there happens to be a situation if a supplier's interstate staff work for a longer period than 6 months on a customer contract, that customer may request <i>WorkCover Queensland Insurance</i> .)
OTHER CONTRACT GOVERNANCE	
Attending meetings with the Customer/reports	<ul style="list-style-type: none"> <li>• Regular meetings to define/finalise the design of research materials prior to commencement of a new wave of research.</li> <li>• Presentation and debriefing session for key stakeholders on conclusion of each 'wave' of research.</li> <li>• Presentation and debriefing session for key stakeholders on conclusion of the research project.</li> </ul>
Escalation process for issues relating to the Contract with the Customer, or any other requirements for 'relationship management'.	Michelle Wellington, Assistant Director-General, Reform and Delivery, The Cabinet Office, DPC.
Contract - Key performance indicators	<ul style="list-style-type: none"> <li>• On time delivery for: <ul style="list-style-type: none"> <li>○ Detailed Project Plan</li> <li>○ Set up of survey</li> <li>○ Focus groups</li> <li>○ Reporting and delivery of raw data</li> <li>○ Set up of dashboard.</li> </ul> </li> <li>• Meeting/reaching audience/participant demographics.</li> <li>• Delivery within agreed budget</li> <li>• Customer satisfaction of research methods and reporting/debriefing/presentations.</li> </ul> <p>***Compliance with Attachment A Project Brief (Ipsos proposal Longitudinal Research 2023-24)</p> <p>***See milestones for specific details.</p>



## Section 2 – Execution

Once this document has been agreed by both the customer and the selected supplier, the project brief can be executed by the customer and supplier (signed). Upon signature by both parties, this will be known as the contract.

### EXECUTION BY CUSTOMER:

SEALED AND DELIVERED  
for and on behalf of the **STATE OF QUEENSLAND**  
(acting through the Department of the Premier and Cabinet)

this 9th day of May 2023

by an authorised officer in the presence of:

Emmy Kubainski  
(insert full name of witness)

Michelle Wellington  
(insert full name of authorised officer)

s.73 Irrelevant information

(signature of witness)

s.73 Irrelevant information

(signature of authorised officer)

### EXECUTION BY SUPPLIER:

Ipsos Public Affairs Pty Ltd ACN 070 101 352

in accordance with section 127 of the Corporations Act 2001 (Cth)  
by its duly authorised representative,

CTPI - Personal Ir  
.....  
(insert duly authorised representative's name)

who declares that he/she is duly authorised to enter into this Contract on behalf of Ipsos Public Affairs Pty Ltd ACN 070 101 352 in the presence of:

.....  
(insert full name of witness)

8 / 5 / 2023  
(date)

)  
)  
)  
)  
) s.73 Irrelevant information  
)  
) (Signature of duly authorised representative)

) s.73 Irrelevant information  
)  
)  
) (Signature of witness)

# -LONGITUDINAL RESEARCH 2023-24

Ipsos proposal for  
Qld Department of Premier and Cabinet  
18 September 2023



AUSTRALIAN DATA AND INSIGHTS ASSOCIATION

GAME CHANGERS





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# Executive Summary

Thank you for the opportunity to submit an updated proposal for research to understand the Queensland community's understanding, sentiment and expectations about a range of issues facing everyday Queenslanders. We are excited to work with the Qld Department of the Premier and Cabinet (DPC) to provide insights and support the government to be responsive, helping to inform policy directions and enabling programs and services to be tailored and targeted to the needs of the community.

In summary, we are well placed to ensure the successful delivery of this ongoing work as we are committed to high quality research and reporting; are flexible and responsive to our client's needs; have a large team which we can call on should DPC have an urgent request; have a team that would provide both the qualitative and quantitative components, thereby ensuring that learning and insight from both data sources builds on our total understanding; and we have demonstrated each of these factors in the successful delivery of similar ongoing work for DPC over the course of the last two and a half years.

