

s 22(1)(a)(ii)

From: s 22(1)(a)(ii)
Sent: Tuesday, 12 November 2024 5:18 PM
To: Curran, Carmel
Cc: s 22(1)(a)(ii)
Subject: For approval/sense check
Attachments: Full Media Brief 2024.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Carmel – much of this you would have seen previously, I have tailored it a bit for the new approach.

This is to ask UM to develop a media strategy for me and cost the buy.

Their turn-around for the strategy is 10-days.

Ideally, I'd like to get it in with them tomorrow morning.

If you have an opportunity to check it (dates/channels/audience/location) make sure I haven't missed anything that would be great, thanks.

Also am I able to approve (or would you prefer to do that – I don't mind if you change me to you). This doesn't need to go anywhere else (Michelle/Jemma – Tess/Tina does it)?

Thanks

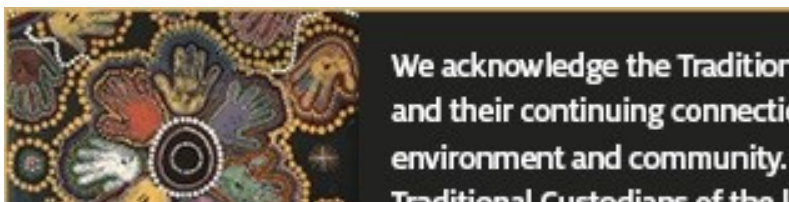
s 22(1)(a)(ii)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



AUSTRALIAN GOVERNMENT MEDIA BRIEF

SERVICES REQUIRED

Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).
<p><i>(Appendix 1 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Campaign <input type="checkbox"/> Complex Recruitment <input type="checkbox"/> Recruitment^(a) <input checked="" type="checkbox"/> Complex Public Notice <input type="checkbox"/> Public Notice <input type="checkbox"/> Tender^(a) </p> <p>(a) Note - an advertising exemption is required for recruitment advertising in major metropolitan newspapers, and tender advertising outside of AusTender by non-corporate Commonwealth entities. An exemption letter should be supplied with this brief.</p> <p>The Recruitment Advertising Policy is available here: https://www.finance.gov.au/advertising/recruitment-advertising-policy/</p>	<p><i>(Clause 3 to Schedule 1 of the Deed)</i></p> <p> <input checked="" type="checkbox"/> Media Strategy Development <input type="checkbox"/> Media Planning <input checked="" type="checkbox"/> Media Buying (only) </p>	<p><i>(Clause 4 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Translations and Sub-Titling (Captioning) <input checked="" type="checkbox"/> Creative Content Development <input checked="" type="checkbox"/> Production Services <input type="checkbox"/> Media Extension (Event, Sponsorship, Integration) <input type="checkbox"/> Econometric Modelling <input type="checkbox"/> Social Media Moderation <input type="checkbox"/> Social Media Insights <input checked="" type="checkbox"/> Search Engine Optimisation </p>

CAMPAIGN & CONTACT DETAILS

Entity / Organisation.	Department of Agriculture Fisheries and Forestry		
Product / Brand / Initiative.	LSPO		
Budget (excluding GST).	TBC need costing		
Dates of Activity (Start & End).	Start 2-9 Dec 2024 (roll out can be staged Radio commence first, followed by press etc) End 28 Feb 2025		
Brief Date.	12.11.2024	Response Due.	22.11.2024
Customer Contact.	s 22(1)(a)(ii)	Creative Agency (CA).	
Customer Email.	s 22(1)(a)(ii) @aff.gov.au	CA Contact.	
Customer Phone.	s 22(1)(a)(ii)	CA Email.	
Customer Approval Name.		CA Phone.	

Following the provision of a final and complete media brief from the customer, media strategies and media plans will be provided by UM:

- a) Campaign and Complex Non-Campaign advertising: within ten (10) Business Days, unless otherwise agreed with the Customer.

Please discuss your needs with your Client Advice Manager or Director.

When it comes to briefing, we have a simple philosophy; better in, better out. The more relevant the information you provide in this brief, the better the response and process that follows it, will be.

This briefing template is designed to extract as much critical information as possible, while minimising the unnecessary. All the good stuff, and less of the fluff. Please aim to be single minded and concise where ever possible.



AUSTRALIAN GOVERNMENT MEDIA BRIEF

Intelligently informed decision-making is at the heart of our BETTER process, therefore access to internal and external data, as well as previous learnings you can provide, will result in a more robust and ultimately *better* response. The brief should be rich in target audience insights and other relevant detail to provide clear guidance to UM.

The below single-minded question will help us sense check throughout the process that all decisions made are helping to achieve this.

Purpose

- *Why are we advertising?*
- *What is the challenge, opportunity or imperative?*

Why are we advertising:

- On 1 July 2024, the Australian Parliament passed legislation to end live export of sheep by sea on 1 May 2028.
- There is a \$139.7 million transition assistance package available to invest in the transition of the Australian sheep industry, grow the sheep meat industry, maintain Australia's commitment to animal welfare and increase national and export trade markets.

Challenge, opportunity, imperative:

Recognising there will be some impact on producers, supply chain participants and other local businesses and acknowledging the need to assist people and communities in managing the transition – particularly in Western Australia, which has been the only source of live sheep exports by sea since 2019–20 and to ensure those affected by the phase-out are well-positioned, resilient and ready when the trade ends in 2024:

- Inform of the decision to phase out live sheep export by sea by 1 May 2028.
- Inform those most affected of the transition assistance package and where to go for more information and how to access it.

Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to understand the legislation now exists and there is assistance to underpin the implementation of the phase out of live sheep export by sea, where they can go for more information about that assistance.

Overall Objectives

- *What are the objectives?*
- *Do you have measurable, realistic KPIs, evaluation goals, or volume targets?*
- *Over what time frame?*

- Increase awareness / assistance knowledge and uptake
- KPIs not determined but measurable are website traffic, social media metrics
- Timeframe – to February next year, then over life of implementation to May 2028 there should be other metrics such as take up of components of the assistance package, confidence surveys etc which show a shift/upward trend.

Primary and Secondary Digital KPIs

- *Choose only one primary KPI in the first column and only one secondary KPI in the second column.*

Primary

- Awareness
- Traffic to the Website
- Conversions (please specify the conversion)

Secondary

- Awareness
- Traffic to the Website
- Conversions (please specify the conversion)



AUSTRALIAN GOVERNMENT MEDIA BRIEF

<p>Landing Page</p> <ul style="list-style-type: none"> • Add in the landing page of the campaign • Is it possible to implement pixels in the webpage to collect data and optimize the campaign? 	
<p>Landing page – under development URL (TBC) Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out Pixels – yes</p>	
<p>History</p> <p><i>If relevant:</i></p> <ul style="list-style-type: none"> • What is the brand or initiative's history and current awareness? • What is the recent advertising history? • Are there any problems facing the brand or initiative? 	
<ul style="list-style-type: none"> • There should be good general awareness of the phase out among impacted stakeholders – but that should not be assumed • No recent advertising history – this would be the first Australian Government advertising • General distrust (post Covid) of government and reluctance to take up/accept information • Opposition to phase out 	
<p>Geographical location and exposure</p> <p><i>Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.</i></p>	
<ul style="list-style-type: none"> • National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus • Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries) 	
<p>Environment</p> <p><i>If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?</i></p>	
<ul style="list-style-type: none"> • https://www.keepthesheep.com.au/ 	
<p>Audience</p> <ul style="list-style-type: none"> • Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to. • Provide any insights into the audience, including any developmental research. • What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective? • Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response. • If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response. • Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign? 	
<p>Primary target: impacted stakeholders</p>	

AUSTRALIAN GOVERNMENT MEDIA BRIEF

– sheep producers, farm managers, exporters, shearers, stockyard operators, industry bodies, transport operators, processors, feedlot operators, rural suppliers (affronted/resistant/reluctant/curious – want to see more detail before determining a position for or against policy/uncertain).

- business planners/Ag consultants (unsure of willingness to assist take up of assistance/promote transition among their clients)

Secondary (targeting not required – likely captured in general messaging and no call to action for these groups):

- international trading partners
- consumers international and domestic of sheep meat and sheep products ie wool (unsure of current attitudes, however there is research to demonstrate consumption is increasing)
- Concerned stakeholders, Australians with an interest in animal welfare policy ie animal welfare groups, veterinarians (positive sentiment regarding the policy, some impatience it isn't happening immediately (1 May 2028), concern it might not be fully implemented see Better than live exports)
- CALD and Indigenous audiences consideration should be given to First Nations audience in both WA as participants in the sheep supply chain and nationally in exploring opportunities for increased participation/self-determination. No multicultural/Indigenous consultant for this.

THINK:

The Australian sheep industry is valued and supported. There is a strong future for the Australian sheep industry without live export. The sheep industry is being assisted to plan now for the future and start to transition away from live sheep exports.

FEEL:

Optimistic that there is a strong future for the sheep industry without live export.
Confident there will be opportunities in the future, which encourage them to invest in the industry.

DO: Seek information and assistance to transition their business, begin planning now to position themselves to capitalise on future opportunities, invest in the sheep industry (new farms/expand farms/processing etc).

Useful research:

[Rural Confidence Survey](#)

[Sheep Producer Intentions Survey](#)

Creative Integration

- *If campaign research has already been conducted please provide any guiding principles or details of creative territories that have been established*
- *If developed, please provide a brief description of the creative idea and creative strategy. This allows UM to build a cohesive media response.*
- *What insights have informed the idea?*
- *The key message(s)*
- *Have you already appointed a creative agency or other consultancy for this campaign? If so, please provide contact details.*
- *Is there existing material i.e. TVC, press ad, digital material. Please specify sizes/durations. Please supply copies if possible.*

N/A

Television: CAD Approval

Please note that all proposed television commercials must be approved by the Commercial Acceptance Division (CAD) of Free TV Australia. Please ensure that your creative agency liaises with Free TV at the concept development stage to ensure approval is granted. UM is not allowed to place TV commercials which do not have a CAD approval number. Lack of CAD approval can result in lengthy delays.



AUSTRALIAN GOVERNMENT MEDIA BRIEF

Tone of Voice

If relevant - what is the tone, mood, or tone of voice of the campaign you will produce?

Factual, relatable/reassuring/positive

Timing / Seasonality

- *If relevant, are there any seasonal or other timing constraints affecting your campaign? Please note any key dates which need to be observed or that may affect the campaign.*
- *Will there be a ministerial launch that we need to be aware of?*

- To align with key farming operations
- 10 December is international animal rights day (consideration)
- No ministerial launch planned

Other communications activities

What other activities (e.g. event marketing, direct marketing, media launches) are you conducting to complement your advertising, and when?

eDM, website updates, targeted stakeholder engagement (late November/early December).

Evaluation/Tracking

- *What does success look like?*
- *How will the results be measured? Link these back to the objectives you outlined above.*

Confidence to make farming / operation decisions increased
uptake of assistance information – visits to website
Participation in process (eg co-design).

Brand Safety

Are there particular environments that you would not want your advertising to appear in? As a starting point, UM will mitigate the risks of your advertising appearing alongside content featuring or promoting gambling, hate speech, illegal downloading, offensive language, pornography, violence, the use of alcohol, illegal drugs or smoking, or any illegal activities not otherwise specified. Political content will also be avoided, noting that the Commonwealth's advertising must be, and appear to be, objective and dissociated from any particular political party or party political interests.

A more tailored approach can be developed in collaboration with individual customers, if required, to avoid ads appearing against content that isn't contextually aligned to the messages of the campaign or complex non-campaign advertising. Please identify and list the topics, keywords, specific programs or websites that your advertising shouldn't be associated with.

Nil additional

Additional Information (if required)

Attach any research reports, communication and marketing strategies, etc.

- [Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023](#)
- [Australian Government Response to the Independent Panel Report](#)

17 January 2022 independent research of 1502 Australians, conducted on behalf of the [RSPCA](#) found 67% support ending live animal exports.

Mandatories



AUSTRALIAN GOVERNMENT MEDIA BRIEF

Are there any creative / channel mandates specific to this activity that need to be taken into account? E.g. tone of voice, look and feel, use of talent, key channels.

Radio (national and rural)
Rural press
Rural journals

Posters – rural supply stores
Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation

Only relevant if Social Moderation is required.

How many times per day will we be required to check the page?

Is weekend or public holiday moderation required?

Is there a response Traffic Light System available? Are there approved responses to be used?

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization

Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

What major changes have happened to the website within the last two years?

Has there been previous SEO work on your site? (Content work, link building etc.).

Who currently produces content for the website? Is this handled internally, with another agency or will content production need to form part of the response?

Who looks after developer updates to the website? What is the lead-time for updates, and how is this process managed?

What technical challenges, if any, does your website have?

Current web page currently first search result: <https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out>

Content developed internally, updates (once approved) can be made quickly.

Customer Approval Signature :	
Customer Approval Name :	s 22(1)(a)(ii)
Customer Approval Position / Role :	Director Campaigns
Approval Date :	12/11/2024

s 22(1)(a)(ii)

From: Curran, Carmel
Sent: Wednesday, 13 November 2024 9:51 AM
To: s 22(1)(a)(ii)
Subject: RE: For approval/sense check [SEC=OFFICIAL]
Attachments: LSPO Full Media Brief 2024.docx

Follow Up Flag: Follow up
Flag Status: Flagged

OFFICIAL

Hi

I am here but in a meeting. Now attached.

Cheers

Carmel

OFFICIAL

From: Curran, Carmel
Sent: Tuesday, 12 November 2024 6:14 PM
To: s 22(1)(a)(ii) @aff.gov.au>
Subject: RE: For approval/sense check [SEC=OFFICIAL]

Hi s 22(1)(a)(ii)

Looks good. I have highlighted a part that doesn't make sense to me. Good to go once you have fixed. Yes only to line area with a cc to Michelle and s 22(1)(a)(ii) .. and me 🟡 ⋯ 😊

Cheers

Carmel

From: s 22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@aff.gov.au](mailto:s22(1)(a)(ii)@aff.gov.au)>
Sent: Tuesday, 12 November 2024 5:18 PM
To: Curran, Carmel <Carmel.Curran1@aff.gov.au>
Cc: s 22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@aff.gov.au](mailto:s22(1)(a)(ii)@aff.gov.au)>
Subject: For approval/sense check [SEC=OFFICIAL]

OFFICIAL

Hi Carmel – much of this you would have seen previously, I have tailored it a bit for the new approach.

This is to ask UM to develop a media strategy for me and cost the buy.

Their turn-around for the strategy is 10-days.

Ideally, I'd like to get it in with them tomorrow morning.

If you have an opportunity to check it (dates/channels/audience/location) make sure I haven't missed anything that would be great, thanks.

Also am I able to approve (or would you prefer to do that – I don't mind if you change me to you). This doesn't need to go anywhere else (Michelle/Jemma – Tess/Tina does it)?

Thanks

s 22(1)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

AUSTRALIAN GOVERNMENT MEDIA BRIEF

SERVICES REQUIRED

Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).
<p><i>(Appendix 1 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Campaign <input type="checkbox"/> Complex Recruitment <input type="checkbox"/> Recruitment^(a) <input checked="" type="checkbox"/> Complex Public Notice <input type="checkbox"/> Public Notice <input type="checkbox"/> Tender^(a) </p> <p>(a) Note - an advertising exemption is required for recruitment advertising in major metropolitan newspapers, and tender advertising outside of AusTender by non-corporate Commonwealth entities. An exemption letter should be supplied with this brief.</p> <p>The Recruitment Advertising Policy is available here: https://www.finance.gov.au/advertising/recruitment-advertising-policy/</p>	<p><i>(Clause 3 to Schedule 1 of the Deed)</i></p> <p> <input checked="" type="checkbox"/> Media Strategy Development <input type="checkbox"/> Media Planning <input checked="" type="checkbox"/> Media Buying (only) </p>	<p><i>(Clause 4 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Translations and Sub-Titling (Captioning) <input checked="" type="checkbox"/> Creative Content Development <input checked="" type="checkbox"/> Production Services <input type="checkbox"/> Media Extension (Event, Sponsorship, Integration) <input type="checkbox"/> Econometric Modelling <input type="checkbox"/> Social Media Moderation <input type="checkbox"/> Social Media Insights <input checked="" type="checkbox"/> Search Engine Optimisation </p>

CAMPAIGN & CONTACT DETAILS

Entity / Organisation.	Department of Agriculture Fisheries and Forestry		
Product / Brand / Initiative.	LSPO		
Budget (excluding GST).	TBC need costing		
Dates of Activity (Start & End).	Start 2-9 Dec 2024 (roll out can be staged Radio commence first, followed by press etc) End 28 Feb 2025		
Brief Date.	12.11.2024	Response Due.	22.11.2024
Customer Contact.	s 22(1)(a)(ii)	Creative Agency (CA).	
Customer Email.	s 22(1)(a)(ii) @aff.gov.au	CA Contact.	
Customer Phone.	s 22(1)(a)(ii)	CA Email.	
Customer Approval Name.		CA Phone.	

Following the provision of a final and complete media brief from the customer, media strategies and media plans will be provided by UM:

- a) Campaign and Complex Non-Campaign advertising: within ten (10) Business Days, unless otherwise agreed with the Customer.

Please discuss your needs with your Client Advice Manager or Director.

When it comes to briefing, we have a simple philosophy; better in, better out. The more relevant the information you provide in this brief, the better the response and process that follows it, will be.

This briefing template is designed to extract as much critical information as possible, while minimising the unnecessary. All the good stuff, and less of the fluff. Please aim to be single minded and concise where ever possible.



AUSTRALIAN GOVERNMENT MEDIA BRIEF

Intelligently informed decision-making is at the heart of our BETTER process, therefore access to internal and external data, as well as previous learnings you can provide, will result in a more robust and ultimately *better* response. The brief should be rich in target audience insights and other relevant detail to provide clear guidance to UM.

The below single-minded question will help us sense check throughout the process that all decisions made are helping to achieve this.

Purpose

- *Why are we advertising?*
- *What is the challenge, opportunity or imperative?*

Why are we advertising:

- On 1 July 2024, the Australian Parliament passed legislation to end live export of sheep by sea on 1 May 2028.
- There is a \$139.7 million transition assistance package available to invest in the transition of the Australian sheep industry, grow the sheep meat industry, maintain Australia's commitment to animal welfare and increase national and export trade markets.

Challenge, opportunity, imperative:

Recognising there will be some impact on producers, supply chain participants and other local businesses and acknowledging the need to assist people and communities in managing the transition – particularly in Western Australia, which has been the only source of live sheep exports by sea since 2019–20 and to ensure those affected by the phase-out are well-positioned, resilient and ready when the trade ends in 2024:

- Inform of the decision to phase out live sheep export by sea by 1 May 2028.
- Inform those most affected of the transition assistance package and where to go for more information and how to access it.

Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to understand the legislation now exists and there is assistance to underpin the implementation of the phase out of live sheep export by sea, where they can go for more information about that assistance.

Overall Objectives

- *What are the objectives?*
- *Do you have measurable, realistic KPIs, evaluation goals, or volume targets?*
- *Over what time frame?*

- Increase awareness / assistance knowledge and uptake
- KPIs not determined but measurable are website traffic, social media metrics
- Timeframe – to February next year, then over life of implementation to May 2028 there should be other metrics such as take up of components of the assistance package, confidence surveys etc which show a shift/upward trend.

