Contract – DPC-77-2022-2

QGP0075-21 Market and Social Research Services PSP

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

	Department / agency	Department of the Premier and Cabinet
	ABN or ACN	65 959 415 158
	Street address	1 William Street, Brisbane, Queensland 4000
Ŋ	Postal address	PO Box 15185. City East, Queensland 4002
aidu	Contact person	Emmy Kubainski
000	Position	Director
neru	Branch	Reform and Delivery
Customer to complete	Email	emmy.kubainski@premiers.qld.gov.au
5	Phone	07 3003 9145
	Billing details	Admin reformanddelivey@premiers.qld.gov.au
	Reference/purchase order no.	DPC-77-2022-2
-	Supplier name	losos Public Affairs
e	ABN or ACN	52 070 101 352
supplier to complete	Street address	3a/201 Leichhardt St, Spring Hill, QLD 4000
0 0 0	Postal address	3a/201 Leichhardt St, Spring Hill, QLD 4000
ler u	Contact person	CTPI - Personal Information
iddin	Position	Deputy Managing Director
õ	Email	CTPI - Personal Information
	Phone	

	Start date 8/05/2023 Interim dates (if required)		8/05/2023 30 June		e 2024	Click or tap to enter a date.
Customer				Extension options		
ROJ	ECT BUDGE	т				
	e Customer ackr es of the contrac		the rates disclosed	l by the supplie	r are CONFIDEN	ITIAL information for
omer	Total price payable under the contract (excluding GST)		Click or tap here to enter text. Indication (excludin GST)		lease provide an	\$100,001 and over
Customer	As per attachr brief.	As per attachment A, MSR brief.				
	Total price pay Supplier's PSI	vable in accord Deed price	lance with the		(ex GST) for th iboard compon	e quantitative, qualitati ents
ete	Example miles	stone payment	table below – add i	rows if required	(1	
nple	Milestone	Deliverable			Timeframe	Milestone Payment (if applicable)
Supplier to complete	Wave 1	Delivery and Acceptance of Detailed Plan set up of survey #1 and reporti			w/c 8 May 2023	10% of quantitative component following delivery of report
	Wave 2	Survey #2, reporting and delivery of ra		y 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	10% of quantitative	

0

	If known, key p requested	personnel	Emmy Kubainski	Reque	sted role	Contract Manager
EY P	writing by Custo PERSONNEL	omer.				
			ould not expeed 25% of es			of project, as approved in
	groups	Adhoc timin 16 x groups	in total		N/A	Following delivery of each qualitative report
	Dashboard	Set up of da	ashboard for DPC	<i>y</i> *	May 2023- June 2024	100% Component of dashboard set up price
	Wave 10	Survey #10 data	, reporting and delivery	of raw	w/c 3 Jun 2024	10% of quantitative component
	Wave 9	Survey #9,	reporting and delivery o	f raw data	w/c 22 Apr 2024	10% of quantitative component following delivery of report
	Wave 8	Survey #8,	reporting and delivery o	f raw data	w/c 11 March 2024	10% of quantitative component following delivery of report following delivery of report
	Wave 7	Survey #7,	reporting and delivery o	f raw data	w/c 29 Jan 2024	10% of quantitative component following delivery of report
	Wave 6	Survey #6,	reporting and delivery o	of raw data	w/c 4 December	10% of quantitative component following delivery of report
	Wave 5	Survey #5,	reporting and delivery o	of raw data	w/c 23 October 2023	10% of quantitative component following delivery of report
	Wave 4	Survey #4,	reporting and delivery c	of raw data	w/c 11 September 2023	10% of quantitative component following delivery of report

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	Key personnel name/role	Name	CTPI - Personal Information
ete		Role	Senior Director responsible for all components of delivery. Specific involvement will include attendance at meetings, moderation, design of materials, analysis, reporting and presentation.
compl	Key personnel name/role	Name	CTPI - Personal Information
Supplier to complete		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.
SUBC	ONTRACTORS	<u>A</u>	
a	Proposed subcontractor/s	Subcontractor name	CTPI - Business Affairs
Supplier to complete		Role	Qualitative recruitment
plier tu	Proposed subcontractors	Subcontractor nome	Click or tap here to enter text.
Sup		KBN	Click or tap here to enter text.
		Role	Click or tap here to enter text.