We have outlined a program of research that will allow the Queensland Government to obtain rich and robust insights over the next year. Some key components of our approach are listed below:

- **Longitudinal quantitative online survey** to track a range of Queenslanders over two years (n=1,200 surveys every 6 weeks for 10 waves).
  - Optional DPC-hosted Tableau dashboard, with discussion around other dashboard options.
- Qualitative research options:
  - Online focus groups (6 groups of n=5 each, n=30 total)
  - Online First Nations focus groups (6 groups of n=5 each, n=30 total)
  - Face to face focus groups (4 groups of n=8 each, n=32 total)

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# Section 1

## Response Schedules

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**Executive Summary**

**Section 1 – Contract requirements**

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.

Project name: **Longitudinal Research**

**CONTACT DETAILS**

<b>Customer to complete</b>	Department / agency	Department of the Premier and Cabinet
	ABN or ACN	65 959 415 158
	Street address	1 William Street, Brisbane, Queensland 4000
	Postal address	PO Box 15185, City East, Queensland 4002
	Contact person	Emmy Kubainski
	Position	Director
	Branch	Reform and Delivery
	Email	emmy.kubainski@premiers.qld.gov.au
	Phone	07 3003 9145
	Billing details	Admin.reformanddelivey@premiers.qld.gov.au
	Reference/purchase order no.	DPC-77-2022-2
<b>Supplier to complete</b>	Supplier name	Ipsos Public Affairs
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	Street address	3a/201 Leichhardt St, Spring Hill, QLD 4000
	Postal address	3a/201 Leichhardt St, Spring Hill, QLD 4000
	Contact person	CTPI - Personal Information
	Position	Deputy Managing Director
	Email	CTPI - Personal Information
Phone		

**Executive Summary**

PROJECT BUDGET				
<i>Nb: The Customer acknowledges that the rates disclosed by the supplier are CONFIDENTIAL information for purposes of the contract.</i>				
<b>Customer</b>	Total price payable under the contract (excluding GST)	Click or tap here to enter text.	If you do not have exact budget, please provide an indication (excluding GST)	\$100,001 and over
Total price payable in accordance with the Supplier's PSP Deed price		<b>\$356,944 (ex GST) for the quantitative, qualitative and dashboard components</b>		
Given the nature of this contract is somewhat flexible we would like to discuss an appropriate billing schedule. Below is a suggested milestone arrangement with payment % as billing would be around the price of each deliverable component.				
<b>Supplier to complete</b>	<b>Milestone</b>	<b>Deliverable</b>	<b>Timeframe</b>	<b>Milestone Payment (if applicable)</b>
	Wave 1	Delivery and Acceptance of Detailed Project Plan, set up of survey #1 and reporting	w/c 8 May 2023	10% of quantitative component following delivery of report
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**Executive Summary**

				delivery of report	
Wave 4	Survey #4, reporting and delivery of raw data	w/c 11 September 2023		10% of quantitative component following delivery of report	
Wave 5	Survey #5, reporting and delivery of raw data	w/c 23 October 2023		10% of quantitative component following delivery of report	
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**Executive Summary**

Wave 10	Survey #10, reporting and delivery of raw data	w/c 3 Jun 2024	10% of quantitative component
Dashboard	Set up of dashboard for DPC	May 2023- June 2023	100% Component of dashboard set up price
Focus groups	Adhoc timings 16 x groups in total in pairs	N/A	Following delivery of each qualitative report
<p><b>NB.</b> Up-front or 1<sup>st</sup> payment should not exceed 25% of estimated contract amount.</p> <p><b>NB.</b> At least 15% of total contract amount should be withheld until satisfactory completion of project, as approved in writing by Customer.</p>			