Primary and Secondary Digital KPIs

- *Choose only one primary KPI in the first column and only one secondary KPI in the second column.*

Primary

- Awareness
- Traffic to the Website
- Conversions (please specify the conversion)

Secondary

- Awareness
- Traffic to the Website
- Conversions (please specify the conversion)



AUSTRALIAN GOVERNMENT MEDIA BRIEF

<p>Landing Page</p> <ul style="list-style-type: none"> • Add in the landing page of the campaign • Is it possible to implement pixels in the webpage to collect data and optimize the campaign? 	
<p>Landing page – under development URL (TBC) Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out Pixels – yes</p>	
<p>History</p> <p><i>If relevant:</i></p> <ul style="list-style-type: none"> • What is the brand or initiative’s history and current awareness? • What is the recent advertising history? • Are there any problems facing the brand or initiative? 	
<ul style="list-style-type: none"> • There should be good general awareness of the phase out among impacted stakeholders – but that should not be assumed • No recent advertising history – this would be the first Australian Government advertising • General distrust (post Covid) of government and reluctance to take up/accept information • Opposition to phase out 	
<p>Geographical location and exposure</p> <p><i>Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.</i></p>	
<ul style="list-style-type: none"> • National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus • Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries) 	
<p>Environment</p> <p><i>If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?</i></p>	
<ul style="list-style-type: none"> • https://www.keepthesheep.com.au/ 	
<p>Audience</p> <ul style="list-style-type: none"> • Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to. • Provide any insights into the audience, including any developmental research. • What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective? • Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response. • If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response. • Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign? 	
<p>Primary target: impacted stakeholders</p>	

AUSTRALIAN GOVERNMENT MEDIA BRIEF

– sheep producers, farm managers, exporters, shearers, stockyard operators, industry bodies, transport operators, processors, feedlot operators, rural suppliers (affronted/resistant/reluctant/curious – want to see more detail before determining a position for or against policy/uncertain).

- business planners/Ag consultants (unsure of willingness to assist take up of assistance/promote transition among their clients)

Secondary (targeting not required – likely captured in general messaging and no call to action for these groups):

- international trading partners
- consumers international and domestic of sheep meat and sheep products ie wool (unsure of current attitudes, however there is research to demonstrate consumption is increasing)
- Concerned stakeholders, Australians with an interest in animal welfare policy ie animal welfare groups, veterinarians (positive sentiment regarding the policy, some impatience it isn't happening immediately (1 May 2028), concern it might not be fully implemented see Better than live exports)
- CALD and Indigenous audiences - consideration should be given to First Nations audiences in both WA as participants in the sheep supply chain and nationally in exploring opportunities for increased participation/self-determination. No multicultural/Indigenous consultant for this.

THINK:

The Australian sheep industry is valued and supported. There is a strong future for the Australian sheep industry without live export. The sheep industry is being assisted to plan now for the future and start to transition away from live sheep exports.

FEEL:

Optimistic that there is a strong future for the sheep industry without live export.
Confident there will be opportunities in the future, which encourage them to invest in the industry.

DO: Seek information and assistance to transition their business. Begin planning now to position themselves to capitalise on future opportunities, invest in the sheep industry (new farms/expand farms/processing etc).

Useful research:

[Rural Confidence Survey](#)

[Sheep Producer Intentions Survey](#)

Creative Integration

- *If campaign research has already been conducted please provide any guiding principles or details of creative territories that have been established*
- *If developed, please provide a brief description of the creative idea and creative strategy. This allows UM to build a cohesive media response.*
- *What insights have informed the idea?*
- *The key message(s)*
- *Have you already appointed a creative agency or other consultancy for this campaign? If so, please provide contact details.*
- *Is there existing material i.e. TVC, press ad, digital material. Please specify sizes/durations. Please supply copies if possible.*

N/A

Television: CAD Approval

Please note that all proposed television commercials must be approved by the Commercial Acceptance Division (CAD) of Free TV Australia. Please ensure that your creative agency liaises with Free TV at the concept development stage to ensure approval is granted. UM is not allowed to place TV commercials which do not have a CAD approval number. Lack of CAD approval can result in lengthy delays.



AUSTRALIAN GOVERNMENT MEDIA BRIEF

Tone of Voice

If relevant - what is the tone, mood, or tone of voice of the campaign you will produce?

Factual, relatable/reassuring/positive

Timing / Seasonality

- *If relevant, are there any seasonal or other timing constraints affecting your campaign? Please note any key dates which need to be observed or that may affect the campaign.*
- *Will there be a ministerial launch that we need to be aware of?*

- To align with key farming operations
- 10 December is international animal rights day (consideration)
- No ministerial launch planned

Other communications activities

What other activities (e.g. event marketing, direct marketing, media launches) are you conducting to complement your advertising, and when?

eDM, website updates, targeted stakeholder engagement (late November/early December).

Evaluation/Tracking

- *What does success look like?*
- *How will the results be measured? Link these back to the objectives you outlined above.*

Confidence to make farming / operation decisions increased
uptake of assistance information – visits to website
Participation in process (eg co-design).

Brand Safety

Are there particular environments that you would not want your advertising to appear in? As a starting point, UM will mitigate the risks of your advertising appearing alongside content featuring or promoting gambling, hate speech, illegal downloading, offensive language, pornography, violence, the use of alcohol, illegal drugs or smoking, or any illegal activities not otherwise specified. Political content will also be avoided, noting that the Commonwealth's advertising must be, and appear to be, objective and dissociated from any particular political party or party political interests.

A more tailored approach can be developed in collaboration with individual customers, if required, to avoid ads appearing against content that isn't contextually aligned to the messages of the campaign or complex non-campaign advertising. Please identify and list the topics, keywords, specific programs or websites that your advertising shouldn't be associated with.

Nil additional

Additional Information (if required)

Attach any research reports, communication and marketing strategies, etc.

- [Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023](#)
- [Australian Government Response to the Independent Panel Report](#)

17 January 2022 independent research of 1502 Australians, conducted on behalf of the [RSPCA](#) found 67% support ending live animal exports.

Mandatories



AUSTRALIAN GOVERNMENT MEDIA BRIEF

Are there any creative / channel mandates specific to this activity that need to be taken into account? E.g. tone of voice, look and feel, use of talent, key channels.

Radio (national and rural)
Rural press
Rural journals

Posters – rural supply stores
Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation

Only relevant if Social Moderation is required.

How many times per day will we be required to check the page?

Is weekend or public holiday moderation required?

Is there a response Traffic Light System available? Are there approved responses to be used?

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization

Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

What major changes have happened to the website within the last two years?

Has there been previous SEO work on your site? (Content work, link building etc.).

Who currently produces content for the website? Is this handled internally, with another agency or will content production need to form part of the response?

Who looks after developer updates to the website? What is the lead-time for updates, and how is this process managed?

What technical challenges, if any, does your website have?

Current web page currently first search result: <https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out>

Content developed internally, updates (once approved) can be made quickly.

Customer Approval Signature :	
Customer Approval Name :	s 22(1)(a)(ii)
Customer Approval Position / Role :	Director Campaigns
Approval Date :	12/11/2024

s 22(1)(a)(ii)

From: s 22(1)(a)(ii)
Sent: Wednesday, 13 November 2024 10:52 AM
To: Spyrou, Britt; Martin, Jemma
Cc: Wellington, Michelle; Curran, Carmel; s 22(1)(a)(ii) ; s 22(1)(a)(ii)
Subject: FOR URGENT CLEARANCE - UM Media Brief
Attachments: Full Media Brief 2024.docx

Hi Britt/Jemma – please find attached the media brief required for our whole-of-government master media booking agency, Universal McCann (UM), to develop a media strategy and suggested media buy for us.

I need to get this to UM ASAP (they have a 10-business day turnaround). If you could please look over it today specifically for (dates, locations, channels and audience) to cross-check I'd really appreciate it.

Much of the info you would have seen previously – it's largely been recycled from the earlier briefs.

We will get started on drafting some pre-liminary messaging in the meantime and I will send through a meeting invite to discuss that messaging next week. A few things will need to happen concurrently to finalise all this by the end of the year.

Any questions at all – please don't hesitate to give me a call.

Thanks

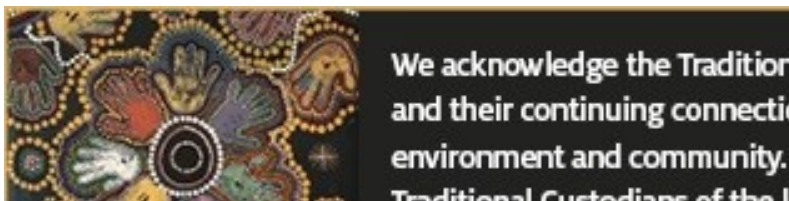
s 22(1)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



AUSTRALIAN GOVERNMENT MEDIA BRIEF

SERVICES REQUIRED

Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).
<p><i>(Appendix 1 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Campaign <input type="checkbox"/> Complex Recruitment <input type="checkbox"/> Recruitment^(a) <input checked="" type="checkbox"/> Complex Public Notice <input type="checkbox"/> Public Notice <input type="checkbox"/> Tender^(a) </p> <p>(a) Note - an advertising exemption is required for recruitment advertising in major metropolitan newspapers, and tender advertising outside of AusTender by non-corporate Commonwealth entities. An exemption letter should be supplied with this brief.</p> <p>The Recruitment Advertising Policy is available here: https://www.finance.gov.au/advertising/recruitment-advertising-policy/</p>	<p><i>(Clause 3 to Schedule 1 of the Deed)</i></p> <p> <input checked="" type="checkbox"/> Media Strategy Development <input type="checkbox"/> Media Planning <input checked="" type="checkbox"/> Media Buying (only) </p>	<p><i>(Clause 4 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Translations and Sub-Titling (Captioning) <input checked="" type="checkbox"/> Creative Content Development <input checked="" type="checkbox"/> Production Services <input type="checkbox"/> Media Extension (Event, Sponsorship, Integration) <input type="checkbox"/> Econometric Modelling <input type="checkbox"/> Social Media Moderation <input type="checkbox"/> Social Media Insights <input checked="" type="checkbox"/> Search Engine Optimisation </p>

CAMPAIGN & CONTACT DETAILS

Entity / Organisation.	Department of Agriculture Fisheries and Forestry		
Product / Brand / Initiative.	LSPO		
Budget (excluding GST).	TBC need costing		
Dates of Activity (Start & End).	Start 2-9 Dec 2024 (rollout can be staged Radio commence first, followed by press etc) End 28 Feb 2025		
Brief Date.	12.11.2024	Response Due.	22.11.2024
Customer Contact.	s 22(1)(a)(ii)	Creative Agency (CA).	
Customer Email.	s 22(1)(a)(ii) @aff.gov.au	CA Contact.	
Customer Phone.	s 22(1)(a)(ii)	CA Email.	
Customer Approval Name.		CA Phone.	

Following the provision of a final and complete media brief from the customer, media strategies and media plans will be provided by UM:

- a) Campaign and Complex Non-Campaign advertising: within ten (10) Business Days, unless otherwise agreed with the Customer.

Please discuss your needs with your Client Advice Manager or Director.

When it comes to briefing, we have a simple philosophy; better in, better out. The more relevant the information you provide in this brief, the better the response and process that follows it, will be.

This briefing template is designed to extract as much critical information as possible, while minimising the unnecessary. All the good stuff, and less of the fluff. Please aim to be single minded and concise where ever possible.



AUSTRALIAN GOVERNMENT MEDIA BRIEF

Intelligently informed decision-making is at the heart of our BETTER process, therefore access to internal and external data, as well as previous learnings you can provide, will result in a more robust and ultimately *better* response. The brief should be rich in target audience insights and other relevant detail to provide clear guidance to UM.

The below single-minded question will help us sense check throughout the process that all decisions made are helping to achieve this.

Purpose

- *Why are we advertising?*
- *What is the challenge, opportunity or imperative?*

Why are we advertising:

- On 1 July 2024, the Australian Parliament passed legislation to end live export of sheep by sea on 1 May 2028.
- There is a \$139.7 million transition assistance package available to invest in the transition of the Australian sheep industry, grow the sheep meat industry, maintain Australia's commitment to animal welfare and increase national and export trade markets.

Challenge, opportunity, imperative:

Recognising there will be some impact on producers, supply chain participants and other local businesses and acknowledging the need to assist people and communities in managing the transition – particularly in Western Australia, which has been the only source of live sheep exports by sea since 2019–20 and to ensure those affected by the phase-out are well-positioned, resilient and ready when the trade ends in 2024:

- Inform of the decision to phase out live sheep export by sea by 1 May 2028.
- Inform those most affected of the transition assistance package and where to go for more information and how to access it.

Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to understand the legislation now exists and there is assistance to underpin the implementation of the phase out of live sheep export by sea, where they can go for more information about that assistance.

Overall Objectives

- *What are the objectives?*
- *Do you have measurable, realistic KPIs, evaluation goals, or volume targets?*
- *Over what time frame?*

- Increase awareness / assistance knowledge and uptake
- KPIs not determined but measurable are website traffic, social media metrics
- Timeframe – to February next year, then over life of implementation to May 2028 there should be other metrics such as take up of components of the assistance package, confidence surveys etc which show a shift/upward trend.

Primary and Secondary Digital KPIs

- *Choose only one primary KPI in the first column and only one secondary KPI in the second column.*

Primary

- Awareness
- Traffic to the Website
- Conversions (please specify the conversion)

Secondary

- Awareness
- Traffic to the Website
- Conversions (please specify the conversion)



AUSTRALIAN GOVERNMENT MEDIA BRIEF

<p>Landing Page</p> <ul style="list-style-type: none"> • Add in the landing page of the campaign • Is it possible to implement pixels in the webpage to collect data and optimize the campaign? 	
<p>Landing page – under development URL (TBC) Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out Pixels – yes</p>	
<p>History</p> <p><i>If relevant:</i></p> <ul style="list-style-type: none"> • What is the brand or initiative’s history and current awareness? • What is the recent advertising history? • Are there any problems facing the brand or initiative? 	
<ul style="list-style-type: none"> • There should be good general awareness of the phase out among impacted stakeholders – but that should not be assumed • No recent advertising history – this would be the first Australian Government advertising • General distrust (post Covid) of government and reluctance to take up/accept information • Opposition to phase out 	
<p>Geographical location and exposure</p> <p><i>Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.</i></p>	
<ul style="list-style-type: none"> • National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus • Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries) 	
<p>Environment</p> <p><i>If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?</i></p>	
<ul style="list-style-type: none"> • https://www.keepthesheep.com.au/ 	
<p>Audience</p> <ul style="list-style-type: none"> • Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to. • Provide any insights into the audience, including any developmental research. • What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective? • Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response. • If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response. • Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign? 	
<p>Primary target audience: impacted stakeholders</p>	

AUSTRALIAN GOVERNMENT MEDIA BRIEF

– sheep producers, farm managers, exporters, shearers, stockyard operators, industry bodies, transport operators, processors, feedlot operators, rural suppliers (affronted/resistant/reluctant/curious – want to see more detail before determining a position for or against policy/uncertain).

- business planners/Ag consultants (unsure of willingness to assist take up of assistance/promote transition among their clients)

Secondary (targeting not required – these groups will likely be captured in general messaging and there is no specific call to action for these groups):

- consumers international and domestic of sheep meat and sheep products ie wool (unsure of current attitudes, however there is research to demonstrate consumption is increasing)
- international trading partners (stakeholder engagement and in-country representation will communicate with these groups)
- Concerned stakeholders: Australians with an interest in animal welfare policy ie animal welfare groups, veterinarians (positive sentiment regarding the policy, some impatience it isn't happening immediately - 1 May 2028, and some concern it might not be fully implemented see [Better than live export](#))
- CALD and Indigenous audiences: There would likely be affected supply chain participants in WA that are Indigenous and CALD (possibly in meat processing, stockmen, shearers, land managers etc). As the sheep industry expands (nationally) there would be opportunities for more Indigenous Australians and members of the CALD community to participate in the sheep industry – (self-determination for Indigenous Australians). However, specific targeted messaging is unlikely to be required – as this audience would likely be captured in mainstream messaging. There is no multicultural/Indigenous consultant for this component.

THINK:

The Australian sheep industry is valued and supported. There is a strong future for the Australian sheep industry without live export. The sheep industry is being assisted to plan now for the future and start to transition away from live sheep exports.

FEEL:

Optimistic that there is a strong future for the sheep industry without live export.
Confident there will be opportunities in the future, which encourage them to invest in the industry.

DO: Seek information and assistance to transition their business, begin planning now to position themselves to capitalise on future opportunities, invest in the sheep industry (new farms/expand farms/processing etc).

Useful research:

[Rural Confidence Survey](#)

[Sheep Producer Intentions Survey](#)

Creative Integration

- *If campaign research has already been conducted please provide any guiding principles or details of creative territories that have been established*
- *If developed, please provide a brief description of the creative idea and creative strategy. This allows UM to build a cohesive media response.*
- *What insights have informed the idea?*
- *The key message(s)*
- *Have you already appointed a creative agency or other consultancy for this campaign? If so, please provide contact details.*
- *Is there existing material i.e. TVC, press ad, digital material. Please specify sizes/durations. Please supply copies if possible.*

N/A

AUSTRALIAN GOVERNMENT MEDIA BRIEF

Television: CAD Approval

Please note that all proposed television commercials must be approved by the Commercial Acceptance Division (CAD) of Free TV Australia. Please ensure that your creative agency liaises with Free TV at the concept development stage to ensure approval is granted. UM is not allowed to place TV commercials which do not have a CAD approval number. Lack of CAD approval can result in lengthy delays.

Tone of Voice

If relevant - what is the tone, mood, or tone of voice of the campaign you will produce?

Factual, relatable/reassuring/positive

Timing / Seasonality

- If relevant, are there any seasonal or other timing constraints affecting your campaign? Please note any key dates which need to be observed or that may affect the campaign.
- Will there be a ministerial launch that we need to be aware of?

- To align with key farming operations
- 10 December is international animal rights day (consideration)
- No ministerial launch planned

Other communications activities

What other activities (e.g. event marketing, direct marketing, media launches) are you conducting to complement your advertising, and when?

eDM, website updates, targeted stakeholder engagement (late November/early December).

Evaluation/Tracking

- What does success look like?
- How will the results be measured? Link these back to the objectives you outlined above.

Confidence to make farming / operation decisions increased
uptake of assistance information – visits to website
Participation in process (eg co-design).

Brand Safety

Are there particular environments that you would not want your advertising to appear in? As a starting point, UM will mitigate the risks of your advertising appearing alongside content featuring or promoting gambling, hate speech, illegal downloading, offensive language, pornography, violence, the use of alcohol, illegal drugs or smoking, or any illegal activities not otherwise specified. Political content will also be avoided, noting that the Commonwealth's advertising must be, and appear to be, objective and dissociated from any particular political party or party political interests.

A more tailored approach can be developed in collaboration with individual customers, if required, to avoid ads appearing against content that isn't contextually aligned to the messages of the campaign or complex non-campaign advertising. Please identify and list the topics, keywords, specific programs or websites that your advertising shouldn't be associated with.

Nil additional

Additional Information (if required)

Attach any research reports, communication and marketing strategies, etc.

- [Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023](#)

AUSTRALIAN GOVERNMENT MEDIA BRIEF

- [Australian Government Response to the Independent Panel Report](#)

17 January 2022 independent research of 1502 Australians, conducted on behalf of the [RSPCA](#) found 67% support ending live animal exports.

Mandatories

Are there any creative / channel mandatories specific to this activity that need to be taken into account? E.g. tone of voice, look and feel, use of talent, key channels.

Radio (national and rural)

Rural press

Rural journals

Posters – rural supply stores

Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation

Only relevant if Social Moderation is required.

How many times per day will we be required to check the page?

Is weekend or public holiday moderation required?

Is there a response Traffic Light System available? Are there approved responses to be used?

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization

Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

What major changes have happened to the website within the last two years?

Has there been previous SEO work on your site? (Content work, link building etc.).

Who currently produces content for the website? Is this handled internally, with another agency or will content production need to form part of the response?

Who looks after developer updates to the website? What is the lead-time for updates, and how is this process managed?

What technical challenges, if any, does your website have?

Current web page currently first search result: <https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out>

Content developed internally, updates (once approved) can be made quickly.

Customer Approval Signature :	
Customer Approval Name :	s 22(1)(a)(ii)
Customer Approval Position / Role :	Director Campaigns
Approval Date :	12/11/2024



AUSTRALIAN GOVERNMENT MEDIA BRIEF

s 22(1)(a)(ii)

From: Spyrou, Britt
Sent: Wednesday, 13 November 2024 5:04 PM
To: Martin, Jemma
Subject: RE: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]

Jemma

Here are my thoughts on the media brief: [Full Media Brief 2024.docx](#).

s 22(1)(a)(ii) would like to get it back tonight if possible.

