



Contract

The Supplier's offer dated 04/09/2025 for RFQ ID 70020148 is accepted - see attached Statement of Work (Part 2).

This Contract is issued under the **Deed of Standing Offer (DoSO) SON3754402** for Government Communications Campaign Panel. The Parties agree that by signing this Commonwealth Contract they enter into a Contract comprising of:

- The DoSO and its terms, to the extent these apply (including the Additional DoSO Terms)
- This Contract Details form
- Statement of Work (Part 1) - Details of Customer's Requirement, including any Additional Contract Terms (as amended and agreed between the parties, and attached at Schedule 1)
- Statement of Work (Part 2) - Supplier's Response (as amended and agreed between the parties, and attached at Schedule 2)
- Commonwealth Contract Terms in force at the RFQ Release Date, available here: (<https://www.finance.gov.au/government/procurement/commonwealth-contracting-suite-ccs>).

C.A.1 Contract Details

C.A.1(a)	Contract Reference ID	90016132
C.A.1(b)	Contract Start Date	Monday, 22 September 2025 or the date this Contract is signed by the last party to do so, whichever is the latter
C.A.1(c)	Contract End Date	This Contract will terminate on Sunday, 20 September 2026
C.A.1(d)	Contract Extension Option	Not applicable
C.A.1(e)	Maximum Contract Price	The maximum Contract Price inclusive of GST and all taxes and charges will not exceed \$929,500.00 as set out in R.B.3.

This Contract commences on the Contract Start Date or the date this Contract is executed, whichever is the latter, and continues until the Contract End Date unless:

- a) it is terminated earlier; or
- b) there is a Contract Extension Option and this is exercised by the Customer, in which case the Contract will continue until the end of the extended time unless it is terminated earlier.

C.A.2 Customer's Particulars

C.A.2(a)	Customer Name	The Commonwealth of Australia as represented by the Department of Social Services
C.A.2(b)	Customer ABN	36 342 015 855
C.A.2(c)	Customer's Public Interest Disclosure Contact Officer <i>Refer to the Commonwealth DoSO Terms clause D.E.20.H.1 Public Interest Disclosure</i>	All Public Interest Disclosure matters relating to this Contract should be referred to: Telephone: 1800 007 952 Email: publicinterestdisclosure@dss.gov.au

C.A.2(d)	Delivery and Acceptance	See R.A.7 of Statement of Work (Part 1).
C.A.2(e)	Complaints <i>If your issue is not resolved, refer https://www.finance.gov.au for more information relating to the handling of complaints</i>	In the first instance, complaints, if any, relating to this Contract should be directed to the Customer Contact Officer (see above) or: Telephone: 1800 634 035 Email: complaints@dss.gov.au

C.A.3 Supplier's Particulars

C.A.3(a)	Supplier Name	Verian Group Australia Pty Ltd
C.A.3(b)	Supplier ABN	38 000 601 221
C.A.3(c)	Supplier ACN	000 601 221

C.A.4 Notices under this Contract

Contract Managers are responsible for issuing or accepting any written Notices under this Contract and are the contact points for general liaison, unless otherwise agreed.

C.A.4(a)	Customer's Contract Manager	Name/Position: s 22 Postal Address: Enid Lyons Building, 71 Athllon Drive, Greenway, ACT 2900 GPO Box 9820, Canberra, ACT 2601 Email: s 22 @dss.gov.au Telephone: s 22
C.A.4(b)	Supplier's Contract Manager	Name/Position: s 22 Postal Address: 2/9 Sydney Avenue, Barton ACT 2600 Email: s 22 @veriangroup.com Telephone: s 22

C.A.5 Specified Personnel

See R.B.4 of Statement of Work (Part 2) and D.D.3(r) of the DoSO.

C.A.6 Subcontractors

See R.B.5 of Statement of Work (Part 2).

C.A.7 Invoices

All invoices issued to the Customer must be addressed to the addressee and issued by email as specified in C.A.7(a) below.

C.A.7(a)	Customer's Address for Invoices	The Supplier must submit correctly rendered tax invoices to the Customer by either: Post: Department of Social Services PO Box 34, FYSHWICK ACT 2609 or Email: dss.invoices@invoices.fms.gov.au A correctly rendered tax invoice is one which includes: a. the Contract number 90016132 b. the name of the Customer's Contact Officer
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		<ul style="list-style-type: none">c. the Customer's ABN 36 342 015 855d. the title of the Servicese. details the fees payablef. details expenses and costs payable, and attaches original receiptsg. contains written certification in a form acceptable to the Customer that the Supplier has paid all remuneration, fees or other amounts payable to an employee, agent or Subcontractor performing Services under this Contract andh. meets the requirements of a tax invoice under the GST Act. <p>The due date for payment by the Customer is 20 days after receipt by the Customer of a correctly rendered invoice.</p> <p>Payment will be effected by electronic funds transfer (EFT) to the nominated bank account of the Supplier.</p>	
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EXECUTED as a contract:

Signed for and on behalf of the **Commonwealth of Australia** as represented by the **Department of Social Services ABN** 36 342 015 855 by its duly authorised delegate in the presence of:

Signature of witness

s 22

Name of witness (*print*)

s 22

Signature of delegate

s 22

Name of delegate (*print*)

s 22

Position of delegate (*print*)

23 September 2025

Date:

Executed by Verian Group Australia Pty Ltd **ACN** 000 601 221 **ABN** 38 000 601 221 in accordance with section 127 of the *Corporations Act 2001* in the presence of:

Signature of director

s 22

Name of director (*print*)

s 22

Signature of director/~~company secretary~~

(Please delete as applicable)

Name of director/~~company secret~~

s 22

Date:

22 . 09 . 2025

Schedule 1 - Statement of Work (Part 1)

Standing Offer Notice (SON) ID	SON3754402
RFQ Reference ID	70020148
Customer Name	The Commonwealth of Australia as represented by the Department of Social Services

Details of Customer's Requirement

The Supplier must provide the Customer's Requirement in accordance with the Deed of Standing Offer plus any detailed below:

R.A.1	Required Capabilities	<ul style="list-style-type: none"> Developmental and concept testing market research
R.A.2	Detailed Description of the Requirement The Supplier will be required to undertake developmental research to: <ul style="list-style-type: none"> Inform the development of Phase 6 of the Stop it at the Start campaign Measure the attitudes, behaviours, motivators, barriers and levels of awareness of identified target audiences. Establish what further context shifts have occurred since the Phase 5 developmental research was undertaken April-August 2023, and Phase 5 was delivered from June 2024 to 30 April 2025. Provide a rigorous foundation for strategic direction moving into Phase 6 of the campaign, including identify if there is a need to progress or iterate the campaign's strategic focus. Interrogate whether the existing, long-running strategy for the campaign is effective and/or propose a new focus that considers the environmental context of attitude regressions identified in the National Community Attitudes towards Violence against Women Survey (NCAS). Provide a strong recommendation and justification for the campaign's target audience. Identify the optimal age cohort of young people where the biggest influence can be made by adult influencers on their attitudes to respectful behaviours. For example, 5-13 years, 8-12 years – or a range in between. This research should segment the age cohorts to confirm who is the most influential across the age cohort (i.e. do parents provide the most influence (and up to what age), which setting influencers provide influence (and up to or from what age) and who are they). The research should confirm the age at which face to face setting influencers have a reduced impact on young people, and where, how and who young people are then being influenced. The research should also consider alternate priorities for targeting. This could include a stronger focus on <i>setting influencers</i> for young people to move them to primary audience (i.e. moving beyond a focus on parent-child relationships toward trusted adults 	

in young people's lives), or targeting close and setting influencers for young people of a *different age cohort* (i.e. 5-13 years, 8-12 years etc).

- Identify the information needs for the proposed target audience and provide recommendations on resources needed for this phase. This includes where they seek information to support them with parenting issues – for example website/s, AI tools such as ChatGPT and CoPilot, search engines such as Google.
- Inform and interrogate strategic territories to make a recommendation on the approach for Phase 6.
- Inform messages that will be relevant, persuasive and clearly communicate a complex social issue; account for any potential backlash and resistance to gender equality messages among identified target audiences; provide direction on tone and messaging going forward; and gain insights into what may be an appropriate call to action for this next phase. This should include messaging that strengthens the link between disrespect and violence.
- **Inform the potential opportunity for a further campaign addressing complex issues for men, adolescents and young boys.**
- Better understand the complexities of the issues for men, adolescents and young boys and validate the scale of the issue with regards to their attitudes and understanding.
- Recommend any identify opportunities for further potential primary prevention or early intervention activities for the key cohort of men, adolescents and young boys – including whether a more targeted campaign is required in addition to and separate from Stop it at the Start.
- Identify the age at which parents and setting influencers begin to lose their influence over young boys. Identify where, or from whom (or what) young boys are being influenced once parental and setting influence has diminished.

The Supplier will also be required to:

- **Concept test creative materials** to help determine which best meets the communication objectives and conveys messages clearly and effectively over **three waves**. Further testing of the refined successful concept (**wave four**) is also required.
- **Concept test supporting public relations resources** to ensure they meet the information needs of the target audience, as identified in the developmental research phase. Materials will be developed following the developmental research findings and it is expected that they will be tested over three waves.

The Customer will approach the Supplier for an updated proposal once the developmental research has been conducted and the timelines and requirements have been confirmed.

A detailed developmental and concept testing research brief is provided at **Attachment A to RFQ 70020148**.

This Contract must also be read in conjunction with:

- **Attachment A to RFQ 70020148** – Developmental and concept testing research brief (Customer record reference: D25/42551)

	<ul style="list-style-type: none"> • Attachment B to contract 90016132: Supplier Proposal (Customer record reference: D25/1194435) • Attachment C to contract 90016132: Pricing Schedule (Customer record reference: D25/1190448) 	
R.A.3	Standards	<p>The Supplier must comply with the following:</p> <ul style="list-style-type: none"> • all applicable Australian standards (or in its absence an international standard) including any requirements or standards specified in the DoSO or this Schedule. • if requested by the Customer, the Supplier must enable the Customer, or an independent assessor, to conduct periodic audits to confirm compliance with all applicable Australian or international standards, including, but not limited to, those specified in this Schedule. • the <u>Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities (December 2022)</u>. These Guidelines provide a framework for the conduct of all publicly-funded information and advertising campaigns. • Collection and handling of personal information in compliance with the <i>Privacy Act 1988</i> (Cth), including establishing appropriate informed consent mechanisms and handling data in compliance with those consents.
R.A.4	Key Performance Indicators	Not Applicable
R.A.5	Security Requirements	<p>Supplier personnel undertaking work on this Contract will not be required to hold a current security clearance.</p> <p>The Supplier must comply with the following Security Requirements:</p> <ul style="list-style-type: none"> • any Security Requirements specified in the DoSO, in addition to any other such requirements below • ensure that access to material related to this Contract is restricted to Specified Personnel and Subcontractors who require access to support the Contract. • participate in security reviews undertaken by the Customer (or the Customer's authorised representative) and • provide the Customer with information regarding their collection, management and storage of personal information and data collected in the provision of these services. <p>Protection of information and resources</p> <p>Security requirements of the Supplier:</p>

		<ul style="list-style-type: none"> • Compliance with the Protective Security Policy Framework and Information Security Manual. • The Supplier acknowledges that the Customer must comply with the Australian Government Protective Security Policy Framework (PSPF) and the Australian Government Information Security Manual (ISM). <p>The Supplier must ensure that its Personnel and contractors, comply with:</p> <ul style="list-style-type: none"> • all relevant requirements of the PSPF, in its application to personnel, information and asset security • all relevant requirements of ISM, with specific attention to the Essential Eight, and achieve and maintain Maturity Level 2 controls • all relevant requirements of the Digital Transformation Agencies (DTA) Hosting Certification Framework • the Customer's security policies • any other security requirements that are Notified by the Customer to the Supplier and • all relevant information within the <i>Privacy Act 1988</i> (Cth) in the collection and handling of personal information, including in establishing appropriate informed consent mechanisms and handling data in compliance with those consents. <p>The Supplier acknowledges that any Conflict of Interest that may impact upon compliance with the security requirements of this clause must be disclosed.</p> <p>If the Customer considers that the Supplier's premises, business systems or Personnel do not meet these requirements, or present a risk of unauthorised access to Agency Material, the Supplier must remedy any security risks identified by the Agency.</p> <p>The Supplier must not, and ensure its Personnel do not:</p> <ul style="list-style-type: none"> • disclose, publish or communicate any Agency Material it has acquired to any unauthorised person in any form either during or after the Term and • transfer, store or access Agency Material outside Australia (or permit any person to access Customer Material from outside Australia unless expressly authorised by the Customer in a Notice. A Notice from the Customer may impose conditions on any such permission, which the Supplier must comply with. <p>The Supplier must immediately Notify the Customer if the Supplier:</p> <ul style="list-style-type: none"> • breaches any of its obligations under this contract
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		<ul style="list-style-type: none"> • becomes aware of circumstances that may reasonably suggest that it could have breached its obligations under this contract • becomes aware that any Customer Material has been lost, stolen, misused, corrupted or accessed by an unauthorised person or • becomes aware of circumstances that may reasonably suggest that any Customer Material has been lost, stolen, corrupted or accessed by an unauthorised person. <p>If the Supplier becomes aware of a Cyber Attack on Supplier's Systems, the Supplier must:</p> <ul style="list-style-type: none"> • immediately Notify the Customer • provide to the Commonwealth relevant information regarding the Cyber Attack such as the cause or likely cause, the consequences or likely consequences of the breach, any corrective or preventative action being taken by the Supplier • take all reasonable action to prevent any recurrence of the Cyber Attack and • if required by the Customer: <ul style="list-style-type: none"> ○ advise CERT Australia and/or the Australian Cyber Security Centre or any other relevant body ○ obtain evidence about how, when and by whom the Supplier's information system and/or the Customer Material has or may have been compromised, providing it to the Customer on request, and preserving and protecting that evidence for a period of up to 12 months ○ implementing any mitigation strategies to reduce the impact of the Cyber Attack or the likelihood or impact of any future similar incident and ○ preserving and protecting Customer Material (including as necessary reverting to any backup or alternative site or taking other action to recover Customer Material). <p>Agency data storage requirements</p> <ul style="list-style-type: none"> • The Supplier must develop a Data Breach Response Plan in line with the requirements outlined in the DoSO.
R.A.6	Work Health and Safety	The Supplier must comply with the following Work Health and Safety requirements:

		<ul style="list-style-type: none"> Work Health and Safety requirements specified in the DoSO.
R.A.7	Delivery and Acceptance	<p>The Supplier must comply with the following Delivery and Acceptance requirements:</p> <ul style="list-style-type: none"> Delivery and Acceptance requirements specified The Customer must accept or reject any deliverables under the Contract in accordance with the Commonwealth Contract Terms [Clause C.C.11]. All deliverables must be delivered to the Customer's Contact Officer, or as directed by the Customer.
R.A.8	Reporting	<p>The Supplier must provide the Customer with reports as set out below:</p> <ul style="list-style-type: none"> a top-line findings report including presentation of the report, slide deck and a verbal debrief (either in person or by video conference), and a full written report in a format suitable for publishing on the Customer's website. <p>The Supplier must present these reports as written drafts and then final reports (with accompanying slide deck), including:</p> <ul style="list-style-type: none"> an executive summary information about methodology including number of groups, all research instruments, summary of research methodology, dates when fieldwork was conducted, demographic profiles of participants, location of groups analysis and interpretation of results, clearly linked to the research objectives findings and conclusions/recommendations. <p>The Supplier may also be required to present the research findings to a range of expert committees.</p> <p>Full details of reporting are outlined in Attachment B.</p>
R.A.9	Meetings	<p>The Supplier must attend meetings as follows:</p> <ul style="list-style-type: none"> Regular work-in-progress (WIP) meetings with the Customer to report on all work undertaken, budget expenditure and any identified issues. Meetings with the Supplier village, as directed by the Customer. Meetings will be held by teleconference or in person, as determined by the Customer.
R.A.10	Facilities and Assistance offered by the Customer	<p>The Customer will not make any facilities or assistance available to the Supplier.</p>

R.A.11	Customer Material provided by the Customer:	<p>The Customer will provide the Supplier with all Customer Material required for the provision of the Services, including:</p> <ul style="list-style-type: none"> • Evaluation Report (Attachment A1 to contract 90016132). • All materials for concept testing. <p>The Supplier must ensure that any Customer Material provided by the Customer for the purposes of this Contract is used strictly in accordance with any conditions, restrictions or directions given by the Customer. The Supplier must, at the expiration or termination of the Contract, deliver to the Customer or otherwise deal with all copies of the Customer Material as directed by the Customer.</p>
R.A.12	Insurances	<p>The Supplier must effect and maintain, or cause to be effected and maintained:</p> <ul style="list-style-type: none"> • professional indemnity insurance for an amount of not less than ten (10) million dollars each claim and in the aggregate for all claims with one right of reinstatement • public liability insurance for an amount of not less than ten (10) million dollars each and every occurrence and • workers' compensation as required by law and, in jurisdictions which permit common law workers' compensation claims outside the statutory workers' compensation scheme, top-up workers' compensation insurance for fifty (50) million dollars per claim. <p>The Supplier is required to confirm their current levels of insurance in their proposal and provide copies of their certificates of currency.</p>
R.A.13	Indigenous Procurement Policy Requirements	Not applicable
R.A.14	WGE compliance	Not applicable
R.A.15	Commonwealth Supplier Code of Conduct	<p>The Commonwealth expects its suppliers to conduct themselves with high standards of ethics such that they consistently act with integrity and accountability.</p> <p>Clause C.C.23 requires the Supplier to comply with the Code when performing its obligations under the Contract, and to ensure its Personnel and Subcontractors comply with the Code. The clause also requires the Supplier to proactively monitor and assess compliance with the Code, and to notify the Customer immediately of any breach of the Code.</p> <p>Where requested by the Customer, Supplier should provide information demonstrating that they have appropriate policies, frameworks, or similar, in place to comply with the Code.</p> <p>Further information on the Code can be found at: https://www.finance.gov.au/government/procurement/commonwealth-supplier-code-conduct</p>

Additional Contract Terms

Note to Supplier:

This is an example of **some** of the additional terms which may be included in a Contract. This is not an exhaustive list of terms and Customers will ensure that any additional contract terms are tailored and appropriate to meet the Customer's requirements. Customers may therefore seek to amend, remove, or add to any of the following example terms, as required by the Customer.

An executed Contract will incorporate the Commonwealth Contract Terms current at the date of the Request for Quote, the following Additional Contract Terms, and any applicable terms in the DoSO, will form the Contract if agreed and signed by the Customer:

R.A.16	Payment
	<p>Where the Customer and the Supplier both have the capability to deliver and receive e-Invoices through the Pan-European Public Procurement On-Line (PEPPOL) framework and have agreed to use electronic invoicing (e-Invoicing), the Customer will pay the amount of a Correctly Rendered Invoice to the Supplier within five (5) calendar days after receiving it, or if this day is not a business day, on the next business day.</p> <p>In all other circumstances, the Customer will pay the amount of a Correctly Rendered Invoice to the Supplier within twenty (20) calendar days after receiving it, or if this day is not a business day, on the next business day.</p> <p>If the total initial value of the Contract (excluding any options, extensions, renewals or other mechanisms that may be executed over the life of the contract) is less than A\$1 million (GST inclusive) and the Customer fails to make a payment to the Supplier by the business day it is due, the Customer will pay the unpaid amount plus interest on the unpaid amount, provided the amount of interest payable under this clause exceeds A\$100.</p> <p>Interest payable under this clause will be simple interest calculated in respect of each calendar day from the day after the amount was due and payable, up to and including the day that the Customer effects payment, calculated using the General Interest Charge Rate available on the Australian Taxation Office website as it applies on the day the amount was due and payable expressed as a daily rate.</p>
R.A.17	Intellectual Property – Customer Owns
	<p>The Customer owns the Intellectual Property Rights in the Material created under this Contract.</p> <p>To the extent the Supplier or a third party holds any Intellectual Property Rights in any existing Material, the Supplier hereby agrees to licence the Customer to enable the Customer to exercise full rights and interests in the Intellectual Property Rights in any Material provided under this Contract. The Supplier agrees to create, execute or sign any documents and perform all acts which may be necessary to allow the use of those rights by the Customer for any purpose.</p> <p>The Customer grants to the Supplier a non-exclusive, non-transferable, irrevocable, royalty-free licence for this Contract Term to exercise the Intellectual Property Rights in the Material for the sole purpose of fulfilling its obligations under this Contract. The licence in this clause is subject to any conditions or limitations of third parties that the Customer notifies to the Supplier.</p> <p>Intellectual Property Rights in Goods provided under this Contract or pre-existing Intellectual Property of the Supplier, set out below (if any), will not change as a result of this Contract.</p>
R.A.18	Confidential Information of the Supplier
	<p>For confidential information of the Supplier listed at R.B.8 (if any), the Customer agrees that the information meets the Commonwealth's confidentiality guidelines and agrees to treat the</p>

	information as confidential unless required by law to disclose the information. The Customer retains the right to disclose any other information contained in this Contract.
R.A.19	<p>Directions from the Lead Customer</p> <p>The Supplier must comply with any reasonable directions given by the Lead Customer from time to time in relation to the performance of the Services under this Contract. If there is any inconsistency in any direction given by the Lead Customer under this DoSO or a Customer under any Contract, the directions of the Lead Customer will prevail.</p>
R.A.20	<p>Working with Vulnerable Persons</p> <p>Before engaging or deploying any person in relation to any part of the Services, the Supplier must:</p> <ul style="list-style-type: none"> a) conduct a Police Check for that person or where relevant, confirm a similar check by appropriate authorities has occurred b) confirm that no Commonwealth, State or Territory law prohibits that person from being engaged in a capacity where they may have contact with Vulnerable Persons and c) comply with all other legal requirements of the place where the Services, or part of the Services, is being conducted in relation to engaging or deploying persons in a capacity where they may have contact with Vulnerable Persons. <p>For the purposes of clause R.A.20(a) the Supplier does not have to conduct a Police Check for a person where they have a current Working with Children check for the jurisdiction in which they are providing the Services or an equivalent check in another jurisdiction that is current.</p> <p>The Supplier agrees:</p> <ul style="list-style-type: none"> d) if a Police Check or other relevant check by authorities indicates that a person has a Serious Record, or a Criminal or Court Record, not to engage, deploy or redeploy the person unless the Supplier has conducted and documented a risk assessment of that person e) within 24 hours of becoming aware of a person being charged or convicted of any Serious Offence or Other Offence, to conduct and document a risk assessment in accordance with clauses R.A.20(d) and R.A.20(e) to determine whether to allow that person to continue performing the Services or any part of the Services and f) to document the actions the Supplier will take as a result of conducting the risk assessment. <p>The Supplier will be wholly responsible for conducting any risk assessment, assessing its outcome and deciding to engage, deploy or redeploy a person with a Serious Record, Criminal or Court Record, to work on any Services, or any part of the Services.</p> <p>In undertaking the Supplier's risk assessment under clauses R.A.20(c) and R.A.20(d) the Supplier agrees to take into account the following factors:</p> <ul style="list-style-type: none"> g) whether the Supplier's Serious Record, Criminal or Court Record is directly relevant to the role the person will or is likely to perform in relation to the Services or any part of the Services h) the length of time that has passed since the person's conviction and the person's record since that time

- i) the nature of the offence pertaining to the Serious Record, Criminal or Court Record and the circumstances in which it occurred
- j) whether the offence involved Vulnerable Persons
- k) the nature of the Services and the circumstances in which the person will or is likely to have contact with Vulnerable Persons
- l) the particular role the person is proposed to undertake or is currently undertaking in relation to the Services and whether the fact the person has a Serious Record, Criminal or Court Record is reasonably likely to impair the person's ability to perform or continue to perform the inherent requirements of that role and
- m) the person's suitability based on their merit, experience and references to perform the role they are proposed to undertake or are currently undertaking in relation to the Services or any part of the Services.