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**Executive Summary**

KEY PERSONNEL				
<b>Customer</b>	If known, key personnel requested	Emmy Kubainski	Requested role	Contract Manager
	Requested commitment level, such as number of hours, percentage of full-time equivalent,			
<b>Supplier to complete</b>	Key personnel name/role	Name	CTPI - Personal Information	
		Role	Senior Director responsible for all components of delivery. Specific involvement will include attendance at meetings, moderation, design of materials, analysis, reporting and presentation.	
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		Role	Research Manager responsible for project management of all aspects on the qualitative and quantitative research. Day-to-day point of contact for DPC project team.	
<b>Supplier to complete</b>	Proposed subcontractor/s	Subcontractor name	CTPI - Business Affairs	
		ABN		
		Role		
	Proposed subcontractors	Subcontractor name	Click or tap here to enter text.	
		ABN	Click or tap here to enter text.	
		Role	Click or tap here to enter text.	

<b>Section 2 – Supplier Response</b>	
The Supplier is to detail how they will meet the requirements specified in Section 1, and Attachment 3A.	
<b>Evaluation Criteria 1: Conformance to Requirements</b>	Our approach to meeting the requirements of the brief is detailed in <b>Section 2 Ipsos Proposal</b> (below).
<b>Evaluation Criteria 2: Capability and Experience</b>	<p>Ipsos Public Affairs is the division of Ipsos specialising in social and government research. We have close to 1,000 specialist Public Affairs researchers across the globe and employ over 50 permanent staff in Australia who work exclusively on social, humanitarian and government research. [REDACTED]</p> <p>CTPI - Business Affairs</p> <p>The core team for the project are all Brisbane based but we can quickly and easily pull in additional staff from either Brisbane or Sydney if need be. Additionally, across the Australian Public Affairs team we have experts in a variety of fields [REDACTED]</p> <p>CTPI - Business Affairs</p>
<b>Evaluation Criteria 3: Ability to meet Timeframes</b>	<p>Our core team for this contract is well placed to begin work immediately. As detailed above we also have a total of 17 staff in the combined Brisbane and Sydney teams which provides us great capacity and flexibility to meet your needs and timelines. Further, we have a total of 50 staff throughout Australia who are part of the Public Affairs team and therefore dedicated to government and social research.</p> <p>We pride ourselves on our ability to be flexible and to meet tight timelines, even extremely tight ones when they arise. Below are some examples:</p> <p>[REDACTED]</p> <p>CTPI - Business Affairs</p>

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Again, further details around our approach and abilities are detailed in **Section 2 Ipsos Proposal** (below).

<p><b>Evaluation Criteria 4: Project Methodology</b></p>	<p>Our methodology and approach are detailed in <b>Section 2 Ipsos Proposal</b> (below).</p>
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<p><b>Evaluation Criteria 5: Cost and Value for Money</b></p>	<table border="1"> <thead> <tr> <th data-bbox="354 1339 619 1442">Core component</th> <th data-bbox="619 1339 1278 1442"></th> <th data-bbox="1278 1339 1476 1442">Fee (excl. GST)</th> </tr> </thead> <tbody> <tr> <td data-bbox="354 1442 619 1541">Project Management</td> <td data-bbox="619 1442 1278 1541">10 waves: Meetings and project plan</td> <td data-bbox="1278 1442 1476 1541" rowspan="5">CTPI - Business Affairs</td> </tr> <tr> <td data-bbox="354 1541 619 1630">Quantitative research</td> <td data-bbox="619 1541 1278 1630">Online 6-weekly tracking survey (10 waves, each n=1,200)</td> </tr> <tr> <td data-bbox="354 1630 619 1720"></td> <td data-bbox="619 1630 1278 1720">Verbal debrief and Topline report (10 total: 1 per wave)</td> </tr> <tr> <td data-bbox="354 1720 619 1809"></td> <td data-bbox="619 1720 1278 1809">Full PPT report and presentation (10 total: 1 per wave)</td> </tr> <tr> <td data-bbox="354 1809 619 1899">Dashboard</td> <td data-bbox="619 1809 1278 1899">DPC-hosted Tableau dashboard - 5 themes (for 10 waves total)</td> </tr> <tr> <td data-bbox="354 1899 619 1989">Online focus groups</td> <td data-bbox="619 1899 1278 1989">16 x Gen pop online focus groups (n~5 per group), including Topline report and verbal debrief</td> <td data-bbox="1278 1899 1476 1989"></td> </tr> <tr> <td data-bbox="354 1989 619 2033"></td> <td data-bbox="619 1989 1278 2033"><b>TOTAL</b></td> <td data-bbox="1278 1989 1476 2033"><b>\$356,944</b></td> </tr> </tbody> </table>	Core component		Fee (excl. GST)	Project Management	10 waves: Meetings and project plan	CTPI - Business Affairs	Quantitative research	Online 6-weekly tracking survey (10 waves, each n=1,200)		Verbal debrief and Topline report (10 total: 1 per wave)		Full PPT report and presentation (10 total: 1 per wave)	Dashboard	DPC-hosted Tableau dashboard - 5 themes (for 10 waves total)	Online focus groups	16 x Gen pop online focus groups (n~5 per group), including Topline report and verbal debrief			<b>TOTAL</b>	<b>\$356,944</b>
Core component		Fee (excl. GST)																			
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	<b>TOTAL</b>	<b>\$356,944</b>																			