Kind regards, Britt

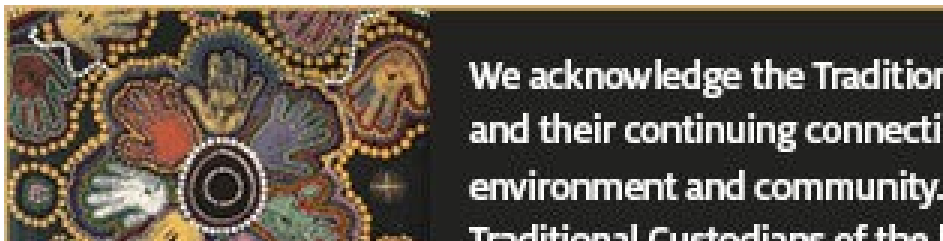
Britt Spyrou (she/her)

BSc LLB LLM MSc

Director | Live Sheep Phase Out | **s 47F(1)**

Department of Agriculture, Fisheries and Forestry
Plant and Live Animal Exports, Welfare and Regulation Division
Agriculture House, 70 Northbourne Ave, Canberra ACT 2601 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



From: s 22(1)(a)(ii)
Sent: Wednesday, 13 November 2024 10:52 AM
To: Spyrou, Britt ; Martin, Jemma
Cc: Wellington, Michelle ; Curran, Carmel ; s 22(1)(a)(ii) ; s 22(1)(a)(ii)
Subject: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]

OFFICIAL

Hi Britt/Jemma – please find attached the media brief required for our whole-of-government master media booking agency, Universal McCann (UM), to develop a media strategy and suggested media buy for us.

I need to get this to UM ASAP (they have a 10-business day turnaround). If you could please look over it today specifically for (dates, locations, channels and audience) to cross-check I'd really appreciate it.

Much of the info you would have seen previously – it's largely been recycled from the earlier briefs.

We will get started on drafting some pre-liminary messaging in the meantime and I will send through a meeting invite to discuss that messaging next week. A few things will need to happen concurrently to finalise all this by the end of the year.

Any questions at all – please don't hesitate to give me a call.

Thanks

s 22(1)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

SERVICES REQUIRED

Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).
<i>(Appendix 1 to Schedule 1 of the Deed)</i>	<i>(Clause 3 to Schedule 1 of the Deed)</i>	<i>(Clause 4 to Schedule 1 of the Deed)</i>
<input type="checkbox"/> Campaign <input type="checkbox"/> Complex Recruitment <input type="checkbox"/> Recruitment ^(a) <input checked="" type="checkbox"/> Complex Public Notice <input type="checkbox"/> Public Notice <input type="checkbox"/> Tender ^(a) (a) Note - an advertising exemption is required for recruitment advertising in major metropolitan newspapers, and tender advertising outside of AusTender by non-corporate Commonwealth entities. An exemption letter should be supplied with this brief. The Recruitment Advertising Policy is available here: https://www.finance.gov.au/advertising/recruitment-advertising-policy/	<input checked="" type="checkbox"/> Media Strategy Development <input type="checkbox"/> Media Planning <input checked="" type="checkbox"/> Media Buying (only)	<input type="checkbox"/> Translations and Sub-Titling (Captioning) <input checked="" type="checkbox"/> Creative Content Development <input checked="" type="checkbox"/> Production Services <input type="checkbox"/> Media Extension (Event, Sponsorship, Integration) <input type="checkbox"/> Econometric Modelling <input type="checkbox"/> Social Media Moderation <input type="checkbox"/> Social Media Insights <input checked="" type="checkbox"/> Search Engine Optimisation

Formatted Table

CAMPAIGN & CONTACT DETAILS

Entity / Organisation.	Department of Agriculture, Fisheries and Forestry		
Product / Brand / Initiative.	LSPO		
Budget (excluding GST).	TBC need costing		
Dates of Activity (Start & End).	Start 2-9 Dec 2024 (rollout can be staged Radio commence first, followed by press etc) End 28 Feb 2025		
Brief Date.	12.11.2024	Response Due.	22.11.2024
Customer Contact.	s 22(1)(a)(ii)	Creative Agency (CA).	
Customer Email.	s 22(1)(a)(ii) @aff.gov.au	CA Contact.	
Customer Phone.	s 22(1)(a)(ii)	CA Email.	
Customer Approval Name.		CA Phone.	

s 47C(1)(a)

Following the provision of a final and complete media brief from the customer, media strategies and media plans will be provided by UM:

- a) Campaign and Complex Non-Campaign advertising: within ten (10) Business Days, unless otherwise agreed with the Customer.

Please discuss your needs with your Client Advice Manager or Director.

When it comes to briefing, we have a simple philosophy; better in, better out. The more relevant the information you provide in this brief, the better the response and process that follows it, will be.

This briefing template is designed to extract as much critical information as possible, while minimising the unnecessary. All the good stuff, and less of the fluff. Please aim to be single minded and concise where ever possible.



OFFICIAL

OFFICIAL AUSTRALIAN GOVERNMENT MEDIA BRIEF

Intelligently informed decision-making is at the heart of our BETTER process, therefore access to internal and external data, as well as previous learnings you can provide, will result in a more robust and ultimately *better* response. The brief should be rich in target audience insights and other relevant detail to provide clear guidance to UM.

The below single-minded question will help us sense check throughout the process that all decisions made are helping to achieve this.

Purpose

- *Why are we advertising?*
- *What is the challenge, opportunity or imperative?*

Why are we advertising:

- On 1 July 2024, the Australian Parliament passed legislation to end live export of sheep by sea on 1 May 2028.
- The Australian Government has provided re is a \$139.7 million transition assistance package to assist impacted stakeholder to transition away from the trade available to invest in the transition of the Australian sheep industry, grow the sheep meat industry, maintain Australia’s commitment to animal welfare and increase national and export sheep product and agri-foodtrade markets.

Challenge, opportunity, imperative:

Recognising there will be some impact on producers, supply chain participants and other local businesses that are involved in the export of live sheep by sea and acknowledging the need to assist people and communities in managing the transition – particularly in Western Australia, which has been the only source of like sheep exports by sea since 2019–20 and to ensure those affected by the phase-out are well-positioned, resilient and ready when the trade ends in 2028:

- Inform of the decision to phase out live sheep export by sea by 1 May 2028.
- Inform those most affected of the transition assistance package and where to go for more information and how to access it.

Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to understand the legislation now exists and there is assistance to underpin the implementation of the phase out of live sheep export by sea, where they can go for more information about that assistance.

Overall Objectives

- *What are the objectives?*
- *Do you have measurable, realistic KPIs, evaluation goals, or volume targets?*
- *Over what time frame?*

- Increase awareness / assistance knowledge and uptake
- KPIs not determined but measurable are website traffic, social media metrics
- Timeframe – to February next year, then over life of implementation to May 2028 there should be other metrics such as take up of components of the assistance package, confidence surveys etc which show a shift/upward trend.

Primary and Secondary Digital KPIs

- *Choose only one primary KPI in the first column and only one secondary KPI in the second column.*

Primary

Awareness

Secondary

Awareness

s 47C(1)(a)



OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

<input checked="" type="checkbox"/> Traffic to the Website <input type="checkbox"/> Conversions (please specify the conversion)	<input checked="" type="checkbox"/> Traffic to the Website <input type="checkbox"/> Conversions (please specify the conversion)
Landing Page <ul style="list-style-type: none"> Add in the landing page of the campaign Is it possible to implement pixels in the webpage to collect data and optimize the campaign? 	
Landing page – under development URL (TBC) Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out Pixels – yes	
History If relevant: <ul style="list-style-type: none"> What is the brand or initiative’s history and current awareness? What is the recent advertising history? Are there any problems facing the brand or initiative? 	
<ul style="list-style-type: none"> There should be good general awareness of the phase out among impacted stakeholders – but that should not be assumed No recent advertising history – this would be the first Australian Government advertising General distrust (post Covid) of government and reluctance to take up/accept information Opposition to phase out 	
Geographical location and exposure Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.	
<ul style="list-style-type: none"> National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries) 	
Environment If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?	
<ul style="list-style-type: none"> https://www.keepthesheep.com.au/ 	
Audience <ul style="list-style-type: none"> Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to. Provide any insights into the audience, including any developmental research. What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective? Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response. If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response. Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign? 	
Primary target audience: impacted stakeholders	

s 47C(1)(a)

s 47C(1)(a)

s 47C(1)(a)



OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

– sheep producers, farm managers, exporters, shearers, stockyard operators, industry bodies, transport operators, processors, feedlot operators, rural suppliers (affronted/resistant/reluctant/curious – want to see more detail before determining a position for or against policy/uncertain).

- ~~Service providers to agriculture e.g. business planners/Ag consultants (unsure of willingness to assist/take up of assistance)/~~promote transition among their clients

Secondary (targeting not required – these groups will likely be captured in general messaging and there is no specific call to action for these groups):

- consumers international and domestic of sheep meat and sheep products e.g. ie wool (unsure of current attitudes, however there is research to demonstrate consumption is increasing)
- international trading partners (stakeholder engagement and in-country representation will communicate with these groups)
- Concerned stakeholders: Australians with an interest in animal welfare policy ie animal welfare groups, veterinarians (positive sentiment regarding the policy, some impatience it isn't happening immediately - 1 May 2028, and some concern it might not be fully implemented see [Better than live export](#))
- CALD and Indigenous audiences: There would likely be affected supply chain participants in WA that are Indigenous and CALD (~~possibly in meat processing, stockmen, shearers, land managers etc.~~). As the sheep industry expands (nationally) there would be opportunities for more Indigenous Australians and members of the CALD community to participate in the sheep industry – (self-determination for Indigenous Australians). However, specific targeted messaging is unlikely to be required – as this audience would likely be captured in mainstream messaging. There is no multicultural/Indigenous consultant for this component.

THINK:
The Australian sheep industry is valued and supported. There is a strong future for the Australian sheep industry without live exports by sea. The sheep industry and supply chain is being assisted to plan now for the future and start to transition away from live sheep exports by sea.

FEEL:
Optimistic that there is a strong future for the sheep industry without live exports by sea.
Confident there will be opportunities in the future, which encourage them to invest in the industry.

DO: Seek information and assistance to transition their business, begin planning now to position themselves to capitalise on future opportunities, invest in securing a strong sustainable future~~the sheep industry (new farms/expand farms/processing etc.)~~.

Useful research:
[Rural Confidence Survey](#)
[Sheep Producer Intentions Survey](#)

- Creative Integration**
- *If campaign research has already been conducted please provide any guiding principles or details of creative territories that have been established*
 - *If developed, please provide a brief description of the creative idea and creative strategy. This allows UM to build a cohesive media response.*
 - *What insights have informed the idea?*
 - *The key message(s)*
 - *Have you already appointed a creative agency or other consultancy for this campaign? If so, please provide contact details.*
 - *Is there existing material i.e. TVC, press ad, digital material. Please specify sizes/durations. Please supply copies if possible.*

N/A

s 47C(1)(a)



OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

Television: CAD Approval

Please note that all proposed television commercials must be approved by the Commercial Acceptance Division (CAD) of Free TV Australia. Please ensure that your creative agency liaises with Free TV at the concept development stage to ensure approval is granted. UM is not allowed to place TV commercials which do not have a CAD approval number. Lack of CAD approval can result in lengthy delays.

Tone of Voice

If relevant - what is the tone, mood, or tone of voice of the campaign you will produce?

Factual, relatable/reassuring/positive

Timing / Seasonality

- If relevant, are there any seasonal or other timing constraints affecting your campaign? Please note any key dates which need to be observed or that may affect the campaign.
- Will there be a ministerial launch that we need to be aware of?

- To align with key farming operations
- 10 December is international animal rights day (consideration)
- No ministerial launch planned

Other communications activities

What other activities (e.g. event marketing, direct marketing, media launches) are you conducting to complement your advertising, and when?

eDM, website updates, targeted stakeholder engagement (late November/early December).

Evaluation/Tracking

- What does success look like?
- How will the results be measured? Link these back to the objectives you outlined above.

Confidence to make farming / operation decisions increased |
uptake of assistance information – visits to website |
Participation in process (eg co-design). |

Brand Safety

Are there particular environments that you would not want your advertising to appear in? As a starting point, UM will mitigate the risks of your advertising appearing alongside content featuring or promoting gambling, hate speech, illegal downloading, offensive language, pornography, violence, the use of alcohol, illegal drugs or smoking, or any illegal activities not otherwise specified. Political content will also be avoided, noting that the Commonwealth's advertising must be, and appear to be, objective and dissociated from any particular political party or party political interests.

A more tailored approach can be developed in collaboration with individual customers, if required, to avoid ads appearing against content that isn't contextually aligned to the messages of the campaign or complex non-campaign advertising. Please identify and list the topics, keywords, specific programs or websites that your advertising shouldn't be associated with.

Nil additional

Additional Information (if required)

Attach any research reports, communication and marketing strategies, etc.

- [Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023](#)

s 47C(1)(a)



OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

<p>- Australian Government Response to the Independent Panel Report</p> <p>17 January 2022 independent research of 1502 Australians, conducted on behalf of the RSPCA found 67% support ending live animal exports--A RSPCA's survey found approximately 71% of people in Western Australia (WA) supported phasing out live sheep exports - 72% of people in metropolitan areas 69% in rural and regional WA (June 2023)</p>	
<p>Mandatory Are there any creative / channel mandatory specific to this activity that need to be taken into account? E.g. tone of voice, look and feel, use of talent, key channels.</p>	
<p>Radio (national and rural) Rural press Rural journals</p> <p>Posters – rural supply stores Business advisers – communication kit (flyers etc)</p> <p>Website</p>	
<p>Additional Advertising Services - Social Moderation Only relevant if Social Moderation is required. How many times per day will we be required to check the page? Is weekend or public holiday moderation required? Is there a response Traffic Light System available? Are there approved responses to be used? How often should reporting be sent? Is moderation for translated CALD content required?</p>	
<p>N/A</p>	
<p>Additional Advertising Services – Search Engine Optimization Only relevant if Search Engine optimization (SEO) is required. Who are the top SEO competitors? What major changes have happened to the website within the last two years? Has there been previous SEO work on your site? (Content work, link building etc.). Who currently produces content for the website? Is this handled internally, with another agency or will content production need to form part of the response? Who looks after developer updates to the website? What is the lead-time for updates, and how is this process managed? What technical challenges, if any, does your website have?</p>	
<p>Current web page currently first search result: https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out</p> <p>Content developed internally, updates (once approved) can be made quickly.</p>	

s 47C(1)(a)

Customer Approval Signature :	
Customer Approval Name :	s 22(1)(a)(ii)
Customer Approval Position / Role :	Director Campaigns



OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

Approval Date :	12/11/2024
-----------------	------------



OFFICIAL

s 22(1)(a)(ii)

From: Martin, Jemma
Sent: Thursday, 14 November 2024 12:52 PM
To: Spyrou, Britt; **s 22(1)(a)(ii)**
Subject: RE: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]
Attachments: Full Media Brief 2024.docx

Follow Up Flag: Follow up
Flag Status: Flagged

OFFICIAL

Hi **s 22(1)(a)(ii)**

Thanks for your patience.

Attached are some mark up and comments from LSPO

Thanks
Jemma

OFFICIAL

From: **s 22(1)(a)(ii)** @aff.gov.au
Sent: Wednesday, 13 November 2024 10:52 AM
To: Spyrou, Britt <Britt.Spyrou@aff.gov.au>; Martin, Jemma <Jemma.Martin@aff.gov.au>
Cc: Wellington, Michelle <Michelle.Wellington@aff.gov.au>; Curran, Carmel <Carmel.Curran1@aff.gov.au>; **s 22(1)(a)(ii)** @aff.gov.au; **s 22(1)(a)(ii)** @aff.gov.au
Subject: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]

OFFICIAL

Hi Britt/Jemma – please find attached the media brief required for our whole-of-government master media booking agency, Universal McCann (UM), to develop a media strategy and suggested media buy for us.

I need to get this to UM ASAP (they have a 10-business day turnaround). If you could please look over it today specifically for (dates, locations, channels and audience) to cross-check I'd really appreciate it.

Much of the info you would have seen previously – it's largely been recycled from the earlier briefs.

We will get started on drafting some pre-liminary messaging in the meantime and I will send through a meeting invite to discuss that messaging next week. A few things will need to happen concurrently to finalise all this by the end of the year.

Any questions at all – please don't hesitate to give me a call.

Thanks

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

SERVICES REQUIRED

Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).
<i>(Appendix 1 to Schedule 1 of the Deed)</i>	<i>(Clause 3 to Schedule 1 of the Deed)</i>	<i>(Clause 4 to Schedule 1 of the Deed)</i>
<input type="checkbox"/> Campaign <input type="checkbox"/> Complex Recruitment <input type="checkbox"/> Recruitment ^(a) <input checked="" type="checkbox"/> Complex Public Notice <input type="checkbox"/> Public Notice <input type="checkbox"/> Tender ^(a) (a) Note - an advertising exemption is required for recruitment advertising in major metropolitan newspapers, and tender advertising outside of AusTender by non-corporate Commonwealth entities. An exemption letter should be supplied with this brief. The Recruitment Advertising Policy is available here: https://www.finance.gov.au/advertising/recruitment-advertising-policy/	<input checked="" type="checkbox"/> Media Strategy Development <input type="checkbox"/> Media Planning <input checked="" type="checkbox"/> Media Buying (only)	<input type="checkbox"/> Translations and Sub-Titling (Captioning) <input checked="" type="checkbox"/> Creative Content Development <input checked="" type="checkbox"/> Production Services <input type="checkbox"/> Media Extension (Event, Sponsorship, Integration) <input type="checkbox"/> Econometric Modelling <input type="checkbox"/> Social Media Moderation <input type="checkbox"/> Social Media Insights <input checked="" type="checkbox"/> Search Engine Optimisation

Formatted Table

CAMPAIGN & CONTACT DETAILS

Entity / Organisation.	Department of Agriculture, Fisheries and Forestry		
Product / Brand / Initiative.	LSPO		
Budget (excluding GST).	TBC need costing		
Dates of Activity (Start & End).	Start 2-9 Dec 2024 (rollout can be staged Radio commence first, followed by press etc) End 28 Feb 2025		
Brief Date.	12.11.2024	Response Due.	22.11.2024
Customer Contact.	s 22(1)(a)(ii)	Creative Agency (CA).	
Customer Email.	s 22(1)(a)(ii) @aff.gov.au	CA Contact.	
Customer Phone.	s 22(1)(a)(ii)	CA Email.	
Customer Approval Name.		CA Phone.	

s 47C(1)(a)

Following the provision of a final and complete media brief from the customer, media strategies and media plans will be provided by UM:

- a) Campaign and Complex Non-Campaign advertising: within ten (10) Business Days, unless otherwise agreed with the Customer.

Please discuss your needs with your Client Advice Manager or Director.

When it comes to briefing, we have a simple philosophy; better in, better out. The more relevant the information you provide in this brief, the better the response and process that follows it, will be.

This briefing template is designed to extract as much critical information as possible, while minimising the unnecessary. All the good stuff, and less of the fluff. Please aim to be single minded and concise where ever possible.



OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

Intelligently informed decision-making is at the heart of our BETTER process, therefore access to internal and external data, as well as previous learnings you can provide, will result in a more robust and ultimately *better* response. The brief should be rich in target audience insights and other relevant detail to provide clear guidance to UM.

The below single-minded question will help us sense check throughout the process that all decisions made are helping to achieve this.