After taking into account the factors set out in clause R.A.20(e), the Supplier agrees to then determine whether it is reasonably necessary to:

- n) not engage, deploy or redeploy the person in relation to the Services or any part of the Services
- o) remove the person from working in any position or acting in any capacity in relation to the Services or any part of the Services which involves working or having contact with Vulnerable Persons
- p) make particular arrangements or impose conditions under which the person's role in relation to the Services or any part of the Services and, where relevant, contact with Vulnerable Persons is to occur or
- q) take steps to protect the physical, psychological or emotional wellbeing of the Vulnerable Persons to whom the Service relates.

If requested by the Customer, the Supplier must promptly provide evidence, in a form the Customer requires, that the Supplier has complied with the requirements of this clause R.A.20.

The Supplier agrees to reflect the Supplier's obligations under this clause R.A.19 in all subcontracts the Supplier enters into in relation to the Services or part of the Services.

In this clause R.A.20:

- (1) **'Child'** means an individual under the age of 18
- (2) **'Criminal or Court Record'** means any record of any Other Offence
- (3) **'Other Offence'** means a conviction, finding of guilt, on-the-spot fine for, or court order relating to:
 - (1) an apprehended violence or protection order made against the person
 - (2) one or more traffic offences involving speeding more than 30 kilometres over the speed limit, injury to a person or damage to property or
 - (3) a crime or offence involving the consumption, dealing in, possession or handling of alcohol, a prohibited drug, narcotic or other prohibited substance or
 - (4) a crime or offence involving violence against or the injury, but excluding the death of a person or

	<p>(5) a minor crime or offence involving dishonesty, other than those crimes or offences referred to in paragraph (C) of this clause R.A.19(i)</p> <p>(4) 'Police Check' means a formal inquiry made to the relevant police authority in each Australian State or Territory where the Provider knows the person has resided, designed to obtain details of the person's criminal conviction or a finding of guilt in all places (within and outside Australia)</p> <p>(5) 'Serious Record' means a conviction or any finding of guilt for a Serious Offence</p> <p>(6) 'Serious Offence' means:</p> <p>(1) a crime or offence involving the death of a person</p> <p>(2) a sex-related offence or a crime, including sexual assault (whether against an adult or Child); Child pornography, or an indecent act involving a Child</p> <p>(3) a crime or offence involving dishonesty that is not minor or</p> <p>(4) fraud, money laundering, insider dealing or any other financial offence or crime, including those under legislation relating to companies, banking, insurance or other financial services and</p> <p>(7) 'Vulnerable Person' means:</p> <p>(1) a Child or</p> <p>(2) an individual aged 18 years and above who is or may be unable to take care of themselves, or is unable to protect themselves against harm or exploitation by reason of age, illness, trauma or disability, or any other reason.</p>
R.A.21	Child Safety
	<p>Definitions</p> <p>R.A.21.1. In this Agreement:</p> <p>Child means an individual(s) under the age of 18 years and Children has a similar meaning</p> <p>Child-Related Personnel means officers, employees, contractors, agents and volunteers of the Supplier involved with the Services who as part of that involvement may interact with Children</p> <p>Legislation means a provision of a statute or subordinate legislation of the Commonwealth, or of a State, Territory or local authority</p> <p>National Principles for Child Safe Organisations means the National Principles for Child Safe Organisations, endorsed by the Council of Australian Governments as published by the Commonwealth Government (available at: https://www.humanrights.gov.au/about/news/coag-endorses-national-principles-child-safe-organisations)</p> <p>Relevant Legislation means Legislation in force in any jurisdiction where any part of the Services may be carried out</p> <p>Working With Children Check or WWCC means the process in place pursuant to Relevant Legislation to screen an individual for fitness to work with Children.</p> <p>Relevant checks and authority</p>

R.A.21.2. The Supplier must:

- a. comply with all Relevant Legislation relating to the employment or engagement of Child-Related Personnel in relation to the Services, including all necessary Working With Children Checks however described and
- b. ensure that Working With Children Checks obtained in accordance with this clause R.A.21.2 remain current and that all Child-Related Personnel continue to comply with all Relevant Legislation for the duration of their involvement in the Services.

National Principles for Child Safe Organisations and other action for the safety of Children

R.A.21.3. The Supplier agrees in relation to the Services to:

- a. implement the National Principles for Child Safe Organisations
- b. ensure that all Child-Related Personnel implement the National Principles for Child Safe Organisations
- c. complete and update, at least annually, a risk assessment to identify the level of responsibility for Children and the level of risk of harm or abuse to Children
- d. put into place and update, at least annually, an appropriate risk management strategy to manage risks identified through the risk assessment required by this clause R.A.21.3
- e. provide training and establish a compliance regime to ensure that all Child-Related Personnel are aware of, and comply with:
 - i. the National Principles for Child Safe Organisations
 - ii. the Supplier's risk management strategy required by this clause R.A.21.3
 - iii. Relevant Legislation relating to requirements for working with Children, including Working With Children Checks and
 - iv. Relevant Legislation relating to mandatory reporting of suspected child abuse or neglect, however described
- f. provide the Commonwealth with an annual statement of compliance with clauses R.A.21.2 and R.A.21.3, in such form as may be specified by the Commonwealth

R.A.21.4. With reasonable notice to the Supplier, the Customer may conduct a review of the Supplier's compliance with this clause.

R.A.21.5. The Supplier agrees to:

- a. notify the Customer of any failure to comply with this clause R.A.21.5
- b. co-operate with the Customer in any review conducted by the Customer of the Supplier's implementation of the National Principles for Child Safe Organisations or compliance with this clause R.A.21.5 and
- c. promptly, and at the Supplier's cost, take such action as is necessary to rectify, to the Customer's satisfaction, any failure to implement the National Principles for Child Safe Organisations or any other failure to comply with this clause R.A.21.5.

R.A.21.6. When Child Safety obligations may be relevant to a Subcontract, the Supplier must ensure that any subcontract entered into by the Supplier for the purposes of fulfilling the Supplier's obligations under the contract imposes on the Subcontractor the same obligations regarding Child Safety that the Supplier has under the Contract. Each subcontract must also require the same obligations (where relevant) to be included by the Subcontractor in any secondary subcontracts.

R.A.22	Business Continuity Plan
	<p>The Supplier is required to maintain a current Business Continuity Plan.</p> <p>The Supplier must advise the Customer as soon as it becomes aware of any issues that will impact on successful delivery of the Services so that additional controls and mitigation strategies can be agreed between the Supplier and the Customer.</p>
R.A.23	Knowledge Transfer
	<p>The Supplier is required to provide knowledge transfer assistance to the Customer on termination or on expiration of the Contract.</p>
R.A.24	Customer's right to defer or reduce payment
	<p>The Customer is entitled to defer payment or reduce the amount of any payment if and for so long as the Supplier has not completed, in accordance with the Customer's instructions and clearly expressed policy outcomes, that part of the Services to which the payment relates.</p> <p>If the Customer exercises this right, the Supplier must continue to perform any obligations under this Contract unless the Customer directs otherwise in writing.</p>
R.A.25	Customer Warranty
	<p>The Customer represents and warrants that all facts, materials, documents and information prepared by and/or provided by the Customer or by a third party on the Customer's behalf are true, accurate, complete, not misleading, can be substantiated and comply with any applicable laws, regulations and codes or industry codes of practice, to the Customer's knowledge at the time these were provided.</p>

Schedule 2 - Statement of Work (Part 2)

Standing Offer Notice (SON) ID	SON3754402
RFQ Reference ID	70020148

Supplier's Response

The Supplier proposes to provide the Customer's Requirement as set out in the Statement of Work (Part 1) as set out below:

R.B.1	Supplier Details				
R.B.1(a)	Supplier Name	Verian Group Australia Pty Ltd			
R.B.1(b)	Supplier ABN	38 000 601 221			
R.B.1(c)	Supplier ACN	000 601 221			
R.B.1(d)	Supplier Contact Officer Unless otherwise specified, the Contact Officer is nominated as the Supplier Contract Manager.	Name/Position: s 22 Postal Address: 2/9 Sydney Avenue, Barton ACT 2600 Email: s 22 @veriangroup.com Telephone: s 22			
R.B.1(e)	Supplier entity’s country of tax residency	Australia			
R.B.1(f)	Supplier’s ultimate parent entity’s country of tax residency	United Kingdom			
R.B.2	Detailed Proposal to meet the Customer’s Requirement				
	The Supplier must provide developmental research and concept testing research services in accordance with their proposal titled “Developmental and Concept Testing Research for the Stop it at the Start Campaign (Phase 6)” prepared for the Department of Social Services 4 September 2025 – RFQ70020148 (Attachment B to contract 90016132).(Customer record reference D25/1194435)				
	Standards Refer to Supplier’s proposal at Attachment B to contract 90016132. (Customer record reference D25/1194435)				
	Key Performance Indicators Refer to Supplier’s proposal at Attachment B to contract 90016132. (Customer record reference D25/1194435)				
R.B.3	Price (GST Inclusive) The Supplier must complete the attached pricing templates, or such other pricing templates as required by the Lead Customer or Customer from time to time. In addition, the Supplier must specify: <ul style="list-style-type: none">the total price inclusive of GST, taxes and chargesfixed prices for any Milestones (calculated in a manner that is consistent with the pricing arrangements under the DoSO), inclusive of GST, taxes and charges as well as all other associated costs, including delivery fees, if applicableany expenses not included in the total pricea payment schedule for any Milestones. The Customer will not reimburse any expenses incurred for the purposes of the Contract, unless the Supplier obtains the Customer’s specific written approval prior to incurring the relevant expense. All proposed pricing must be consistent with the requirements set out in the DoSO. The Supplier must provide the services in accordance with the following:				
	Project Stage	Proposed timing	Total \$ GST exc	GST	Total \$ GST inc

	Phase 1: Program Foundations					
	Stage 1A: Program Inception Meeting	September 2025	s 47(1)(b)			
	Stage 1B: Evidence Review	September 2025				
	Stage 1C: Expert and Close Setting Influencer Consultation Forums	September 2025				
	Stage 1D: Human Research Ethics Committee (HREC) Submission – Inclusive of development of all materials and submission with ethics committee	September-October 2025				
	Phase 2: Developmental Research					
	Stage 2A: Young Males Qualitative Research	November 2025	s 47(1)(b)			
	Stage 2B: Parents and Setting Influencers Qualitative Research	November 2025				
	Stage 2C: Quantitative Research	November 2025				
	Stage 2D: Territory Testing and Strategy Finalisation	November 2025				
	Stage 2E: Expert Consultation	November 2025				
	Stage 2F: Developmental Research Analysis, Synthesis and Reporting	November 2025 - January 2026				
	Phase 3: Concept Testing					
	Stage 3A: Concept Selection	TBC 2026	s 47(1)(b)			
	Stage 3B: Concept Refinement	TBC 2026				
	Stage 3C: Concept Finalisation	TBC 2026				
	Stage 3D: Expert Consultation	TBC 2026				
	Stage 3E: Post-Production / PR Testing	TBC 2026				
	Total			845,000.00	84,500.00	929,500.00
	Refer to Attachment C to contract 90016132 – Pricing Schedule.					
	(Customer record reference: D25/1190448)					
	The proposed invoicing schedule is:					
	Milestone		Total \$ GST exc	GST	Total \$ GST inc	
	Milestone 1: Upon signing of the contract		s 47(1)(b)			
	Milestone 2: Upon delivery and acceptance of the Qualitative and Quantitative Phase 2 (Developmental Research)					
	Milestone 3: Upon delivery and acceptance of the Qualitative Phase 3 (Concept testing)					
	Milestone 4: Upon delivery and acceptance of the final report (Final publishable report)					
	Total		845,000.00	84,500.00	929,500.00	
	R.B.4	Specified Personnel		s 22		

	<p>Only specify personnel where the Customer Requirement has identified personnel are required to have specific skills, experience or qualifications.</p> <p>Insert 'Not Applicable' if none.</p>	s 22
R.B.5	<p>Subcontractors</p> <p>Provide details for each subcontractor organisation you will use.</p> <p>Insert 'Not Applicable' if none.</p>	<p>Full Legal Name: Q&A Market Research Services Pty Ltd Postal Address: 9 Parkview Street, Milton Qld 4064 ABN/ACN: 87 105 568 250 / 105 568 250 Scope of Works to be Subcontracted: Qualitative recruitment</p> <p>Full Legal Name: Profiles Australia Pty Ltd trading as Lightspeed Research Postal Address: Darling Park, Tower 3, Level 8, 201 Sussex Street, Sydney NSW 2000 ABN/ACN: 70 622 601 272 / 622 601 272 Scope of Works to be Subcontracted: Quantitative research services.</p>
R.B.6	Conflicts of Interest	No
R.B.7	Not used	Not used
R.B.8	Confidential Information	No
R.B.9	Other Relevant Details	No
R.B.10	<p>Attachments</p> <p>Detail any other files that form part of the Supplier's Response.</p>	<p>Yes:</p> <p>Attachment B to contract 90016132: Supplier Proposal</p> <ul style="list-style-type: none"> (Customer record reference: D25/1194435) <p>Attachment C to contract 90016132: Pricing Schedule</p> <ul style="list-style-type: none"> (Customer record reference: D25/1190448)

Schedule 3 – Commonwealth Contracting Terms

Commonwealth Contract Terms	
C.C.1 Background	
1.1 The Customer requires the provision of certain Goods and/or Services. The Supplier has fully informed itself on all aspects of the Customer's requirements and has responded representing that it is able to meet the Requirement.	c) comply with any reasonable requirements notified by the Customer relating to the Conflict of Interest.
1.2 Some terms used in these Commonwealth Contract Terms have been given a special meaning. Their meanings are set out in the Commonwealth Contracting Suite (CCS) Glossary and Interpretation or in the Contract.	3.4 If the Supplier fails to notify the Customer as set out in this clause or does not comply with the Customer's reasonable requirements to resolve or manage Conflicts of Interest, the Customer may terminate or reduce the scope of the Contract in accordance with C.C.16 [Termination for Cause].
C.C.2 Relationship of the Parties	C.C.4 Precedence of Documents
2.1 By virtue of this Contract, neither Party is the employee, agent, officer or partner of the other Party nor authorised to bind or represent the other Party.	4.1 The Contract is comprised of: a) Additional Contract Terms (if any) b) if the Contract is issued under a DoSO, the Contract Details Schedule c) Statement of Work d) Commonwealth Contract Terms e) CCS Glossary and Interpretation, and f) additional Contract annexes (if any), unless otherwise agreed in writing between the Parties.
2.2 Each Party must ensure that its officers, employees, agents or Subcontractors do not represent themselves as being an officer, employee, partner or agent of the other Party.	4.2 If there is ambiguity or inconsistency between documents comprising the Contract, the document appearing higher in the list will have precedence to the extent of the ambiguity or inconsistency.
2.3 In all dealings related to the Contract, the Parties agree to: a) communicate openly with each other and cooperate in achieving the contractual objectives b) act honestly and ethically c) comply with reasonable commercial standards of fair conduct d) consult, cooperate and coordinate activities to identify and address any overlapping work health and safety responsibilities aimed at ensuring the health and safety of workers and workplaces, and e) comply with all reasonable directions and procedures relating to work health and safety, record keeping and security in operation at each other's premises or facilities whether specifically informed or as might reasonably be inferred from the circumstances.	4.3 The Contract may be signed and dated by the Parties on separate, but identical, copies. All signed copies constitute one (1) Contract.
C.C.3 Conflicts of Interest	C.C.5 Governing Law
3.1 The Supplier warrants that, other than as previously declared in writing to the Customer at the commencement of the Contract, no Conflicts of Interest exist, relevant to the performance by the Supplier of its obligations under the Contract.	5.1 The laws of the Australian Capital Territory apply to the Contract.
3.2 At any time during the term of the Contract, the Customer may require the Supplier to execute a Conflicts of Interest declaration in the form specified by the Customer.	C.C.6 Entire Agreement
3.3 As soon as the Supplier becomes aware that a Conflict of Interest has arisen, or is likely to arise during the term of the Contract, the Supplier will: a) immediately report it to the Customer b) provide the Customer with a written report setting out all relevant information within three (3) Business Days, and	6.1 The Contract represents the Parties' entire agreement in relation to the subject matter, at the time this Contract was executed. 6.2 Anything that occurred before the making of this Contract shall be disregarded (unless incorporated into the Contract in writing). However, the Supplier represents that the claims made in its Response to the ATM or the RFQ as relevant remain correct. 6.3 Any agreement or understanding to vary or extend the Contract will not be legally binding upon either Party unless in writing and agreed by both Parties. 6.4 If either Party does not exercise (or delays in exercising) any of its contractual rights, that failure or delay will not prejudice those rights.
	C.C.7 Survival
	7.1 All Additional Contract Terms (if any), plus clauses: a) C.C.14 [Liability of the Supplier] b) C.C.17 [Supplier Payments] c) [Transition Out], d) [Compliance with Law and Policy], and e) 21E [Confidential Information] survive termination or expiry of the Contract.

Commonwealth Contract Terms

C.C.8 Notices

- 8.1 A Notice is deemed to be delivered:
- if delivered by hand - on delivery to the relevant address
 - if sent by registered post - on delivery to the relevant address, or
 - if transmitted by email or other electronic means when it becomes capable of being retrieved by the addressee at the relevant email or other electronic address.
- 8.2 A Notice received after 5:00 pm, or on a day that is not a working day in the place of receipt, is deemed to be delivered on the next working day in that place.

C.C.9 Assignment

- 9.1 The Supplier may not assign any rights under the Contract without the Customer's written consent. To seek consent, the Supplier must provide the Customer with a Notice, which includes full details of the proposed assignee and the rights the Supplier proposes to assign.
- 9.2 To decline consent, the Customer must provide a Notice to the Supplier, setting out its reasons, within twenty (20) Business Days, or such other time as agreed between the Parties, of receiving the Notice seeking consent. Otherwise, the Customer is taken to have consented.

C.C.10 Subcontracting

- 10.1 Subcontracting any part of, or the entire Supplier's obligations under the Contract, will not relieve the Supplier from any of its obligations under the Contract.
- 10.2 The Supplier must ensure that Subcontractors specified in the Contract (if any) perform that part of the Services specified in the Contract. The Supplier must not subcontract any part of its obligations under the Contract, or replace approved Subcontractors, without prior written consent of the Customer. The Customer's written consent will not be unreasonably withheld.
- 10.3 At the Customer's request, the Supplier, at no additional cost to the Customer, must promptly remove from involvement in the Contract any Subcontractor that the Customer reasonably considers should be removed.
- 10.4 The Supplier must make available to the Customer the details of all Subcontractors engaged to provide the Goods and/or Services under the Contract. The Supplier acknowledges that the Customer may be required to publicly disclose such information.
- 10.5 The Supplier must ensure that any subcontract entered into by the Supplier, for the purpose of fulfilling the Supplier's obligations under the Contract, imposes on the Subcontractor the same obligations that the Supplier has under the Contract (including this requirement in relation to subcontracts).