**Executive Summary**

**Key Assumptions**

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Is the Supplier classified as an Aboriginal and Torres Strait Business?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Classified as a Social Enterprise?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Classified as a Social Enterprise?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>

**Executive Summary**

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Business size?	<input type="checkbox"/> Small business (less than 20 employees)	<input type="checkbox"/> Medium Enterprise (less than 200 employees)	<input checked="" type="checkbox"/> Large Enterprise (200 or more employees)
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# Section 2

Ipsos Proposal

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# 1 Research background

## 1.1 Background

As the Queensland Government shifts from a position of recovery from the COVID-19 pandemic to one of economic growth and future prosperity, the Department of Premier and Cabinet (DPC) is looking to conduct longitudinal research to gain insights about a range of issues facing everyday Queenslanders as well as track and understand the ongoing response to the government's updated Objectives for the Community. Briefly, the 'Objectives' include:

- Good, secure jobs in our traditional and emerging industries
- Deliver even better services right across Queensland
- Protect and enhance our Queensland lifestyle as we grow, including creating opportunities for First Nations Queenslanders to thrive in modern Queensland.

These findings from this important ongoing research will provide greater understanding of Queenslanders' views and expectations. Additionally, they will help the Government identify any issues or concerns as they progress through the goal of growth and prosperity; as well as inform Government response and policy directions and enable programs and services to be tailored and targeted to the needs of the community.

## 1.2 Objectives

The brief provided a very clear set of objectives for the research, namely:

- Gain insights about a range of issues facing everyday Queenslanders.
- Examine Queenslanders views and ongoing response to the government's updated Objectives for the Community.
- Identify any issues, concerns and/or potential barriers to success to future policy direction as the government drives its forward agenda of growth and prosperity.
- Identifying opportunities to create and sustain value for government and its stakeholders – with insights that may help inform and/or enable policies/programs/services to be tailored and targeted to the needs of the community.

## 2 Methodology

### 2.1 Design options

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### 2.2 Inception meeting/project planning workshop



### 2.3 Quantitative online tracking

**Rationale**

As per the brief, we agree with DPC that an online quantitative questionnaire is the best approach to track Queenslanders views and sentiment longitudinally. We recommend a 15-minute questionnaire with a sample of n=1,200 Queenslanders each wave, with age, gender and region representative non-interlocking quotas

A 15-minute interview duration is recommended

An online questionnaire with members of the Queensland community will serve to quantify and provide a baseline measure and on-going tracking of DPC's objectives.

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### 2.3.1 Sample size and weighting

In line with the brief, we are allowing for 10 waves of fieldwork, with a wave being conducted every 6 weeks. Ipsos is cognisant the fieldwork cadence may vary as a function of DCS' business needs, but the number of waves will remain consistent. We are recommending a sample size of n=1,200 per wave, as [redacted] ensure results can be broken down by the requested regions and still have relatively robust samples and therefore reliable data.