And the second	
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'</i> <i>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</i> Queensiand Insurance.)
OTHER CONTRACT GOVERN	ANCE
Attending meetings with the Customer/reports	 Regular meetings to define/finalise the design of research materials prior to commencement of a new wave of research.
	 Presentation and debriefing session for key stakeholders on conclusion of each 'wave' of research.
	 Presentation and debriefing session for key stakeholders on conclusion of the research project.
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	On time delivery for:
indicators	 Detailed Project Plan
6	 Set up of survey
	o Focus groups
<u> </u>	 Reporting and delivery of raw data
$\sim (2)$	o Set up of dashboard.
	 Meeting/reaching audience/participant demographics.
$(7/)^{\vee}$	Delivery within agreed budget
	 Customer satisfaction of research methods and reporting/debriefing/presentations.
\searrow	***Compliance with Attachment A Project Brief (Ipsos proposal Longitudinal Research 2023-24)
	***See milestones for specific details.

Release

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 s.73 Irrelevant information by an authorised officer in the presence of: Emmy Kubainski (sighature of witness) (insert full name of witness) s.73 Irrelevant information Michelle Wellington (signature of authorised officer) (insert full name of authorised officer) EXECUTION BY SUPPLIER: Ipsos Public Affairs Pty Ltd ACN 070 101) in accordance with section 127 of the Corporations Act 2001 (Cth)) by its duly authorised representative,) s.73 Irrelevant information CTPI - Personal Ir (insert duly authorised representative's name)) (Signature of duly authorised representative) who declares that he/she is) duly authorised to enter into this Contract on behalf) s.73 Irrelevant information of Ipsos Public Affairs Fty Ltd ACN 070 101 352, in the) presence of:/)) (Signature of witness) (insert full name of witness)) 8 / 5 / 2023) (date)

RTID618 - Page 7 of 69

- LONGITUDINA L RESEARCH 2023-24

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





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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

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

	Department / agency	Department of the Premier and Cabinet		
	ABN or ACN	65 959 415 158		
	Street address	1 William Street, Brisbane, Queensland 4000		
é	Postal address	PO Box 15185. City East, Queensland 4002		
Customer to complete	Contact person	Emmy Kubainski		
	Position	Director		
mer t	Branch	Reform and Delivery		
usto	Email	emmy.kubainski@premiers.qld.gov.au		
С -	Phone	07 3003 9145		
	Billing details	Admin.reformanddelivey@premiers.qld.gov.au		
	Reference/purchase order no.	DPC-77-2022-2		
	Supplier name	Ipsos Public Affairs		
e	ABN or ACN	52 070 101 352		
Supplier to complete	Street address	3a/201 Leichhardt St, Spring Hill, QLD 4000		
0 00	Postal address	3a/201 Leichhardt St, Spring Hill, QLD 4000		
lier t	Contact person	CTPI - Personal Information		
ddn	Position	Deputy Managing Director		
	Email	CTPI - Personal Information		
	Phone			

PROJECT BUDGET

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

Customer	Total price pay the contract (e: GST)		Click or tap here to enter text.	budget, pl	not have exact ease provide an (excluding	\$100,001 and over
	Total price pay Supplier's PSP	Poed price		qualitativ	(ex GST) for the ૨ and dashboard	l components
	billing schedule	e. Below is a s	act is somewhat flexibl uggested milestone ar verable component			
ete	Milestone	Deliverable			Timeframe	Milestone Payment (if applicable)
Supplier to complete	Wave 1		Acceptance of Deta , set up of survey #1		w/c 8 May 2023	10% of quantitative component following delivery of report
	Wave 2	Survey #2, r data	eporting and deliver	y of raw	w/c 19 June 2023	10% of quantitative component following delivery of report
	Wave 3	Survey #3, r data	eporting and deliver	y of raw	w/c 31 July 2023	10% of quantitative component following

				delivery of report
Wave	e 4	Survey #4, reporting and delivery of raw data	w/c 11 September 2023	10% of quantitative component following delivery of report
Wave	e 5	Survey #5, reporting and delivery of raw data	w/c 23 October 2023	10% of quantitative component following delivery of report
Wave	e 6	Survey #6, reporting and delivery of raw data	w/c 4 December	10% of quantitative component following delivery of report
Wave	e 7	Survey #7, reporting and delivery of raw data	w/c 29 Jan 2024	10% of quantitative component following delivery of report
Wave	e 8	Survey #8, reporting and delivery of raw data	w/c 11 March 2024	10% of quantitative component following delivery of report
Wave	e 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 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	
NB. Up-front or 1 st payment should not exceed 25% of estimated contract amount. NB . At least 15% of total contract amount should be withheid until satisfactory completion of project, as approved in writing by Customer.				