C.C.11 Delivery and Acceptance

- 11.1 The Supplier must provide the Goods and/or Services as specified in the Contract and meet any requirements and standard specified in the Contract.
- 11.2 The Supplier must promptly notify the Customer if the Supplier becomes aware that it will be unable to provide all or part of the Goods and/or Services specified in the Contract and advise the Customer when it will be able to do so.
- 11.3 Any Goods must be delivered free from any security interest. Unless otherwise stated in the Contract, Goods must be new and unused. Any Services must be provided to the higher of the standard that would be expected of an experienced, professional supplier of similar services and any standard specified in the Contract.
- 11.4 The Customer may reject the Goods and/or Services within ten (10) Business Days after delivery or such longer period specified in the Contract ("Acceptance Period"), if the Goods and/or Services do not comply with the requirements of the Contract.
- 11.5 If during the Acceptance Period circumstances outside the Customer's reasonable control cause a delay in the Customer's evaluation of the compliance of the Goods and/or Services with the Contract, the Customer may give the Supplier a Notice before the end of the original Acceptance Period, setting out the reason for the delay and the revised Acceptance Period date (which must be reasonable having regard to the circumstances causing the delay).
- 11.6 If the Customer does not notify the Supplier of rejection within the Acceptance Period (as extended if applicable), the Customer will be taken to have accepted the Goods and/or Services, though the Customer may accept the Goods and/or Services sooner. Title to Goods transfers to the Customer only on acceptance.
- 11.7 If the Customer rejects the Goods and/or Services, the Customer must issue a Notice clearly stating the reason for rejection and the remedy the Customer requires. No payment will be due for rejected Goods and/or Services until their acceptance.

C.C.12 Licences Approvals and Warranties

- 12.1 At no cost to the Customer, the Supplier must obtain and maintain all Intellectual Property Rights, licences or other approvals required for the lawful provision of the Goods and/or Services and arrange any necessary customs entry for any Goods.
- 12.2 The Supplier must provide the Customer with all relevant third party warranties in respect of Goods. If the Supplier is a manufacturer, the Supplier must provide the Customer with all standard manufacturer's warranties in respect of the Goods it has manufactured and supplied.

Commonwealth Contract Terms

12.3 To the extent permitted by laws and for the benefit of the Customer, the Supplier consents, and must use its best endeavours to ensure that each author of Material consents in writing, to the use by the Customer of the Material, even if the use may otherwise be an infringement of their Intellectual Property Rights and/or Moral Rights.

C.C.13 Specified Personnel

13.1 The Supplier must ensure that the Specified Personnel set out in the Contract (if any) perform the part of the Services specified in that item. The Supplier must ensure that Specified Personnel (if any) are not replaced without the prior written consent of the Customer. The Customer's written consent will not be unreasonably withheld.

13.2 At the Customer's reasonable request, the Supplier, at no additional cost to the Customer, must as soon as reasonably practicable replace any Specified Personnel that the Customer reasonably considers:

- a) is not performing the Supplier's obligations under the Contract to the standard or within the timeframe reasonably required by the Customer
- b) is not a fit and proper person, or
- c) is not suitably qualified to perform the Services.

13.3 Any Specified Personnel must be replaced with personnel that are acceptable to the Customer.

C.C.14 Liability of the Supplier

14.1 The Supplier will indemnify the Customer for any damage claim, cost or loss resulting from any negligent or wilful breach of its obligations or representations under the Contract by the Supplier or its officers, employees, agents or Subcontractors.

14.2 The Supplier's obligation to indemnify the Customer will reduce proportionally to the extent that the Customer has contributed to the claim, cost or loss.

14.3 Where the Supplier is a member of a scheme operating under Schedule 4 of the *Civil Law (Wrongs) Act 2002 (ACT)*, or any corresponding Commonwealth, State, Territory or legislation that limits civil liability arising from the performance of their professional services, and where that scheme applies to the Goods and/or Services delivered under the Contract, the Supplier's liability under this clause shall not exceed the maximum amount specified by that scheme or legislation.

14.4 The Supplier will maintain adequate insurances for the Contract and provide the Customer with proof when reasonably requested.

C.C.15 Termination or Reduction for Convenience

15.1 In addition to any other rights either Party has under the Contract,

- a) the Customer acting in good faith, may at any time, or

- b) the Supplier, acting in good faith, may notify that it wishes to

terminate the Contract or reduce the scope or quantity of the Goods and/or Services by providing a Notice to the other Party.

15.2 If the Supplier issues a Notice under this clause, the Supplier must comply with any reasonable directions given by the Customer. The Contract will terminate, or the scope will be reduced in accordance with the Notice, when the Supplier has complied with all of those directions.

15.3 If the Customer issues a Notice under this clause, the Supplier must stop or reduce work in accordance with the Notice and comply with any reasonable directions given by the Customer.

15.4 In either case, the Supplier must mitigate all loss and expenses in connection with the termination or reduction in scope (including the costs of its compliance with any directions). The Customer will pay the Supplier for Goods and/or Services accepted in accordance with C.C.11 [Delivery and Acceptance] and the Contract before the effective date of termination or reduction.

15.5 If the Customer issues a Notice under this clause, the Customer will also pay the Supplier for any reasonable costs the Supplier incurs that are directly attributable to the termination or reduction, provided the Supplier substantiates these costs to the satisfaction of the Customer.

15.6 Under no circumstances will the total of all payments to the Supplier exceed the Contract Price. The Supplier will not be entitled to loss of anticipated profit for any part of the Contract not performed.

C.C.16 Termination for Cause

16.1 The Customer may issue a Notice to immediately terminate or reduce the scope of the Contract if:

- a) the Supplier does not deliver the Goods and/or Services as specified in the Contract, or notifies the Customer that the Supplier will be unable to deliver the Goods and/or Services as specified in the Contract
- b) the Customer rejects the Goods and/or Services in accordance with C.C.11 [Delivery and Acceptance] and the Goods and/or Services are not remedied as required by the Notice of rejection
- c) the Supplier breaches a material term of the Contract and the breach is not capable of remedy
- d) the Supplier does not remediate a material breach of the Contract which is capable of remediation within the period specified by the Customer in a Notice of default issued to the Supplier, or
- e) subject to the Customer complying with any requirements in the *Corporations Act 2001 (Cth)*, the Supplier:

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- i. is unable to pay all its debts when they become due
 - ii. if incorporated – has a liquidator, receiver, administrator or other controller appointed or an equivalent appointment is made under legislation other than the *Corporations Act 2001* (Cth), or
 - iii. if an individual – becomes bankrupt or enters into an arrangement under *Part IX* or *Part X* of the *Bankruptcy Act 1966* (Cth).
- 16.2 Termination of the Contract under this clause does not change the Customer's obligation to pay any Correctly Rendered Invoice.
- C.C.17 Supplier Payments**
- 17.1 If the Supplier is required to submit an invoice to trigger payment, the invoice must be a Correctly Rendered Invoice.
- 17.2 The Supplier must promptly provide to the Customer such supporting documentation and other evidence reasonably required by the Customer to substantiate performance of the Contract by the Supplier.
- 17.3 Payment of any invoice is payment on account only, and does not substantiate performance of the Contract.
- 17.4 If the Supplier owes any amount to the Customer in connection with the Contract, the Customer may offset that amount, or part of it, against its obligation to pay any Correctly Rendered Invoice.
- C.C.18 Dispute Resolution**
- 18.1 For any dispute arising under the Contract both the Supplier and the Customer agree to comply with (a) to (e) of this clause sequentially:
- a) both Contract Managers will try to settle the dispute by direct negotiation
 - b) if unresolved within five (5) Business Days, the Contract Manager claiming that there is a dispute will give the other Contract Manager a Notice setting out details of the dispute and proposing a solution. The date the dispute Notice is issued will be the date of the Notice ("Notice Date")
 - c) if the proposed solution is not accepted by the other Contract Manager within five (5) Business Days of the Notice Date, each Contract Manager will nominate a more senior representative, who has not had prior direct involvement in the dispute. These representatives will try to settle the dispute by direct negotiation
 - d) failing settlement within twenty (20) Business Days of the Notice Date, the Customer will, without delay, refer the dispute to an appropriately qualified mediator selected by the Customer or, at the Customer's discretion, to the chairperson of an accredited mediation organisation to appoint a mediator, for mediation to commence within thirty (30) Business Days of the Notice Date or such other period as agreed by the Parties, and
 - e) if the dispute is not resolved within sixty (60) Business Days of the Notice Date, either the Supplier or the Customer may commence legal proceedings or, by agreement, continue the mediation process for a period agreed by the Parties.
- 18.2 Representatives for the Supplier and the Customer must attend the mediation. The nominated representatives must have the authority to bind the relevant Party and act in good faith to genuinely attempt to resolve the dispute.
- 18.3 The Supplier and the Customer will each bear their own costs for dispute resolution. The Customer will bear the costs of a mediator.
- 18.4 Despite the existence of a dispute, the Supplier will continue their performance under the Contract unless requested in writing by the Customer not to do so.
- 18.5 This procedure for dispute resolution does not apply to action relating to C.C.16 [Termination for Cause] or to legal proceedings for urgent interlocutory relief.
- C.C.19 Transition In**
- 19.1 The Supplier must perform all tasks reasonably required to facilitate the smooth transition of the provision of the Goods and/or Services from any outgoing supplier to the Supplier.
- C.C.20 Transition Out**
- 20.1 If the Contract expires or is terminated under C.C.16 [Termination for Cause] the Supplier must comply with any reasonable directions given by the Customer in order to facilitate the smooth transition of the provision of the Goods and/or Services to the Customer or to another supplier nominated by the Customer.
- C.C.21 Compliance with Law and Policy**
- 21.1 The Supplier must comply with, and ensure its officers, employees, agents and Subcontractors comply with all laws applicable to the performance of this Contract and warrants that it will not cause the Customer to breach any laws.
- 21.2 The Supplier must comply with, and ensure its officers, employees, agents and Subcontractors comply with any Commonwealth policies relevant to the Goods and/or Services.
- 21.3 The Supplier agrees to provide such reports and other information regarding compliance with applicable law and Commonwealth policy as reasonably requested by the Customer or as otherwise required by applicable law or policy.
- 21.4 If the Supplier becomes aware of any actual or suspected breach of the requirements set out in 21.A to 21.J below, or any other applicable law or Commonwealth policy, it must:
- a) immediately report it to the Customer and provide a written report on the matter within

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three (3) Business Days unless otherwise set out in these Terms, and

- b) comply with any reasonable directions by the Customer in relation to any investigation or further reporting of the actual or suspected breach.

21.A Access to Supplier's Premises and Records

- A.1 The Supplier must maintain and ensure its Subcontractors maintain proper business and accounting records relating to the supply of the Goods and/or Services and performance of the Contract.
- A.2 The Supplier agrees to provide to the Customer, or its nominee, access to the Supplier's or its Subcontractor's premises, personnel, computer systems, documents and other records, and all assistance reasonably requested, for any purpose associated with the Contract or any review of the Supplier's or the Customer's performance under the Contract, including in connection with a request made under the *Freedom of Information Act 1982* (Cth) or an audit or review by the Australian National Audit Office.
- A.3 Unless the access is required for an urgent purpose, the Customer will provide reasonable prior notice to the Supplier.
- A.4 If requested by the Supplier, the Customer will reimburse the Supplier's substantiated reasonable cost for complying with the Customer's request, unless the access is required for the purpose of a criminal investigation into the Supplier, its officers, employees, agents or Subcontractors.
- A.5 The Supplier must not transfer, or permit the transfer of, custody or ownership, or allow the destruction, of any Commonwealth record (as defined in the *Archives Act 1983* (Cth)) without the prior written consent of the Customer. All Commonwealth records, including any held by Subcontractors, must be returned to the Customer at the conclusion of the Contract.

21.B Privacy Act 1988 (Cth) Requirements

- B.1 In providing the Goods and/or Services, the Supplier agrees to comply, and to ensure that its officers, employees, agents and Subcontractors comply with the *Privacy Act 1988* (Cth) and not to do anything, which if done by the Customer would breach an Australian Privacy Principle as defined in that Act.

21.C Notifiable Data Breaches

- C.1 If the Supplier suspects that there may have been an Eligible Data Breach in relation to any Personal Information held by the Supplier as a result of the Contract, the Supplier must:

- a) immediately report it to the Customer and provide a written report within three (3) Business Days, and
- b) carry out an assessment in accordance with the requirements of the *Privacy Act 1988* (Cth).

C.2 Where the Supplier is aware that there has been an Eligible Data Breach in relation to the Contract, the Supplier must:

- a) take all reasonable action to mitigate the risk of the Eligible Data Breach causing serious harm to any individual to whom the Personal Information relates
- b) take all other action necessary to comply with the requirements of the *Privacy Act 1988* (Cth), and
- c) take any other action as reasonably directed by the Customer.

21.D Personal Information

- D.1 The Supplier agrees to provide the Customer, or its nominee, relevant information (including personal information) relating to the Supplier, its officers, employees, agents or Subcontractors, for the purposes of preventing, detecting, investigating or dealing with a fraud or security incident relating to a Contract.
- D.2 When providing personal information of a natural person under this clause, the Supplier warrants it will have obtained the consent of or provided reasonable notification to the person in accordance with the *Privacy Act 1988* (Cth).
- D.3 Nothing in these clauses limits or derogates from the Supplier's obligations under the *Privacy Act 1988* (Cth).

21.E Confidential Information

- E.1 The Supplier agrees not to disclose to any person, other than the Customer, any Confidential Information of the Customer other than in accordance with E.2, without prior written approval from the Customer.
- E.2 The Supplier may disclose Confidential Information of the Customer with its officers, employees, agents and Subcontractors who have a need to know the information for the purposes of performing the Contract, provided that the Supplier must ensure that its officers, employees, agents and Subcontractors are aware of, and comply with, the obligations in this clause 21.E. The Supplier agrees, on request by the Customer, to arrange for its officers, employees, agents or Subcontractors to give a written undertaking relating to nondisclosure of the Customer's Confidential Information in a form acceptable to the Customer.

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- E.3 The Customer will keep any information in connection with the Contract confidential to the extent it has agreed in writing with the Supplier to keep such specified information confidential.
- E.4 The Customer will not be in breach of any confidentiality agreement if the Customer discloses Confidential Information of the Supplier to its advisers, officers, employees or contractors in connection with this Contract or related activities, within the Customer's organisation or with another agency where this serves the Commonwealth's legitimate interests, or if it is required to disclose the information by a Minister or a House or Committee of Parliament, or for accountability or reporting purposes.
- E.5 The obligations in this clause 21.E will not be breached where the relevant information:
- is publicly available (other than through breach of a confidentiality or non-disclosure obligation), or
 - is required to be disclosed by law, an order of a court or a stock exchange, but in the case of disclosure by the Supplier, any such request must be reported by Notice to the Customer without delay and the text of the disclosure provided in writing to the Customer as soon as practicable.

21.F Security and Safety

- F.1 When accessing any Commonwealth place, area or facility, the Supplier must comply with any security and safety requirements notified to the Supplier by the Customer or of which the Supplier is, or should reasonably be aware. The Supplier must ensure that its officers, employees, agents and Subcontractors are aware of, and comply with, such security and safety requirements.
- F.2 If directed by the Customer, the Supplier and its officers, employees, agents and Subcontractors are required to undertake a security briefing prior to being able to work inside a Commonwealth office, area or facility.
- F.3 The Supplier must ensure that all information, material and property provided by the Customer for the purposes of the Contract is protected at all times from unauthorised access, use by a third party, misuse, damage and destruction and is returned as directed by the Customer.
- F.4 The Supplier acknowledges that unauthorised disclosure of security-classified information is an offence. Legislation (including the *Criminal Code Act 1995* (Cth)) contains provisions relating to the protection of certain information and sets out the penalties for the unauthorised disclosure of that information.

21.G Criminal Code

- G.1 The Supplier acknowledges that the giving of false or misleading information to the Commonwealth is a serious offence under section 137.1 of the schedule to the *Criminal Code Act 1995* (Cth).
- G.2 The Supplier must ensure that its officers, employees, agents and Subcontractors engaged in connection with the Contract are aware of the information contained in this clause.

21.H Fraud

- H.1 The Supplier must take all reasonable steps to prevent and detect Fraud in relation to the performance of this Contract. The Supplier acknowledges the occurrence of Fraud will constitute a breach of this Contract.
- H.2 If an investigation finds that the Supplier or its officers, employees, agents or Subcontractors have committed Fraud, or the Supplier has failed to take reasonable steps to prevent Fraud, the Supplier must reimburse or compensate the Customer in full.

21.I Taxation

- I.1 The Supplier agrees to comply, and to require its subcontractors to comply, with all applicable laws relating to taxation.

21.J Public Interest Disclosure

- J.1 The Supplier must familiarise itself with the *Public Interest Disclosure Act 2013* (Cth) and acknowledges that public officials, including service providers and their Subcontractors under a Commonwealth contract, who suspect wrongdoing within the Commonwealth public sector may raise their concerns under the *Public Interest Disclosure Act 2013* (Cth).
- J.2 Information for disclosers is available at <https://www.ombudsman.gov.au/Ourresponsibilities/making-a-disclosure>.

21.K National Anti-Corruption Commission Act 2022 (Cth) Requirements

- K.1 The Supplier acknowledges that in providing the Goods and/or Services to the Customer under the Contract, it is a contracted service provider for the purposes of the *National Anti-Corruption Commission Act 2022* (Cth) (NACC Act).
- K.2 The Supplier must comply with any reasonable request, policy or direction issued by the Customer and otherwise cooperate with the Customer in relation to any action taken by the Customer required or authorised by the NACC Act.

C.C.22 Notification of Significant Events

Commonwealth Contract Terms

- 22.1 The Supplier must immediately issue the Customer a Notice on becoming aware of a Significant Event.
- 22.2 The Notice issued under clause 22.1 must provide a summary of the Significant Event, including the date that it occurred and whether any Specified Personnel or other personnel engaged in connection with the Goods and/or Services were involved.
- 22.3 The Customer may notify the Supplier in writing that an event is to be considered a Significant Event for the purposes of this clause, and where
- 22.4 this occurs the Supplier must issue a Notice under clause 22.1 in relation to the event within three (3) Business Days of being notified by the Customer.
- 22.5 Where reasonably requested by the Customer, the Supplier must provide the Customer with any additional information regarding the Significant Event within three (3) Business Days of the request.
- 22.6 If requested by the Customer, the Supplier must prepare a draft remediation plan and submit that draft plan to the Customer's Contract Manager for approval within ten (10) Business Days of the request.
- 22.7 A draft remediation plan prepared by the Supplier under clause 22.5 must include the following information:
- how the Supplier will address the Significant Event in the context of the Goods and/or Services, including confirmation that the implementation of the remediation plan will not in any way impact on the delivery of the Goods and/or Services or compliance by the Supplier with its other obligations under the Contract, and
 - how the Supplier will ensure events similar to the Significant Event do not occur again, and
 - any other matter reasonably requested by the Customer.
- 22.8 The Customer will review the draft remediation plan and either approve the draft remediation plan or provide the Supplier with the details of any changes that are required. The Supplier must make any changes to the draft remediation plan reasonably requested by the Customer and resubmit the draft remediation plan to the Customer for approval within three (3) Business Days of the request unless a different timeframe is agreed in writing by the Customer. This clause 22.7 will apply to any resubmitted draft remediation plan.
- 22.9 Without limiting its other obligations under the Contract, the Supplier must comply with the remediation plan as approved by the Customer. The Supplier agrees to provide reports and other information about the Supplier's progress in implementing the remediation plan as reasonably requested by the Customer.
- 22.10 A failure by the Supplier to comply with its obligations under this clause C.C.22 will be a material breach of the Contract. The Customer's rights under this clause C.C.22 are in addition to and do not otherwise limit any other rights the Customer may have under the Contract. The performance by the Supplier of its obligations under this clause C.C.22 will be at no additional cost to the Customer.
- C.C.23 Compliance with the Commonwealth Supplier Code of Conduct**
- 23.1 The Supplier must comply with, and ensure that its officers, employees, agents and Subcontractors comply with, the Code in connection with the performance of this Contract.
- 23.2 The Supplier must:
- periodically monitor and assess its, and its officers', employees', and agents' compliance with the Code; and
 - on request from the Customer, promptly provide information regarding:
 - the policies, frameworks or systems it has established to monitor and assess compliance with the Code; and
 - the Supplier's compliance with clause 23.1.
- 23.3 The Supplier must immediately issue the Customer a Notice on becoming aware of any breach of clause 23.1. The Notice must include a summary of the breach, the date that the breach occurred, and details of the personnel involved.
- 23.4 Where the Customer identifies a possible breach of clause 23.1, it may issue the Supplier a Notice, and the Supplier must, within three (3) Business Days of receiving the Notice, either:
- where the Supplier considers a breach has not occurred: advise the Customer that there has not been a breach and provide information supporting that determination; or
 - where the Supplier considers that a breach has occurred: issue a Notice under clause 23.3 and otherwise comply with its obligations under this clause C.C.23.
- 23.5 Notwithstanding clause 23.4, a Customer may notify the Supplier in writing that it considers that the Supplier has breached clause 23.1, in which case the Supplier must issue a Notice under clause 23.3 and otherwise comply with its obligations under this clause C.C.23.
- 23.6 A failure by the Supplier to comply with its obligations under any part of this clause will be a material breach of the Contract.
- 23.7 Nothing in this clause or the Code limits, reduces or derogates from the Supplier's other obligations under the Contract. The Customer's rights under this clause are in addition to and do not otherwise limit any other rights the Customer may have under the Contract. The performance by the Supplier of

Commonwealth Contract Terms

its obligations under this clause will be at no additional cost to the Customer.

- 23.8 The Supplier agrees that the Customer or any other Commonwealth agency may take into account the Supplier's compliance with the Code in any future approach to market or procurement process.