The sample will be representative of the diversity of Queensland, including gender, socio-economic status, life-stage, region (metro/regional) and include CALD, people living with disabilities, Aboriginal and Torres Strait Islanders. To ensure our sample is representative we would weight the data according to 2021 ABS Census data.

### 2.3.2 Quantitative sample design

[redacted]

For analysis purposes we understand that there is a requirement to compare and contrast findings between regions, so it is important that our sample has good representation across locations. As requested in the updated specifications, we will place quotes each wave on the following Queensland regions:

	MINIMUM sample size	CTPI - Business Affairs
South East Queensland	440	
Darling Downs	150	
Wide Bay	150	
Central Queensland	120	
North Queensland	120	
Far North Queensland	120	
West Queensland / Outback	20	

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When analysing the data, a weighting scheme will be introduced to ensure each region of Queensland is represented according to its population when reporting on a total sample level, according to the 2021 ABS Census data.

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Ipsos considers this overall sample size sufficient from a statistical error standpoint, and it also allows for the analysis of subgroups specified in the brief.

### 2.3.3 Fieldwork cadence

CTPI - Business Affairs

### 2.3.4 Questionnaire design for online

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### 2.3.5 Quantitative analysis and reporting

#### Analyses

We can supply data in any format as required by DPC.

#### Topline reporting

For this project, we propose that we implement a semi-automatic reporting structure

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CTPI - Business Affairs

**Tracking reports**

Ipsos will work closely with DPC early in the reporting process to agree the content, structure, and tone of the 6-weekly tracking report.

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CTPI - Business Affairs

### **Presentations**

A presentation of the key findings and recommendations will be provided to DPC after completion of draft report components. [REDACTED]

CTPI - Business Affairs

### **2.3.6 Dashboards**

CTPI - Business Affairs

## 2.4 Qualitative methods

The qualitative component of this longitudinal project will be used to draw out Queenslanders' views across a range of current issues and topics, with topics chosen where there is a need to deep-dive into understanding of the community preferences, perception, resonance, unintended meanings, thoughts on use of language, clarity, and conciseness. We will take an active, curious mindset to the research task, connecting the dots between the information we glean and putting it together to build informed, reliable, and rigorous insights.

### 2.4.1 Focus groups

[Redacted]

## 2.4.2 Online focus groups

CTPI - Business Affairs

[Redacted]

[Redacted]

we propose 6 online focus groups:

- 3 x South East Queensland
- 3 x Rest of Queensland

A total of n=5 participants would be recruited for each session, with between 4-5 participants per session.

CTPI - Business Affairs

[Redacted]

## 2.4.3 Face-to-face focus groups

[Redacted]

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## 2.4.5 Recruitment

CTPI - Business Affairs

### **2.4.6 Observation and Recording**

### **2.4.7 Qualitative analysis and reporting**

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The analytical framework and process will involve the following broad approach:

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## 2.5 Project management

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### Quality Assurance and Approval Processes

Ipsos has a clearly defined Quality Assurance process that we are required to work with under our ISO 20252 accreditation.

CTPI - Business Affairs



## 2.6 Deliverables

The following project deliverables will be provided:

1. *Formal project planning workshop*

- *2-hr workshop via MS Teams between DPC and Ipsos team members.*

2. *Project Plan*

- Agreed project methodology.
- Project timeline.

3. *WIPs*

- A fortnightly WIP process will be established between DPC and Ipsos. We recommend that this process is initially a fortnightly Teams meeting in a regular scheduled time. At any stage, DPC or Ipsos may request a project meeting outside of this WIP to discuss any component or update.
- To continue for a maximum of 66 weeks after project commencement.

4. *Research instruments*

- Draft and final questionnaire for online surveys each wave.
- Draft and final discussion guide for qualitative focus groups.