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,					
	Key personnel name/role	Name	CTPI - Personal Information			
Supplier to complete		Role	Senier Director responsible components of delivery. Sp involvement will include att meetings, moderation, desi materials, analysis, reportin presentation.	ecific endance at ign of		
	Key personnel name/role	Name	CTPI - Personal Information			
	~	Role	Research Manager respon project management of all qualitative and quantitative Day-to-day point of contact project team.	aspects on the research.		
		50				
	Proposed subcontractor	Subcontractor name	CTPI - Business Affairs			
Supplier to complete		ABN				
		Role	Qualitative recruitment			
	Proposed subcontractors	Subcontractor name	Click or tap here to enter te	ext.		
		ABN	Click or tap here to enter te	ext.		
		Role	Click or tap here to enter te	ext.		

Section 2 – Supplier Response				
The Supplier is to detail how they will meet the requirements specified in Section 1, and Attachment 3A.				
Evaluation Criteria 1: Conformance to Requirement s	Our approach to meeting the requirements of the brief is detailed in Section 2 Ipsos Proposal (below).			
Evaluation	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			
Criteria 2: Capability	staff in Australia who work exclusively on social, humanitarian and government research.			
and Experience	CTPI - Business Affairs			
	<u> </u>			
	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			
	CTPI - Business Affairs			
Evaluation Criteria 3: Ability to meet	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.			
Timeframes	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:			
	CTPI - Business Affairs			

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	CTPI - Business Affairs			
Evaluation Criteria 4: Project Methodology	Again, further details around our approach and abilities are detailed in Section 2 Ipsos Proposal (below). Our methodology and approach are detailed in Section 2 Ipsos Proposal (below).			
Evaluation Criteria 5: Cost and	Core component		Fee (excl. GST)	
Value for Money	Project Management	10 waves: Meetings and project plan	CTPI - Business Aff	
	Quantitative	Online 6-weekly tracking survey (10 waves, each n=1,200)		
	research	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		
		TOTAL	\$356,944	

	Key A	. ssumpti usiness Aff	ons	
	CTPI - B	usiness Aff	airs	
			~	
		C D		
Is the Supplier classified as an Aboriginal and Torres Strait Business?	Yes	>	No	
Classified as a Social Enterprise?	Yes		No	
Classified as a Social Enterprise?	Yes		Νο	

Business size?	 ☐ Small business (less than 20 employees) 	Medium Enterprise (less then 200 employees)	☑ 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.

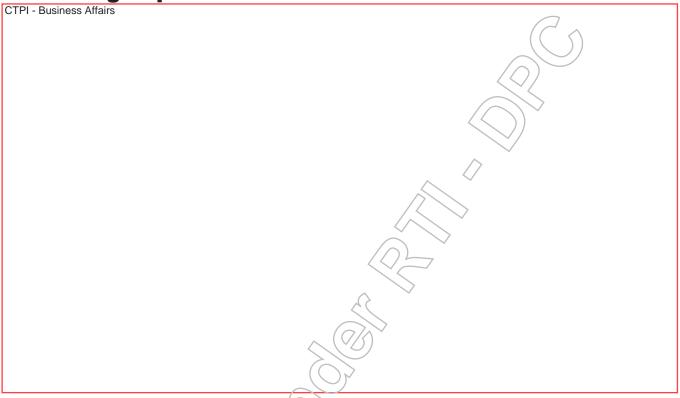
1.2 Objectives

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 orgoing 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



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.

2.3.1 Sample size and weighting

In line with the brief, we are allowing for 19 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

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

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	

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.