Purpose	
<ul style="list-style-type: none"> • <i>Why are we advertising?</i> • <i>What is the challenge, opportunity or imperative?</i> 	
<p>Why are we advertising:</p> <ul style="list-style-type: none"> • On 1 July 2024, the Australian Parliament passed legislation to end live export of sheep by sea on 1 May 2028. • The <u>Australian Government has provided re is a \$139.7 million transition assistance package to assist impacted stakeholder to transition away from the trade available to invest in the transition of the Australian sheep industry</u>, grow the sheep meat industry, maintain Australia's commitment to animal welfare and increase national and export <u>sheep product and agri-food</u> markets. 	
<p>Challenge, opportunity, imperative:</p> <p>Recognising there will be some impact on producers, supply chain participants and other local businesses <u>that are involved in the export of live sheep by sea</u> and acknowledging the need to assist people and communities in managing the transition – particularly in Western Australia, which has been the only source of like sheep exports by sea since 2019–20 and to ensure those affected by the phase-out are well-positioned, resilient and ready when the trade ends in 2028:</p> <ul style="list-style-type: none"> • Inform of the decision to phase out live sheep export by sea by 1 May 2028. • Inform those most affected of the transition assistance package and where to go for more information and how to access it. <p>Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to understand the legislation now exists and there is assistance to underpin the implementation of the phase out of live sheep export by sea, where they can go for more information about that assistance.</p>	
Overall Objectives	
<ul style="list-style-type: none"> • <i>What are the objectives?</i> • <i>Do you have measurable, realistic KPIs, evaluation goals, or volume targets?</i> • <i>Over what time frame?</i> 	
<ul style="list-style-type: none"> • Increase awareness / assistance knowledge and uptake • KPIs not determined but measurable are website traffic, social media metrics • Timeframe – to February next year, then over life of implementation to May 2028 there should be other metrics such as take up of components of the assistance package, confidence surveys etc which show a shift/upward trend. 	
Primary and Secondary Digital KPIs	
<ul style="list-style-type: none"> • <i>Choose only one primary KPI in the first column and only one secondary KPI in the second column.</i> 	
Primary <input checked="" type="checkbox"/> Awareness	Secondary <input checked="" type="checkbox"/> Awareness

s 47C(1)(a)



OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

<input checked="" type="checkbox"/> Traffic to the Website <input type="checkbox"/> Conversions (please specify the conversion)	<input checked="" type="checkbox"/> Traffic to the Website <input type="checkbox"/> Conversions (please specify the conversion)
Landing Page	
<ul style="list-style-type: none"> Add in the landing page of the campaign Is it possible to implement pixels in the webpage to collect data and optimize the campaign? 	
Landing page – under development URL (TBC) Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out Pixels – yes	
History	
If relevant: <ul style="list-style-type: none"> What is the brand or initiative’s history and current awareness? What is the recent advertising history? Are there any problems facing the brand or initiative? 	
<ul style="list-style-type: none"> There should be good general awareness of the phase out among impacted stakeholders – but that should not be assumed No recent advertising history – this would be the first Australian Government advertising General distrust (post Covid) of government and reluctance to take up/accept information Opposition to phase out 	
Geographical location and exposure	
Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.	
<ul style="list-style-type: none"> National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries) 	
Environment	
If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?	
<ul style="list-style-type: none"> https://www.keepthesheep.com.au/ 	
Audience	
<ul style="list-style-type: none"> Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to. Provide any insights into the audience, including any developmental research. What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective? Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response. If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response. Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign? 	
Primary target audience: impacted stakeholders	

s 47C(1)(a)

s 47C(1)(a)

s 47C(1)(a)



OFFICIAL

OFFICIAL

AUSTRALIAN GOVERNMENT MEDIA BRIEF

– sheep producers, farm managers, exporters, shearers, stockyard operators, industry bodies, transport operators, processors, feedlot operators, rural suppliers (affronted/resistant/relevant/curious – want to see more detail before determining a position for or against policy/uncertain).

- [Service providers to agriculture e.g. business planners/Ag consultants](#) (unsure of willingness to [assist/take up of assistance](#)/promote transition among their clients)

Secondary (targeting not required – these groups will likely be captured in general messaging and there is no specific call to action for these groups):

- consumers international and domestic of sheep meat and sheep products [e.g. ie wool](#) (unsure of current attitudes, however there is research to demonstrate consumption is increasing)
- international trading partners (stakeholder engagement and in-country representation will communicate with these groups)
- Concerned stakeholders: Australians with an interest in animal welfare policy ie animal welfare groups, veterinarians (positive sentiment regarding the policy, some impatience it isn't happening immediately - 1 May 2028, and some concern it might not be fully implemented see [Better than live export](#))
- CALD and Indigenous audiences: There would likely be affected supply chain participants in WA that are Indigenous and CALD ([possibly in meat processing, stockmen, shearers, land managers etc.](#)). As the sheep industry expands (nationally) there would be opportunities for more Indigenous Australians and members of the CALD community to participate in the sheep industry – (self-determination for Indigenous Australians). However, specific targeted messaging is unlikely to be required – as this audience would likely be captured in mainstream messaging. There is no multicultural/Indigenous consultant for this component.

THINK:

The Australian sheep industry is valued and supported. There is a strong future for the Australian sheep industry without live exports [by sea](#). The sheep industry [and supply chain](#) is being assisted to plan now for the future and start to transition away from live sheep exports [by sea](#).

FEEL:

Optimistic that there is a strong future for the sheep industry without live exports [by sea](#). Confident there will be opportunities in the future, which encourage them to invest in the industry.

DO: Seek information and assistance to transition their business, begin planning now to position themselves to capitalise on future opportunities, invest in [securing a strong sustainable future the sheep industry \(new farms/expand farms/processing etc.\)](#).

Useful research:

- [Rural Confidence Survey](#)
- [Sheep Producer Intentions Survey](#)

Creative Integration

- *If campaign research has already been conducted please provide any guiding principles or details of creative territories that have been established*
- *If developed, please provide a brief description of the creative idea and creative strategy. This allows UM to build a cohesive media response.*
- *What insights have informed the idea?*
- *The key message(s)*
- *Have you already appointed a creative agency or other consultancy for this campaign? If so, please provide contact details.*
- *Is there existing material i.e. TVC, press ad, digital material. Please specify sizes/durations. Please supply copies if possible.*

N/A

um

OFFICIAL

s 47C(1)(a)

s 47C(1)(a)

OFFICIAL

AUSTRALIAN GOVERNMENT MEDIA BRIEF

Television: CAD Approval

Please note that all proposed television commercials must be approved by the Commercial Acceptance Division (CAD) of Free TV Australia. Please ensure that your creative agency liaises with Free TV at the concept development stage to ensure approval is granted. UM is not allowed to place TV commercials which do not have a CAD approval number. Lack of CAD approval can result in lengthy delays.

Tone of Voice

If relevant - what is the tone, mood, or tone of voice of the campaign you will produce?

Factual, relatable/reassuring/positive

Timing / Seasonality

- If relevant, are there any seasonal or other timing constraints affecting your campaign? Please note any key dates which need to be observed or that may affect the campaign.
- Will there be a ministerial launch that we need to be aware of?
 - To align with key farming operations
 - 10 December is international animal rights day (consideration)
 - No ministerial launch planned

Other communications activities

What other activities (e.g. event marketing, direct marketing, media launches) are you conducting to complement your advertising, and when?

eDM, website updates, targeted stakeholder engagement (late November/early December).

Evaluation/Tracking

- What does success look like?
- How will the results be measured? Link these back to the objectives you outlined above.

Confidence to make farming / operation decisions increased | _____
 uptake of assistance information – visits to website | _____
 Participation in process (eg co-design). | _____

Brand Safety

Are there particular environments that you would not want your advertising to appear in? As a starting point, UM will mitigate the risks of your advertising appearing alongside content featuring or promoting gambling, hate speech, illegal downloading, offensive language, pornography, violence, the use of alcohol, illegal drugs or smoking, or any illegal activities not otherwise specified. Political content will also be avoided, noting that the Commonwealth's advertising must be, and appear to be, objective and dissociated from any particular political party or party political interests.

A more tailored approach can be developed in collaboration with individual customers, if required, to avoid ads appearing against content that isn't contextually aligned to the messages of the campaign or complex non-campaign advertising. Please identify and list the topics, keywords, specific programs or websites that your advertising shouldn't be associated with.

Nil additional

Additional Information (if required)

Attach any research reports, communication and marketing strategies, etc.

- [Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023](#)

s 47C(1)(a)

um

OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

- [Australian Government Response to the Independent Panel Report](#)

~~17 January 2022 independent research of 1502 Australians, conducted on behalf of the RSPCA found 67% support ending live animal exports. A RSPCA's survey found approximately 71% of people in Western Australia (WA) supported phasing out live sheep exports - 72% of people in metropolitan areas 69% in rural and regional WA (June 2023)~~

s 47C(1)(a)

Mandatory

Are there any creative / channel mandatory specific to this activity that need to be taken into account? E.g. tone of voice, look and feel, use of talent, key channels.

Radio (national and rural)

Rural press

Rural journals

Posters – rural supply stores

Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation

Only relevant if Social Moderation is required.

How many times per day will we be required to check the page?

Is weekend or public holiday moderation required?

Is there a response Traffic Light System available? Are there approved responses to be used?

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization

Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

What major changes have happened to the website within the last two years?

Has there been previous SEO work on your site? (Content work, link building etc.).

Who currently produces content for the website? Is this handled internally, with another agency or will content production need to form part of the response?

Who looks after developer updates to the website? What is the lead-time for updates, and how is this process managed?

What technical challenges, if any, does your website have?

Current web page currently first search result: <https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out>

Content developed internally, updates (once approved) can be made quickly.

Customer Approval Signature :

Customer Approval Name :

s 22(1)(a)(ii)

Customer Approval Position / Role :

Director Campaigns



OFFICIAL

OFFICIAL
AUSTRALIAN GOVERNMENT MEDIA BRIEF

Approval Date :	12/11/2024
-----------------	------------



OFFICIAL

s 22(1)(a)(ii)

From: s 22(1)(a)(ii)
Sent: Thursday, 5 December 2024 1:43 PM
To: McDonald, Andrew
Cc: Blong, Nick; Wellington, Michelle; Spyrou, Britt; Curran, Carmel; s 22(1)(a)(ii) ; s 22(1)(a)(ii); s 22(1)(a)(ii) ; s 22(1)(a)(ii)
Subject: RE: LSPO funding - autonomy of procurement under cost centre structure [SEC=OFFICIAL]
Attachments: LSPO DAFF Risk Assessment Template_05122024.xlsx

OFFICIAL

Thanks Britt – this has been identified as part of a broader departmental issue where sign offs and accountability is occurring outside of cost centre/budget owners, something Finance Division is looking into.

In the interest of expediting the procurement process for the media buy – I have amended my risk assessment slightly, so Andrew is now identified as the risk owner, but they are all shared risks between LSPO and Communication and Media branch.

@McDonald, Andrew – if you could please agree the attached risk assessment, I can work with s 22(1)(a)(ii) and s 22(1)(a)(ii) to progress.

I also have a brief which I will put up through you to Tina in PDMS. It is for Tina to note, not approve.

Please let me know if there's anything further you require from me?

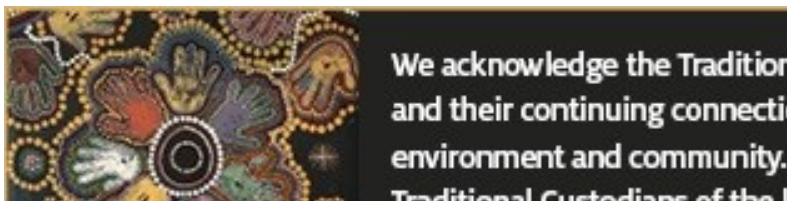
Thanks
s 22(1)(a)(ii)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au

**OFFICIAL**

From: Spyrou, Britt <Britt.Spyrou@aff.gov.au>
Sent: Wednesday, 4 December 2024 3:36 PM

To: Wellington, Michelle <Michelle.Wellington@aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au
Cc: McDonald, Andrew <Andrew.McDonald@aff.gov.au>; Blong, Nick <Nick.Blong@aff.gov.au>; Curran, Carmel <Carmel.Curran1@aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au; s 22(1)(a)(ii) <s 22(1)(a)(ii)@aff.gov.au>
Subject: LSPO funding - autonomy of procurement under cost centre structure [SEC=OFFICIAL]
Importance: High

OFFICIAL

Hi Michelle,

I understand you have a question regarding the appropriate owner of the cost centre D56 for the procurement to execute the Public Notice Information Campaign.

As discussed at the first Internal Governance Committee meeting on 24 October 2024, there is dispersed ownership for the \$139.7 million transition assistance package. Each area has full autonomy and responsibility in managing their budget. s 47E(d)

The cost centre structure has been centralised and was designed in consultation with our Finance Business Partner team. The cost centres for the measure are located within the LSPO branch for reporting purposes. Access to budget/forecast packs are on a user basis which enables relevant areas outside LSPO to have ownership and responsibility to update for their components (yourself, TID and RFCS in FRD). There is a system limitation which impacts procurement approval for your UM buy for the Public Information Campaign through TechOne. This means that you cannot hit approval in the system. The advice of our Finance Business Partner is to email AgTradeGroupBusinessPartner@aff.gov.au or @s 22(1)(a)(ii) and they will get the approval in the system for you.

Please let me know if you'd like to discuss further.

Kind regards, Britt

Britt Spyrou (she/her)

BSc LLB LLM MSc

A/g Assistant Secretary | Live Sheep Phase Out | s 47F(1)

Department of Agriculture, Fisheries and Forestry
Plant and Live Animal Exports, Welfare and Regulation Division
Agriculture House, 70 Northbourne Ave, Canberra ACT 2601 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



We acknowledge the continuous connection of First Custodians to the lands, seas and waters of Australia cultivation of Country. We pay respect to Elders past knowledge and contribution to the productivity. inno

OFFICIAL

OFFICIAL

Department of Agriculture, Fisheries and Forestry - RISK ASSESSMENT TEMPLATE				
Part 1: Activity Identification and Context Analysis				
Activity Name	Phase out of live sheep exports by sea - transition assistance		Group/Division	Strategy, Enterprise and Engagement Group
Last review date	28/11/2024	Key Stakeholders	Senior Responsible Officer (SRO)	Michelle Wellington
Objective and Main Outcomes	Public notice advertising to inform stakeholders of the end of live sheep exports by sea by 1 May 2028.		Risk Assessment Approval Date	<Write the date this risk assessment was approved by the SRO>
Context	Caretaker arrangements in Western Australia and Commonwealth, amount of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Remember: A risk is not the same as an issue.
A risk has not yet occurred. Once it has occurred it is an issue and needs to be managed separately.

Part 2: Risk Assessment										Part 3: Risk Treatment Plan																			
RISK IDENTIFICATION										RISK ANALYSIS										RISK TREATMENT									
Risk Ref No.	Risk Status	Risk	Shared Risk	Shared Risk Stakeholders	Risk Owner	Sources	Consequences	Risk Category	Controls	Type of control	Control Owner/s	Control Effectiveness	Current Risk Rating	Risk Tolerance	Risk Acceptance	Comments	Risk Treatments	Treatment Owner/s	Due Date	Target Risk Rating	Risk Tolerance	Risk Acceptance	Comments						
	Is the Risk open or closed?	The effect of uncertainty on your objectives	Is this a shared risk (internally or externally) Y/N <Drop-down>	If this is a shared risk - list who risk is shared with	Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	What could occur if the risk event takes place?	Which category of work activity does the risk belong? <Drop-down>	What is in place to maintain and/or modify the risk?	Preventative, Detective, Corrective <Drop-down>	Person or entity responsible for maintaining the control	How effective is the current control? <Drop-down>	Assess the consequence and the likelihood of the risk eventuating. Take into account the effectiveness of the existing controls. <Drop-down> Refer to Tab 7: Risk Matrix	Is the Current Risk Rating within tolerance? Y/N <Drop-down>	Is the level of risk accepted? Y/N <Drop-down>		Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Who is responsible for implementing the treatment?	(use date format DD/MM/YYYY)	What is the target risk rating after all treatments listed are put in place? <Drop-down> Refer to Tab 7: Risk Matrix	With all treatments implemented, is the Target Risk Rating within tolerance? Y/N <Drop-down>	With all treatments implemented, is the level of risk now accepted? Y/N <Drop-down>							
													Consequence	Likelihood	Rating				Consequence	Likelihood	Rating								
R01	Open	Public notice advertising is not delivered on time	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPD Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Loss of, or inadequate allocation of staff resources	Negative impact on other production teams, related projects and core business functions	2. Policy	Workforce planning to identify staffing requirements, capacity, capability and succession planning	Preventative	AS Media and Communication	Partially Effective	Moderate	Possible	Medium (M4)	Yes	Yes		Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	Director, Campaigns and Special Projects	1/3/25	Minor	Unlikely	Low (L3)	Yes	Yes			
						Change in approach further condensing delivery timeframe	unable to deliver project		Identify risks and report changes to the schedule early so adjustments can be made, stage delivery/roll out	Detective	Director, Campaigns and Special Projects	Substantially Effective																	
						Inadequate planning	unable to deliver project, negative impact on other production teams, related projects and core business functions		Detailed scoping exercise with key stakeholders, regular check-ins and progress updates	Preventative	Director, Campaigns and Special Projects	Substantially Effective																	
						Ineffective scoping and requirements document	Reputational damage to department, division, section.		Detailed briefing document outlining research and requirements clearly	Preventative	Director, Campaigns and Special Projects	Substantially Effective																	
						Ineffective consultation with internal and external stakeholders	Does not meet project objectives		Regular communication check-ins to ensure project development remains on-track	Preventative	Director, Animal Biosecurity Director, Plant Systems and Strategies	Fully Effective																	
						Lack of funding	Impacts to ability to deliver comprehensive messages to industry and stakeholders		Work with provider to ensure communication will be effective within the Budget allocated - media strategy developed.	Preventative	Director, Campaigns and Special Projects	Substantially Effective																	
						Potential caretaker	requires activity to stop		Unavoidable activity may need to cease	Corrective	Director, Campaigns and Special Projects	Fully Effective																	
R02	Open	Public notice advertising is not delivered effectively	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPD Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Ineffective briefing of media booking agency resulting in poorly timed, poorly socialised, poorly received messaging	Reputational risk to the department - negative interactions with stakeholders and industry (external)	4. Partnering and Stakeholder Engagement	Utilise existing research and expertise of media buying agency	Preventative	Director Campaigns and Special Projects	Substantially Effective	Minor	Possible	Low (L2)	Yes	Yes		Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	Director, Campaigns and Special Projects	1/3/25	Minor	Unlikely	Low (L3)	Yes	Yes			
						Poor socialisation of messaging	Negative media attention		Prepare key messages and talking points if needed	Corrective	Director media	Partially Effective																	
						Lack of research due to timing			Use and draw on existing research LSPD independent panel reports and sentiment analysis	Preventative	Director Campaigns and Special Projects	Substantially Effective																	
									Regular communication check-ins to ensure messaging and imagery are well socialised	Preventative	Director Campaigns and Special Projects	Substantially Effective																	
R03	Open	Legal / Procurement requirements not met	Yes	FAS Plant & Live Animal Exports Welfare & Regulation Chief Counsel Chief Finance Officer	FAS Plant & Live Animal Exports Welfare & Regulation	Loss of, or inadequate allocation of staff resources	Reputational damage to department, division, section.	2. Policy	Workforce planning to identify staffing requirements, capacity, capability and succession planning	Preventative	Director, Campaigns and Special Projects	Substantially Effective	Moderate	Possible	Medium (M4)	Yes	Yes		ensure close engagement with business partners to seek and follow advice and guidance to ensure compliance	Director, Campaigns and Special Projects	28/2/25	Moderate	Possible	Medium (M4)	Yes	Yes			
						Lack of knowledge, skill in managing these processes	legal /audit consequences		Documents on the source, templates, training, guidance and advice from legal and procurement business partners	Preventative	Director, Campaigns and Special Projects	Partially Effective																	
						Timeframe inadequate to complete all processes fully	project unable to be delivered		Work closely with business partners to ensure compliance with all requirements	Preventative	Director, Campaigns and Special Projects	Substantially Effective																	

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversely impact the program Legal Division - errors may result in legal consequences Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may result in activity not meeting the proper requirements	Senior Responsible Officer (SRO)	Michelle Wellington
Objective and Main Outcomes	Public notice advertising to inform stakeholders of the end of live seep exports by sea by 1 May 2025.		Risk Assessment Approval Date	<Write the date this risk assessment was approved by the SRO>	
Context	Caretaker arrangements in Western Australia and Commonwealth, amount of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget				

Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Remember: A risk is not the same as an issue.
A risk has not yet occurred. Once it has occurred it is an issue and needs to be managed separately.