5. *Quantitative outputs (1 per wave for a total of 10 waves):*

*a. Topline debrief session*

- Supported by online automated report.

*b. PowerPoint written report*

*c. Presentation of findings*

- Research findings presented by a senior member of the Ipsos team to key DPC stakeholders.
- PowerPoint deck tailored to the audience and duration of the presentation session. This will not provide slides for all research input as outlined in the written report.

6. *Qualitative outputs:*

*a. Qualitative PowerPoint report*

*b. Presentation of findings*

7. *Project debrief and reporting workshop*

- Final 2-hr presentation and debriefing session for key stakeholders on conclusion of the research project.

## 2.7 Value adds

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## 3 Timing and fees

### 3.1 Timeline

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### 3.2 Project fees

Our project fees for the various components discussed throughout this document are outlined in the table below.

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**Core component**

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**TOTAL**

**\$356,944**

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## 4 Ipsos team and experience

### 4.1 Project team

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CTPI - Personal Information

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CTPI - Personal Information

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CTPI - Personal Information

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## 4.2 Relevant experience

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CTPI - Business Affairs

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### Strategic planning research

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CTPI - Business Affairs

Released under RTI - DPC

Focus groups and online communities

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Released under RTI - DPC

CTPI - Business Affairs

Released under RTI - DPC

CTPI - Business Affairs

Released under RTI - DPC

CTPI - Business Affairs

Released under RTI - DPC

## 5 About Ipsos

### 5.1 Who we are

Ipsos is a global, full-service market research agency with presence in 90 markets. We are the third largest market and social research consultancy in the world and have been awarded The Most Innovative Insights and Analytics Company (GRIT) for three consecutive years. Our mission is to help clients around the world totally understand society, markets and people.

Ipsos in Australia and New Zealand is part of the Ipsos Group and is an innovative, entrepreneurial, client-focused organisation, providing research services to clients across Australia and New Zealand for over 20 years.

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## 5.2 Ipsos Public Affairs

Ipsos Public Affairs is the division of Ipsos specialising in social and government research. We have close to 1,000 specialist Public Affairs researchers across the globe and employ over 50 permanent staff in Australia who work exclusively on social, humanitarian and government research.

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### 5.3 Ipsos Aboriginal and Torres Strait Islander Research Unit



Ipsos Aboriginal and Torres Strait Islander Research Unit (ATSIRU) was created in 2016. Our work within Australia is done so that we work “with” and “as” Aboriginal and/or Torres Strait Islander people and not do research or evaluations “on” and “for” our people.

We recruit, employ, train, support, mentor and supervise local Aboriginal and/or Torres Strait Islander people within their communities, teaching them everything they need to know about becoming Local Researchers for their communities. This allows Local Researchers to collect their community voices their way, the way that works best for their community

Released under FOI - DPC

#### 5.3.1 Ipsos Aboriginal and Torres Strait Islander Advisory Group

About Ipsos

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In 2016 we formed the Ipsos ATSIRU Advisory Group. The Advisory Group was formed to support Ipsos ATSIRU on ethical and culturally sensitive research projects and to give advice on the diversity among Aboriginal and Torres Strait Islander communities and societies in Australia – each of which has its own mixture of cultures, customs, laws and the presence of one or more of over 250 surviving languages.

The Ipsos Advisory Group comprises of Aboriginal and Torres Strait Islander people with a diverse knowledge of culture and an understanding of ethical guidelines to support and share knowledge with Ipsos. The Advisory Group is co-chaired by NT Treaty Commissioner Professor Mick Dodson (AM) and Distinguished Professor Maggie Walter (PhD, FASSA) from the University of Tasmania.

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### 5.3.2 Advisory Groups/Steering/Backbone Committees

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Deputy Managing Director, Public Affairs

CTPI - Personal Information

CTPI - Personal Information

Senior Research Manager, Public Affairs

CTPI - Personal Information

For more information

Ipsos

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[www.ipsos.com/en-au](http://www.ipsos.com/en-au)