CTPI - Business Affairs

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

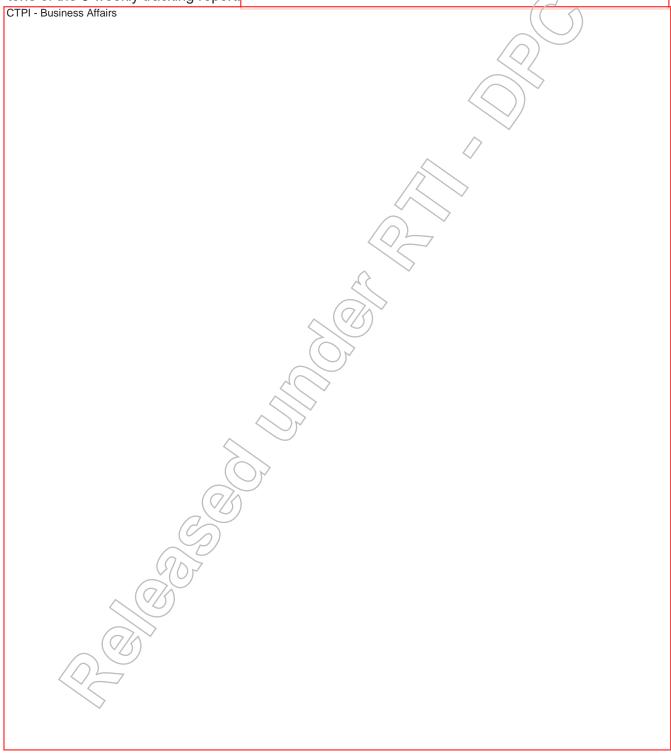
2.3.4 Questionnaire design for online



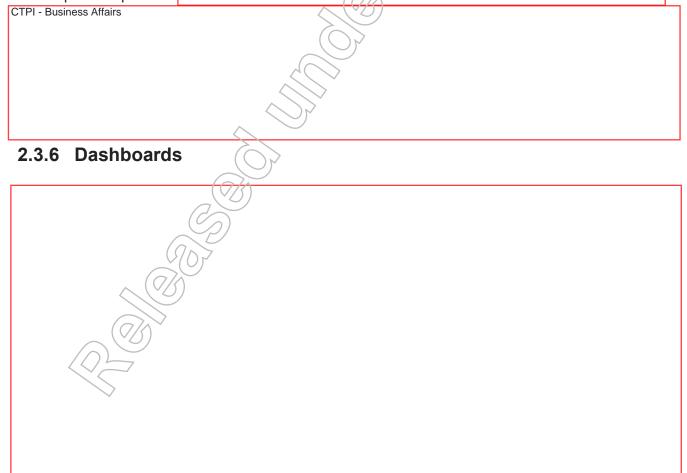
CTPI - Business Affairs
(Comparent Sector)
$(\langle \zeta \rangle)$
2.3.5 Quantitative analysis and reporting
Analyses
We can supply data in any format as required by DPC.
$(\bigcirc)^{2}$
Topline reporting
For this project, we propose that we implement a semi-automatic reporting structure
(907)

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.



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



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
	CD CD

2.4.2 Online focus groups

CTPI - Business Affairs

- 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

2.4.3 Face-to-face focus groups

CTPI - Business Affairs \bigcirc ATSIRU

2.4.5 Recruitment

2.4.6 Observation and Recording

2.4.7 Qualitative analysis and reporting

 qualitative analysis and isporting

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

2.5 Project management

CTPI - Business Affairs



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.

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 psos. 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.