Part 2: Risk Assessment										Part 3: Risk Treatment Plan														
RISK IDENTIFICATION										RISK ANALYSIS														
Risk Ref No.	Risk Status	Risk	Shared Risk	Shared Risk Stakeholders	Risk Owner	Sources	Consequences	Risk Category	Controls	Type of control	Control Owner/s	Control Effectiveness	Current Risk Rating	Risk Tolerance	Risk Acceptance	Comments	Risk Treatments	Treatment Owner/s	Due Date	Target Risk Rating	Risk Tolerance	Risk Acceptance	Comments	
	Is the risk open or closed?	The effect of uncertainty on your objectives	Is this a shared risk (internally or externally)?	If this is a shared risk - list who risk is shared with	Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	What could occur if the risk event takes place?	Which category of work activity does the risk belong to?	What is in place to maintain and/or modify the risk?	(Preventative, Detective, Corrective)	Person or entity responsible for maintaining the control	How effective is the current control?	Assess the consequence and the likelihood of the risk eventuating. Take into account the effectiveness of the existing controls.	Is the Current Risk Rating within tolerance?	Is the level of risk accepted?		Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Who is responsible for implementing the treatment?	for completion (use date format DD/MM/YYYY)	What is the target risk rating after all treatments listed are put in place?	With all treatments implemented, is the Target Risk Rating within tolerance?	With all treatments implemented, is the level of risk now accepted?		
	<Drop-down>		Y/N	<Drop-down>				<Drop-down>		<Drop-down>		<Drop-down>	Refer to Tab 7: Risk Matrix	Y/N	Y/N				Consequence	Likelihood	Rating	Y/N	Y/N	
									Make any declarations required/corrections as soon as detected/as early as possible	Corrective	Director, Campaigns and Special Projects	Largely Ineffective												
									Seek and apply all legal advice	Preventative	Director, Campaigns and Special Projects	Fully Effective												
R04	Open	Project not delivered within Budget	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO FAS Plant & Live Animal Exports Welfare & Regulation Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Scope to deliver extending beyond budget	negative impact to departmental budget	2. Policy	Brief / scope carefully with media booking agency	Preventative	Director, Campaigns and Special Projects	Substantially Effective	Minor	Unlikely	Low (L8)	Yes	Yes				#N/A			
							risk to project delivery		Develop collateral in-house to reduce costs	Preventative	Director, Campaigns and Special Projects	Partially Effective												
									Re negotiate scope if required with booking agent	Corrective	Director, Campaigns and Special Projects	Fully Effective												
									Carefully manage budget, account for spending, forecast, review regularly	Preventative	Director, Campaigns and Special Projects	Substantially Effective												
R05															#N/A							#N/A		

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversely impact the program Legal Division - errors may result in legal consequences Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may result in activity not meeting the proper requirements	Senior Responsible Officer (SRO)	Michelle Wellington
Objective and Main Outcomes	Public notice advertising to inform stakeholders of the end of live seep exports by sea by 1 May 2025.			Risk Assessment Approval Date	<Write the date this risk assessment was approved by the SRO>
Context	Caretaker arrangements in Western Australia and Commonwealth, amount of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget				

Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Remember: A risk is not the same as an issue.
A risk has not yet occurred. Once it has occurred it is an issue and needs to be managed separately.

Part 2: Risk Assessment										Part 3: Risk Treatment Plan														
RISK IDENTIFICATION										RISK ANALYSIS														
Risk Ref No.	Risk Status Is the risk open or closed? Open/Closed <Drop-down>	Risk The effect of uncertainty on your objectives	Shared Risk Is this a shared risk (internally or externally)? Y/N <Drop-down>	Shared Risk Stakeholders If this is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	Sources What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <Drop-down>	Controls What is in place to maintain and/or modify the risk?	Type of control (Preventative, Detective, Corrective) <Drop-down>	Control Owner/s Person or entity responsible for maintaining the control	Control Effectiveness How effective is the current control? <Drop-down>	Current Risk Rating Assess the consequence and the likelihood of the risk eventuating. Take into account the effectiveness of the existing controls. <Drop-down> Refer to Tab 7: Risk Matrix	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <Drop-down>	Risk Acceptance Is the level of risk accepted? Y/N <Drop-down>	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	Due Date for completion of treatment. (use date format DD/MM/YYYY)	Target Risk Rating What is the target risk rating after all treatments listed are put in place? <Drop-down> Refer to Tab 7: Risk Matrix	Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? Y/N <Drop-down>	Risk Acceptance With all treatments implemented, is the level of risk now accepted? Y/N <Drop-down>	Comments	
													Consequence	Likelihood	Rating				Consequence	Likelihood	Rating			
R09																								
R10																								

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance	
Senior Responsible Officer (SRO)	Michelle Wellington	
Date of last review	45624	
Date of this report	Thursday, 20 February 2025	

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R01	Open	Public notice advertising is not delivered on time	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Workforce planning to identify staffing requirements, capacity, capability and succession planning	Partially Effective	Medium (M4)	Yes	Yes	Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	1/03/2025	Low (L3)	
						Identify risks and report changes to the schedule early so adjustments can be made, stage delivery/roll out	Substantially Effective							
						Detailed scoping exercise with key stakeholders, regular check-ins and progress updates	Substantially Effective							
						Detailed briefing document outlining research and requirements clearly	Substantially Effective							
						Regular communication check-ins to ensure project development remains on-track	Fully Effective							
						Work with provider to ensure communication will be effective within the Budget allocated - media strategy developed.	Substantially Effective							
						Unavoidable activity may need to cease	Fully Effective							
R02	Open	Public notice advertising is not delivered effectively	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Utilise existing research and expertise of media buying agency	Substantially Effective	Low (L2)	Yes	Yes	Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	1/03/2025	Low (L3)	
						Prepare key messages and talking points if needed	Partially Effective							
						Use and draw on existing research LSPO independent panel reports and sentiment analysis	Substantially Effective							
						Regular communication check-ins to ensure messaging and imagery are well socialised	Substantially Effective							

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance	
Senior Responsible Officer (SRO)	Michelle Wellington	
Date of last review	45624	
Date of this report	Thursday, 20 February 2025	

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R03	Open	Legal / Procurement requirements not met	Yes	FAS Plant & Live Animal Exports Welfare & Regulation Chief Counsel Chief Finance Officer	FAS Plant & Live Animal Exports Welfare & Regulation	Workforce planning to identify staffing requirements, capacity, capability and succession planning	Substantially Effective	Medium (M4)	Yes	Yes	ensure close engagement with business partners to seek and follow advice and guidance to ensure compliance	28/02/2025	Medium (M4)	
						Documents on the source, templates, training, guidance and advice from legal and procurement business partners	Partially Effective							
						Work closely with business partners to ensure compliance with all requirements	Substantially Effective							
						Make any declarations required/corrections as soon as detected/as early as possible	Largely Ineffective							
						Seek and apply all legal advice	Fully Effective							

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance		
Senior Responsible Officer (SRO)	Michelle Wellington		
Date of last review	45624		
Date of this report	Thursday, 20 February 2025		

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R04	Open	Project not delivered within Budget	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO FAS Plant & Live Animal Exports Welfare & Regulation Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Brief / scope carefully with media booking agency Develop collaterall in-house to reduce costs Re negotiate scope if required with booking agent Carefully manage budget, account for spendng, forecast , review regularly	Substantially Effective Partially Effective Fully Effective Substantially Effective	Low (L3)	Yes	Yes			#N/A	
R05								#N/A					#N/A	

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance		
Senior Responsible Officer (SRO)	Michelle Wellington		
Date of last review	45624		
Date of this report	Thursday, 20 February 2025		

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R06							#N/A						#N/A	

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance		
Senior Responsible Officer (SRO)	Michelle Wellington		
Date of last review	45624		
Date of this report	Thursday, 20 February 2025		

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R07							#N/A						#N/A	

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance		
Senior Responsible Officer (SRO)	Michelle Wellington		
Date of last review	45624		
Date of this report	Thursday, 20 February 2025		

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R08								#N/A					#N/A	
R09								#N/A					#N/A	

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance		
Senior Responsible Officer (SRO)	Michelle Wellington		
Date of last review	45624		
Date of this report	Thursday, 20 February 2025		

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R10							#N/A						#N/A	

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance	
Senior Responsible Officer (SRO)	Michelle Wellington	
Date of last review	45624	
Date of this report	Thursday, 20 February 2025	

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
							#N/A						#N/A	

s 22(1)(a)(ii)

From: McDonald, Andrew
Sent: Thursday, 5 December 2024 1:59 PM
To: s 22(1)(a)(ii)
Cc: Blong, Nick; Wellington, Michelle; Spyrou, Britt; Curran, Carmel; s 22(1)(a)(ii) ; s 22(1)(a)(ii) s 22(1)(a)(ii) s 22(1)(a)(ii); s 22(1)(a)(ii)
Subject: RE: LSPO funding - autonomy of procurement under cost centre structure [SEC=OFFICIAL]

OFFICIAL

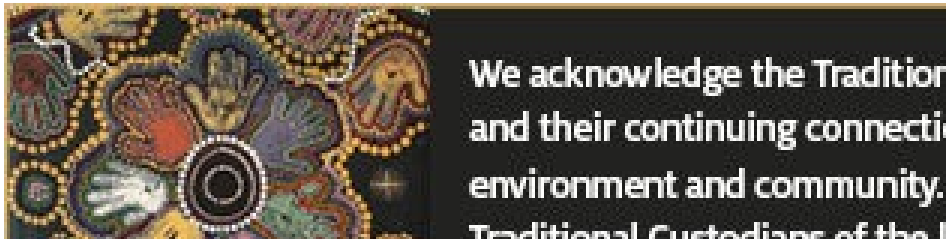
Thanks s 22(1)(a)(ii) I approve your risk assessment.

Kind regards
Andrew

Andrew McDonald

First Assistant Secretary | 02 6272 3450 | s. 47F(1)

Department of Agriculture, Fisheries and Forestry
Plant and Live Animal Exports, Welfare and Regulation Division
Agriculture House, 70 Northbourne Ave, Canberra ACT 2601 Australia
GPO Box 858 Canberra ACT 2601 Australia
agriculture.gov.au



OFFICIAL

From: s 22(1)(a)(ii) @aff.gov.au>
Sent: Thursday, 5 December 2024 1:43 PM
To: McDonald, Andrew <Andrew.McDonald@aff.gov.au>
Cc: Blong, Nick <Nick.Blong@aff.gov.au>; Wellington, Michelle <Michelle.Wellington@aff.gov.au>; Spyrou, Britt <Britt.Spyrou@aff.gov.au>; Curran, Carmel <Carmel.Curran1@aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>
Subject: RE: LSPO funding - autonomy of procurement under cost centre structure [SEC=OFFICIAL]

OFFICIAL

Thanks Britt – this has been identified as part of a broader departmental issue where sign offs and accountability is occurring outside of cost centre/budget owners, something Finance Division is looking into.

In the interest of expediting the procurement process for the media buy – I have amended my risk assessment slightly, so Andrew is now identified as the risk owner, but they are all shared risks between LSPO and Communication and Media branch.

@McDonald, Andrew – if you could please agree the attached risk assessment, I can work with s 22(1)(a)(ii) and s 22(1)(a)(ii) to progress.

I also have a brief which I will put up through you to Tina in PDMS. It is for Tina to note, not approve.

Please let me know if there's anything further you require from me?

Thanks

s 22(1)(a)(ii)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

From: Spyrou, Britt <Britt.Spyrou@aff.gov.au>

Sent: Wednesday, 4 December 2024 3:36 PM

To: Wellington, Michelle <Michelle.Wellington@aff.gov.au>; s 22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@aff.gov.au](mailto:s22(1)(a)(ii)@aff.gov.au)>

Cc: McDonald, Andrew <Andrew.McDonald@aff.gov.au>; Blong, Nick <Nick.Blong@aff.gov.au>; Curran, Carmel <Carmel.Curran1@aff.gov.au>; s 22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@aff.gov.au](mailto:s22(1)(a)(ii)@aff.gov.au)>; s 22(1)(a)(ii) <[s22\(1\)\(a\)\(ii\)@aff.gov.au](mailto:s22(1)(a)(ii)@aff.gov.au)>

Subject: LSPO funding - autonomy of procurement under cost centre structure [SEC=OFFICIAL]

Importance: High

OFFICIAL

Hi Michelle,

I understand you have a question regarding the appropriate owner of the cost centre D56 for the procurement to execute the Public Notice Information Campaign.

As discussed at the first Internal Governance Committee meeting on 24 October 2024, there is dispersed ownership for the \$139.7 million transition assistance package. Each area has full autonomy and responsibility in managing their budget. s 47E(d)

The cost centre structure has been centralised and was designed in consultation with our Finance Business Partner team. The cost centres for the measure are located within the LSPO branch for reporting purposes. Access to budget/forecast packs are on a user basis which enables relevant areas outside LSPO to have ownership and responsibility to update for their components (yourself, TID and RFCS in FRD). There is a system limitation which impacts procurement approval for your UM buy for the Public Information Campaign through TechOne. This means that you cannot hit approval in the system. The advice of our Finance Business Partner is to email AgTradeGroupBusinessPartner@aff.gov.au or @s 22(1)(a)(ii) and they will get the approval in the system for you.

Please let me know if you'd like to discuss further.

Kind regards, Britt

Britt Spyrou (she/her)

BSc LLB LLM MSc

A/g Assistant Secretary | Live Sheep Phase Out | **s 47F(1)**

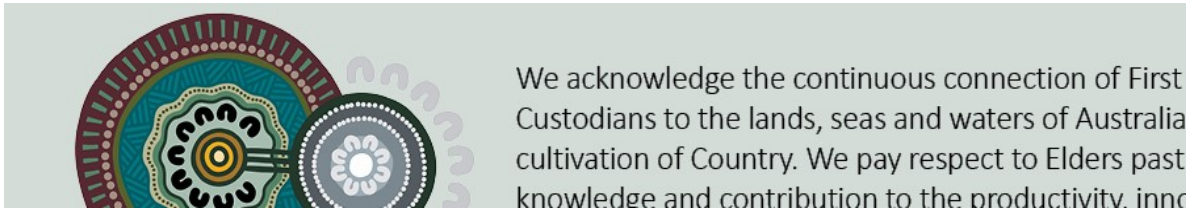
Department of Agriculture, Fisheries and Forestry

Plant and Live Animal Exports, Welfare and Regulation Division

Agriculture House, 70 Northbourne Ave, Canberra ACT 2601 Australia

GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

OFFICIAL

s 22(1)(a)(ii)

From: donotreply@finance.awe.gov.au
Sent: Thursday, 5 December 2024 3:01 PM
To: McDonald, Andrew
Subject: Approach to Market ATM_2024_1290 - Phase out of live sheep exports by sea transition assistance has been submitted for Endorsement. [SEC=OFFICIAL]

The below request to approach the market has been reviewed and endorsed by the procurement team and sent to you for approval.

Please login to TechnologyOne and action the item from [My Tasks](#) on your homepage

Procurement Form DRAFT

ATM_2024_1290

s 22(1)(a)(ii)

Question	Answer
Document Management URL	http://act001cm9clp01.agdaff.gov.au?uri=42170658&t=record&lang=ln_english&mbd=false
Title	Phase out of live sheep exports by sea transition assistance
Narration	To place public notice advertising through the master media booking agency, utilising a whole-of-government arrangement. Advertising placements for six weeks across radio, print and social media.
Background	The department is planning to run Public Notice advertising to inform the supply chain of the transition package being rolled out to support the phase out of live sheep exports by sea by 2028.
Business Case	Public Notice advertising is required to inform affected stakeholders of the decision to phase out live sheep export by sea by 1 May 2028. Inform those most affected of the transition assistance package and where to go for more information and how to access it. Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to

understand the legislation now exists and there is assistance to underpin the implementation of the phase out of live sheep export by sea, where they can go for more information about that assistance.

Public Notice advertising activity will be undertaken in Western Australia, NSW, QLD, SA and VIC. Rural and regional with some national presence.

The issues/risks if we don't procure the goods and/or services we won't be able to inform the sheep industry of the changes and necessary information to assist them manage the change.

The estimated value for this procurement over the life of the contract, including extension options is \$2,500,000

The Live Sheep Phase out Taskforce has been consulted during this process and do not have differing views. The commencement of public notice advertising complements program rollout activities and stakeholder engagement.

Procurement will be undertaking a direct approach; this arrangement is mandatory for Non-Corporate Commonwealth Entities (NCEs).

Mass communication with a wide audience provides value for money as it is far more effective than undertaking a number of separate activities.

Media brief development - UM will plan the campaign to achieve coverage of the specified markets in the agreed channels across the campaign period.

Develop media strategy and media plan response

Undertake social media moderation

Book and place radio, social media and print advertising

undertake paid search optimisation

Provide an evaluation report

Statement of Requirements

UNSPSC Category 82100000 (Advertising)

Procurement Category 103 (Services (non-consultancy))

Does your procurement require a Probity Plan?

No

Is this procurement to

No

engage a probity
advisor?

Contract Officer **s 47F(1) (s 22(1)(a)(ii))**
Contract Manager **s 47F(1) (s 22(1)(a)(ii))**
Financial Delegate **s 47F(1) (Andrew MCDONALD)**
Fund Source Departmental
Fund / Cost Centre DD56 (LSPO Communications campaign)
Total Estimated
Value of
Procurement 2500000
(Including GST if
applicable
Proposed Start
Date 25-Nov-2024
Proposed End
Date 28-Feb-2025
Extension
Options? False
Total Estimated
Value Including
Extension Options 2500000
Including GST if
applicable
Will the
procurement be
delivered in No
remote localities?
Is this
procurement for
ICT goods and/or No
services (e.g.
software,

hardware which
may impact the
Departments
Cyber Security or
other IT related
network in any
capacity)?

Is this
procurement for
Legal Services? No

Is this
procurement from
an existing panel
arrangement? Yes

SON (Panel)
Number 4094781 (Master Media Agency Services)

Number of
Suppliers 1

Approaching
Details of
Suppliers being
Approached Universal McCann, a division of Mediabrands Australia Pty Ltd
ABN: 19 002 966 001
(Name's/ABN's)

Australian Industry
Participation Plan
(AIPP) - \$20
million+ No

Workplace Gender
Equality Act
(WGEA) - \$80K +
(excluding existing
panel
arrangements) No

Shadow Economy - No
 \$4 million +
 Indigenous
 Procurement
 Policy Mandatory
 Set Aside (MSA) -
 Between \$80k - No
 \$200k, or
 contracts
 delivered in
 remote areas
 Indigenous
 Procurement
 Policy Mandatory No
 Minimum
 Reporting (MMR) -
 \$7.5 million +
 Broader Benefits
 to the Australian
 Economy - \$1 No
 million +
 Environmentally
 Sustainable
 Procurement
 Policy - Subject to
 the goods/services No
 and for
 construction
 services \$7.5
 million +
 Australian Skills
 Guarantee – No
 Constructions,

building and
maintenance
services or ICT
services \$10
million+
Commonwealth
Child Safe
Framework -
Where child safety No
is relevant to the
contract's
activities
Government
Procurement
(Judicial Review)
Act - \$80k +
(excluding existing No
panel
arrangements or
when Appendix A
of the CPRs
applies)
Modern Slavery -
Subject to supply
chain No
characteristics,
value, sector and
risk profile
Does your
procurement No
include a Modern
slavery risk

management
plan?

I can confirm that I
and everyone
involved in this
procurement have
considered
conflicts of
interest for this
procurement, and
Conflict of Interest True
Declaration's for
everyone involved
in the procurement
(if required) have
been saved in the
following
appropriate
location.

Conflict of Interest

Additional Information Forms have been completed in lighthouse

The estimated
value of the
procurement is
high, or relatively
high compared
with the purchases Medium
normally
undertaken by the
Department (low =
below \$200,000,
medium =

\$200,000 to
\$1,000,000, high =
above \$1,000,000)

The person
undertaking the
procurement has
limited experience
in either the nature
of the purchase
being undertaken,
or the market.

Low

The procurement
itself is inherently
complex.

Low

(technically,
legally or
financially)

The nature of the
procurement is
potentially
controversial or
politically
sensitive.

Medium

The procurement
may introduce
security risk to
people,
information,
and/or assets.

Low

The nature of the
procurement
activity may
introduce modern

Low

slavery risks into the department's supply chain.

