RFT789: Multicultural Access Program- Awareness and Education Campaign

Responses to queries for the above-mentioned tender. This document will become a running list of the queries asked for this sourcing event. Most recent queries will be placed at the top of the list.

QUERY CLOSE DATE: Thursday 31st July, 4pm

Close date for Tender Submissions: Thursday August 7th, 2pm

Question	Answer
For Section 3, there are two sections included. However only one allows a response attachment. Are we allowed to include our response to both questions within one document and attach that to the first question?	Yes, that is an acceptable format for this response.
Can you please provide more information on what is required to develop the online platform with WAPHA - ie. which existing presence will be used? What will be the agency's role vs WAPHAs?	For the toolkit, WAPHA will manage the creation and design of the web pages, uploading of content etc - refer to this page for an idea of our expectations ie no in depth technical design required: Multicultural Competency and Capability Framework - WAPHA
Can I please confirm if there is an approximate live date we should be	Three to Four months from execution of Contract, this will allow time for discovery and creative development.

Query	Response
mindful of when mapping the Draft Activity Schedule?	
Can I please confirm in the case of this brief, if 'multicultural communities' encompasses Aboriginal and Torres Strait Islander Peoples?	No, it does not.
Can you please confirm specifically which sections of the budget template/spreadsheet we are meant to use? There appears to be a few fields which are not relevant so want to confirm how to complete this	The irrelevant fields can be left blank please ensure all expenses of your budget are included in the budget proposal.
Is there a dedicated media budget available in addition to the $350,000 contract value, or should all campaign development and distribution costs be included within that amount?	There is no agreed a final allocation for each element of the campaign, the media budget is within the $350,000.00
Will technical development and hosting for the online toolkit be managed by WAPHA, or should these elements be included in the proposed scope and budget?	For the toolkit, WAPHA will manage the creation and design of the web pages, uploading of content etc - refer to this page for an idea of our expectations ie no in depth technical design required: Multicultural Competency and Capability Framework - WAPHA
Is the development of an online training platform within the scope of	Wherever possible, existing infrastructure will be utilised with prioritisation confirmed as part of the discovery phase.

this project, or is the expectation to utilise existing infrastructure provided by WAPHA?	
Can you clarify whether the creation of new training content is required, or if the focus is on curating and adapting existing resources?	Due to the budget constraints the focus is on curating and adapting existing resources.
What platform does WAPHA use? The website is powered by WordPress, but do you have another platform that you intend to publish with (eg: Higher Logic)?	WordPress is the CMS we will be using. The information and resources will reside within the existing wapha.org.au site.
Have specific high-need CALD communities already been identified for each PHN through existing data, community insights, or needs assessments? Or is audience prioritisation expected to be defined through the discovery phase of this project?	We have not identified high priority CALD communities yet, but we can get details from Data and Analytics on high priority CALD locations and discuss through the discovery phase
What are the core outcomes WAPHA is hoping to achieve by the end of the 12-month contract period, beyond the development of campaign materials (potentially measurable behaviour change, increased service	•Support multicultural communities to successfully navigate the primary health care system in each PHN. The promotion of the current resources and key messages will support increased access to appropriate services at the right time in the right locations and support better outcomes for community members and their families. •Support primary care providers, particularly general practice, to know who and how to refer patients to the appropriate support services/agencies within their PHN location, how to use appropriate

uptake, or system navigation confidence)?	services/tools including interpreter services and how to access training and education on the health needs of multicultural communities. •The media campaigns created will have a particular focus on the highest need multicultural groups, as identified by demographic information, needs assessments, community advice, and service provider feedback in each PHN. More detailed metrics will be developed with the successful tenderer.
Are there any existing monitoring or evaluation frameworks in place that can be used to provide baseline data for measuring campaign effectiveness across either (or both) community and general practice audiences?	There is a general program logic for the Multicultural Access program that has metrics for measuring success. WAPHA also has general communication metrics for measuring the success of media campaigns
Does this proposal include costs for production of printed assets (ie: printing materials) or is that in addition to the fees?	The budget is inclusive of all costs to be incurred in the development and execution of the campaign
How many translations/versions for each asset are required, and in which languages?	Due to budget constraints the focus is on curating and adapting existing resources in the priority languages wherever possible. It is expected that any additional translations will be identified during the discovery process.
Will any campaign branding be localised?	We do not expect campaign branding to be localised for the different regions, but it must be culturally appropriate.

How have you validated that this issue is a genuine need for your target communities?	The need for the campaign was identified in our Multicultural Needs Assessment, the summary of which is available here: Multicultural Competency and Capability Framework - WAPHA
Do you have best practice examples or case studies you would like us to consider?	No
Discovery: Recruitment: Will you source participants for discovery, or will we identify and engage them ourselves?	No, they will be identified and engaged by the successful respondent
Have you identified high priority CALD communities to engage?	We have not identified CALD communities; we can obtain data and share with the successful respondent
Do you have existing relationships with community leaders/organisations for us to leverage?	The successful respondent will liaise with community organisations, however WAPHA can facilitate some introductions.
Would we be able to access any of the de-identified data in Primary Health Insights to help guide the project focus? https://www.wapha.org.au/health-professionals/data-hosting/	No

Management: Will you liaise directly with community organisations, or will we facilitate those relationships?	The successful respondent will liaise with community organisations, however WAPHA can facilitate some introductions.
Campaign: Definition: What's your expectation of a campaign in this context?	This will be shaped by the discovery process. We are open to ideas.
Is there an expectation for a specific format or is that open to shaping through the process?	We are open to shaping this through the process with the successful respondent.
Is the mode of campaign execution (e.g. social, OOH, digital) expected to be informed by discovery?	Yes
Is there a preferred direction and channel mix? If yes, why?	No, this will be informed by the discovery and advice from the successful respondent.
Intent: How do you define "awareness" and "education" for this campaign? For who - multicultural communities, GPs, or both?	The Awareness Campaign is primarily targeted at the communities themselves, with General Practice staff being the secondary audience
Success: What does success look like for "awareness" and "education"? Is it behavioural change, increased service uptake, improved knowledge, improved referral by GPs?	Improved awareness and confidence in navigating the health system.

Metrics: What are the intended reporting metrics, or will that be informed by campaign approach in the process?	This will be discussed with the successful respondent
Budget: Is there an expected budget allocation for external campaign costs (e.g. media spend, search)?	All expenses including media will be in the $350,000.00