3 Timing and fees

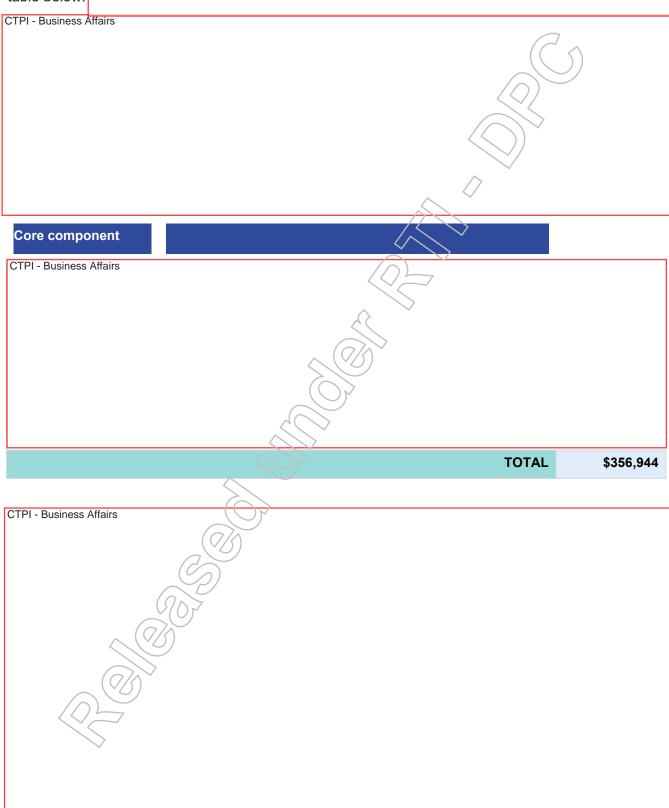
3.1 Timeline



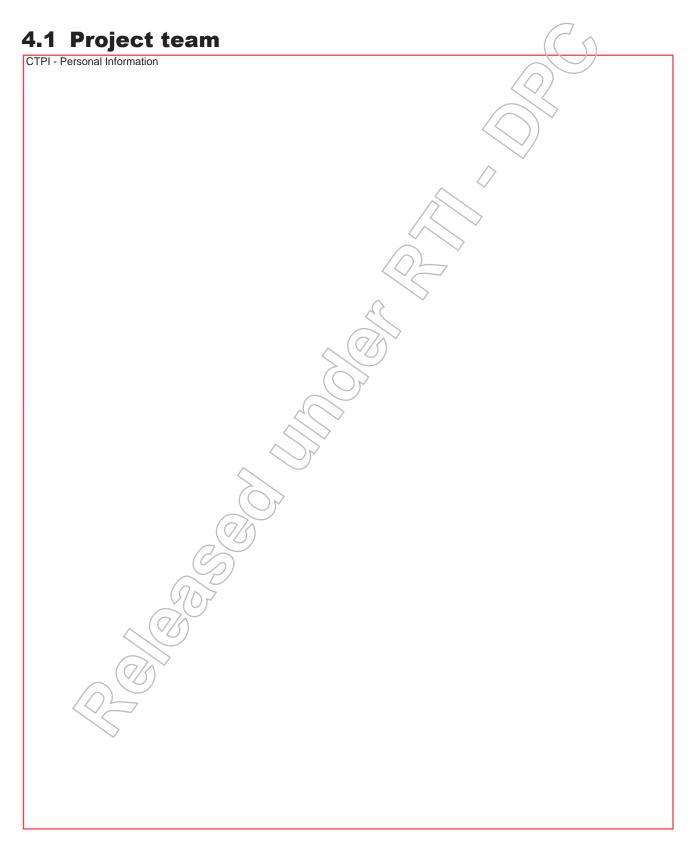
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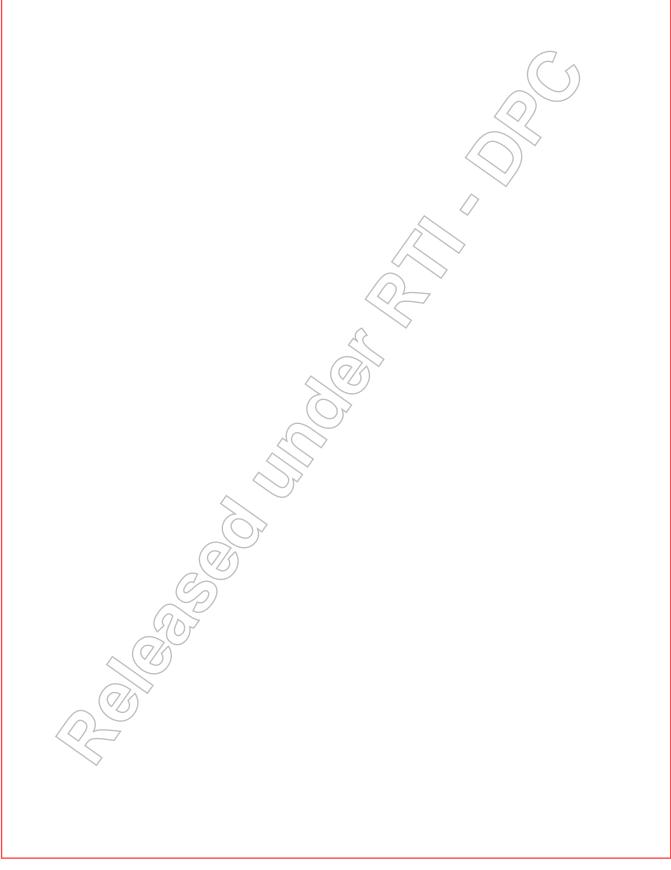
3.2 Project fees