The procurement may introduce probity risks relating to officials, the entity and/or suppliers.

Low

Evaluation Criteria

- extent to which the Potential Supplier’s Response meets the Customer’s Requirement set out in this ATM
- extent to which the Potential Supplier demonstrates its capability and capacity to provide the Requirement

Procurement Comments

Return for rework. Please attach Risk Assessment. Thanks

Approach to Market

ATM review cleared.

This is an overview of the Form. Table and Attachment questions are not displayed.

ATM_2024_1290

Procurement Form

Form Stage - Complete

When to use this form

Use this form BEFORE commencing a procurement activity to seek and capture the necessary approvals. The form consists of three tasks/stages:

1. **Approval to approach the market** - you will need to use this form to seek delegate endorsement to approach the market for procurement activities at or over \$10,000.00 including GST.
2. **Spending Proposal (PGPA s23.3 or equivalent Approval)** – you will need to use the second part of the form to seek approval from the Delegate once you have completed the evaluation and selected a preferred supplier.
3. **Contract execution** – you will need to complete the final part of the form once you have executed a Contract, to operationalise the Contract in TechnologyOne (i.e. allow for payment).

Once each stage is completed the form will be electronically workflowed to the Procurement team for review and will be submitted to your nominated delegate for endorsement and approval following stages 1 and 2.

Prospective buyers need to attach supporting documentation to each stage of this form as necessary.

The estimated timeframe to undertake a procurement process via an Approach to Market on AusTender is expected to range from 3 to 6 months, depending on the complexity of the requirements.

The estimated timeframe to undertake a procurement process via Limited Tender, is expected to range from 25 to 35 business days, depending on the complexity of the requirements.

The estimated timeframe to undertake a procurement process under a standing offer arrangement, is expected to range from 15 to 20 business days.

Please note these timeframes do not include:

- the reviewal and approval process in TechnologyOne.
- the AusTender reporting obligations.
- the on-boarding process undertaken by the Recruitment Team.

Further support.

For further support please see [Procurement Home Page](#)

Document Management Link

Document Management URL

http://act001cm9clp01.agdaff.gov.au?uri=42170658&t=record&lang=ln_english&mbd=false

To review the Contract and supporting documentation, please click [here](#). If you do not have access to the Container, please contact the procurementhelpdesk@aff.gov.au or Contract Manager. If you do not have access to Content Manager, please request access via [The Shed](#).

Signed Agreement

Agreement Date

05-Dec-2024

Will This Procurement Result in Multiple Contracts

Select whether you expect this procurement process to result in multiple signed agreements/contracts.

If yes, cease progressing the request immediately and contact procurementhelpdesk@aff.gov.au. The Procurement and Contract Management Team will create copies of your request for each additional contract to be awarded. In the attachments section of each TechOne record, ensure they have a note referencing each other related contract reference number.

Will this procurement process result in Multiple Contracts

No

Procurement Plan and Approach to Market Details

Please note that the Business Case and Statement of Requirements sections of this form are limited to 2,000 characters. If you are undertaking a complex, high value or high-risk procurement activity and/or require additional text, please complete the [Procurement Plan](#) and add this as an attachment to the "Supporting Documentation" section of this form.

Title

Phase out of live sheep exports by sea transition assistance

Narration

To place public notice advertising through the master media booking agency, utilising a whole-of-government arrangement. Advertising placements for six weeks across radio, print and social media.

Background

The department is planning to run Public Notice advertising to inform the supply chain of the transition package being rolled out to support the phase out of live sheep exports by sea by 2028.

Business Case

Public Notice advertising is required to inform affected stakeholders of the decision to phase out live sheep export by sea by 1 May 2028. Inform those most affected of the transition assistance package and where to go for more information and how to access it.

Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to understand the legislation now exists and there is assistance to underpin the implementation of the phase out of live sheep export by sea, where they can go for more information about that assistance.

Public Notice advertising activity will be undertaken in Western Australia, NSW, QLD, SA and VIC. Rural and regional with some national presence.

The issues/risks if we don't procure the goods and/or services we won't be able to inform the sheep industry of the changes and necessary information to assist them manage the change.

The estimated value for this procurement over the life of the contract, including extension options is \$2,500,000

The Live Sheep Phase out Taskforce has been consulted during this process and do not have differing views. The commencement of public notice advertising complements program rollout activities and stakeholder engagement.

Procurement will be undertaking a direct approach; this arrangement is mandatory for Non-Corporate Commonwealth Entities (NCEs).
Mass communication with a wide audience provides value for money as it is far more effective than undertaking a number of separate activities.

Statement of Requirements

Media brief development - UM will plan the campaign to achieve coverage of the specified markets in the agreed channels across the campaign period.
Develop media strategy and media plan response
Undertake social media moderation
Book and place radio, social media and print advertising
undertake paid search optimisation
Provide an evaluation report

Procurement Categorisation

UNSPSC Category

82100000 (Advertising)

Consultancy contracts need to meet the Department of Finance's criteria, for more information please click [here](#).

Procurement Category

103 (Services (non-consultancy))

Does your procurement require a Probity Plan?

No

Is this procurement to engage a probity advisor?

No

Procurement Roles

Contract Officer

s 47F(1) s 22(1)(a)(ii)

Contract Manager

s 47F(1) s 22(1)(a)(ii)

Goods/Services Received Officer

s 47F(1) (s 22(1)(a)(ii))

Financial Delegate

s 47F(1) (Andrew MCDONALD)

Fund Source

Departmental

Fund / Cost Centre

DD56 (LSPO Communications campaign)

Estimated Value and Dates

The expected value of a procurement **must** be estimated before a decision on the procurement method is made. The expected value is the maximum value (including GST) of the proposed contract, including options, extensions, renewals or other mechanisms that may be executed over the life of the contract.

Total Estimated Value of Procurement (Initial Term) Including GST if applicable

2500000.00

Proposed Start Date

25-Nov-2024

Proposed End Date

28-Feb-2025

Extension Options?

Total Estimated Value Including Extension Options Including GST if applicable

2500000.00

Indigenous Procurement Policy

Indigenous Procurement Policy requires that Indigenous businesses be given an opportunity to demonstrate value for money before a general approach to market. The mandatory set aside applies to procurements to be delivered in remote Australia and for all other procurements wholly delivered in Australia valued between \$80,000-\$200,000 (GST inclusive) **unless** there is an applicable [mandatory WoAG panel](#) for the category of service (e.g. People Panel), procurements to which paragraphs 2.6 or 10.3 of the CPRs apply, or when using an exemption contained in Appendix A of the CPRs (other than exemption 16).

Please see [here](#) for further information.

Please see [here](#) to view remote locations.

Will the procurement be delivered in remote localities?

No

This procurement does not meet the criteria for IPP.

ICT Procurement

Is this procurement for ICT goods and/or services (e.g. software, hardware which may impact the Departments Cyber Security or other IT related network in any capacity)?

No

For further information on what the Digital Services Division classifies as ICT Expenses, please refer to the [DSD Classified ICT Expenses](#) document

Legal Procurement

Is this procurement for Legal Services?

No

Procurement Method

Is this procurement from an existing panel arrangement?

Yes

Note that the panels in the dropdown below is not a complete list of available panels on AusTender. If the panel you intend to use is not in the list select "Panel not in list" then enter the SON number in the free text field that appears.

SON (Panel) Number

4094781 (Master Media Agency Services)

Please note, as per departmental policy it is recommended to approach a minimum of three suppliers.

Number of Suppliers Approaching

1

Details of Suppliers being Approached (Name's/ABN's)

Universal McCann, a division of Mediabrands Australia Pty Ltd
ABN: 19 002 966 001

Procurement Connected Policies:

You will need to consider Procurement Connected Policies before approaching the market.

Refer to the [Procurement Policies and Thresholds](#) for Procurement Connected Policies for further information.

Please consider the Sustainable procurement, Modern Slavery, Work Health and Safety Act and Pay on time or pay interest policy, where applicable to all procurement activities.

Australian Industry Participation Plan (AIPP) - \$20 million+

No

Workplace Gender Equality Act (WGEA) - \$80K + (excluding existing panel arrangements)

No

Shadow Economy - \$4 million +

No

Indigenous Procurement Policy Mandatory Set Aside (MSA) - Between \$80k - \$200k, or contracts delivered in remote areas

No

Indigenous Procurement Policy Mandatory Minimum Reporting (MMR) - \$7.5 million +

No

Broader Benefits to the Australian Economy - \$1 million +

No

Environmentally Sustainable Procurement Policy - Subject to the goods/services and for construction services \$7.5 million +

No

Australian Skills Guarantee - Constructions, building and maintenance services or ICT services \$10 million+

No

Commonwealth Child Safe Framework - Where child safety is relevant to the contract's activities

No

Government Procurement (Judicial Review) Act - \$80k + (excluding existing panel arrangements or when Appendix A of the CPRs applies)

No

Modern Slavery - Subject to supply chain characteristics, value, sector and risk profile

No

Please consider Work Health and Safety Act & Pay on time or pay interest policies, which are applicable to all procurement activities.

Does your procurement include a Modern slavery risk management plan?

No

Confidentiality, Privacy and Conflict of Interest

Officials should assess the level of rigor required for probity, confidentiality and conflict of interest when planning a procurement.

Officials involved in any procurement activity should complete a Conflict of Interest Declaration form (regardless of whether there is a conflict to disclose) commensurate with the risk of the procurement. You should consider if there is any real (actual), apparent (perceived), or potential conflicts of interest to disclose.

Document here any specifics including what level of rigor is required. This may include documenting if a supplier and their personnel will be required to sign a Confidentiality, Privacy and Conflict of Interest Deed or if there is need to engage an external probity advisor.

Document if any involved officials including evaluation panel members require declarations of actual, potential and perceived conflict of interest. Internal COI declarations are completed in [Lighthouse](#).

I can confirm that I and everyone involved in this procurement have considered conflicts of interest for this procurement, and Conflict of Interest Declaration's for everyone involved in the procurement (if required) have been saved in the following appropriate location.

Please provide the link to the stored location of the Conflicts of Interest forms or Conflicts of Interest notes

Note: Please do not attach sensitive information in supporting documentation.

Conflict of Interest Additional Information

Forms have been completed in lighthouse

Are there any changes to the Conflict of Interest declaration completed in the Approval to ATM stage?

No

Contract Managers should consider the nature of the services they are procuring and what information the supplier and the specified personnel will have access to. As a result, it may be appropriate for a [Deed of confidentiality, privacy and conflict of interest declaration](#) to be completed by each specified personnel listed in the contract. If required, we recommend you send the supplier the declaration at the time of signing the contract.

Risk Assessment

Please complete the assessment below to determine the level of risk associated with your procurement and the type of risk assessment you will need to undertake.

Please note that if you have any identified WHS risks in your procurement activity, a WHS risk assessment will also need to be undertaken. Please contact WHS.admin@aff.gov.au for guidance.

Low Risk: For procurements with all 'Low' ratings no further risk assessment is required. Please ensure that the risk assessment is filed appropriately.

Medium Risk: For procurements with a risk identified as 'Medium' it is recommended to complete a [Procurement and Grant Initiation Risk Assessment Template](#). Please attach a copy in the below Risk Assessment attachment field.

High or Above Risk: For procurements with a risk identified as 'High or Above', a more complex risk assessment will need to be undertaken in line with the [Enterprise Risk Management Framework and Policy](#). Please contact the [Enterprise Risk Management](#) section for guidance if required. Please attach a copy in the below Risk Assessment attachment field.

The estimated value of the procurement is high, or relatively high compared with the purchases normally undertaken by the Department (low = below \$200,000, medium = \$200,000 to \$1,000,000, high = above \$1,000,000)

Medium

The person undertaking the procurement has limited experience in either the nature of the purchase being undertaken, or the market.

Low

The procurement itself is inherently complex. (technically, legally or financially)

Low

The nature of the procurement is potentially controversial or politically sensitive.

Medium

The procurement may introduce security risk to people, information, and/or assets.

Low

The nature of the procurement activity may introduce modern slavery risks into the department's supply chain.

Low

The procurement may introduce probity risks relating to officials, the entity and/or suppliers.

Low

Evaluation Criteria

Evaluation Criteria

- extent to which the Potential Supplier's Response meets the Customer's Requirement set out in this ATM
- extent to which the Potential Supplier demonstrates its capability and capacity to provide the Requirement

For Open Tender Approach to Market procurement activities, your Evaluation Plan must be finalised before Tenders are published.

If you are using the Commonwealth Contracting Suite templates, the evaluation criteria is mandatory. [Refer to CCS ATM terms.](#)

Approval to Enter into an Arrangement (PGPA s23.3 or Equivalent Approval)

Recommendation

That you, in accordance with the Accountable Authority Instructions (AAls) and Department of Agriculture, Fisheries and Forestry Financial Delegations Instrument, agree to the engagement of:

Supplier Details

Supplier

C00005905 (UNIVERSAL MCCANN)

For The Provision Of

Public Notice Advertising

Is this procurement to engage a sole trader?

No

A Sole trader is a person who is the exclusive owner of a business. It is the act of engaging an individual directly to provide services of only that individual and superannuation may be payable.

For more information, refer to the [Procurement Policy Guideline – Labour Hire Services](#) or contact the Procurement Helpdesk

Funding Details

Total Value of Procurement (Initial Term) Including GST if applicable

2280993.00

Start Date

06-Dec-2024

End Date

28-Feb-2025

Extension Options?

Total Value Including Extension Options Including GST if applicable

2280993.00

Project Ledger Costings Included**Will this contract require costing to the project ledger**

No

Costings and Financial Year Split General Ledger

Provide details that accurately reflect payment terms or contract milestones to be agreed with the supplier.

Row 1

Question	Answer
Item Description	Public Notice Advertising
More Information	
Funds Source/ Cost Centre	DD56 (LSPO Communications campaign)
Natural Account	6001 (Advertising - Marketing Fee)
Location	000 (Default Location / Canberra)
GST Rate	C (Current Rate)
Amount Inclusive of GST	2280993.00
2024/25	2280993.00
2025/26	0.00
2026/27	0.00
2027/28	0.00
2028/29	0.00
2029/30	0.00
2030/31	0.00

2031/32	0.00
2032/33	0.00
2033/34	0.00
2034/35	0.00
Variance	0.00
Full Account	DD56600100000000

Value for Money Justification

Value for Money considerations can include:

- Encouraged competition and was non-discriminatory
- Scale and scope of the business requirements
- Consideration of the relevant financial and non-financial costs and benefits
- the technical assessment of the evaluation considered quality of goods/services, fitness for purpose and suppliers relevant experience and performance history.
- the financial assessment evaluation and whole-of-life costs considered the initial price, maintenance and operations costs, extensions costs.
- any special features of the quotation/tender (including areas in which it exceeds the requirements of the RFT)
- environmental and sustainability factors
- the flexibility to adapt to possible change over the life-cycle of the contract.

Engaging the preferred supplier represents value for money and will be an efficient, effective, economical and ethical use of Commonwealth resources.

Value for Money has been demonstrated as follows:

Value for Money Justification

Universal McCann (UM), a division of Mediabrands Australia Pty Ltd, is the master media agency (MMA), responsible for the placement of all advertising under the Central Advertising System (operated by the Department of Finance). UM operates under a Deed of Standing Offer with the Commonwealth. Non-corporate Commonwealth entities must place all their advertising through the CAS. CAS is the coordinated procurement arrangement that consolidates expenditure and buying power to secure optimal media rates for the placement of government advertising. The Communication and Media branch has worked with UM to develop a media strategy which provides the best coverage in a cost-effective way, consciously using channels to target and reach a specific audience. Public notice advertising has been utilised to deliver further cost-efficiencies as much material in-house at no cost.

Please attach an evaluation report for higher value or more complex procurements

Supplier Terms and Conditions

Supplier Terms and Conditions

Signing Supplier Terms and Conditions may create a contingent liability (which include indemnities, warranties and guarantees). If you are unsure whether you are agreeing to a

contingent liability, please contact the Legal Division for advice. For advice on the processes and approvals required to grant the contingent liability, please contact the Insurance Helpdesk. Please note Section 60 PGPA approval must be obtained prior to signing the Contract. Please visit the [Contingent Liability](#) Intranet page for further information.

In addition, if the value of your contract is over \$100,00.00 including GST, and does not contain an ANAO access clause, your contract will be reported in the department's Annual Report.

Contingent Liability

Does the proposed contract include a contingent liability, minimum public liability or professional indemnity clause? And/or does the proposed contract place a guarantee or warranty on the Department?

No

Further information on indemnities, guarantees and warranties can be found on the [contingent liabilities intranet page](#)

Farmer/Stakeholder Implications

Does this procurement activity have any implications for Farmers/Industry Stakeholders/Community Stakeholders?

Yes

Farmer/Stakeholder Statement

Any communication messaging regarding the phase out of live sheep export by sea is likely to be sensitive despite public notice advertising by it's nature being factual and non-emotive. Additionally, the transition package includes provision for some additional welfare assistance and there are a range of existing support services to aid in managing the welfare of impacted stakeholders.

AusTender Fields

The **AusTender Contract Notice Title** field is reported externally on AusTender, and therefore needs to be suitable for the public domain. Do not include:

- * acronyms
- * personal information that should not be publicly available (e.g. names, hourly rates or the number of hours)
- * the word consultancy
- * the supplier's entity name.

If Recruitment Services use Recruitment Services, if engaging a contractor use Temporary Personnel.

AusTender Contract Notice Title

Advertising

- Contains Confidentiality Clauses?
 - Contains Confidential Outputs?
 - Procured and Used Overseas - Official Located Overseas
 - Procured and Used Overseas - Goods Or Services
-

Supporting Attachments

Risk Assessment

1 attachment

Market Research (if applicable)

0 attachments

Supporting Documentation (if applicable)

2 attachments

Procurement Comments

Procurement Comments Approach to Market

Return for rework. Please attach Risk Assessment. Thanks
ATM review cleared.

Procurement Comments S23

Cleared - Note to Delegate - Please note that the Value Risk is actually high (not medium as indicated) due to being over \$\$1 million (including GST)

Delegate Comments

Delegate Comments Approach to Market

Department of Agriculture, Fisheries and Forestry - RISK ASSESSMENT TEMPLATE

Part 1: Activity Identification and Context Analysis

Table with 4 columns: Activity Name, Last review date, Objective and Main Outcomes, Context. Contains details for 'Phase out of live sheep exports by sea - transition assistance'.

Risk Matrix table with columns: Rating, Insignificant, Minor, Moderate, Major, Catastrophic. Rows: Highly Likely, Likely, Possible, Unlikely, Remote.

Remember: A risk is not the same as an issue. A risk has not yet occurred. Once it has occurred it is an issue and needs to be managed separately.

Part 2: Risk Assessment

RISK IDENTIFICATION table with columns: Risk No., Risk Status, Risk, Shared Risk, Shared Risk Stakeholders, Risk Owner, Sources, Consequences, Risk Category, Controls, Type of control, Control Owner/s, Control Effectiveness, Current Risk Rating, Risk Tolerance, Risk Acceptance, Comments.

Part 3: Risk Treatment Plan

RISK TREATMENT table with columns: Risk Treatments, Treatment Owner/s, Due Date for completion, Target Risk Rating, Risk Tolerance, Risk Acceptance, Comments.

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversely impact the program Legal Division - errors may result in legal consequences Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may result in activity not meeting the proper requirements.	Senior Responsible Officer (SRO)	Michelle Wellington
Objective and Main Outcomes	Public notice advertising to inform stakeholders of the end of live seep exports by sea by 1 May 2025.			Risk Assessment Approval Date	5/12/2024
Context	Caretaker arrangements in Western Australia and Commonwealth, amount of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget				

Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Remember: A risk is not the same as an issue.
A risk has not yet occurred. Once it has occurred it is an issue and needs to be managed separately.