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Australian Government

ATTACHMENT A

RFQ 70020148

Developmental and concept testing research brief

Stop it at the Start Phase 6

Proposal due: 10 am Monday 25 August 2025

Submit electronic copy to:

- s 22 [REDACTED] [@dss.gov.au](mailto:[REDACTED]@dss.gov.au);
- s 22 [REDACTED] [@dss.gov.au](mailto:[REDACTED]@dss.gov.au);

Prepared by Communication Branch, Department of Social Services, August 2025

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Purpose of brief

The Australian Government Department of Social Services (the Customer) invites Verian Group (the Supplier) to submit a proposal to undertake developmental research and concept testing for **Phase 6 of the Stop it at the Start campaign** (the campaign).

The campaign is assigned to the 'Security' village from the Department of Finance's Government Communications Campaign Panel (GCCP), and the Supplier is required to work with the other village consultants throughout the development of the campaign.

This brief covers developmental and concept testing research requirements for the 2025-26 to 2026-27 financial years.

The Supplier will be required to undertake developmental research to:

1. Inform the development of Phase 6 of the Stop it at the Start campaign

- Measure the attitudes, behaviours, motivators, barriers and levels of awareness of identified target audiences.
- Establish what further context shifts have occurred since the Phase 5 developmental research was undertaken April-August 2023, and Phase 5 was delivered from June 2024 to 30 April 2025.
- Provide a rigorous foundation for strategic direction moving into Phase 6 of the campaign, including identify if there is a need to progress or iterate the campaign's strategic focus.
- Interrogate whether the existing, long-running strategy for the campaign is effective and/or propose a new focus that considers the environmental context of attitude regressions identified in the [National Community Attitudes towards Violence against Women Survey \(NCAS\)](#).
- Provide a strong recommendation and justification for the campaign's target audience. Identify the optimal age cohort of young people where the biggest influence can be made by adult influencers on their attitudes to respectful behaviours. For example, 5-13 years, 8-12 years – or a range in between. This research should segment the age cohorts to confirm who is the most influential across the age cohort (i.e. do parents provide the most influence (and up to what age), which setting influencers provide influence (and up to or from what age) and who are they). The research should confirm the age at which face to face setting influencers have a reduced impact on young people, and where, how and who young people are then being influenced.
- The research should also consider alternate priorities for targeting. This could include a stronger focus on *setting influencers* for young people to move them to primary audience (i.e. moving beyond a focus on parent-child relationships toward trusted adults in young people's lives), or targeting close and setting influencers for young people of a *different age cohort* (i.e. 5-13 years, 8-12 years etc).
- Identify the information needs for the proposed target audience and provide recommendations on resources needed for this phase. This includes where they seek information to support them with parenting issues – for example website/s, AI tools such as ChatGPT and CoPilot, search engines such as Google.

- Inform and interrogate strategic territories to make a recommendation on the approach for Phase 6.
- Inform messages that will be relevant, persuasive and clearly communicate a complex social issue; account for any potential backlash and resistance to gender equality messages among identified target audiences; provide direction on tone and messaging going forward; and gain insights into what may be an appropriate call to action for this next phase. This should include messaging that strengthens the link between disrespect and violence.

2. Inform the potential opportunity for a further campaign addressing complex issues for men, adolescents and young boys.

- Better understand the complexities of the issues for men, adolescents and young boys and validate the scale of the issue with regards to their attitudes and understanding.
- Recommend any identify opportunities for further potential primary prevention or early intervention activities for the key cohort of men, adolescents and young boys – including whether a more targeted campaign is required in addition to and separate from Stop it at the Start.
- Identify the age at which parents and setting influencers begin to lose their influence over young boys. Identify where, or from whom (or what) young boys are being influenced once parental and setting influence has diminished.

The Supplier will also be required to:

- 3. Concept test creative materials** to help determine which best meets the communication objectives and conveys messages clearly and effectively over **three waves**. Further testing of the refined successful concept (**wave four**) is also required.
- 4. Concept test supporting public relations resources** to ensure they meet the information needs of the target audience, as identified in the developmental research phase. Materials will be developed following the developmental research findings and it is expected that they will be tested over three waves.

The proposal does not need to include a detailed approach to the two concept testing elements at this stage. The Customer will approach the Supplier for an updated proposal once the developmental research has been conducted and the timelines and requirements have been confirmed.

In preparing the proposal, the Supplier should ensure that the proposed approach considers specific policy issues and environmental context as outlined in this brief.

This brief must be read in conjunction with the *Stop it at the Start* Phase 5 campaign final evaluation research report (May 2025) at **Attachment A1**.

Definitions

For the purpose of this brief, the research will need to consider gender-based violence, intimate partner/domestic violence and family violence (including coercive control).

- **Gender-based violence** refers to violence that is used against someone because of their gender. It describes violence rooted in gender-based power inequalities, rigid gender norms and gender-based discrimination. While people of all genders can experience gender-based violence, the term is most often used to describe violence against women and girls, because most gender-based violence is perpetrated by heterosexual, cisgender men against women, because they are women.
- **Intimate partner violence** also commonly referred to as '**domestic violence**', refers to any behaviour within an intimate relationship (including current or past marriages, domestic partnerships or dates) that causes physical, sexual or psychological harm. This is the most common form of violence against women. Intimate partner violence can also occur outside of a domestic setting, such as in public and between 2 people who do not live together.
- **Family violence** is a broader term than domestic violence, as it refers not only to violence between intimate partners but also to violence perpetrated by parents (and guardians) against children, between other family members and in family-like settings. This includes for example elder abuse, violence perpetrated by children or young people against parents, guardians or siblings, and violence perpetrated by other family members such as parents-in-law. Family violence is also the term Aboriginal and Torres Strait Islander peoples prefer because of the ways violence occurs across extended family networks. Family violence can also constitute forms of modern slavery, such as forced marriage and servitude.
- **Coercive control** is often a significant part of a victim-survivor's experience of family and domestic violence. It describes someone's use of a pattern of abusive behaviours against another person over time, with the effect of establishing and maintaining power and dominance over them. Abusive behaviours that perpetrators can use as part of their pattern of abuse include physical abuse (including sexual abuse), monitoring a victim-survivor's actions, restricting a victim-survivor's freedom or independence, social abuse, using threats and intimidation, emotional or psychological abuse (including spiritual and religious abuse), financial abuse, sexual coercion, reproductive coercion, lateral violence, systems abuse, technology-facilitated abuse and animal abuse.
- **Sexual violence** refers to sexual activity that happens where consent is not freely given or obtained, is withdrawn or the person is unable to consent due to their age or other factors. It occurs any time a person is forced, coerced or manipulated into any sexual activity. Such activity can be sexualised touching, sexual abuse, sexual assault, rape, sexual harassment and intimidation and forced or coerced watching or engaging in pornography. Sexual violence can be non-physical and include unwanted sexualised comments, intrusive sexualised questions or harassment of a sexual nature. Forms of modern slavery, such as forced marriage, servitude or trafficking in persons may involve sexual violence.

Background

The issue

Violence against women continues to occur at epidemic proportions in Australia. In 2022-23, **1 woman was killed every 11 days by their current or former intimate partner in Australia**¹.

The Personal Safety Survey (2021-22) indicates that since the age of 15²:

- 1 in 4 women have experienced violence by an intimate partner; compared to 1 in 14 men.
- 1 in 11 women have experienced violence by a boyfriend, girlfriend, or date, compared to 1 in 44 men.
- 1 in 4 women experienced partner emotional abuse, compared to 1 in 7 men.
- 1 in 12 women have experienced violence by a family member since the age of 15, compared to 1 in 17 men.

Overwhelmingly in Australia, violence against women is committed by men, with around 4 in 5 domestic and family violence offenders being male³.

Current evidence continues to show that compared to women, men have less advanced understanding of violence against women and are more likely to hold violence supportive attitudes. Emerging evidence shows this is particularly significant in younger male cohorts, including adolescents.

The 2021 National Community Attitudes Survey⁴ found that:

- Australians' attitudes rejecting violence against women have not improved between 2017 and 2021, and that males lag behind women in relation to understanding and attitudes to violence against women.
- Most Australians fail to recognise that violence is a community-wide problem, with 47% of people recognising that violence against women is a problem in their suburb/town.
- Most Australians (81-92%) recognise physical forms of domestic violence but less (66-75%) recognise non-physical forms of domestic violence including controlling behaviours.

Data in 2024 from a national Our Watch survey reveals that four in five men want to change the alarming rates of violence against women, although 43% say they personally can't do anything to change this⁵.

The National Plan

All governments are working to reduce violence against women and children. In March 2015, the Australian Government committed to the development of a national behaviour change campaign, *Stop it at the Start*, to reduce violence against women and children. Funding was provided in successive Budgets to deliver phases 1-4, as part of the previous [National Plan to Reduce Violence against Women and their Children 2010-2022](#).

In October 2022, the [National Plan to End Violence against Women and Children 2022-32](#) (the National Plan) was released. The Government has invested over \$4 billion in implementing the National Plan and is working closely with state and territory governments, the private and

¹ Homicide in Australia 2022-23, Australian Institute of Criminology, <https://www.aic.gov.au/publications/sr/sr46>

² Australian Bureau of Statistics Personal Safety Survey 2021-22 (published March 2023)

³ Australian Bureau of Statistics, Recorded Crime – Offenders, 2022-2, [Recorded Crime - Offenders, 2022-23 financial year | Australian Bureau of Statistics](#)

⁴ [The 2021 National Community Attitudes towards Violence against Women Survey \(NCAS\), Findings for Australia](#)

⁵ Our Watch, 2024, [Our Watch | Four in five men want to stop violence against women, but...](#)

community sectors, academia and the broader community to drive collective action to end domestic, family and sexual violence. This investment includes funding for Phases 5 and 6 of the Stop it at the Start campaign as part of a multi layered approach to end gender-based violence through primary prevention, early intervention, response, and recovery and healing efforts.

Stop it at the Start Phases 1-5

Stop it at the Start is a key primary prevention initiative under the National Plan. It complements other targeted initiatives across prevention and early intervention that aim to influence and change behaviours and attitudes that support gender-based violence among adults and young people.

The overarching objective of the campaign is to break the cycle of violence by encouraging adults to reflect on their attitudes and have conversations about respectful relationships and gender equality with young people aged 10 to 17 years.

The campaign targets adults who influence young people aged 10-17, such as parents, grandparents, other family members, teachers, coaches and other important role models.

Phases 1-5 of the campaign focussed on moving influencers through the following strategic pillars:

Phase	Strategic Pillar	Timing
1	Recognise: Before community change can be achieved, people needed to recognise the true problem and their personal role in change. The unconscious and engrained nature of attitudes and beliefs meant achieving this was a significant undertaking.	April to June 2016. Two maintenance bursts in March 2017 and November 2017.
2	Reconcile: many Australians fail to reconcile their role in perpetuating the situation and easily deflect ownership. In order to change attitudes, people need to cognitively and actively process information in a highly personal way.	October to December 2018. Maintenance burst November to December 2019.
3	Respond: low confidence in getting involved/being influential further prohibits change.	March to July 2021. Maintenance burst November 2021 – February 2022.
4	Reinforce: The enormity of the communication challenge means that multiple voices are required to deliver breadth and sustainability. This means engaging and mobilising influencers, as well as the community, will be important.	March to September 2022. Maintenance burst February–July 2023.
5	Re-establish: the problem with adult influencers, fill the gaps in their understanding of the new negative online and offline influences and elicit the feeling they are missing large parts of the conversation with the young people in their lives.	June 2024 to April 2025.

Phase 5 of the campaign, *The Hidden Trends of Disrespect*, was considered a new approach for the campaign. This was necessary to spotlight for adults and other influencers how and where young people are being influenced. The campaign aimed to educate adults about the new and hidden forms of disrespect young people are being exposed to online and offline, and the negative impact

this has on attitudes and behaviours. The campaign included a mix of advertising and public relations activities, including development of resources and media, social media and community engagement.

Campaign resources

Central to the campaign across all phases is the website www.respect.gov.au.

The website is promoted on all advertising and public relations materials and is a central hub for where the target audience is able to find out more about the issues.

For Phase 5, an interactive educational tool, [The Algorithm of Disrespect™](#), was developed. The tool simulated a young person's experience online was developed to help educate parents on the types of content young people are exposed to and how it can influence their attitudes.

A range of online resources have been developed to help influencers recognise their role and have conversations with young people. They included the:

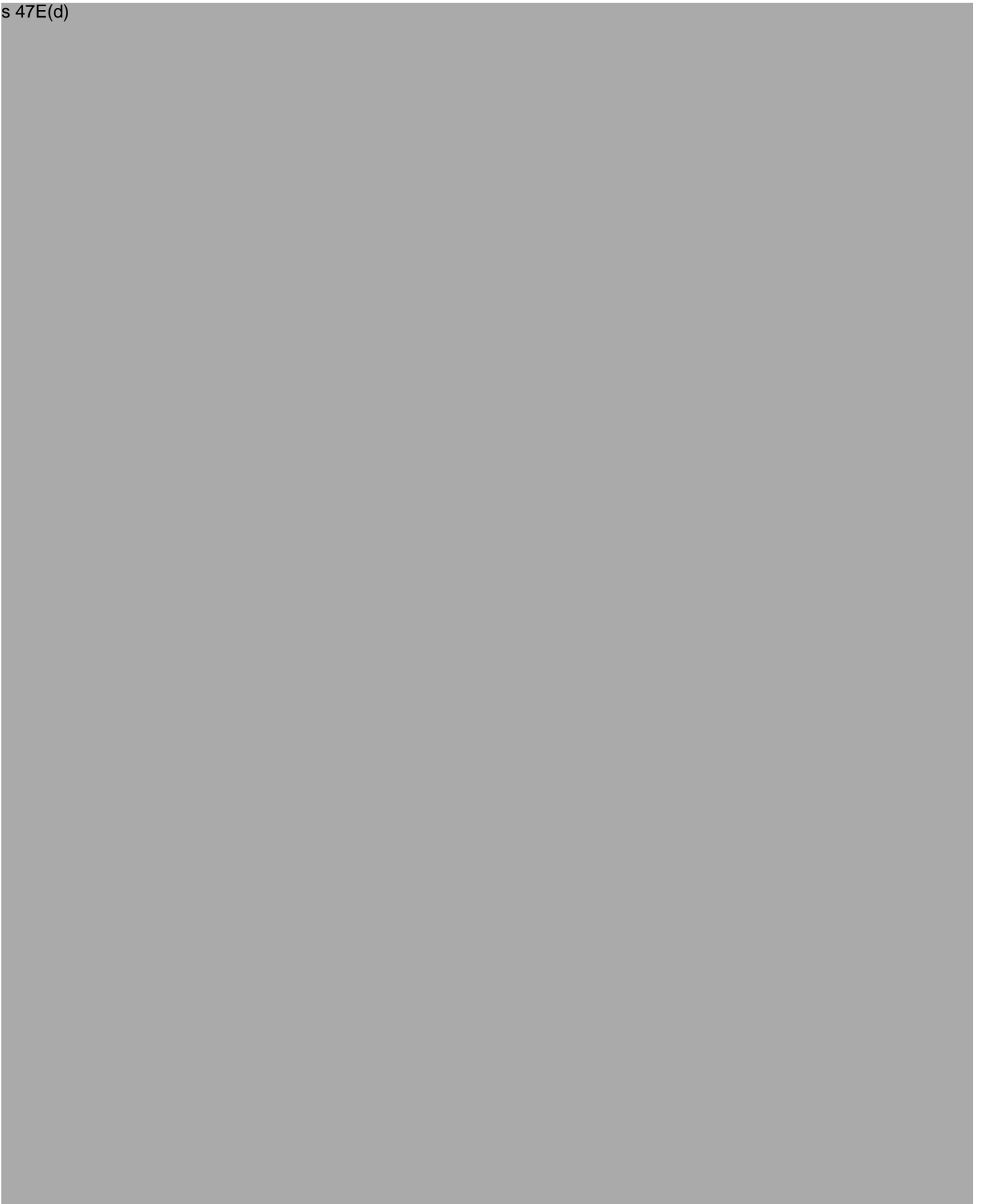
- [Conversation Guide](#), to help parents and family members talk with young people about the importance of respectful relationships from an early age.
- [The Hidden Trends of Disrespect](#), to support adults to understand the hidden trends of disrespect that young people are exposed to both online and offline.
- [The Issue Explained](#), to help parents and family members understand the issue of gender based violence and hidden trends of disrespect.
- [Excuse Interpreter](#), to discover the hidden meanings of common expressions that can excuse disrespectful behaviour towards girls.
- [Generation Respect](#) guide, to help build confidence among adults to have conversations with each other about respectful behaviours among young people and to call out moments of disrespect when they see them
- [Video resources, animations and infographics to provide additional perspective on the issue](#), and to inspire others to help put an end to disrespect towards women.

Adapted materials for First Nations and culturally and linguistically diverse (CALD) audiences are also available on the website.

Previous research

Developmental research conducted for phases 1–5 and the Phase 5 final evaluation report (**Attachment A1**) should be considered when preparing the research approach.

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Research task 1: Considerations for understanding current context for Stop it at the Start

Overview

- Research has found that factors associated with gender inequality are the most consistent predictors of men's violence against women and explain the gendered patterns of this violence, but they should not be considered in isolation from the range of other influences that contribute to this violence.
- In addition to gender inequality, there are other factors that contribute to or reinforce violence against women, such as drug and alcohol use, pornography, pregnancy, gambling and separation. While none of these factors predict or drive men's violence against women on their own, they intersect with the gendered drivers to influence the prevalence and dynamics of violence.
- Some male audiences, and young people, particularly young men, continue to hold violence-supportive attitudes. Emerging evidence shows this is particularly significant in younger male cohorts, including adolescents. There are a range of new and evolving 'countervailing forces' such as misogyny and manosphere influences, and links with violence extremism, that risk undermining efforts to improve community attitudes in relation to gender-based violence.

Influencing young people through primary prevention

- The 2021 National Community Attitudes Survey (NCAS) Findings for Young Australians highlights the need to begin violence prevention early and continue these efforts in age-appropriate ways as understanding and attitudes change throughout adolescence and young adulthood. It reinforces the need for continued focus on supporting young people to contribute to a culture that rejects violence against women and fosters gender equality.
- It found that there were improvements in the attitudes of young people in relation to minimising violence, and mistrusting and objectifying women. However, young respondents were still significantly less likely than those aged 25 years or older to “strongly disagree” with some attitudes that minimise violence, such as that domestic violence should be excused if the violent person later regrets their behaviour (54% compared to 73%). Rejection of problematic attitudes towards violence against women was often stronger for young people aged 18 to 24 years compared to those aged 16 to 17 years, indicating that attitudes are still developing among young people.
- Adolescence is a time of heightened vulnerability and change. It is also a critical window of opportunity to address early inequalities and transform gender norms before they become entrenched. It is critical that adults, positive role models and other influencers play a role in challenging stereotypes and cultural norms, for young people, in childhood and early adulthood to avoid affirming attitudes that continue to hold gender equality back.
- During adolescence, gender identities, roles and relationships are being formed. Supporting young men and women to establish positive ideas around gender equality and respectful relationships prior to and during this period can reduce the risk of future victimisation and perpetration.
- Since 2016, the campaign has aimed to stop violence against women by shaping the attitudes of young people through their adult influencers. The contextual changes that occurred between phases 4 and 5 lead to a change direction for the campaign to address the hidden trends of disrespect that young people were exposed to both online and offline. Phase 5 evaluation results indicated the performance of Phase 5 was not as strong compared with previous phases.
- The campaign should return to its roots and simplify the approach with regard to the single-minded message of preventing violence against women by shaping respectful attitudes in young people towards women and girls. Phase 6 needs to re-establish the link between disrespect and violence and consider the damage that harmful attitudes and violence-supportive beliefs have on the future generation.

Implementing a community-based influencer approach

- Multi-component primary prevention programs can be effective in driving positive behaviour change when implemented across the social-ecological model (addressing individual, relationship, community and organisational factors). This includes social marketing campaigns delivered with supporting public relations, content partnerships, community and influencer activities to change community attitudes and norms. Social marketing campaigns will only be effective if other primary prevention levers across the social-ecological model are also in place.

- Community, partnership and influencer involvement will be key to ensuring the campaign extends beyond the reach of the media buy and also beyond the life of the funding, while strengthening its ability to affect change across the social-ecological model. The campaign will need to include innovative ways to engage communities and partners and to empower them to be part of the solution to ending gender-based violence.
- Campaigns can be more effective if audiences trust and relate to the messenger. Therefore it will be critical that the campaign includes ambassadors, influencers and advocates that are deeply relatable and influential to the target audience.

Effective messaging with men and boys

- Each campaign phase has had to delicately balance campaign messaging with the potential for the 'demonisation' of boys and men and associated backlash. This is in relation to the key messages of the campaign focusing on gender equality and respect, and the extent to which this resonates with these cohorts.
- Some male audiences, and young people, particularly young men, continue to hold violence-supportive attitudes. Emerging evidence shows this is particularly significant in younger male cohorts, including adolescents⁶. There are a range of new and evolving 'countervailing forces' such as misogyny and manosphere influences, and links with violence extremism, that risk undermining efforts to improve community attitudes in relation to gender-based violence.
- Evidence and experts, including members of the panel who contributed to the Rapid Review of Prevention Approaches, confirm the importance of, and need to, continue and improve engagement with men and boys in prevention. These experts recommend a strengths-based, solutions focused approach that resonates and does not alienate.
- Recent research published by Our Watch revealed 4 in 5 men surveyed want to change the alarming rates of violence against women, although 43% say they personally can't do anything to change this. The findings show a greater focus is needed to help men and boys understand what action they can take to help to prevent and end violence in their families, relationships and across society.