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



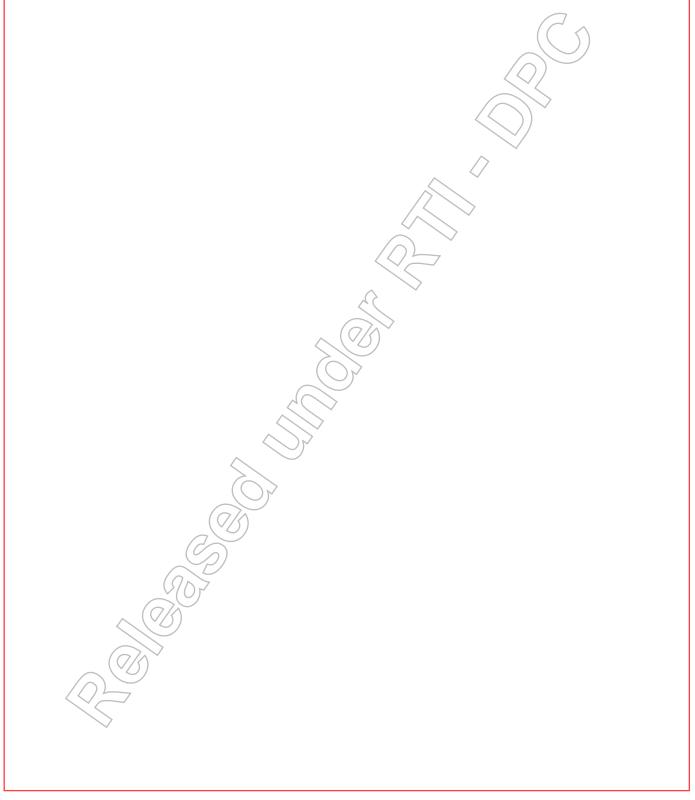
4 Ipsos team and experience

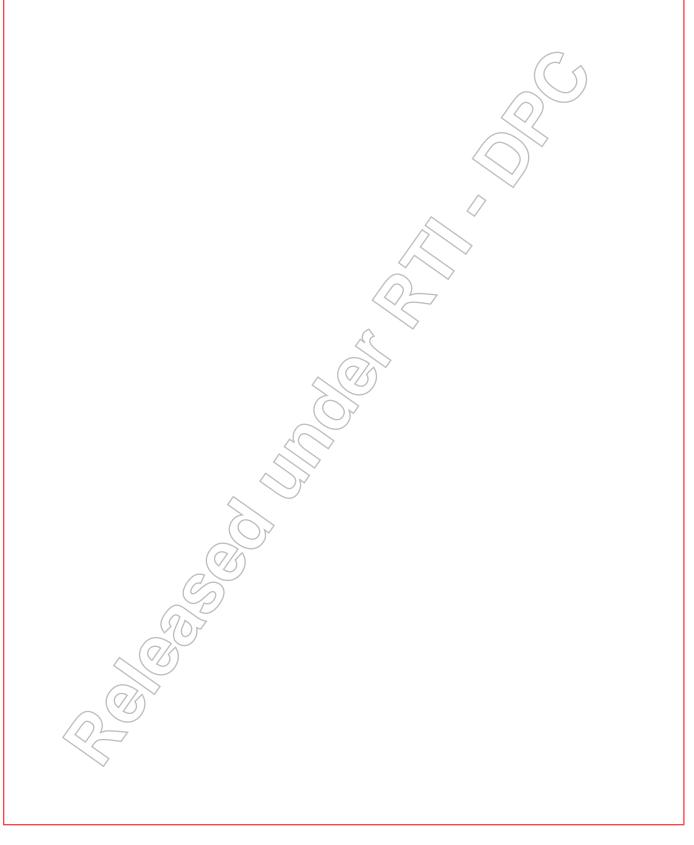




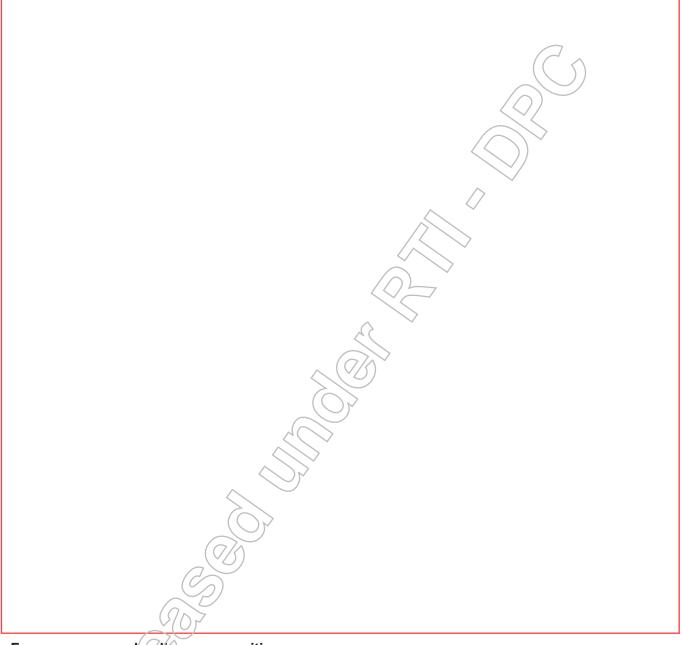
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4.2 Relevant experience