Part 2: Risk Assessment										Part 3: Risk Treatment Plan														
RISK IDENTIFICATION										RISK ANALYSIS														
Risk Ref No.	Risk Status Is the risk open or closed? Open/Closed <Drop-down>	Risk The effect of uncertainty on your objectives	Shared Risk Is this a shared risk (internally or externally)? Y/N <Drop-down>	Shared Risk Stakeholders If this is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	Sources What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong to? <Drop-down>	Controls What is in place to maintain and/or modify the risk?	Type of control (Preventative, Detective, Corrective) <Drop-down>	Control Owner/s Person or entity responsible for maintaining the control	Control Effectiveness How effective is the current control? <Drop-down>	Current Risk Rating Assess the consequence and the likelihood of the risk eventuating. Take into account the effectiveness of the existing controls. <Drop-down> Refer to Tab 7: Risk Matrix	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <Drop-down>	Risk Acceptance Is the level of risk accepted? Y/N <Drop-down>	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	Due Date for completion of treatment (use date format DD/MM/YYYY)	Target Risk Rating What is the target risk rating after all treatments listed are put in place? <Drop-down> Refer to Tab 7: Risk Matrix	Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? Y/N <Drop-down>	Risk Acceptance With all treatments implemented, is the level of risk now accepted? Y/N <Drop-down>	Comments	
												Consequence	Likelihood	Rating					Consequence	Likelihood	Rating			
									Make any declarations required/corrections as soon as detected/as early as possible	Corrective	Director, Campaigns and Special Projects	Largely Ineffective												
								Seek and apply all legal advice	Preventative	Director, Campaigns and Special Projects	Fully Effective													
R04	Open	Project not delivered within Budget	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO FAS Plant & Live Animal Exports Welfare & Regulation Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Scope to deliver extending beyond budget	negative impact to departmental budget	2. Policy	Brief / scope carefully with media booking agency	Preventative	Director, Campaigns and Special Projects	Substantially Effective	Minor	Unlikely	Low (L8)	Yes	Yes					#N/A		
							risk to project delivery		Develop collateral in-house to reduce costs	Preventative	Director, Campaigns and Special Projects	Partially Effective												
									Re negotiate scope if required with booking agent	Corrective	Director, Campaigns and Special Projects	Fully Effective												
									Carefully manage budget, account for spending, forecast, review regularly	Preventative	Director, Campaigns and Special Projects	Substantially Effective												
R05															#N/A								#N/A	

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversely impact the program Legal Division - errors may result in legal consequences Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may result in activity not meeting the proper requirements	Senior Responsible Officer (SRO)	Michelle Wellington
Objective and Main Outcomes	Public notice advertising to inform stakeholders of the end of live seep exports by sea by 1 May 2025.			Risk Assessment Approval Date	5/12/2024
Context	Caretaker arrangements in Western Australia and Commonwealth, amount of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget				

Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Remember: A risk is not the same as an issue.
A risk has not yet occurred. Once it has occurred it is an issue and needs to be managed separately.

Part 2: Risk Assessment													Part 3: Risk Treatment Plan											
RISK IDENTIFICATION													RISK ANALYSIS											
Risk Ref No.	Risk Status Is the risk open or closed? <Open/Closed> <Drop-down>	Risk The effect of uncertainty on your objectives	Shared Risk Is this a shared risk (internally or externally)? Y/N <Drop-down>	Shared Risk Stakeholders If this is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	Sources What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong to? <Drop-down>	Controls What is in place to maintain and/or modify the risk?	Type of control (Preventative, Detective, Corrective) <Drop-down>	Control Owner/s Person or entity responsible for maintaining the control	Control Effectiveness How effective is the current control? <Drop-down>	Current Risk Rating Assess the consequence and the likelihood of the risk eventuating. Take into account the effectiveness of the existing controls. <Drop-down> Refer to Tab 7: Risk Matrix	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <Drop-down>	Risk Acceptance Is the level of risk accepted? Y/N <Drop-down>	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	Due Date for completion of treatment. (use date format DD/MM/YYYY)	Target Risk Rating What is the target risk rating after all treatments listed are put in place? <Drop-down> Refer to Tab 7: Risk Matrix	Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? Y/N <Drop-down>	Risk Acceptance With all treatments implemented, is the level of risk now accepted? Y/N <Drop-down>	Comments	
												Consequence	Likelihood	Rating					Consequence	Likelihood	Rating			
RO6													#N/A											
RO7													#N/A											
RO8													#N/A											

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance	
Senior Responsible Officer (SRO)	Michelle Wellington	
Date of last review	45624	
Date of this report	Thursday, 20 February 2025	

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R01	Open	Public notice advertising is not delivered on time	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Workforce planning to identify staffing requirements, capacity, capability and succession planning	Partially Effective	Medium (M4)	Yes	Yes	Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	1/03/2025	Low (L3)	
						Identify risks and report changes to the schedule early so adjustments can be made, stage delivery/roll out	Substantially Effective							
						Detailed scoping exercise with key stakeholders, regular check-ins and progress updates	Substantially Effective							
						Detailed briefing document outlining research and requirements clearly	Substantially Effective							
						Regular communication check-ins to ensure project development remains on-track	Fully Effective							
						Work with provider to ensure communication will be effective within the Budget allocated - media strategy developed.	Substantially Effective							
						Unavoidable activity may need to cease	Fully Effective							
R02	Open	Public notice advertising is not delivered effectively	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Utilise existing research and expertise of media buying agency	Substantially Effective	Low (L2)	Yes	Yes	Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	1/03/2025	Low (L3)	
						Prepare key messages and talking points if needed	Partially Effective							
						Use and draw on existing research LSPO independent panel reports and sentiment analysis	Substantially Effective							
						Regular communication check-ins to ensure messaging and imagery are well socialised	Substantially Effective							

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance		
Senior Responsible Officer (SRO)	Michelle Wellington		
Date of last review	45624		
Date of this report	Thursday, 20 February 2025		

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R03	Open	Legal / Procurement requirements not met	Yes	FAS Plant & Live Animal Exports Welfare & Regulation Chief Counsel Chief Finance Officer	FAS Plant & Live Animal Exports Welfare & Regulation	Workforce planning to identify staffing requirements, capacity, capability and succession planning	Substantially Effective	Medium (M4)	Yes	Yes	ensure close engagement with business partners to seek and follow advice and guidance to ensure compliance	28/02/2025	Medium (M4)	
						Documents on the source, templates, training, guidance and advice from legal and procurement business partners	Partially Effective							
						Work closely with business partners to ensure compliance with all requirements	Substantially Effective							
						Make any declarations required/corrections as soon as detected/as early as possible	Largely Ineffective							
						Seek and apply all legal advice	Fully Effective							

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance
Senior Responsible Officer (SRO)	Michelle Wellington
Date of last review	45624
Date of this report	Thursday, 20 February 2025

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R04	Open	Project not delivered within Budget	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO FAS Plant & Live Animal Exports Welfare & Regulation Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Brief / scope carefully with media booking agency Develop collaterall in-house to reduce costs Re negotiate scope if required with booking agent Carefully manage budget, account for spendng, forecast , review regularly	Substantially Effective Partially Effective Fully Effective Substantially Effective	Low (L3)	Yes	Yes			#N/A	
R05								#N/A					#N/A	

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance		
Senior Responsible Officer (SRO)	Michelle Wellington		
Date of last review	45624		
Date of this report	Thursday, 20 February 2025		

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
R10							#N/A						#N/A	

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

Activity Name	Phase out of live sheep exports by sea - transition assistance	
Senior Responsible Officer (SRO)	Michelle Wellington	
Date of last review	45624	
Date of this report	Thursday, 20 February 2025	

Risk Matrix					
Rating	Insignificant	Minor	Moderate	Major	Catastrophic
Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

Ref No.	Risk Status	Risk	Shared Risk		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?										
							#N/A						#N/A	

Cheng, Amy

From: McDonald, Andrew
Sent: Thursday, 5 December 2024 6:27 PM
To: s 22(1)(a)(ii)
Cc: Curran, Carmel; s 22(1)(a)(ii); s 22(1)(a)(ii)
Subject: RE: FOR URGENT APPROVAL PLEASE - LSPO [SEC=OFFICIAL]
Attachments: scan_am0157_2024-12-05-18-25-18.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

OFFICIAL

Hi s 22(1)(a)(ii)
Hopefully attached is sufficient.
And yes, happy to be called on mobile.

Kind regards
Andrew

Andrew McDonald

First Assistant Secretary | 02 6272 3450 | s 47F(1)

Department of Agriculture, Fisheries and Forestry
Plant and Live Animal Exports, Welfare and Regulation Division
Agriculture House, 70 Northbourne Ave, Canberra ACT 2601 Australia
GPO Box 858 Canberra ACT 2601 Australia
agriculture.gov.au



OFFICIAL

From: s 22(1)(a)(ii) @aff.gov.au>
Sent: Thursday, 5 December 2024 6:18 PM
To: McDonald, Andrew <Andrew.McDonald@aff.gov.au>
Cc: Curran, Carmel <Carmel.Curran1@aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) <s 22(1)(a)(ii) @aff.gov.au>
Subject: FOR URGENT APPROVAL PLEASE - LSPO [SEC=OFFICIAL]
Importance: High

OFFICIAL

Hi Andrew – please progress in TechOne procurement for LSPO advertising.

Note the risk needs to be increased to high because of the value – we can't make that change in the system but procurement has made a note.

Could you please also sign and return to me the front tab on the attached MBA so I can return it to UM tonight.

Also will you be available for a little bit, if Carmel needs to call you with an update?

I'm just stepping out for a little – on mobile if you need anything from me at all.

Thanks

s 22(1)(a)(ii)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

AUSTRALIAN GOVERNMENT MEDIA BOOKING AUTHORITY



UM Sydney
100 Chalmers Street,
Surry Hills, NSW 2010
Phone: 61-2-9994-4200
ASN: 19 002 566 001

DATE : Friday, 29 November 2024
UM CLIENT ADVICE LEAD NAME : s 47F(1)
UM CLIENT ADVICE LEAD EMAIL : s 47F(1)
UM CLIENT ADVICE LEAD PHONE NUMBER : s 47F(1)

MBA NUMBER : ARXC1036-001
CANCELS & SUPERSEDES MBA NUMBER :

s 47F(1)

ANDREW McDONALD
FAS: PLAEWR DIVISION
5/12/2024
02 6272 3450

All information must be clearly printed and legible for this authority to be accepted. On approval please scan and email return to the UM Client Advice Lead above.

CUSTOMER CONTACT NAME : s 22(1)(a)(ii)
CUSTOMER ADDRESS : 65 Northbourne Ave, Canberra ACT 2601
CUSTOMER EMAIL : s 22(1)(a)(ii)@af.gov.au
CUSTOMER PHONE NUMBER : s 22(1)(a)(ii)
CUSTOMER PORTFOLIO / ORGANISATION : Agriculture Fisheries & Forest
CUSTOMER BUSINESS NAME : Agriculture Fisheries & Forest
CUSTOMER TYPE : Non-Corporate Entity

CUSTOMER APPROVAL (SIGNATURE) :
CUSTOMER APPROVAL NAME :
CUSTOMER APPROVAL POSITION / ROLE :
CUSTOMER APPROVAL BRANCH :
CUSTOMER APPROVAL PHONE NUMBER :
APPROVAL DATE :
PURCHASE ORDER (IF APPLICABLE) :
CREATIVE AGENCY :

BILLING / INVOICING CONTACT NAME : s 22(1)(a)(ii)
BILLING / INVOICING ADDRESS : 65 Northbourne Ave, Canberra ACT 2601
BILLING / INVOICING EMAIL ADDRESS : s 22(1)(a)(ii)@af.gov.au
BILLING / INVOICING PHONE NUMBER : s 22(1)(a)(ii)

Authority is hereby given to UM to book the following media and deliver additional advertising services in accordance with the media plan and expenditure below :

ADVERTISING CATEGORY : Public Notice
JOB NUMBER (SCHEDULE CODE) : 24PAFFXC1036
MASTER JOB NAME (MASTER PRODUCT) : Phase out of live sheep exports by sea - transition assistance
JOB NAME (PRODUCT / CAMPAIGN) : Phase out of live sheep exports by sea - transition assistance
CAMPAIGN PERIOD : Full 2024/25 Financial Year
PLAN NO./DATED : V1 29 November 2024

TOTAL NET COST TO CUSTOMER (ex. GST) : \$1,911,937.00
TOTAL FINAL COST TO CUSTOMER (inc. TAX) : \$2,103,130.70

Total Planned Amount by Media Type

MEDIA	MEDIA SUB TYPE	GROSS MEDIA SPEND	MEDIA COMMISSION	WoAG MANAGEMENT FEE	ADVERTISING SERVICES / ADDITIONAL	TOTAL NET COST (ex. GST)	FINAL COST (inc. GST)
PRESS	Press National and Metropolitan	s 47(1)(b); s 47G(1)(a)	s 47(1)(b); s 47G(1)(a)	s 47(1)(b); s 47G(1)(a)	n/a	s 47(1)(b); s 47G(1)(a)	s 47(1)(b); s 47G(1)(a)
PRESS	Press Rural				n/a		
RADIO	Radio National and Metropolitan				n/a		
RADIO	Radio Regional				n/a		
DIGITAL	Digital Display				n/a		
DIGITAL	Digital Social				n/a		
DIGITAL	Digital Search				n/a		
ADVERTISING SERVICES	Dispatch	n/a	n/a	n/a	s 47(1)(c); s 47G(1)(a)		
ADVERTISING SERVICES	Search Technology Fee	n/a	n/a	n/a			
ADVERTISING SERVICES	Digital Adsening	n/a	n/a	n/a			
ADVERTISING SERVICES	Digital Third Party Audience Verification	n/a	n/a	n/a			
TOTAL SERVICE CHARGES:		\$1,912,577.36	s 47(1)(b); s 47G(1)(a)			\$1,911,937.00	\$2,103,130.70

Information contained in this plan is confidential. UM confirms that the connections plan is free of undisclosed conflicts of interest.

Special Comments/Conditions:

The Contractor has offered under clause 13 1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed), to provide the Advertising Services to Participants

When the "Participant" issues a Media Instruction to the "Contractor", a contract is formed as follows

- (a) for Campaign or complex Non-Campaign advertising, when a Media Brief (Schedule 5) is signed, or
- (b) for standard Non-Campaign (Recruitment, Public Notice or Tender Notice) advertising, when an initial request from the Participant is received by the Contractor

For the purposes of the Deed, the "Participant" becomes a "Customer" once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed

Should the Customer, without any advertisement after the Media Booking Authority has been approved and signed, the Customer may be required to reimburse the Contractor for any costs incurred in providing the Advertising Services or Additional Advertising Services that are not covered in the Remuneration Amounts for the campaign or other advertising (in accordance with clause 13 2(b) of the Deed)

By signing this Media Booking Authority, you are confirming that you

- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable)
- (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and
- (3) have taken into account your obligation under section 23 of the Public Governance, Performance and Accountability Act 2013 (Cth)

Customers will be invoiced each month based on the amounts in the FINAL COST (inc. GST) column, above

Small Credit and Debit Adjustments

Feedback from customers has identified that small credit adjustments under \$100 and debit adjustments under \$100 can cost more to process than their monetary value. To minimise the number of small adjustment invoices, unless advised otherwise, UM will return all small credit and debit adjustments to the Australian Government's Official Public Account

s 22(1)(a)(ii)

From: McDonald, Andrew
Sent: Thursday, 12 December 2024 2:01 PM
To: **s 22(1)(a)(ii)**
Cc: **s 22(1)(a)(ii)**; Denny, Paul; Spyrou, Britt
Subject: RE: For urgent action please [SEC=OFFICIAL]

OFFICIAL

Hi **s 22(1)(a)(ii)**

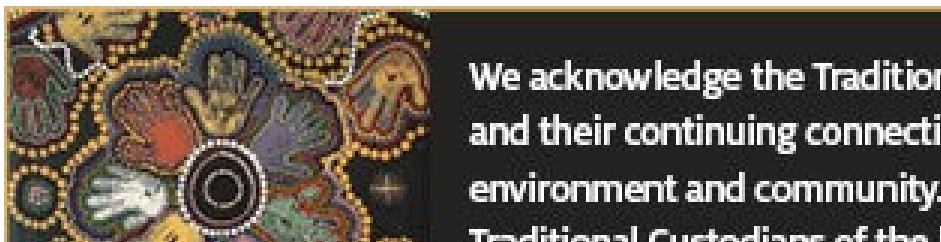
I, Andrew McDonald, approve the commitment of relevant money in accordance with s23(3) of the Public Governance, Performance and Accountability Act 2013 to Universal McCann a division of Mediabrands Australia Pty Ltd for an amount of \$2,303,477 (including GST) for commencement of live sheep phase out – transition assistance public notice advertising. The Cost Centre for this expenditure is [D56].

Kind regards
Andrew

Andrew McDonald

First Assistant Secretary | 02 6272 3450 | **s 47F(1)**

Department of Agriculture, Fisheries and Forestry
Plant and Live Animal Exports, Welfare and Regulation Division
Agriculture House, 70 Northbourne Ave, Canberra ACT 2601 Australia
GPO Box 858 Canberra ACT 2601 Australia
agriculture.gov.au



OFFICIAL

From: **s 22(1)(a)(ii)** @aff.gov.au
Sent: Thursday, 12 December 2024 1:51 PM
To: McDonald, Andrew <Andrew.McDonald@aff.gov.au>
Cc: **s 22(1)(a)(ii)** @aff.gov.au
Subject: For urgent action please [SEC=OFFICIAL]
Importance: High

OFFICIAL

Hi Andrew – a variation is required to our UM contract to include social media moderation.

Current value \$2,280,993 needs to increase by \$22,484 to **\$2,303,477 (including GST)**.

In order to ensure the department can receive the advertising services by 16 December 2024, I would be grateful if you could provide your PGPA Act approval, in a reply email, and sign the updated MBA attached. I will work with procurement to resolve in Tech One.

I, [insert name of delegate], approve the commitment of relevant money in accordance with s23(3) of the Public Governance, Performance and Accountability Act 2013 to Universal McCann a division of Mediabrands Australia Pty Ltd for an amount of \$2,303,477 (including GST) for commencement of live sheep phase out – transition assistance public notice advertising. The Cost Centre for this expenditure is [D56].

Any questions at all please give me a call.

Many thanks

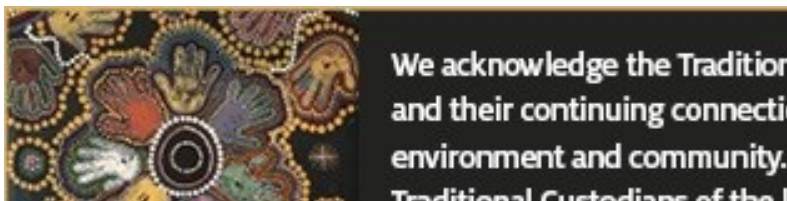
s 22(1)(a)(ii)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

s 22(1)(a)(ii)

From: s 22(1)(a)(ii) on behalf of McDonald, Andrew
Sent: Thursday, 12 December 2024 2:44 PM
To: s 22(1)(a)(ii); McDonald, Andrew
Cc: s 22(1)(a)(ii); Denny, Paul; Spyrou, Britt
Subject: RE: For urgent action please [SEC=OFFICIAL]
Attachments: Copy of Phase out of live sheep exports by sea V3 Client.xlsx

OFFICIAL

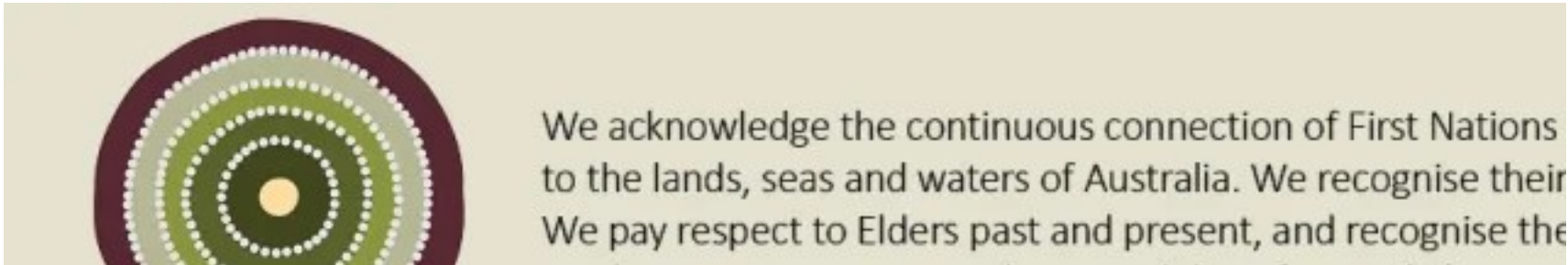
Hi s 22(1)(a)(ii)

I have applied Andrew electronic signature, please find attached.

s 22(1)(a)(ii)

Executive Assistant to Andrew McDonald, First Assistant Secretary Plant and Live Animal Exports, Welfare and Regulation Division

M: s 22(1)(a)(ii) | **E:** s 22(1)(a)(ii) [@aff.gov.au](mailto:s 22(1)(a)(ii)@aff.gov.au) | **PE:** s 22(1)(a)(ii) [@protected.aff.gov.au](mailto:s 22(1)(a)(ii)@protected.aff.gov.au)
Department of Agriculture, Fisheries and Forestry



We work flexibly at DAFF. If you have received an email from me outside of normal business hours, I'm sending it at a time that suits me. I'm not expecting you to read or reply until normal business hours.