Other relevant campaigns

In conducting this research, consideration needs to be given to other Australian Government primary prevention campaigns and complimentary initiatives under the National Plan, as well as campaigns being delivered by states and territories. Consideration should be given to how Stop it at the Start Phase 6 can complement and reinforce the goals of these initiatives.

This includes:

- Our Watch's The Line, Change the Story and new adult campaign (due to go live late 2025), funded by the department through a grant
- Consent Can't Wait Australian Government campaign
- Teach Us Consent social media resources, funded by the department through a grant
- HealthyMaTE grant rounds for community based trials, funded by the department through a grant

⁶ [Attitudes matter: The 2021 National Community Attitudes towards Violence against Women Survey \(NCAS\), Findings for young Australians](#)

- Consent & Respectful Relationships education, delivered by Department of Education
- eSafety resources on tech-facilitated abuse.

States, territories and other jurisdictions have also delivered recent campaigns in this space:

- Victoria's [What Kind of Man Do You Want To Be](#) campaign launched on 4 June 2025. The campaign is designed to support men and boys, people in their lives, and practitioners to open up conversations about many types of masculinities, and how they can challenge gender roles safely.
- New Zealand's [Love Better](#) primary prevention campaign aimed at fostering safe, positive, and equal relationships. It is a whole-of-population campaign that aims to disrupt and/or shift harmful discourses and behaviours around relationships that are universal and affect all young people. Phase two launched in September 2024.

A summary is at **Attachment A2**.

Research Task 2: Considerations for understanding needs for men and boys

There is opportunity to consider and pursue a new national campaign that focusses on men and boys and empowers them with the knowledge and understanding of their critical role in ending gender-based violence, what actions they can take, the role of bystanders, and other issues such as the manosphere and misogyny, or early intervention for people at risk of using violence.

This evidence also shows that most men want to reduce violence against women, although many feel that they personally can't do anything to change this. This may emphasise the need for improved engagement with men about how they can help to prevent and end violence in their families, relationships and across society. Some States and Territories have started moving in this direction with their campaigns targeting men, including Victoria's new *What Kind of Man Do You Want To Be* campaign launched on 4 June 2025.

Emerging evidence

- The 2021 National Community Attitudes Survey (NCAS) Findings for Young Australians found that young men's understanding of violence against women, rejection of gender inequality and intention to intervene prosocially were not as developed as those of young women. For example, young men (48%) were significantly more likely than young women (25%) to agree that women exaggerate how unequally women are treated in Australia. Young men lagged behind young non-binary respondents in their rejection of gender inequality and rejection of some aspects of violence against women.
- A 2022 Man Cave survey of Australian boys in years 7 to 12 found 35% of respondents agreed that self-described misogynist, Andrew Tate, is 'relatable,' and 25% reported 'looking up to him as a role model.' It also found that about 25 per cent of young males look up to online influencers promoting disrespect and condoning violence against women.
- The 2024 Man Box survey found that 37% of Australian men aged 18 to 30 perceive pressure to conform to rigid, socially dominant and traditional forms of masculinity. Further, that one-fifth to one-quarter of young Australian men aged 18-30 still endorse aspects of male dominance and control in relationships and families. The study also found that men who most strongly adhered to rigid, traditional ideas about masculinity were more likely to perpetrate gender-based violence.
- New data from the [Household, Income and Labour Dynamics in Australia \(HILDA\) Survey](#), analysed by the e61 Institute shows that Gen Z men are more likely to hold traditional gender beliefs than older men — and far more so than their female peers.

- Respect Victoria's recent [Willing, Capable and Confident report \(2024\)](#) found a significant number of men who participated in The Man Box Study 2024 study talked about their willingness to prevent or repair the negative impacts of harmful masculine norms in their lives. However, they were sometimes unsure of their capability to act on these desires or lacked the confidence to take action to prevent the negative impact of masculine norms.
- [eSafety's young men online research series](#) notes that young men are grappling with what it means to be a man in the digital age – sometimes conforming with harmful beliefs about manhood and masculinity, and at other times rejecting them.
- Research suggest that online misogyny constitutes a refusal of vulnerability and that the manosphere could be understood as a 'renewed backlash against vulnerable, reflexive and emotional kinds of masculinity' (see Johanssen 2021; Botto & Gottzen, 2024).
- Backlash and resistance is increasingly occurring in online spaces. Social media platforms, websites, blogs and forums promoting misogyny and dominant forms of masculinity, referred to as the 'manosphere,' have become a new setting for organised and coordinated backlash - see for example [eSafety's Being a young man online report \(2024\)](#).

Emerging evidence reflects views of key stakeholders

- The Hatchery held the 4th annual Engaging Men & Boys to End the Cycle of Violence conference in March 2025. Clear messaging from the sector was that there needs to be a more tailored approach to engaging men and boys by meeting them where they're at, specifically in online spaces. This included:
 - Dr Zac Seidler, a clinical psychologist and Global Director of Men's Health Research for Movember, indicated the need for more positive role models that support aspirational messaging that doesn't make boys "feel weak".
 - At the conference, The Man Cave reported the influence of positive male role models. 90% of boys with the presence of positive male role models reported they would like their female peers to feel safe, with only 69% of boys without positive male role models reporting the same thing – "boys can't be what they can't see".
- The Domestic, Family and Sexual Violence Commissioner's first yearly report to Parliament in August 2024 identified a need for greater coordination of and investment in work with men on GBV and harmful gender norms, including that men must be engaged in every aspect of ending violence.
- Salter and Hill's Rethinking Primary Prevention paper argues that current primary prevention awareness raising are overly cognitive and ignore the complexities in the lives of men and boys and demonstrate underwhelming results.
- Experts in family and domestic violence prevention, including Members of the Rapid Review of Prevention Approaches (Rapid Review) panel, confirm the need to continue to engage with men and boys in prevention, in a strengths-based, solutions-focused way that resonates and does not alienate. The Rapid Review highlights the potential that lies in working more effectively with men and boys on preventing GBV, noting that if we cannot meaningfully connect with men and boys, we risk undoing decades of progress. Essential to such work is successful framing and communication of how men's engagement in preventing and ending DFSV will improve not only the lives of women and children, but also their own.
- Michael Flood, a leading expert in the field of men and masculinities and Stakeholder Expert Panel member for Phase 5 of the campaign, recently wrote in The Conversation (2024) that we must promote healthy alternatives to rigid masculine ideals, based on qualities such as gender

equality, non-violence, respect and empathy and suggested this can be done through communications campaigns.

- Michael Flood also argues that we need intensified and scaled up initiatives aimed at men and boys, and more community-level strategies to engage with a greater diversity of men, including through communications and social marketing to shift norms of masculine entitlement, and strategies that engage and mobilise men.
- Our Watch's Building Strong Foundations to support primary prevention of violence against women acknowledges a key area of Government action should be an increased focus on the role men and boys can play in prevention.

Other factors

Other environmental factors that should be considered in light of the emerging evidence include:

- Misogyny, the 'Manosphere,' exposure to pornography and other anti-feminist social influences (both online and offline), masculinity, outdated gender roles, and social norms
- Coercive control and other forms of abuse, including emotional abuse, tech-facilitated abuse, and recent introduction of coercive consult laws in most jurisdictions.
- The power of prosocial bystanders, and positive peer influence and role models. Empowering men to reject violence and violence supportive attitudes and behaviours, and challenge behaviours underpinned by dominant norms of masculinity, and lead by example.
- The promotion of gender equality messaging and the potential for demonisation, shame, division and confusion for men and boys, and associated backlash and resistance.
- Alternate approaches and message framing to prevent violence. Such as sending a clear message that violence is unacceptable in society rather than promoting gender-equality. Communicating about gender equality in a way that matters in the lives of all Australians such as 'gender equality benefits everyone and all of society' can reduce the potential for backlash.
- Ramifications of global gender politics and discourse in relation to masculinity, misogyny and gender equality, homophobia, transphobia and other forms of discrimination and inequality. Misogyny and links with violence extremism.
- The intersection between masculinity and physical and mental health, including the role of health and wealth in male status.
- Interventions at key life stages/events for men including fatherhood.

Target audience

Phases 1-5 of the campaign have targeted the following audiences:

- **Close influencers of young people aged 10-17 years:** parents as influencers to engage and inspire; other family influencers (siblings, grandparents) to 'reinforce' change and ensure consistency; and peers to 'reinforce' positive attitudes.
- **Setting influencers of young people aged 10-17 years:** sporting coaches, teachers, workplaces/managers and other important role models.

Phase 6 developmental research will need to provide a strong recommendation and justification for the campaign's target audience.

We hypothesise that the target audience for Phase 6 should shift to **target adult influencers (close and setting) of a younger cohort, potentially young people aged 5 to 13 years**, to embed appropriate attitudes and behaviours before they are influenced by other forces. We also need to understand whether there is a need to place higher priority on **setting influencers for young people** (i.e. moving beyond the primary audience of parent-child relationships toward trusted adults in young people's lives, more broadly). The research will also need to provide confirmation of which younger cohort should be focussed on and within these cohorts, which people provide the most influence in their lives. The research will also need to identify at what age/s this shift occurs and when these influences lose this influence over the young people.

Phase 6 developmental research will need to validate this approach and understand what additional information needs these influencers have, noting the campaign has not targeted influencers of this younger cohort previously.

Phase 6 developmental research will need to identify the information needs for the recommended target cohort and provide recommendations for resource formats, topics to be addressed and the level of information required.

The research should confirm audiences where there is greatest potential for impact and meaningful change and draw on audience segmentation methods that can target messaging towards these audiences.

Setting influencers

The developmental research should further define the role of the secondary audience of setting influences and the level of influence on young people. It should provide recommendations as to the role they play and any specific messaging needs for this cohort, and whether they are best targeted through media placement or supporting public relations activities.

Special audiences

The proposed methodology must include dedicated research for First Nations Australians, people from CALD backgrounds, people in LGBTIQA+ communities, and people with a disability, and victim survivors within the primary and secondary audiences, at appropriate research stages and report on these groups separately. Research must indicate whether there are any differences in knowledge, understanding and attitudes with these audiences including by gender in each audience group. It will also need to recommend how to effectively communicate with these audiences, specific messages, channels, influencing people and communities.

The research will also need to identify any cultural sensitivities the proposed campaign or key messages should take into consideration. It should also specifically focus on the potential for backlash to arise to gender equality and gender-based violence messaging and propose strategies and approaches to messaging to minimise the chances of unintended backlash and to ensure 'cut through' with the target audiences (particularly in relation to potential backlash from male audiences), including a co-design approach.

English language proficiency and recency in migration to Australia (compared with well-established migrant families) should be considered in the approach to audience segmentation.

Stakeholder views

The proposed methodology should include an appropriate approach to understand the views of key stakeholders. This should be included across all research stages. Key stakeholder names and contact details for this component will be provided by the department.

Geographic audiences

The research sample should include appropriate representation of people in metropolitan, regional rural and remote areas of Australia.

Requirements

All research must be conducted **nationally** with the indicated target audiences including specific groups for CALD and First Nations Australians, LGBTIQA+ communities and people with disability. It should also include an appropriate methodology to understand the perspectives of key stakeholders. Selection of urban, regional, rural and remote testing locations should be weighted to accurately represent the national population. It should also include a balanced gender representation nationally and across locations where possible.

The onus is on the Supplier to recommend the most appropriate methodology and provide a rationale. It is expected the methodology will include a mix of qualitative and quantitative methods. It should compare and contrast the relative advantages and any disadvantages of different methodologies recommended.

The last time quantitative research was conducted as part of the developmental research was in Phase 4 (2021). We invite the Supplier to consider the cost and timing implications of adding a quantitative component into the research design, to build on and validate qualitative findings.

The Supplier should include quantitative and qualitative research costing breakdown in their response for research components:

1. Informing the strategic direction for Phase 6; and
2. Informing the potential opportunity for a further campaign addressing complex issues for men, adolescents and young boys

The Supplier should include within the proposal their recommendation for Human Research Ethics Committee (HREC) approval, associated timeline, documentation requirements, and costs.

There are four components to the research requirement, with a response required from the Supplier on how they will address 1 and 2 in the initial proposal response.

1. Inform strategic direction for Phase 6

The developmental research must initially explore the focus of the campaign and the problem definition to:

- build on what is already known from Phases 1–5 (formative research, concept development, and evaluation research), including exploring how to strengthen the link between disrespect and violence.
- identify the need to progress or iterate the campaign's focus and strategic direction (target audiences, specific heuristics targeted).
- hypothesise the next behavioural challenge for the *Stop it at the Start* campaign and where the behaviours of influencers are now sitting.
- identify the components and elements of greatest potential for maximum impact for the *Stop it at the Start* campaign to address the current and emerging issues.

- explore 'what next' and whether the campaign's need has progressed through its strategic underpinning and whether an additional or alternative strategic component is required, or if a whole new strategy is now required.
- identify whether there is a continued role for the existing "*Stop It At The Start*" creative and if there is a new strategic territory, whether tonality needs to shift.
- understand the target audience segmentation, recommend a defined target cohort, and understand whether there are specific needs within particular segments.
- understand the information needs for the recommended target cohort, including where, when and how they are seeking information on parenting related issues including respect and respectful relationships and provide recommendations for the development of supporting materials for this next phase.
- understand if there are particular differences in information needs amongst people with disability, First Nations, LGBTIQA+ communities, and culturally and linguistically diverse (CALD) and victim survivor audiences. For example a lower age cohort for younger parents in different population groups, or English proficiency for more recently migrated communities.

2. Inform the potential opportunity for a further campaign addressing complex issues for men, adolescents and young boys.

The secondary research piece should explore the potential for a subsequent campaign to:

- understand whether there are specific, more targeted message and information needs for men, adolescent males and young boys that the Stop it at the Start campaign cannot address based on the scope of the campaign to date (i.e. targeting all Australian adults).
- understand whether a separate, more targeted intervention or prevention activity is required as part of broader measures.
- understand the attitudes that men, adolescent males and young boys hold in relation to gender equality and gender-based violence and what particular barriers they face for resonating with the Stop it at the Start campaign.
- understand whether there are influences specific to men and boys around gender disrespect and what these are and in what environments they are being influenced. Understand what and who the most influential influencers on adolescent males and boys are (i.e. peers, fathers, setting influencers, sporting environments etc). Understand at what age do parents and setting influences begin to lose their influence over young boys, and who (or what) fills this void.
-

3. Concept testing research – advertising materials

Following the findings of the developmental research, the Supplier will be required to facilitate concept testing to inform development and refinement of advertising materials for Phase 6.

At least four stages of concept testing research will be required for each campaign:

- Stage one: test a number of creative concepts within the strategic territory agreed by the Minister to determine the most effective creative approach to communicate with the campaign target audiences and provide recommendations for further refinement.

- Stage two: test the preferred concept (which has been refined based on stage one feedback) to determine the most appropriate language, tone, information and look/layout to achieve cut through and obtain feedback for further refinement.
- Stage three: test final concepts prior to presentation for Government Communications Committee Stage 1 review
- Stage four: test finalised suite of creative materials following production and while in offline edit mode.

Concept testing will be conducted to gauge which creative executions are most effective and will:

- Assess the message take out from the creative concepts, to determine which concept conveys the key messages most clearly, persuasively and effectively.
- Assess cut through – to understand which creative concept is the most appealing, salient, relevant, provoking and able to achieve the desired outcomes.
- Provide advice on the individual strengths and weaknesses of each of the proposed creative materials.
- Recommend any further refinements or improvements that should be considered after selecting the most effective creative, in order to maximise the effectiveness of the creative approach.

4. Concept testing research – supporting public relations materials

Following the findings of the developmental research, the Supplier will be required to facilitate concept testing of supporting public relations materials (to be developed) to support the advertising for Phase 6.

At least three stages of concept testing research will be required:

- Stage one: test concept ideation and formats.
- Stage two: test early version of materials including the proposed versions to move forward with to ensure tone, level of information, format and approach to publishing the information is appropriate to support the campaign objectives.
- State three: test refined versions to ensure any feedback from earlier stages are incorporated and there are no unintended consequences, particularly for at-risk audiences.

Concept testing will be conducted to gauge which public relations materials most effectively support the advertising materials and bridge the information needs for adult influencers. Testing will:

- Assess the appropriateness of the format of the materials to bridge the information needs for the target audience.
- Assess the message take out, to ensure key messages and take out achieve the campaign objectives.
- Provide advice on the individual strengths and weaknesses of each of the proposed information materials.
- Recommend any further refinements or improvements that should be considered in order to maximise the effectiveness of the materials.

Reporting

For tasks 1-4 the Supplier will be required to provide:

- top-line findings report including presentation of the report, slide deck and a verbal debrief (either in person or by video conference)
- full written report as an accessible word and PDF document, in a suitable format for publishing on the department's website.

These reports must be presented as written drafts and then final reports with accompanying slide deck, including:

- An executive summary
- Information about methodology including:
 - Number of groups
 - All research instruments (e.g. questionnaire, discussion guides)
 - A summary of the research methodology and any limitations
 - Dates for when the fieldwork was conducted
 - Profiles of the research participants (i.e., CALD, First Nations communities, young men and women)
 - Location of groups
- Analysis and interpretation of research results, clearly linked to the research and campaign objectives
- Findings and conclusions/recommendations.

The Supplier may also be required to present developmental research findings to a range of expert committees. For costing purposes, please allow for an additional four one-hour presentations in person, noting that if these are via teleconference travel costs and subsequent additional hours will not be charged.

The proposal

The proposal must demonstrate value for money and contain the following:

- A demonstrated understanding of each of the developmental research requirements (elements 1-3), issues and broader context for the campaign. Please note the proposal does not need to include a detailed approach to concept testing (4) at this stage.
- Details of and rationale for sampling and methodology for the developmental research. This should also clearly identify any limitations of the proposed methodology.
- Proposed methods to ensure data quality.
- Details and a proposed timeline and cost of HREC approval
- A detailed timeline for conducting the developmental research that complements the timeline outlined in this brief.

- A detailed breakdown of all costs for the developmental research task. This should include all disbursements (participant incentives, travel, etc.) Please note that travel allowances must be in line with Australian Government non-SES rates.
- Given the sensitive nature of the subject matter, details on how the Supplier intends to provide support for participants if required. The Customer will assist with the appropriate channels.
- Names and responsibilities of all Specified Personnel who will be working on the research, including a specific project manager. The project manager must be the person responsible for drafting the proposal to ensure consistency. Specified Personnel and Supplier CVs and credentials are not required.
- Details of any Sub-contractors who will be engaged and their responsibilities.

Please ensure your proposal is no longer than 20 A4 single-sided, numbered pages using 12 font size. Within the 20 pages, your proposal should include:

- A table of contents
- An executive summary of no more than two pages
- The costs (GST inclusive) of the proposed approach. Any GST exclusive costs should be clearly itemised.

Attachments should be no more than 10 pages in an attachment to the main document.

This proposal needs to be emailed to the Customer contact by **10am Monday 25 August 2025**.

Please note, the Supplier will be required to provide a detailed proposal outlining the approach to concept testing following completion of the developmental research and decisions made regarding the timing and scope of each campaign.

Proposal evaluation

The criteria for evaluation are the:

- Extent to which the Potential Supplier's Response meets the Customer's Requirement set out in this Approach to Market.
- Extent to which the Potential Supplier demonstrates its capability and capacity to provide the Requirement, and
- Whole of life costs to be incurred by the Customer. Evaluation will take account of the quoted price and any costs that the Customer will incur as a result of accepting the Potential Supplier's Response.

Budget

The budget for the developmental and concept testing research is up to **\$845,000 GST exclusive (\$929,500.00 GST inclusive)**.

The Supplier should not be deterred from submitting a proposal for less than this amount. We seek your advice on split, given additional developmental research ask for this phase.

Please include in your proposal itemised costs for any disbursements and travel required, noting the Customer:

- Will reimburse travel at economy class and accommodation at standard government non-SES rates
- Will need copies of the accommodation and taxi receipts and the flight itinerary before reimbursing travel expenses.

Timeline

The estimated timeline for developmental research is as follows, however please note these timeframes are subject to change.

Your proposal should include recommendations for timing and/or staging of research traches.