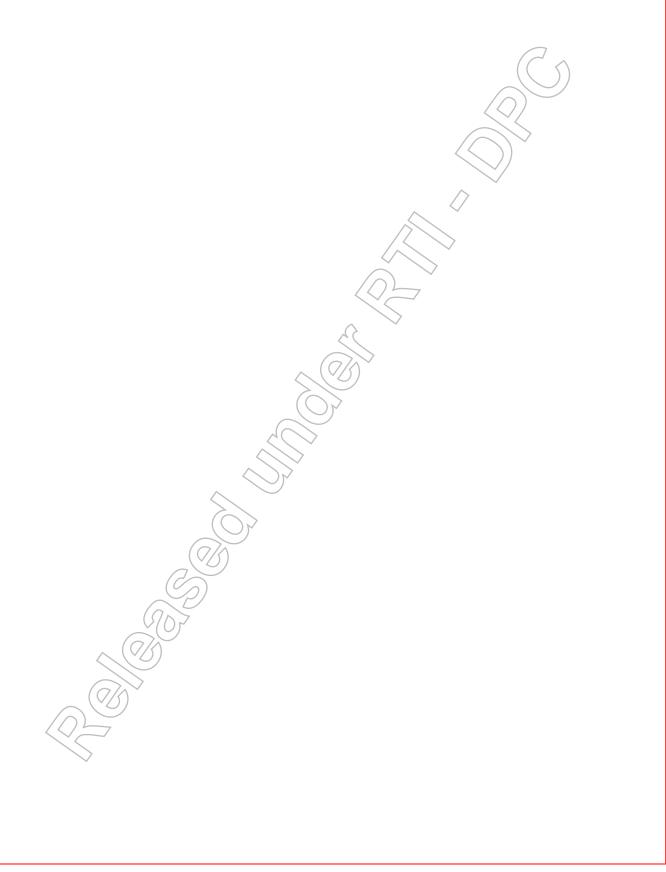


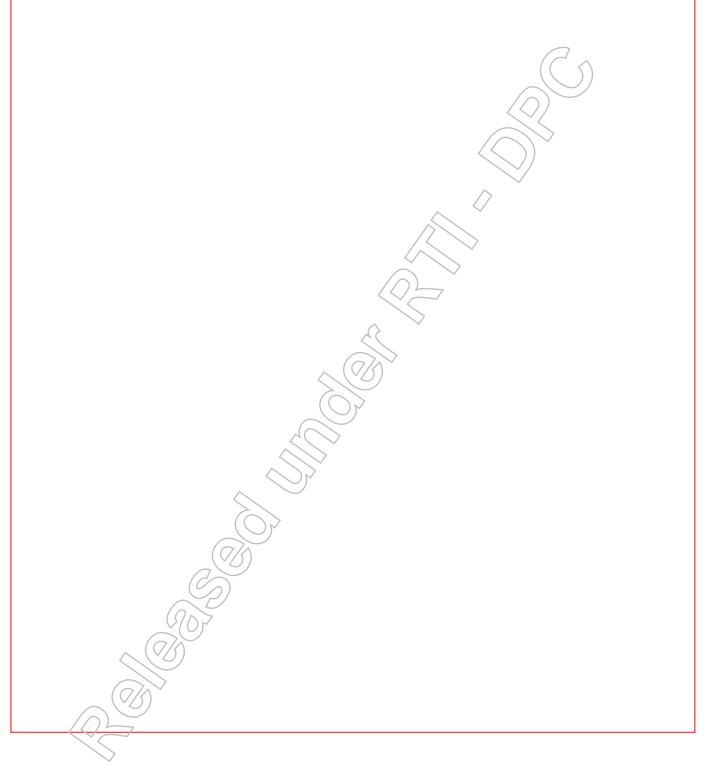


Strategic planning research

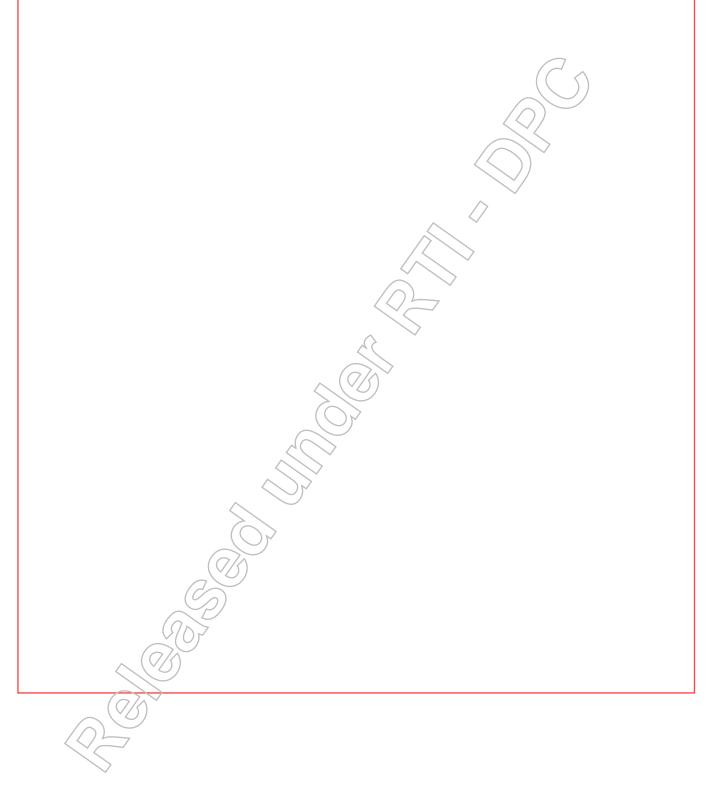


Focus groups and online communities







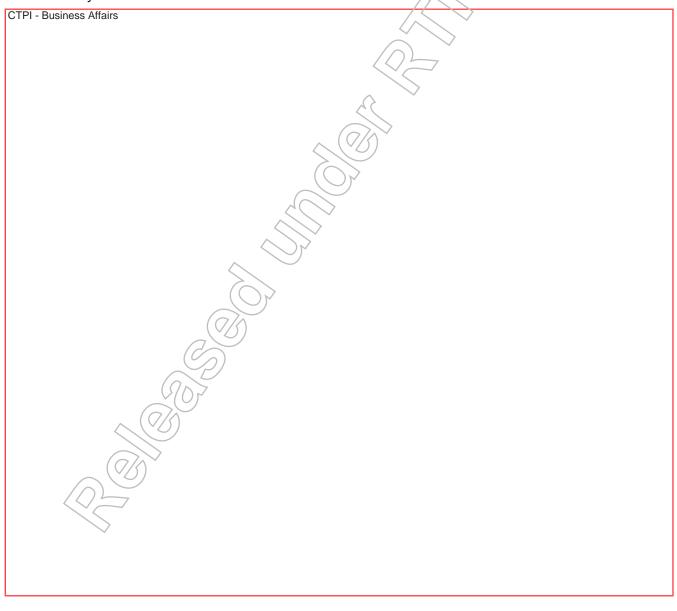


5 About Ipsos

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.



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.



5.3 Ipsos Aboriginal and Torres Strait Islander Research Unit



Ipsos Aboriginal and Torres Strait Islander Research Unit (ATSIRU) was created in **AIDIRU** 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