OFFICIAL

From: s 22(1)(a)(ii) @aff.gov.au>
Sent: Thursday, 12 December 2024 2:08 PM
To: McDonald, Andrew <Andrew.McDonald@aff.gov.au>
Cc: s 22(1)(a)(ii) @aff.gov.au>; Denny, Paul <Paul.Denny@aff.gov.au>; Spyrou, Britt <Britt.Spyrou@aff.gov.au>
Subject: RE: For urgent action please [SEC=OFFICIAL]

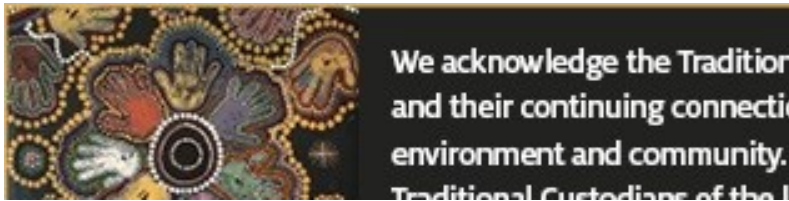
OFFICIAL

Thanks Andrew – are you able to sign Tab 1 of the attached MBA for UM?

s 22(1)(a)(ii)
Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



s 22(1)

OFFICIAL

From: McDonald, Andrew <Andrew.McDonald@aff.gov.au>
Sent: Thursday, 12 December 2024 2:01 PM
To: s 22(1)(a)(ii) @aff.gov.au>

Cc: s 22(1)(a)(ii) @aff.gov.au>; Denny, Paul <Paul.Denny@aff.gov.au>; Spyrou, Britt <Britt.Spyrou@aff.gov.au>
Subject: RE: For urgent action please [SEC=OFFICIAL]

OFFICIAL

Hi ^{s 22(1)(a)(ii)}

I, Andrew McDonald, approve the commitment of relevant money in accordance with s23(3) of the Public Governance, Performance and Accountability Act 2013 to Universal McCann a division of Mediabrands Australia Pty Ltd for an amount of \$2,303,477 (including GST) for commencement of live sheep phase out – transition assistance public notice advertising. The Cost Centre for this expenditure is [D56].

Kind regards
Andrew

Andrew McDonald

First Assistant Secretary | 02 6272 3450 | s 47F(1)

Department of Agriculture, Fisheries and Forestry
Plant and Live Animal Exports, Welfare and Regulation Division
Agriculture House, 70 Northbourne Ave, Canberra ACT 2601 Australia
GPO Box 858 Canberra ACT 2601 Australia
agriculture.gov.au



OFFICIAL

From: s 22(1)(a)(ii) @aff.gov.au>
Sent: Thursday, 12 December 2024 1:51 PM
To: McDonald, Andrew <Andrew.McDonald@aff.gov.au>
Cc: s 22(1)(a)(ii) @aff.gov.au>
Subject: For urgent action please [SEC=OFFICIAL]
Importance: High

OFFICIAL

Hi Andrew – a variation is required to our UM contract to include social media moderation.

Current value \$2,280,993 needs to increase by \$22,484 to **\$2,303,477 (including GST)**.

In order to ensure the department can receive the advertising services by 16 December 2024, I would be grateful if you could provide your PGPA Act approval, in a reply email, and sign the updated MBA attached. I will work with procurement to resolve in Tech One.

I, [insert name of delegate], approve the commitment of relevant money in accordance with s23(3) of the Public Governance, Performance and Accountability Act 2013 to Universal McCann a division of Mediabrands Australia Pty Ltd for an amount of \$2,303,477 (including GST) for commencement of live sheep phase out – transition assistance public notice advertising. The Cost Centre for this expenditure is [D56].

Any questions at all please give me a call.

Many thanks

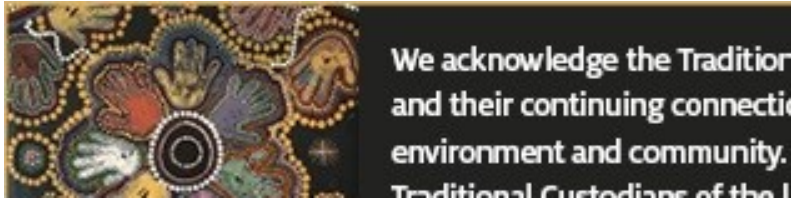
s 22(1)(a)(ii)

s 22(1)(a)(ii)

Senior Public Affairs Officer | s 22(1)(a)(ii)

Department of Agriculture, Fisheries and Forestry
Communication and Media branch | Enterprise, Strategy and Governance Division
70 Northbourne Ave, Canberra ACT 2600 Australia
GPO Box 858 Canberra ACT 2601 Australia

agriculture.gov.au



OFFICIAL

AUSTRALIAN GOVERNMENT MEDIA BOOKING AUTHORITY



UM Sydney
100 Chalmers Street,
Surry Hills, NSW 2010
Phone: 61 2 9994 4300
ABN: 19 002 966 001

DATE : Thursday, 12 December 2024
 UM CLIENT ADVISE LEAD NAME : s 47F(1)
 UM CLIENT ADVISE LEAD EMAIL : s 47F(1)
 UM CLIENT ADVISE LEAD PHONE NUMBER : s 47F(1)

MBA NUMBER : ARXC1036-002
 CANCELS & SUPERSEDES MBA NUMBER : ARXC1036-001

All information must be clearly printed and legible for this authority to be accepted. On approval please scan and email return to the UM Client Advice Lead above.

CUSTOMER CONTACT NAME : s 22(1)(a)(ii)
 CUSTOMER ADDRESS : 68 Northbourne Ave, Canberra ACT 2601
 CUSTOMER EMAIL : s 22(1)(a)(ii)@aff.gov.au
 CUSTOMER PHONE NUMBER : s 22(1)(a)(ii)
 CUSTOMER PORTFOLIO / ORGANISATION : Agriculture Fisheries & Forest
 CUSTOMER BUSINESS NAME : Agriculture Fisheries & Forest
 CUSTOMER TYPE : Non-Corporate Entity

CUSTOMER APPROVAL (SIGNATURE) : s 47F(1)
 CUSTOMER APPROVAL NAME : ANDREW MCDONALD
 CUSTOMER APPROVAL POSITION / ROLE : FIRST ASSISTANT SECRETARY
 CUSTOMER APPROVAL BRANCH : PLANT AND LIVE ANIMAL EXPORTS, WELFARE AND REGULATION DIVISION
 CUSTOMER APPROVAL PHONE NUMBER : s 47F(1)
 APPROVAL DATE : 12/12/2024
 PURCHASE ORDER (IF APPLICABLE) :
 CREATIVE AGENCY :

BILLING / INVOICING CONTACT NAME : s 22(1)(a)(ii)
 BILLING / INVOICING ADDRESS : 68 Northbourne Ave, Canberra ACT 2601
 BILLING / INVOICING EMAIL ADDRESS : s 22(1)(a)(ii)@aff.gov.au
 BILLING / INVOICING PHONE NUMBER : s 22(1)(a)(ii)

Authority is hereby given to UM to book the following media and deliver additional advertising services in accordance with the media plan and expenditure below :

ADVERTISING CATEGORY : Public Notice
 JOB NUMBER (SCHEDULE CODE) : 24PAPFXC1036
 MASTER JOB NAME (MASTER PRODUCT) : Phase out of live sheep exports by sea - transition assistance
 JOB NAME (PRODUCT / CAMPAIGN) : Phase out of live sheep exports by sea - transition assistance
 CAMPAIGN PERIOD : Full 2024/25 Financial Year
 PLAN NO/DATED : V3 12 December 2024

TOTAL NET COST TO CUSTOMER (ex. GST) : \$2,094,070.00
 TOTAL FINAL COST TO CUSTOMER (inc. TAX) : \$2,303,477.00

Total Planned Amount by Media Type

MEDIA	MEDIA SUB TYPE	GROSS MEDIA SPEND	MEDIA COMMISSION	WoAG MANAGEMENT FEE	ADVERTISING SERVICES / ADDITIONAL	TOTAL NET COST (ex. GST)	FINAL COST (inc. GST)
PRESS	Press National and Metropolitan	s 47(1)(b); s 47G(1)(a)	s 47G(1)(a)	s 47(1)(b); s 47G(1)(a)	n/a	s 47(1)(b); s 47G(1)(a)	s 47(1)(b); s 47G(1)(a)
PRESS	Press Rural				n/a		
RADIO	Radio National and Metropolitan				n/a		
RADIO	Radio Regional				n/a		
DIGITAL	Digital Display				n/a		
DIGITAL	Digital Social				n/a		
DIGITAL	Digital Search				n/a		
ADVERTISING SERVICES	Dispatch	n/a	n/a	n/a	n/a		
ADVERTISING SERVICES	Search Technology Fee	n/a	n/a	n/a	s 47G(1)(a)		
ADVERTISING SERVICES	Digital Aderving	n/a	n/a	n/a	n/a		
ADVERTISING SERVICES	Digital Third Party Audience Verification	n/a	n/a	n/a	n/a		
ADDITIONAL ADVERTISING SERVICES	Social Media Moderation	n/a	n/a	n/a	n/a		
TOTAL SERVICE CHARGES:		\$2,079,436.04	s 47(1)(b); s 47G(1)(a)			\$2,094,070.00	\$2,303,477.00

Information contained in this plan is confidential. UM confirms that the connections plan is free of undisclosed conflicts of interest.

Special Comments/Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants.

When the "Participant" issues a Media Instruction to the "Contractor", a contract is formed as follows:

(a) for Campaign or complex Non-Campaign advertising, when a Media Brief (Schedule 5) is signed; or
 (b) for standard Non-Campaign (Recruitment, Public Notice or Tender Notice) advertising, when an initial request from the Participant is received by the Contractor.

For the purposes of the Deed, the "Participant" becomes a "Customer" once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

Should the Customer withdraw any advertisement after the Media Booking Authority has been approved and signed, the Customer may be required to reimburse the Contractor for any costs incurred in providing the Advertising Services or Additional Advertising Services that are not covered in the Remuneration Amounts for the campaign or other advertising (in accordance with clause 13.3(b) of the Deed).

By signing this Media Booking Authority, you are confirming that you:

(1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
 (2) are satisfied that this expenditure represents proper use of Commonwealth resources; and
 (3) have taken into account your obligation under section 23 of the Public Governance, Performance and Accountability Act 2013 (Cth).

...

Customers will be invoiced each month based on the amounts in the FINAL COST (inc. GST) column, above.

Small Credit and Debit Adjustments
 Feedback from customers has identified that small credit adjustments under \$100 and debit adjustments under \$100 can cost more to process than their monetary value. To minimise the number of small adjustment invoices, unless advised otherwise, UM will return all small credit and debit adjustments to the Australian Government's Official Public Account.



FY 2024/25 GOVERNMENT ADVERTISING SERVICES

Advertising Type: Public_Notice

Client: Agriculture Fisheries & Forest

Product (Campaign/Job Name): Phase out of live sheep exports by sea - transition assistance

Schedule Name (Job Number): 24PAFFXC1036

Buying Audience (Campaign R&F): Sheep Farmers

Plan No./Date : V3 12 December 2024

C&S Plan No./Date : V2 3 December 2024

Status:	PRE-PLANNED	PLANNED	APPROVED
	BOOKED	LOADED	COMPLETED

Note: Advertising and Third Party Monitoring for Digital, Out of Home and Television are calculated on the individual media tabs as they are metric fields. The Advertising Services and Additional Advertising Services totals including these services are summarised in the breakout at the bottom of this tab.

Service Type	Asset/Format Type	Media Type	Position / Placement	Execution Format	End Date	No. of Units	Unit Cost	Gross Total	Jul		Aug			Sep			Oct			Nov			Dec			Jan			Feb			Mar			Apr			May			Jun		
									7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29
ADVERTISING SERVICES																																											
DESPATCH - Non-Commissionable																																											
Ovato	Press	Press	Advertising Service	Per Advertisement		27																		27																			
Digital Courier	Radio	Radio	Per Advertisement			93																	93																				
Spots and Spacce Despatch	Radio	Radio	Per Advertisement			1																	1																				
			Per Advertisement																																								
DESPATCH - Non-Commissionable TOTAL																																											
ADDITIONAL ADVERTISING SERVICES																																											
SOCIAL MEDIA MODERATION - Non-Commissionable																																											
Mainstream Moderation	Content & Communities Manage	Digital Social	UMRESM	Per hour		146																																					
Mainstream Moderation	Content & Communities Manage	Digital Social	UMRESM	Per hour		8																		8																			
Mainstream Moderation	Content & Communities Manage	Digital Social	UMRESM	Per hour		6																																					
Mainstream Moderation	Content & Communities Manage	Digital Social	UMRESM			10																																					
SOCIAL MEDIA MODERATION - Non-Commissionable TOTAL																																											
Advertising Services Total																																											
Additional Advertising Services Total																																											
PLAN TOTAL																																											
Less: Commission Rebate s 47(1)(b) Total Commissionable Additional Advertising Services Spend																																											
NET TOTAL (excl GST)																																											
10% GST																																											
TOTAL INCL GST																																											

Information contained in this plan is confidential. UM confirms that the connections plan is free of undisclosed conflicts of interest.

s 47(1)(b); s 47G(1)(a)

Victoria	hit 99.5 FM Mildura	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	TRIPLE M 97.9 FM Mildura	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	SEN Track Mildura (89.1FM)	English (Australian and/or NZ)	600	900	Mon-Sat	Monday to Saturday B'fast (6-9am) Only		30 Sec	154
Victoria	3SH Swan Hill	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	MIXX 107.7 FM Swan Hill	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	3NE Wangaratta	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	102.1 EDGE FM Wangaratta	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	3YB Warrambool	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	COAST FM Warrambool	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Victoria	KIX Geelong	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
QUEENSLAND - Commissionable									
Queensland	4VL Charleville	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	West 101.7 FM Charleville	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	hit 89.1 FM Kingaroy	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	4SB Kingaroy	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	Breeze FM Network	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
National	Rebel FM Network	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	4LG Longreach	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	West 104.5 FM Longreach	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	Hi 95.1 FM Roma	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	4ZR Roma	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	4AK Toowoomba	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	4WK Toowoomba	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	hit 102.7 FM Toowoomba	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Queensland	Triple M 86.4 AM Toowoomba	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
SOUTH AUSTRALIA - Commissionable									
Remote SA/ VIC/ NSW	Flow FM Network	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	5RM Bern	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	MAGIC 93.1 FM Berri	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	SAFM Mt Gambier	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	SEN SA 1629 AM Gambier	English (Australian and/or NZ)	600	1900	Mon-Sat	Monday to Saturday Programming		30 Sec	154
South Australia	Triple M 963 AM Mount Gambier	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	5MU Murray Ridge	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	POWER 98.7 FM Murray Bridge	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	5AU Port Augusta	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	5CC Port Lincoln	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	MAGIC 89.9 FM Port Lincoln	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	MAGIC 105.9 FM Port Augusta	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	5CS Port Pirie	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
South Australia	KIX Country SA	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
WESTERN AUSTRALIA - Commissionable									
Western Australia	hit 106.5 Albany	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 783 FM Albany	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 101.3 Broome	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Triple M 102.9 Broome	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	hit FM Bunbury/Busselton	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	SEN 621 Bunbury	English (Australian and/or NZ)	600	1900	Mon-Sat	Monday to Saturday Programming		30 Sec	231
Western Australia	TRIPLE M 963 AM Bunbury	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 796 AM Busselton	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	hit 95.7 FM Collier/Bridgetown	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M Bridgetown/Collier	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Godfields SEN 1611am Kalgoorlie/Esperance	English (Australian and/or NZ)	600	900	Mon-Sat	Monday to Saturday B'fast (6-9am) Only		30 Sec	231
Western Australia	Hi 102.3 FM Esperance	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 747 AM Esperance	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 96.5 Geraldton	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Triple M 98.1 Geraldton	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi WA Remote	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Triple M WA Remote	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 97.9 FM Kalgoorlie	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 981 FM Kalgoorlie	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 94.9 FM Katanning	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 1071 AM Katanning	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Wave FM 91.7 Mandurah	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	97.3 Coast FM Mandurah	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Margaret River SEN Spirit 1494am	English (Australian and/or NZ)	600	900	Mon-Sat	Monday to Saturday B'fast (6-9am) Only		30 Sec	231
Western Australia	Hi 105.1 Merredin	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 1098 AM Merredin	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 100.5 FM Narrogin	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 981 AM Narrogin	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 96.5 FM Northam	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	TRIPLE M 864 AM Northam	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 91.7 Port Hedland	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Triple M 94.1 Port Hedland	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Triple M 102.5 Karatha	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	Hi 106.5 Karatha	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
Western Australia	KIX Country WA	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	231
TASMANIA - Commissionable									
Tasmania	7BU 558 AM Burnie	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	SEA 101.7 FM Burnie	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	7AD 900 AM Devonport	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	SEA FM 107.7 Devonport	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	89.3 LAFM Launceston	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	CHILLI 90.1 FM Launceston	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	Launceston SENTrack 1611am	English (Australian and/or NZ)	600	900	Mon-Sat	Monday to Saturday B'fast (6-9am) Only		30 Sec	154
Tasmania	Devonport SENTrack 1611am	English (Australian and/or NZ)	600	900	Mon-Sat	Monday to Saturday B'fast (6-9am) Only		30 Sec	154
Tasmania	7XS Queenstown	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	7SD 540AM Scottsdale	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Tasmania	CHILLI 99.7 FM Scottsdale	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
Hobart	KIX Country TAS	English (Australian and/or NZ)	600	1900	Sun-Sat	BMAD		30 Sec	154
RADIO - Commissionable TOTAL									

Commissionable Media Total

PLAN TOTAL (excl. s'fee)

Less: Commission Rebate s 47G(1) Total Commissionable Media Placement Spend

Plus: WoAG Management s 47G(1)

NET TOTAL (excl GST)

10% GST

TOTAL INCL GST

Information contained in this plan is confidential

s 47(1)(b); s 47G(1)(a)



FY 2024/25 DIGITAL DISPLAY

Client: Agriculture Fisheries & Forest Client Code: AFFAGP
Campaign: Phase out of live sheep exports by sea - transition assistance Advertising Type: Public Notice
Product (Campaign/Job Name): Phase out of live sheep exports by sea - transition assistance Product Code: 3C11036
Schedule Name (Job Number): 25PAFFXK1036 Product Long Description: Phase out of live sheep exports by sea - transition assistance
Target Audience (Buying): Sheep Farmers PO Number: 0

Plan No/Date: V3 12 December 2024

C&S Plan No/Date: V2 12 December 2024

Table with columns: PRE-PLANNED, PLANNED, APPROVED, BOOKED, LOADED, COMPLETED

Main advertising plan table with columns: Publisher, Site, Language, Placement Detail, Additional Detail, Targeting, Start Date, End Date, Creative Format, Minutes Available, Buy Type, Rate, Estimated Volume, Media (Buying), CPM, KPI Benchmark (Cost), Target Volume, KPI Metric, Advertising, Advertising Cost, Audience Verification / Measurement (AVM) Type, AVM Cost, Week, and a grid of days for scheduling.