Activity	Timing
Integrated Communications Briefing session with village	30 July 2025
Market research brief distributed to Kantar Public	6 August 2025
Developmental research proposal due	25 August 2025
Human Research Ethics Committee (HREC) approval	6-8 weeks September 2025
Recruitment commences	September 2025
Finalise developmental research guide/stimulus (including strategic territories)	September 2025
Developmental research - fieldwork	September - October 2025
Developmental research debriefing (DSS)	Late November 2025
Developmental research debriefing (village)	Late November 2025
Final developmental research report	January 2025

Attachments

Attachment A1– *Stop it at the Start* Phase 5 final evaluation report (May 2025)

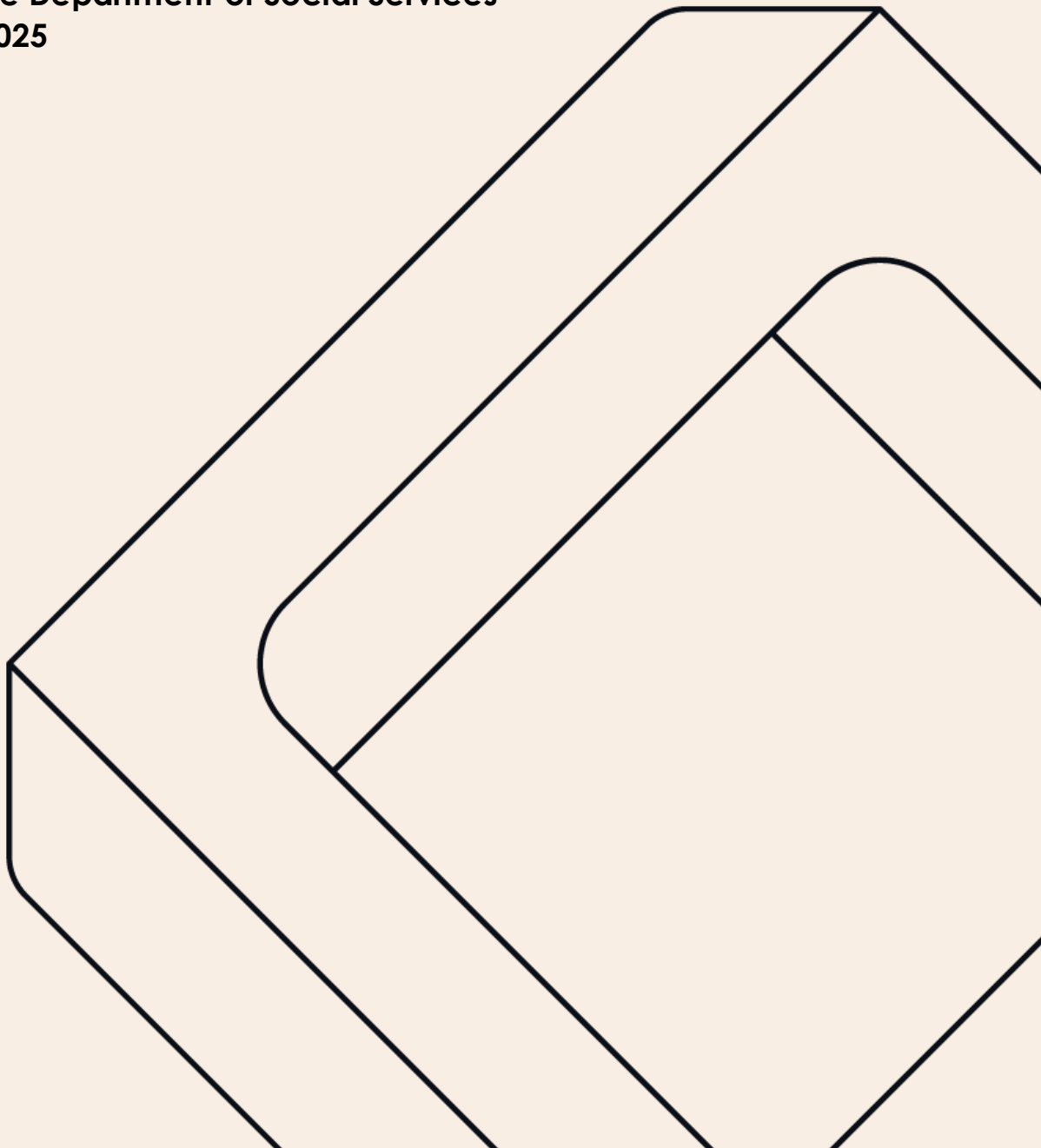
Attachment A2 – Summary of other relevant campaigns



Developmental and Concept Testing Research for the Stop it at the Start Campaign (Phase 6)

Prepared for the Department of Social Services
4 September 2025

RFQ70020148



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1. Executive summary

Verian is delighted to submit a proposal to assist the Department of Social Services (the Department) with developmental research to progress phase six of the Stop it at the Start campaign.

Our recommended approach considers:

- There is a considerable evidence base, but we also fully recognise the critical need to **build and extend existing knowledge across the target audiences**.
- We need to **develop deep insight into how or if the campaign strategy may need to evolve strategically, directionally and creatively** – what are new or changed norms around respect and gender-based violence since the strategy was developed, the degree to which the audience has evolved, and whether the priority audiences are still the most appropriate.
- The need to **Inform the potential opportunity for a further campaign addressing issues for men, adolescent and young boys**. Whilst some synergies can be achieved with the intended developmental, we have also recommended a deep dive amongst young males to ensure coverage of this objective, and as a way of creating broader stimulus to discuss with setting influencers, parents, etc.
- There is a need to combine both qualitative and quantitative approaches, in a staged structure that **allows the approach to evolve as learnings are acquired**, while ensuring that relevant components are subject to independent Human Research Ethics Committee (HREC) approval.
- Our approach includes **comprehensive reporting throughout, which will provide** a robust evidence base, including clear recommendations for the campaign and associated communications efforts.
- **We will work as close partners with the Department's communications team**, providing regular updates and progress reporting including discussions with the Department and other 'Village' members to ensure a successful campaign outcome, and input as needed to assist in required approvals processes and briefings throughout all parts of campaign development.
- As you are aware, our team is highly expert, with a reputation for shaping evidence-based communications: the Verian team for this project includes **highly skilled research, insight and communications specialists** who work exclusively with Government.

The total cost of the project is **\$845,000** (excluding GST). This price is all inclusive, covering all aspects of the research – developmental and concept testing, reporting and briefings with the client team, village partners and the GCC.

2. Context and Objectives

Under the previous and current National Plans¹, all governments are working to reduce violence against women. As part of the first National Plan, in 2015 the Australian Government committed funding to the development of Stop it at the Start, a national behaviour change campaign, with developmental evidence and insights to inform the strategy for Phases 1-4 of the campaign conducted at this time and built upon in subsequent phases. In 2022 as part of the second National Plan, further funding was committed for phases 5 and 6 of Stop it at the Start as part of a multi-layered approach to end gender-based violence including primary and early intervention. The overarching objective of the campaign is to break the cycle of violence by encouraging adults to reflect on their attitudes and have conversations about respectful relationships and gender equality with young people aged 10 to 17 years. The campaign targets adults who influence young people aged 10-17, such as parents, grandparents, other family members, teachers, coaches and other important role models.

In the backdrop of the campaign, the external environment continues to evolve (e.g. new technologies, misinformation, cost of living, geo-political tensions, regression in male attitudes and behaviours) with a resultant impact on social cohesion that shapes the community narrative and landscape. For example, we know from the National Community Attitudes Survey² that between 2017 and 2021, there was a significant improvement in Australians' understanding of violence against women, however underlying harmful attitudes, myths and stereotypes were still prevalent:

- Australians' attitudes rejecting violence against women have not improved between 2017 and 2021, and that males lag women in relation to understanding and attitudes to violence against women
- Most Australians fail to recognise that violence is a community-wide problem, with 47% of people recognising that violence against women is a problem in their suburb/town
- Most Australians (81-92%) recognise physical forms of domestic violence but less (66-75%) recognise non-physical forms of domestic violence including controlling behaviours.

A core objective of the original strategy (Phases 1 through 3 – 2015-2020) was to transition people from inaction to action by addressing unconscious heuristics ('recognise'), the perceived imbalance of costs versus benefits of getting involved ('reconcile'), and to build self-efficacy ('respond'). In Phase 4 (2021-2022), the evidence suggested a positive shift in the way influencers recognised, reconciled and responded. As a result, there were more influencers holding a desire to be a part of a solution (primary prevention) as opposed to simply focusing on the problem. The strategy, therefore, turned to 'reminding' adult influencers to have proactive, preventative conversations with young people (males and females).

In 2023 (Verian's research to inform Phase 5), a marked contextual shift drove a significant knowledge and understanding gap for adults and created a generational divide in how Australians feel and experience disrespect. New significant influences had greater impact on the attitudes and behaviours of young people towards gendered disrespect and adult influencers are largely absent from the conversation. The contextual shift was driven by the rise of popularised negative and misogynistic voices who were influencing

¹ National Plan to Reduce Violence against Women and their Children 2010-2022 and National Plan to End Violence against Women and Children 2022-32.

² The 2021 National Community Attitudes towards Violence against Women Survey (NCAS), Findings for Australia.

younger people, predominantly males on digital platforms where adults and the Australian Government were not engaged. This created a 'new problem' to solve.

Phase 5 of the campaign, *The Hidden Trends of Disrespect*, was considered a new approach for the campaign. This was necessary to spotlight for adults and other influencers how and where young people are being influenced. The campaign aimed to educate adults about the new and hidden forms of disrespect young people are being exposed to online and offline, and the negative impact this had on attitudes and behaviours:

Ph 1 Recognise	Ph 2 Reconcile	Ph 3 Respond	Ph 4 Reinforce	Ph 5 Re-establish
Before community change can be achieved, people needed to recognise the true problem and their personal role in change. The unconscious and engrained nature of attitudes and beliefs meant achieving this was a significant undertaking.	Many Australians fail to reconcile their role in perpetuating the situation and easily deflect ownership. In order to change attitudes, people need to cognitively and actively process information in a highly personal way.	Low confidence in getting involved/being influential further prohibits change.	The enormity of the communication challenge means that multiple voices are required to deliver breadth and sustainability. This means engaging and mobilising influencers, as well as the community, will be important.	Establish a 'new' problem with adult influencers, fill the gaps in their understanding of the new negative online and offline influences and elicit the feeling they are missing large parts of the conversation with the young people in their lives.

For Phase 6, there is an objective for the campaign to return to its roots and simplify the approach with regard to the single-minded message of preventing violence against women by shaping respectful attitudes in young people towards women and girls. Phase 6 needs to re-establish the link between disrespect and violence and consider the damage that harmful attitudes and violence-supportive beliefs have on the future generation.

Broadly, there are two core objectives for the Phase 6 developmental research:

1. Inform the strategy of Phase 6 of the Stop it at the Start campaign

- There is a need to confirm the existing strategy within the current landscape – noting the significant gap in time since primary/formative evidence for the campaign strategy was first developed, and that there have already been four phases that dealt with getting Australians to recognise, reconcile and respond to the issue.
- We need to understand what progress should be made within the existing strategy, or if there is a need to refine the approach in line with community sentiment, emerging discussions, changes in community narrative, etc. A critical layer for us to understand is how and where adults are prepared to intervene in the face of disrespect, including new and developing norms around what modern parenting looks like. This reflects that there are likely to have been generational shifts since the initial campaign strategy was set in 2015; for example, the rise of new norms and movements – such as a new cohort of parents aligning to the 'gentle parenting' movement.
- Provide a strong recommendation and justification for the campaign's current target audience. A core hypothesis is that the target audience for Phase 6 should shift to target adult influencers (close and

setting) of a younger cohort, potentially to young people aged 5 to 13 years, to embed appropriate attitudes and behaviours before they are influenced by other forces. We also need to understand whether there is a need to place higher priority on *setting influencers* for young people (i.e. moving beyond the primary audience of parent-child relationships toward trusted adults in young people's lives, more broadly).

2. Inform the potential opportunity for a further campaign addressing issues for men, adolescent and young boys

- Understand whether there are specific, more targeted message and information needs for men, adolescent males and young boys that the Stop it at the Start campaign cannot address based on the scope of the campaign to date (i.e. targeting all Australian adults as a primary prevention campaign)
- Explore the attitudes that men, adolescent males and young boys hold in relation to gender equality and gender-based violence and what barriers they face for resonating with the Stop it at the Start campaign
- Understand whether there are influences specific to men and boys around gender disrespect and what these are and in what environments they are being influenced. Explore at what age do parents and setting influences begin to lose their influence over young boys, and who (or what) fills this void.

3. Research Program Summary

The table below provides a summary of our proposed approach for the research, and we have provided a detailed description of the methodological approach for each stage in the following section. We propose a multi-stage research program which is underpinned by iterative learning. This methodology at its core is designed to cover the two core objectives of the research program, allow us to be relatively agile in our approach while ensuring each stage is carefully designed to ensure we are not simply re-prosecuting what is already known. Additionally, it allows us to have perspective across the broad range of audiences.

As specified in the RFQ, we have not included comprehensive details on the Concept Testing phases of our methodology, however we have provided a **preliminary stratification** and costed for four rounds of concept testing as required. Further concept testing details will be finalised once the developmental phase of the research is completed, noting that we may need to adjust some of the stratifying variables (contingent on the emergent findings from the developmental/exploratory waves of work).

Program stage	Key Research Objectives	Key Activities	Outcomes	Deliverables
Phase 1: Program Foundations				
Stage 1A: Program Inception Meeting	All	A structured 1–2-hour meeting with key program teams from the Department to set the research program up for success. This meeting can also involve other Village communications partners (e.g. creative and PR partners) if desired.	Comprehensive understanding of the research, context and core challenges across the working group. Final program plan communicated and agreed.	Summary document of meeting discussion. Final agreed research program plan.
Stage 1B: Evidence Review	All	Review of existing and emerging evidence, including academic and grey literature, published research, environmental and intersectional factors and relevant local and international campaigns. Global Verian experts will be consulted alongside other Governments and organisations where possible. Relevant key findings from any recent relevant Department evidence and research will also be summarised.	Ensure pre-existing evidence is incorporated into the program and built upon in the subsequent stages of the research program.	Summary report of stages 1B and 1C including key findings, hypothesis and recommendations for research program (approach and lines of enquiry). Debrief of stages 1B and 1C to the Department, including agreement of any recommendations.
Stage 1C: Expert and Close Setting Influencer Consultation Forums	All	s 47(1)(b)	Ensure initial expert advice on the key research objectives and hypothesis to inform subsequent stages of the research program.	
Stage 1D: Human Research Ethics Committee	All	Developing the program HREC submission.	Program has HREC approval status.	HREC submission document.

(HREC) Submission		Submitting and liaising with Iris Ethics to gain HREC approval.		
Phase 2: Developmental Research				
Stage 2A: Young Males Qualitative Research	<p>Understand whether there are specific, more targeted message and information needs for young males that the Stop it at the Start campaign cannot address.</p> <p>Explore the attitudes that young males hold in relation to gender equality and gender-based violence and what barriers they face for resonating with the Stop it at the Start campaign.</p> <p>Understand whether there are influences specific to young males around gender disrespect and what these are and in what environments they are being influenced.</p> <p>Explore at what age do parents and setting influences begin to lose their influence over young males, and who (or what) fills this void.</p>	s 47(1)(b)	<p>Stage 2A will primarily inform the potential opportunity for a further campaign addressing issues for men, adolescent and young boys. Any synergies with the Stop it at the Start campaign research objectives (e.g. informing the target audience and ability to influence cohorts) will be pulled through into Stage 2B.</p> <p>Thorough exploration of the research objectives, remove potential for gaps and ensure actionable evidence to inform campaign opportunity and future communications.</p>	Initial summary report and debrief to the Department on completion of Stage 2A.
Stage 2B: Parents and Setting Influencers Qualitative Research	<p>Understand what progress should be made within the existing strategy of Stop it at the Start, or if there is a need to refine the approach in line with community sentiment, emerging discussions, changes in community narrative, etc.</p> <p>Understand the Stop it at the Start campaign's optimal target audience (across adult influencers of older cohort, adult influencers of younger cohort and priority of setting influencers).</p> <p>Understand whether there are specific, more targeted message and information needs for older males that the</p>		<p>Stage 2B will focus on the research objectives of the Stop it at the Start Campaign Phase 6.</p> <p>Thorough exploration of the research objectives, remove potential for gaps and ensure actionable evidence to inform campaign strategy.</p>	Initial summary report and debrief to the Department at the completion of Stage 2B.

	<p>Stop it at the Start campaign cannot address.</p> <p>Explore the attitudes that older males hold in relation to gender equality and gender-based violence and what barriers they face for resonating with the Stop it at the Start campaign.</p> <p>Understand whether there are influences specific to younger and older males around gender disrespect and what these are and in what environments they are being influenced. Explore at what age do parents and setting influences begin to lose their influence over young males, and who (or what) fills this void.</p>	s 47(1)(b)				
Stage 2C: Quantitative Research	<p>All (informed by Stages 2A and 2B Qualitative Research)</p>				<p>Verification and scaling of findings, including measurement of the prevalence of key attitudes and behaviours to:</p> <p>Inform the potential opportunity for a further campaign addressing issues for men, adolescent and young boys.</p> <p>Facilitate the design of communications and inform campaign materials for the Stop it at the Start Phase 6 campaign.</p>	<p>Initial summary report and debrief to the Department at the completion of Stage 2C.</p>

		s 47(1)(b)		
Stage 2D: Territory Testing and Strategy Finalisation	Finalisation of the communications strategy for the Stop it at the Start Phase 6 campaign through territory and message proposition testing.		Optimal communications territory and strategy for the campaign moving forwards, including recommended target audience.	Initial summary report and debrief to the Department at the completion of Stage 2D.
Stage 2E Expert Consultation	Finalisation of the communications strategy for the Stop it at the Start Phase 6 campaign through expert consultation.		Ensure expert advice and reduce risks on the proposed communications territory and strategy for the campaign.	Feedback session with the Department.
Stage 2F: Developmental Research Analysis, Synthesis and Reporting	All	<p>Analysis, synthesis and reporting of Stages 2A-D (and incorporating any relevant key insights from Phase 1).</p> <p>Reporting will distinctly address the two core objectives of the research findings (but will not discount any insight synergies):</p> <p>Inform the strategy of Phase 6 of the Stop it at the Start campaign.</p> <p>Inform the potential opportunity for a further campaign addressing issues for men, adolescent and young boys.</p>	Detailed reporting that synthesises all states of the research program and combines qualitative and quantitative insight, findings and evidence against the core objectives of the research – including draft and final reports – in formats that are suitable for use by internal stakeholders, campaign approval bodies, etc.	<p>Final Stop it at the Start developmental debrief and report in Powerpoint.</p> <p>Final Stop it at the Start developmental report in Word to a publishable standard.</p>
Phase 3: Concept Testing				
Stage 3A: Concept Selection		s 47(1)(b)		<p>Iterative updates where required.</p> <p>Initial summary report and debrief to the Department at the completion of Stage.</p>
Stage 3B: Concept Refinement				<p>Iterative updates where required.</p> <p>Initial summary report and debrief to the</p>

		s 47(1)(b)		Department at the completion of Stage.
Stage 3C: Concept Finalisation				Iterative updates where required. Initial summary report and debrief to the Department at the completion of Stage. GCC Report for Concept Testing.
Stage 3D: Expert Consultation			Concepts optimised and de-risked based on expert feedback.	Feedback session with the Department.
Stage 3E: Post-Production / PR Testing				Iterative updates where required. Final report in Powerpoint of all Concept Testing Stages. GCC Report for Post-Production Testing.

4. Further Details of the Research Program

In this section we provide a detailed description of each stage of the research, to provide assurance that our methods are technically sound, rigorous, practical, and will be designed to yield appropriate depth of insight given the key audiences of interest and the campaign subject matter.

Phase 1: Program Foundations

1A: Program Inception Meeting

We recognise the importance of starting this project 'with the end in mind' and we recommend dedicating time upfront in a 1–2-hour structure meeting with key program teams from the Department to set the research program up for success. This meeting can also involve other Village communications partners (e.g. creative and PR partners) if desired. This will ensure that the program working group and key stakeholders have a Comprehensive understanding of the research, context and core challenges and that all components of the research program are agreed and finalised and that all stages can be efficiently expedited.

1B: Evidence Review

We will conduct an upfront evidence review to ensure pre-existing evidence is incorporated in and built upon in the subsequent stages of the research program. Verian follows Monash University's recommended approach for evidence reviews [The Method Book | Chapter 1 - Evidence Review | BehaviourWorks Australia](#).

In the evidence review, we will focus on (but not be limited to):

- A review of existing and emerging evidence, including academic and grey literature, published research, environmental and intersectional factors and relevant local and international campaigns.
- Consultation with global Verian experts alongside other Governments and organisations where possible
- Summarisation of relevant key insights from any recent Department research through the lens of the objectives of this research program.

The priority evidence we will be seeking out will be:

- Shifts in community sentiment, emerging discussions, changes in community narrative, etc around gender equality and violence against women
- Evidence and other examples of embedding appropriate attitude and behaviours amongst younger cohorts before they are influenced by other forces
- The current role of adult and setting influencers around gender equality and primary prevention
- The attitudes that men, adolescent males and young boys hold in relation to gender equality and gender-based violence and in what environments are they being influenced (positively or negatively).

Stage 1C: Expert and Close Setting Influencer Consultation Forums

We propose upfront foundational sessions with experts and close setting influencers to test and build upon hypothesis going into the research. This phase will consist of § 47(1)(b)

After this phase we will pause/reflect to ensure future phases of research are fit for purpose.

Stage 1D: Human Research Ethics Committee (HREC) Submission

Formal ethics approval will be required for this research which we propose to commence upon program commissioning in September 2025. Our recommended approach includes young people, research that requires parental consent and will involve deeper discussions around the nature of respect conversations, gender-based violence, social norms, expectations, etc... opening the likelihood of at least some disclosures. We propose using Iris Ethics who are a newly established specialist social and government independent ethics advisor as they are efficient and effective.

The process will require client approved versions of all research documentation (including approved recruitment screeners and discussion guides as well as escalation, approach and disclosure/distress/adverse event protocols) to form part of the submission. The costs and required timings of this process have been detailed in proposal, and we would work closely with the Department to ensure that we successfully navigate this process as quickly and thoroughly as possible.

We have also carefully considered the inclusion of victim-survivors as a specific target audience in our research design. Given that the campaign remains focused on primary prevention and not intervention or crisis support, one of the key ethical questions is whether it is necessary to recruit people who are known victim-survivors. On balance, our view is that to inform the insights for the next phase of the campaign, specific, deliberate recruitment of victims and survivors is not necessary to answer any of our key research questions (and therefore there is a risk of causing harm to those participants, without a clear benefit). We can nonetheless expect to hear at least some level of experiences, which will of course be incorporated into our developmental findings. While at this point the focus is on developmental research, our view is that to guard against any unintended consequences, we would be likely to incorporate a specific victim-survivor component for the subsequent concept testing phases of this program of work.