5.3.1 Ipsos Aboriginal and Torres Strait Islander Advisory Group

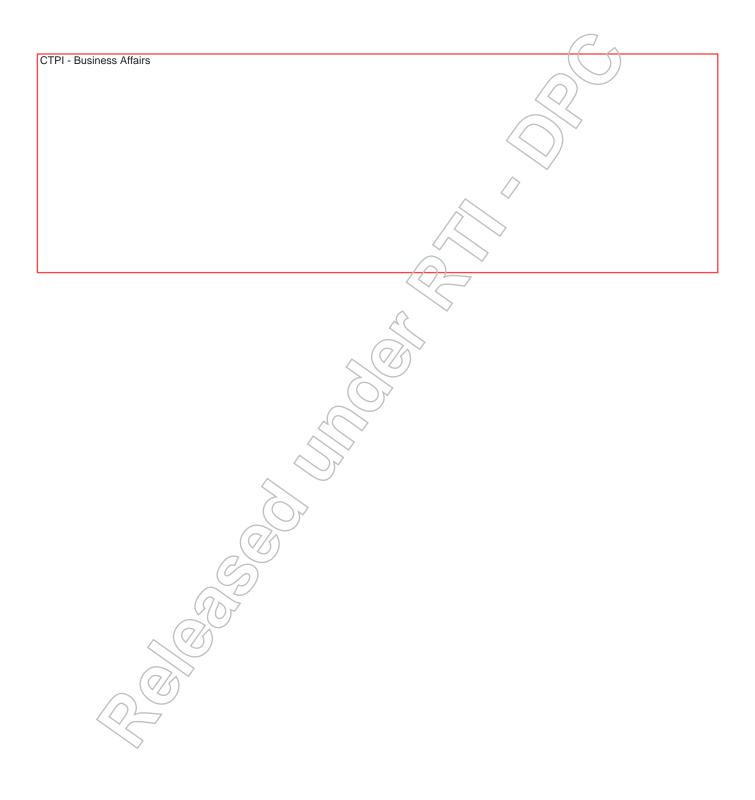
In 2016 we formed the Ipsos ATSIRU Advisory Group. The Advisory Group was formed to support Ipsos ATSIRU on ethical and culturally sensitive research projects and to give advice on the diversity among Aboriginal and Torres Strait Islander communities and societies in Australia – each of which has its 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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