Phase 1 Deliverables

Phase 1 deliverables are as follows:

- A summary document of the Program Inception meeting discussion and final research program plan
- A summary report and debrief of the Evidence Review and Expert and Close Setting Influencer Forums, including key findings, hypothesis and recommendations for research program (approach and lines of enquiry)
- The HREC submission document and all required liaison with Iris to gain HREC approval.


Phase 2: Developmental Research

Stage 2A: Young Males Qualitative Research

To inform the potential opportunity for a further campaign addressing issues for men, adolescent and young boys, as well as understand deeper spheres of influence, we are recommending the inclusion of s 47(1)(b)

s 47(1)(b)

s 47(1)(b)




The full stratification for Stage 2A: Young Males Qualitative Research can be found in Section 6 of this document. Any synergies with the Stop it at the Start campaign research objectives (e.g. informing the target audience and ability to influence cohorts) will be pulled through into Stage 2B.

Stage 2B: Parents and Setting Influencers Qualitative Research

Stage 2B will be the main portion of the qualitative research informing the strategy and target audience for the Stop it at the Start Phase 6 campaign, deep diving into key research objectives including audience attitudes, mindsets, barriers, enablers and behaviours as well as trusted information sources in relation to respect and gender-based violence.

s 47(1)(b)



Audiences of Interest: CALD and First Nations

Inclusion of people from culturally and linguistically diverse (CALD) backgrounds, and First Nations people is essential. CALD and First Nations audiences will be included at all phases of the research. People from these backgrounds are not screened out or in any way excluded from “mainstream” groups, but dedicated sessions will also be conducted. A subset of sessions with First Nations peoples will be conducted as face-to-face groups and conducted by our cultural specialist partner.

Similarly, a subset of the CALD sessions will be conducted in-language and facilitated by the cultural specialist, while further sessions will be conducted in English by the Verian team with a group of people with a wider range of CALD backgrounds. This dual approach ensures both depth and breadth for this cohort. Details of the breakdown are provided in the full stratification later in this proposal.

Robust samples of CALD and First Nations audiences will also be included in the quantitative research.

Audiences of Interest: LGBTQIA+ and Living with Disabilities

As requested by the Department, two focus groups will also be held with those who identify as LGBTQIA+ and two with people living with disabilities. To ensure topic and audience focus, these groups will consist of parents who have a child aged 10-17 and will be mixed gender.

Once again, people from these backgrounds are not screened out or in any way excluded from “mainstream” groups, but these dedicated sessions will also be conducted. Robust samples of LGBTQIA+ and people living with disabilities audiences will also be included in the quantitative research.

The full stratification for Stage 2B: Parents and Setting Influencers Qualitative Research can be found in the Section 6 of this document.

Stage 2C: Quantitative Research

The purpose of Quantitative Research is so that we can segment the target audiences according to their values / commitment towards each of the issues of exploration – gender equality, disrespect and violence against woman – and provide us with breadth and validation of insights from the Qualitative phases. We are recommending two quantitative research surveys to cover the core objectives of the research program:

- **Adults’ Attitudes and Behaviours Survey** s 47(1)(b) This survey will primarily focus on the objective of Informing the strategy of Phase 6 of the Stop it at the Start campaign. However, some additional questions will be included for Older Males to inform the potential opportunity for a further campaign addressing issues for men.
- **Young Males Attitudes and Behaviours Survey** s 47(1)(b) This survey will primarily focus on the objective of informing the potential opportunity for a further campaign addressing issues for Young Males.

Having conducted many large-scale quantitative studies, we recognise the importance of designing a robust approach to sampling and a data collection methodology which is representative and allows research results to be extrapolated to the wider population of interest. If this is not done with consideration of the population (and sub-populations) the research seeks to represent, it may jeopardise the validity of the research findings, no matter how well designed the survey instrument is and how thoroughly the analysis and reporting phase has been executed.

Adults’ Attitudes and Behaviours Survey

We recommend a sample of s 47(1)(b) members of the Australian community (including the target audiences and broader community for comparative reasons) with an interview length of up to 20 minutes. We will apply quotas to ensure the sample is broadly representative across age, gender, and location (including state/territory and metro/regional). Although we will allow for natural fallout of these audiences, we will apply minimum sample quotas to ensure representation for analysis (note respondents may fall into multiple minimum sample quotas):

- CALD 21% s 47(1)(b)

- First Nations 10% s 47(1)(b)
- LGBTQIA+ 10% s 47(1)(b)
- Living with Disability 21% s 47(1)(b)
- Parents with children 5-9 years 10% s 47(1)(b)
- Parents with children 10-14 years 10% s 47(1)(b)
- Parents with children 15-17 years 10% s 47(1)(b)
- Setting Influencers 8% s 47(1)(b)

An overall sample of this size will ensure robust estimates of the prevalence of different attitudes, beliefs and behaviours. Specifically, this sample size will enable us to estimate the proportion of Australians across any variable within s 47(1)(b) percentage points at 95% s 47(1)(b)

The proposed sample design and methodological approach is both time and cost-efficient, providing value for money while allowing the completion of the research within the specified timeline. A larger sample would provide diminishing returns in terms of precision, while unnecessarily extending the fieldwork period.

Monitoring quotas will be set on all key variables and response rates assessed throughout the course of fieldwork to ensure representativeness. Minimum quotas will be set on all audiences of interest to ensure a robust sample to analyse at a total level. Where quota groups need to be boosted or where quotas are complete, we will adjust sample batching to ensure sample obtained aligns with required figures against the population.

Young Males Attitudes and Behaviours Survey

We will undertake additional concurrent quantitative survey of s 47(1)(b)

Monitoring quotas only will be applied to location, First Nations, CALD and LGBTQIA+ due to the small sample size and difficulty in recruitment.

The full stratification for Stage 2C: Quantitative Research can be found in Section 6 of this document.

Stage 2D: Territory Testing and Strategy Finalisation

This qualitative Stage of the research program will be focussed heavily on finalising the communications strategy for the Stop it at the Start campaign. In this Stage, we will hold four 'reflective sessions' made up of previous participants recruited in the prior phases of our qualitative work. These sessions will focus on any outstanding hypotheses from the qualitative work and on strategic territory testing for the communications platform. While the stratification of these sessions can be determined based on findings from prior phases, at this stage we have stratified s 47(1)(b) sessions based on age and influence on young people (primarily parents and setting influencers).

The full stratification for Stage 2D: Territory Testing and Strategy Finalisation can be found in Section 6 of this document.

Stage 2E: Expert Consultation

In this Stage, we will seek expert advice on the proposed communications territory and strategy for the Stop it at the Start Phase 6 campaign via two forums with four experts per forum.

Stage 2F: Developmental Research Analysis, Synthesis and Reporting

Our approach to analysis and reporting is defined by iteration and collaboration for the duration of the project, and post completion. We do not wait until all data sources are collected to commence the analysis process, and we ensure that our senior researchers are actively involved and 'hands on' – including running sessions, overseeing research instruments and designs, leading analytical debriefs, data collection and sense-making, etc. This process is not just about providing senior leadership and oversight; it is how we maintain and enhance the quality of insights, and ensures that research data is appropriately analysed, synthesised and triangulated as an ongoing process.

Throughout each stage of the research, we seek to provide the Department, stakeholders and other village partners with a clear understanding of the research progress to ensure there is a clear, comprehensive evidence base of this phase of developmental research – and we aim to be open, transparent and accessible to share emerging audience-led insights and analytical themes while we are in the ongoing process of data collection, analysis and synthesis.

Fundamentally, our reporting will:

- Be provided during fieldwork, in the form of regular formal and/or informal updates (during the life of the fieldwork periods) - via emails, phone calls and/or Microsoft teams.
- Clearly answer each of the objectives, providing clear recommendations (and supporting evidence), and provide clear, succinct reporting that can be used to facilitate discussions with Ministerial Offices, CAB, the GCC and other members of the 'Village' as required.

For this project, three full reports will be provided:

- The first will be provided at the conclusion of the developmental research. This will combine the results of the qualitative and quantitative developmental research and provide insight into current perceptions and attitudes, the key attitudinal/ mindset levers that offer the best potential to shift attitudes and behaviour, and response to initial territory themes. The report will distinctly address the two core objectives of the research findings (but will not discount any insight synergies), these can also be separated into two reports should the Department require this:
 - Inform the strategy of Phase 6 of the Stop it at the Start campaign
 - Inform the potential opportunity for a further campaign addressing issues for men, adolescent and young boys.
- The second report will be provided at the conclusion of the concept testing/territory testing research. This report will identify the recommended concept and provide recommendations for refinement and detail the feedback from the testing which have culminated in the recommendations. It will also provide feedback on each of the other concepts tested in terms of messaging and creative strengths and weaknesses.
- We will also produce more condensed or summary reports (and conduct debriefs and insight sharing), as part of the "Village" process, as outlined in Section 4 of this document. We will ensure that justifications, recommendations and reporting are presented in a way that meet the requirements of the GCC and other campaign stakeholders. We have assumed that we will attend and present at up to four debriefs throughout the life of the research program with additional presentations as required to the "Village" as required. Our most senior researcher (Craig, our National Director) will remain available to attend GCC or other Ministerial meetings during the life of the project (the costs for attendance and involvement at these meetings is factored into the overall project fee and will not be billed as 'add on' costs).

5. Preliminary Lines of Enquiry

To further demonstrate our understanding of the task at hand, we detail the specific lines of enquiry that are important to uncover to answer the fundamental research questions for this program of work. These are structured to condense the main 'macro level' lines of enquiry, which will be examined across the research program.

Overarching challenge: What is the current state of community attitudes towards violence against women, and what is the most appropriate strategy to evolve communication efforts to effectively to re-establish the link between disrespect and violence, and in turn the damage that harmful attitudes and violence-supportive beliefs have on future generations?



Quantitative Stratification

Adults Attitudes and Behaviours Survey s 47(1)(b)		
Hard targets		
	s 47(1)(b)	Weight
Male		49%
Female		51%
18 to 24		11%
25 to 34		18%
35 to 44		18%
45 to 54		16%
55 to 64		15%
65 plus		22%
New South Wales		31%
Victoria		26%
Queensland		20%
South Australia		7%
Western Australia		11%
Tasmania		2%
Northern Territory		1%
Australian Capital Territory		2%
Minimum quotas (note respondents may fall into more than one minimum quota)		
CALD	s 47(1)(b)	-
First Nations		-
LGBTQIA+		-
Living with Disability		-
Parents with children 5-9 years		-
Parents with children 10-14 years		-
Parents with children 15-17 years		-
Settling Influencers		-

Young Males Attitudes and Behaviours Survey N=500		
Hard targets		
	Quota (+/-5%)	Weight
Male	s 47(1)(b)	-
		-
14 to 17		-
18 to 24		-
Minimum quotas		
New South Wales	Quota monitoring and best representation possible given difficulty in recruiting young males and sample size.	-
Victoria		-
Queensland		-
South Australia		-
Western Australia		-
Tasmania		-
Northern Territory		-
Australian Capital Territory		-
Minimum quotas (note respondents may fall into more than one minimum quota)		
CALD	Quota monitoring and best representation possible given difficulty in recruiting young males and sample size.	-
First Nations		-
LGBTQIA+		-
Living with Disability		-

7. Timeline

The timeline for this project will be largely dependent on the finalisation of the ethics approval process. Once this milestone is achieved, the relevant timings beyond that point can be locked in. We have provided indicative timelines here with an assumed date by which ethics approval can be achieved, however, all subsequent dates are contingent on the timing of this milestone.

Action	Timing
Execute contract	Late September 2025
Phase 1: Program Foundations	
Stage 1A: Program Inception Meeting	Late September 2025
Stage 1B: Evidence Review	Late September 2025
Stage 1C: Expert and Close Setting Influencer Consultation Forums	Late September 2025
Stage 1D: Human Research Ethics Committee (HREC) Submission	September / October 2025 <i>Note: it is expected that ethics can take between 6-8 weeks for approval</i>
Phase 2: Developmental Research	
Stage 2A: Young Males Qualitative Research	November 2025
Stage 2B: Parents and Setting Influencers Qualitative Research	November 2025
Stage 2C: Quantitative Research	November 2025
Stage 2D: Territory Testing and Strategy Finalisation	Late November 2025
Stage 2E Expert Consultation	Late November 2025
Stage 2F: Developmental Research Analysis, Synthesis and Reporting	November – January
Developmental Debrief (DSS)	Late November
Developmental debrief (Village)	Late November
Final Research Report	January 2026
Phase 3: Concept Testing	
Stage 3A: Concept Selection	TBC – 2026
Stage 3B: Concept Refinement	TBC – 2026
Stage 3C: Concept Finalisation	TBC – 2026
Stage 3D: Expert Consultation	TBC – 2026
Stage 3E: Post-Production / PR Testing	TBC – 2026

8. Investment and Proposed Invoicing Schedule

The total cost for delivery of all stages of research is **\$845,000 excluding GST / \$929,500 including GST**:

Project Stage	Total	GST	Total (including GST)
Phase 1: Program Foundations			
Stage 1A: Program Inception Meeting	s 47(1)(b)		
Stage 1B: Evidence Review			
Stage 1C: Expert and Close Setting Influencer Consultation Forums			
Stage 1D: Human Research Ethics Committee (HREC) Submission – inclusive of development of all materials and submission with ethics committee			
Phase 2: Developmental Research			
Stage 2A: Young Males Qualitative Research	s 47(1)(b)		
Stage 2B: Parents and Setting Influencers Qualitative Research			
Stage 2C: Quantitative Research			
Stage 2D: Territory Testing and Strategy Finalisation			
Stage 2E Expert Consultation			
Stage 2F: Developmental Research Analysis, Synthesis and Reporting			
Phase 3: Concept Testing			
Stage 3A: Concept Selection	s 47(1)(b)		
Stage 3B: Concept Refinement			
Stage 3C: Concept Finalisation			
Stage 3D: Expert Consultation			
Stage 3E: Post-Production / PR Testing			

Note: Our costing is all-inclusive – it includes the anticipated costs of project setup, qualitative and quantitative fieldwork, moderation, analysis, recruitment, incentives, client liaison, research instrument design, client liaison, reporting, travel and meeting costs, etc. If additional services were to be requested by the Department (for example, extra analysis, reporting, presentations, etc) we would charge per the hourly rates set out in the GCCP DoSO (SON3754402).

Proposed Invoicing Schedule:

Milestone	Total	GST	Total (including GST)
Milestone 1: Upon signing of the contract	s 47(1)(b)		
Milestone 2: Upon delivery and acceptance of the Qualitative and Quantitative Phase 2 (Developmental Research)			
Milestone 3: Upon delivery and acceptance of the Qualitative Phase 3 (Concept Testing)			

Milestone 4: Upon delivery and acceptance of the final report (Final Publishable report)	s 47(1)(b)		
Total	\$845,000	\$84,500	\$929,500

Appendices

Service Provider's Details

Service Provider Details	
Service Provider's legal name	Verian Group Australia Pty Ltd
Trading or business name/s (if different to above)	Verian
Registered business address	320 Pitt Street, Sydney NSW 2000
ABN	38 000 601 221
ACN / ARBN / other	000 601 221
Contact Officer	
Name:	s 22
Position:	
Location / Address:	2/9 Sydney Avenue, Barton ACT 2600
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Email:	s 22 @veriangroup.com

Conflict of Interest

Conflict of Interest
Verian declares that no actual, perceived or potential conflict of interest exists or is likely to arise during the course of the research.

Confidential information

Table: Confidential Information	
Provisions considered necessary to be confidential	Reasons for requesting confidentiality
All information and data contained in this document is the property of Verian Group and cannot be reproduced or shared without our prior permission. All details of our proposed methodologies/techniques and proprietary approaches, and any and all disaggregated and component parts of our pricing are commercial in confidence. This reflects that this information has a clear commercial value that would be, or could reasonably be expected to be, destroyed or diminished if the information were disclosed publicly. We note and understand that anticipated or total contract values may be disclosed on AusTender to facilitate public transparency.	Commercial information

Specified personnel

Critical to the success of the study is a suitable team in terms of research expertise and seniority, and the availability of equally capable back-up resources. A summary of the respective roles of personnel in the core team is outlined below:

Project Leaders:

- s 22 has been a key senior researcher in phases 2,4 and 5 of Stop it at the Start and well as the Consent campaign. s 22 is also Verian Australia's representative for the Institute for Public Impact which covers policy challenges such as gender equality, family and domestic violence, masculinities and social cohesion. s 22 will be involved in moderation, analysis and reporting as well as provide strategic oversight for the program.
- s 22 will provide support to s 22 as well as other moderators. s 22 will be involved in moderation, analysis and reporting and is highly familiar with the campaign and policy area, having previously worked with the Department on Phase 1 of the Consent campaign and several past phases of Stop it at the Start.

Core Research Team: s 22 will be supported by senior researchers across Australia, most of whom have previous experience with the Department and/or previous work on the Stop it at the Start campaign. The core team will include:

- s 22 will play a role in moderating focus groups and analysis of findings. s 22 is a highly experienced researcher with over 20 years' experience, having worked closely with several federal government departments and agencies on both the client and supplier sides of the sector s 22 worked on the previous phases of the Stop it at the Start and Consent campaign.
- s 22 will play a role in moderating focus groups and analysis of findings. s 22 is a highly experienced dualist researcher with over 20 years' experience and has deep experience in behavioural and communications research. s 22 is an expert in sensitive research.
- s 22 will play a role in moderating focus groups and analysis. s 22 is a qualitative and methods expert with over 20 years' experience. s 22 is also an expert in family and domestic violence and gender equality.
- s 22 will play a role in moderating focus groups and analysis. s 22 is an experienced dualist researcher with over 10 years' experience. s 22 has also worked in intersecting policy areas and specialises in youth male research.
- s 22 will play a lead role in design, management and analysis of the quantitative phase and segmentation. s 22 is a quantitative expert with experience across both commercial and government projects.

Project management /logistical support:

- s 22 and will provide support to our researchers and project management staff.
- s 22 dedicated to the 'Village' team and will provide support to our researchers and s 22 .

If needed, we are also able to draw upon additional senior support from across our national network of 6 fully staffed offices, to allow us to deliver this project.

Delivering the Research Program

Ongoing research program management

In line with the usual 'Village' operating model, we will ensure that we work closely the Department and other partners throughout, and following commissioning, we will confirm all research logistics and ensure the opportunity to work with the campaign team and other stakeholders to confirm (and if necessary) adjust any elements of our approach.

More broadly, throughout the research process, we will maintain regular lines of communication with the Department's project team, with increased frequency at critical methodological junctures. As a starting point, we will book in weekly work in progress (WIP) meetings with the team. The purpose of the WIP meetings will be to:

- Discuss progress and monitor timelines and deliverables
- Identify any challenges and discuss solutions and approaches
- Discuss any early findings and insights that are relevant for the study, including outcomes of the quantitative surveys
- Discuss fieldwork progress reports.

Please note that the topics for discussion can be adjusted based on the need at the time and Verian will develop an agenda for these sessions in consultation with the Department.

Ensuring an ethical approach

Overarching ethical standards for all research stages

We are highly cognisant of the sensitivities and complexities attached to this project. All of our research components will be conducted to the highest ethical standards and our approach to this spans all stages of the project – before commencement, during fieldwork and post fieldwork. As such, the following principles will be applied to every stage to ensure that any potential impact on participants is minimised.

Research participants	Researchers
Before	
<p>Given the sensitivities of the issues, it is essential that all participants have a comprehensive understanding of the nature and intent of the research prior to agreeing to be involved. This necessitates a considerably more involved approach to recruitment than is usually the case. The recruiter will clearly explain the purpose of the research and who it is for, the role of Verian as an independent research agency, the qualifications and experience of the moderators, and the topics likely to be covered through the session. All of this will be discussed with the participant before any screening questions are asked and reiterated by the researcher at the beginning of the fieldwork session.</p> <p>We will convene full briefing sessions with the recruiters to ensure that they understand the</p>	<p>The project team have been briefed fully about the project, and all take part on a voluntary basis, fully aware of its sensitivities. Many of our research team are proven experts, with considerable experience on similar projects that require care and trauma informed practices (for example, our past work on Consent, Stop it at the Start, and child safety).</p> <p>Pre-fieldwork training will include an overview of potential risks to self through their involvement in the study and appropriate courses of action. Researchers will also be assigned a 'buddy' with whom to express concerns and share experiences through the course of the study.</p> <p>We only partner with subcontractors who have worked on a range of sensitive topics – this includes our qualitative recruitment partner Q&A</p>

<p>background and sensitivities of the project, and that they understand how to approach potential participants appropriately.</p> <p>Our proposed moderators are experienced in conducting research with vulnerable audiences. All will undertake a full briefing on commencement of the study to ensure that they are able to recognise and detect signs of any participant distress and are able to respond appropriately. As part of this process, a 'participant distress protocol' will be developed and distributed to all researchers upon commissioning.</p>	<p>and our cultural and First Nations specialist partner, Pangea (Cultural Partners). We have worked exclusively with these partners on previous projects of similar sensitivity, and they are fully cognisant of our project requirements.</p>
During	
<p>We fully endorse the principle of 'do no harm' through the research process and prioritise participants' ease and comfort throughout the project. With this in mind, time will be spent at the beginning of the session creating rapport with the participant/s and setting a relaxed and informal tone for the interview.</p> <p>Projective and other enabling techniques will be used where appropriate to allow participants to communicate without feeling pressured to 'talk' directly or to share experiences that they may have had. This is not only less threatening but creates space, if necessary, to allow participants to more openly communicate socially unacceptable, undesirable or shameful feelings or experiences without having to 'own' them.</p>	<p>Researchers are encouraged to discuss interviews and groups through the course of the study, 'checking-in' with their 'buddy' for support and reassurance throughout. Regular debriefing sessions will also be convened, during which researchers will be encouraged to share their experiences and feelings with each other.</p> <p>The preliminary training will ensure that all researchers have the self-awareness to realise when they have been negatively affected by the research and understand the most appropriate action to take.</p> <p>All researchers have 24/7 access to our Employee Assistance Program (EAP), where they can confidentially discuss any matter at no personal cost.</p>
After	
<p>Researchers will 'close' the interview gradually and naturally. Participants will be invited to ask any questions and share anything they would like, ensuring that nothing is 'left unsaid'. All participants will be provided a document that contains specific resources and agencies providing help in this area.</p> <p>As a second point of contact, the recruiter will follow up via email with the recruited participant several days after the study, inviting them to feed back any issues or concerns, and thanking them for their contribution.</p>	<p>Field researchers will attend a group session at the end of the project, during which they will discuss their experiences through the project.</p> <p>In addition, all researchers will have access to a counsellor after (and during) the research via our workplace EAP.</p>

Quality assurance

Standards

As a long-standing provider of research and evaluation for the social and government sector, Verian has a well-established and proven commitment to quality in all work we undertake. Verian is also ISO accredited (ISO20252), and we are stringent in our adherence to strict privacy guidelines, including those related to data. As part of our ISO accreditation, Verian takes the issue of data protection and security very seriously. All Verian employees are bound by signed confidentiality agreements, and we abide by the Market & Social Research Privacy Principles (M&SRPPs) which have been judged to be equivalent to, or more stringent than, the National Privacy Principles. In the conduct of our core business, we handle a range of highly confidential information, both electronic and hard copy and there has never been a security breach. Other indicators of our quality standards include the following:

- Membership of the Australian Data and Insights Association (formerly the Australian Market and Social Research Organisation, AMSRO) and The Research Society (formerly the Australian Market and Social Research Society, AMSRS).
- Abidance to professional standards including The Research Society (formerly the AMSRS) Code of Professional Behaviour.
- Membership or certification of staff to QPR, The Research Society (formerly AMSRS), Australian Evaluation Society, Australian Marketing Institute, ESOMAR, and Australian Human Resources Institute.

Beyond certification, all research will be designed in accordance with the relevant standards and principles included in the National Statement on Ethical Conduct in Human Research issued by NHMRC. Participants will be treated with dignity, respect and politeness at all times. For culturally and linguistically diverse respondents, cultural integrity will be upheld. Verian will ensure that research participants will not be harmed (psychologically or otherwise) during their participation the research process.

We confirm that:

- Verian is accredited to ISO 20252:2019 standards. Certificate no: 888019. Our ISO accreditation involves regular internal and external auditing and in 2023 Verian successfully passed its annual external audit.
- Verian abides by the Privacy Act 1988 and the Australian Privacy Principles and are compliant with the ADIA Market & Social Research Code which embodies the Australian Privacy Principles for the Market & Social Research industry (and is ratified as the industry code). Verian is compliant with the latest GDPR rules.
- Verian abides by and is compliant with The Research Society's (formerly AMSRS), CASRO and ESOMAR and NHMRC regulations, guidelines and ethics.
- At all times, we respect the confidentiality of our informants and our clients. We therefore guarantee this confidentiality according to our industry standards and the Commonwealth privacy legislation. In particular, confidentiality provisions apply to the supply of unit record data.
- In addition, we accept that Verian, if commissioned, will be bound by Public Service regulations with respect to confidentiality. We recognise that all information gathered in relation to the project is the property of the Commonwealth. We recognise that we are not at liberty to disclose any related information to any other party.

There are a number of methods we will employ to ensure a disciplined approach to data quality and project management:

- Ensuring clarity between Verian and the Department on the research needs and outcomes, critical milestones and to establish a collaborative, professional working relationship between parties, including roles and responsibilities and communication protocols.
- Providing regular progress reporting to the Department outlining recent project activity and milestones, outstanding tasks and future actions. This will include fieldwork updates, such as number of groups completed.

- Ensuring senior resource and experts in the subject area are included in the project team so that research deliverables and outcomes are achieved and, in many cases, exceeded, and ensuring all deliverables are managed by senior researchers involved in the project and all data is audited.
- At the conclusion of each project, we have an internal team debrief meeting to review the project (incorporating client feedback). This provides the opportunity to share key learnings that are then incorporated into future projects.
- We have created a position in our company dedicated to keeping up to date with best practice in research and providing internal systems that facilitate quality management.

Subcontractors

In addition to the experience of our team, we partner only with experienced sub-contractors to ensure the quality of our delivery. Two sub-contractors will be engaged as partners, each assisting with a different component of the research. We have strong, long-standing relationships with each of these sub-contractors, and they have been integral to our previous delivery of large federal government campaign research:

- **Q&A Market Research Services Pty Ltd (ABN: 87 105 568 250 | ACN: 105 568 250)** will be engaged to undertake the qualitative recruitment of participants. Q&A Market Research Services is an independent, Australian-owned supplier of data collection and processing services to the market and social research industry in Australia. They have previous experience with this research, partnering with us across multiple projects and specifically for 'Village' projects. They are members of the Australian Data and Insights Association and adhere to The Research Society's (formerly AMSRS) Code of Professional Behaviour. They also follow the new international standard in Market, Social and Opinion Research ISO 20252 and as such, all their systems and procedures reflect this standard.
- **Profiles Australia Pty Ltd trading as Lightspeed Research (ABN: 70 622 601 272 | 622 601 272)** will be engaged to undertake the quantitative component. They will be responsible for programming of the survey, sample provision and fieldwork management. Lightspeed Research will provide us with a robust and sufficiently large sample universe from which to draw a sample, with adequate representation of different demographic groups. Lightspeed Research utilises cutting-edge research technology covering online, mobile and digital data collection, and all data collected is stored in Australia. Lightspeed have a proven track record in delivering reliable and robust data for a wide range of clients (including research agencies, corporates, government, and academia). They are ISO 20252:2019 Accredited and abide by the Global Access ISO 26362 panel standard. Lightspeed is also fully compliant to local and international standards, including privacy principles.

We have partnered with both suppliers on numerous projects and have built trusted relationships based on proven performance with projects of this nature. We have sound and established ways of working with partners on projects with tight timeframes. As a result, they are experienced with working to tight timelines according to our management processes. We will work collaboratively with each of our suppliers, keeping contact daily to monitor progress, receiving updates and addressing any pain points that may arise.

Demonstrated capability and capacity

Capability

Verian is a world leading independent specialist research, evidence and advisory business providing services to government and the public realm, across all aspects of public policy. With permanent fully staffed offices in 21 countries, our 900 specialist consultants and researchers are supported by our unique global data ecosystem providing gold standard data. We combine expertise in human understanding with advanced technologies and data science, to provide the evidence and advisory services for successful decision-making in government and organisations working for the public realm. We share global best practice through local expertise.

In Australia, we are a leading full-service public sector research and insight specialist agency, employing more than 55 social and government specialists, and can tackle major projects with tight timelines with ease. We have operated in Australia for over 30 years, and we only work in the public realm, and as such we have no conflicts that might arise in terms of commercial work.

Key to our strengths is:

- **Our behavioural insights and evaluation expertise:** We have global best practice approaches to uncovering audience-led insights, which have successfully informed highly effective communications and policy outcomes in challenging policy/behavioural spaces. As a full-service public sector research and insight specialist, we are experienced in work that blends audience insights, communications, stakeholder research, communications development and optimisation, branding and messaging/narrative development.
- **Our expertise:** Verian has significant domain experience across a diverse range of personal, community and national-level security and safety issues. Through our market-leading, innovate behaviourally methodologies, we have consistently delivered actionable solutions on some of the most challenging social and government issues, making us a trusted partner in driving effective campaigns.
- **The calibre of our team:** Our team are public policy specialists, who work exclusively with public sector clients. Verian has specific expertise working in behaviour change and security, and our core team bring this experience to this project. Core members of the team have worked on a range of 'Village' projects, and are adept at working at speed, and have an excellent understanding of government requirements and processes.
- **Our resource capacity:** Verian is a truly national team, with offices in Canberra, Sydney, Melbourne, Adelaide, Brisbane and Perth. We are able to execute large scale projects in short timelines with ease, and do not need to rely on contractors. You will be serviced by senior staff, including from within our Canberra team, with relevant experts available from across our national network.

Quality assurance process and practices

Verian has a strong commitment to delivering consistently high quality and timely services. Our experience in successfully delivering and undertaking numerous research projects of similar scale and context, together with our approach to project management and client service, provides a high quality, low risk option for the Department.

Security and privacy provisions

We have procedures to address:

- The handling and storage of sensitive information or material (for example, such material should be protected against loss, unauthorised access, use, modification and disclosure)
- Continued access to the data over the period of the agreement, e.g., in the event of changes/departure of personnel.
- Security-checks for newly appointed staff.

Standard Measures for Handling and Storage of Sensitive Information and Material Privacy

We are required to work in accordance with the ESOMAR International Code of Conduct for Market Research, the Market & Social Research Privacy Principles (which subsume the National Privacy Principles) and The Research Society's (formerly AMSRS) Code of Professional Behaviour, to which our researchers are signatories. This means we abide by ESOMAR and The Research Society's (formerly AMSRS) principles on privacy and data security (including handling and storage of sensitive information or material).

With regard to respondent confidentiality, this means obtaining informed consent from all participants, which includes:

- The participant's right not to take part.
- The participant's right to confidentiality.
- The participant's right to withdraw at any time.

Where we retain personal information, it is used only for internal purposes and is not disclosed to people outside our organisation.

Measures for Handling Data Security & Sensitive Information

The measures implemented to deal with data security include:

- Our offices are physically secure including alarm systems, physical security, personal staff access keys and alarm codes, and restrictions on area access.
- All staff on this project will be briefed on the expectations relating to information security and confidentiality.
- Only allowing access to our shared internal network if a correct username and password is provided. Each staff member has a unique username and password and access to the network by each staff member can be tracked.
- Only allowing access to specific project files if a correct username and password is provided.
- Only allowing access to specific documents if a correct password is provided in order to open the document. For example, if a particular document is considered sensitive and/or confidential in nature, we can apply access passwords to documents to ensure that only project team members can open these documents.
- Transfer of files will be done in accordance with the transfer protocols and done using a secure FTP site.
- Hard copy forms and documents are disposed of via a secure recycling service which includes locked bin disposal.
- Any couriers will be well established organisations.
- Two-level firewall in place along with all necessary security measures.

A commitment to quality

Verian and its researchers and subcontractors, including Q&A Research and Lightspeed, are committed to providing quality research at all times. Our ISO 20252 certification underpins all aspects of our research service offering and is designed to ensure the quality and professionalism of the services that we provide. This provides our clients with assurance that our research is conducted in accordance with internationally recognised standards of quality and all relevant industry standards and protocols, namely ISO20252, the Research Society (formerly AMSRS), ESOMAR, and Market and Social Research Privacy Principles. Our ISO accreditation involves regular internal and external auditing and in 2024 Verian successfully passed its annual external audit.

We frequently partner with subcontractors to deliver complex programs of work – while relying on the expertise of our partners, Verian will remain responsible for the overall quality and all final deliverables. We have long-standing relationships with all our suppliers and partners.

Ensuring actionable reporting

Providing accurate and insightful reports and presentations to a wide range of audiences and stakeholders is core to our business. We are renowned for providing research outputs that are clearly articulated and well presented. Our approach is to work in conjunction with our clients to ensure reporting is relevant, focused and provides access to evidence in a clear and action-oriented manner. Our analysis and reporting is:

- Consultative – customised to address specific internal client needs or audiences.
- Thorough – analysis and reporting begin by unpacking and drilling down on all of the evidence and understanding what it means before we distil and present the most meaningful results.
- Pragmatic and actionable – we will seek to understand and report on the research results in the context of broader requirements, providing the ability to seek actionable insights and the highest value data that is most useful to key users of the information and reporting.
- Based on our experience with the 'Village' process and Government Communications Sub-committee (GCS) submissions, we will ensure that justifications, recommendations and reporting are presented in a way that meet the requirements of the GCS.

Risk management considerations and mitigation strategies

Below we have summarised some potential risks and mitigation strategies should the risk arise.

Potential Threat	Threat Likelihood	Potential Consequence	Potential Threat Mitigation Method
Access to personal information of participants	Low	Critical	Project folders are only accessible by project staff who have signed confidentiality agreements. All participant information is de-identified before being shared outside the organisation. Firewall and security processes to restrict external unauthorised access.
Security of data	Low	Critical	Any confidential information will be returned to the Department at the end of the study. All other data can be destroyed upon confirmation that we are no longer required to hold files on our servers (although we recommend the files are maintained for a period of at least 3 years).

Potential Threat	Threat Likelihood	Potential Consequence	Potential Threat Mitigation Method
Conducting research with vulnerable groups	Low	Critical	<p>HREC approval for components of this project have been factored into the deliverables and timings. We have achieved ethics approval on previous projects and have built ethical frameworks into all of our approaches irrespective of whether a specific HREC approval is required.</p> <p>Verian is the leading primary data collection business in Australia and has more than 30 years' experience designing data collection tools and methods with vulnerable groups. We know how to design research instruments which respondents feel comfortable with, and we know how to document, analyse and store the data appropriately.</p> <p>One of Verian's core principles in collecting data is to "avoid doing any harm and aim to do good". This is an important philosophy for all research and evaluation: participants should not be left in a more negative state than when approached to participate in the study.</p> <p>It is essential that research participants feel they are in a 'safe place' and that the approach is ethical. This is achieved by careful management of both respondents and researchers from first contact through to the completion of the research activities.</p>
Non-participation	Medium	Critical	Research is voluntary in nature; however, we undertake work of this nature on a regular basis and are able to commit to the specifications and timings we have proposed.
Turnover in nominated personnel	Medium	Serious	Turnover occurs in every organisation, and this is therefore a possibility. Kirsty and Craig will both be across the project and will be able to take the lead should one be unavailable due to unforeseen circumstances. Where a team member needs to be replaced, notification will be provided to the Department and a suitable replacement in terms of seniority will be provided and a thorough handover process undertaken.
Timeline delays	Medium	Serious	Timelines will be reviewed and approved in consultation with the Department at the commencement of the project. Although unlikely to occur, any potential delays will be communicated quickly, and suitable alternate solutions will be provided and agreed upon by all parties.
Loss of electronic data through system faults or unauthorised access	Low	Critical	Our systems are continuously scanned and protected by anti-virus and anti-spam measures. We hold all documents in live mode. We do not archive or delete any work-related material within the project period. Measures are in place to protect all material through daily backup routines (which are formally documented and available upon request).

**Deed of Standing Offer
for the provision of Whole of Government Campaign Advertising Services (Government Communications Campaign Panel)
Research**

Note to Supplier: This is the pricing sheet required to be completed by the Contractor in accordance with the Request for Quote for Research Capabilities.

Please only update the columns in yellow on each tab.



Australian Government
Department of Finance

PLEASE FILL IN
THIS COLUMN
(yellow cells)

Role	Days	Hours (assumes standard day = 7.5 hours)	Federal Government rate card (inc GST)	TOTAL (inc GST)	GST	TOTAL (ex GST)	
Research Company Principal	s 47(1)(b)		\$466.70	s 47(1)(b)			
Primary Qualitative Researcher			\$360.63				
Qualitative research assistant			\$190.92				
Primary Quantitative Researcher			\$360.63				
Quantitative research assistant			\$190.92				
Total			-				
Indicative Costs							PLEASE LEAVE COMMENTS BELOW IF REQUIRED (yellow cells)
Description	Quantity	Indicative unit cost (inc GST)		TOTAL (inc GST)	GST	TOTAL (ex GST)	Comments - please flag here if you require an alternative rate
Indicative costs - developmental research	s 47(1)(b)			s 47(1)(b)			
Qualitative research (Metro - in person)							
Room hire		\$636.41					
Moderation fee		\$1,007.66					
Fixed cost with incidence = 20-49% Recruitment fee (n=8)		\$1,325.87					
Fixed cost with incidence= 50-70% Recruitment fee (n=8)		\$1,007.66					
Fixed cost with incidence >70% Recruitment fee (n=8)		\$795.52					
Qualitative research (Regional - in person)							
Room hire		\$445.49					
Moderation fee		\$1,007.66					
Fixed cost with incidence = 20-49% Recruitment fee (n=8)		\$1,378.90					
Fixed cost with incidence= 50-70% Recruitment fee (n=8)		\$1,113.73					
Fixed cost with incidence >70% Recruitment fee (n=8)		\$933.41					
Qualitative research (Virtual)							
Room hire		\$371.25					
Moderation fee		\$954.62					
Fixed cost with incidence = 20-49% Recruitment fee (n=8)		\$1,325.87					
Fixed cost with incidence= 50-70% Recruitment fee (n=8)		\$1,007.66					
Fixed cost with incidence >70% Recruitment fee (n=8)		\$795.52					
Quantitative Research							
Scripting and programming		\$3,500.28					
Fixed cost with incidence = 20-49% Panel fee and incentive (n=1,000)		\$9,546.21					
Fixed cost with incidence= 50-70% Panel fee and incentive (n=1,000)		\$7,424.83					
Fixed cost with incidence >70% Panel fee and incentive (n=1,000)		\$5,833.79					
Indicative costs - concept testing							
Qualitative research (Metro - in person)							
Room hire		\$636.41					
Moderation fee		\$954.62					
Fixed cost with incidence = 20-49% Recruitment fee (n=8)		\$1,325.87					
Fixed cost with incidence= 50-70% Recruitment fee (n=8)		\$1,007.66					
Fixed cost with incidence >70% Recruitment fee (n=8)		\$795.52					
Qualitative research (Regional - in person)							
Room hire		\$477.32					
Moderation fee		\$1,007.66					
Fixed cost with incidence = 20-49% Recruitment fee (n=8)		\$1,378.90					
Fixed cost with incidence= 50-70% Recruitment fee (n=8)		\$1,060.69					
Fixed cost with incidence >70% Recruitment fee (n=8)		\$901.59					

Qualitative research (Virtual)	s 47(1)(b)		s 47(1)(b)	
Room hire		\$265.18		
Moderation fee		\$954.62		
Fixed cost with incidence = 20-49% Recruitment fee (n=8)		\$1,325.87		
Fixed cost with incidence= 50-70% Recruitment fee (n=8)		\$1,007.66		
Fixed cost with incidence >70% Recruitment fee (n=8)		\$795.52		
Quantitative Research				
Scripting and programming		\$3,606.35		
Fixed cost with incidence = 20-49% Panel fee and incentive (n=1,000)		\$9,334.07		
Fixed cost with incidence= 50-70% Panel fee and incentive (n=1,000)		\$7,636.97		
Fixed cost with incidence >70% Panel fee and incentive (n=1,000)		\$6,364.14		
Total Indicative Costs				
Total FTE Costs				
Total costs				
* Charges to be in accordance with the Statement of Requirement and no further rows may be added.				



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Fixed Fee Activity	Description	Amount (Please use whole numbers only)	Type of Campaign	Fee per Activity (ex GST)	TOTAL (ex GST)	GST	TOTAL (inc GST)
Campaign Briefing Workshop	Briefing of village partners (and their respective teams) by Lead Customer and initial brief exploration.	1	Campaigns >\$500K	\$1,591.03	\$1,591.03	\$159.10	\$1,750.13
Campaign Briefing Meeting	Briefing of supplier by Lead Customer.	1	Campaigns < \$500K	\$530.34	\$530.34	\$53.03	\$583.37
Developmental Research Debrief	Developmental research debrief to be conducted with all consultants and the Lead Customer.	1	Campaigns >\$500K	\$530.34	\$530.34	\$53.03	\$583.37
Communications Strategy Workshop	Workshop to be attended by all village suppliers to ideate and begin to develop the integrated communications strategy.	1	Campaigns >\$500K	\$1,060.69	\$1,060.69	\$106.07	\$1,166.76
Creative Integration Workshop	Attendance by the Supplier at workshop to identify opportunities for creative integration.	0	Campaigns >\$500K	\$795.52	\$0.00	\$0.00	\$0.00
Response to Department	Response to include research and creative on prescribed channels.	0	Campaigns < \$500K	\$530.34	\$0.00	\$0.00	\$0.00
Integrated Evaluation Debrief	Integrated evaluation to include learnings and future recommendations.	1	Campaigns >\$500K	\$795.52	\$795.52	\$79.55	\$875.07
TOTAL					\$4,507.92	\$450.79	\$4,958.71

* no rows should be added

*please refer to Statement of Requirement for detailed requirements for each task



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[illegible]

	0	\$0.00	s 47(1)(b)
	0	\$0.00	
	0	\$0.00	
TOTAL			

*all third party production estimates to be provided on original letterhead of production company with associated third party product costs

* any costs not covered by variable, fixed or third party costs should be itemised here

* any incentive costs should be itemised here and should identify any GST that may apply.

*all third-party costs, including production and travel, must be itemised and provided to the Customer without any mark-ups.



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Totals	TOTAL (exc GST)	GST	TOTAL (inc GST)
s 47(1)(b)			
Research - Fixed Costs	\$4,507.92	\$450.79	\$4,958.71
s 47(1)(b)			
GRAND TOTAL	\$845,000.00	\$84,500.00	\$929,500.00

**Please note that this worksheet is automated from the data in the other three worksheets to calculate the Grand Total*