s 22(1)(a)(ii)

From: s 22(1)(a)(ii)

Sent: Tuesday, 12 November 2024 5:18 PM

To: Curran, Carmel S 22(1)(a)(ii)

Subject: For approval/sense check **Attachments:** Full Media Brief 2024.docx

Follow Up Flag: Follow up Flag Status: Flagged

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

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

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

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

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

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

Thanks

s 22(1)(a)(ii)

s 22(1)(a)(ii)

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

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

agriculture.gov.au



OFFICIAL OFF

SERVICES REQUIRED

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

CAMPAIGN & CONTACT DETAILS

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

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

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

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

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

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



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

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

Purpose

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

Why are we advertising:

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

Challenge, opportunity, imperative:

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

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

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

Overall Objectives

- What are the objectives?
- Do you have measurable, realistic KPIs, evaluation goals, or volume targets?
- Over what time frame?
 - Increase awareness / assistance knowledge and uptake
 - KPIs not determined but measurable are website traffic, social media metrics
 - Timeframe to February next year, then over life of implementation to May 2028 there should be other metrics such as take up of components of the assistance package, confidence surveys etc which show a shift/upward trend.

Primary and Secondary Digital KPIs

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

Primary Secondary		ondary	
\boxtimes	Awareness	\boxtimes	Awareness
\boxtimes	Traffic to the Website	\boxtimes	Traffic to the Website
	Conversions (please specify the conversion)		Conversions (please specify the conversion)



Landing Page

- Add in the landing page of the campaign
- Is it possible to implement pixels in the webpage to collect data and optimize the campaign?

Landing page – under development URL (TBC)

Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out

Pixels – yes

History

If relevant:

- What is the brand or initiative's history and current awareness?
- What is the recent advertising history?
- Are there any problems facing the brand or initiative?
 - There should be good general awareness of the phase out among impacted stakeholders but that should not be assumed
 - No recent advertising history this would be the first Australian Government advertising
 - General distrust (post Covid) of government and reluctance to take up/accept information
 - Opposition to phase out

Geographical location and exposure

Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.

- National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus
- Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries)

Environment

If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?

https://www.keepthesheep.com.au/

Audience

- Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to.
- Provide any insights into the audience, including any developmental research.
- What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective?
- Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response.
- If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response.
- Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign?

Primary target: impacted stakeholders



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

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

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

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

THINK:

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

FEEL:

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

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

Useful research:

Rural Confidence Survey
Sheep Producer Intentions Survey

Creative Integration

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

N/A

Television: CAD Approval

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



Tone of Voice

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

Factual, relatable/reassuring/positive

Timing / Seasonality

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

Other communications activities

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

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

Evaluation/Tracking

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

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

Brand Safety

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

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

Nil additional

Additional Information (if required)

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

- Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023
- Australian Government Response to the Independent Panel Report

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

Mandatories



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

Radio (national and rural)

Rural press

Rural journals

Posters – rural supply stores

Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation

Only relevant if Social Moderation is required.

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

Is weekend or public holiday moderation required?

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

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

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

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

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

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

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

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

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

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



s 22(1)(a)(ii)

From: Curran, Carmel

Sent: Wednesday, 13 November 2024 9:51 AM

To: s 22(1)(a)(ii)

Subject: RE: For approval/sense check [SEC=OFFICIAL]

Attachments: LSPO Full Media Brief 2024.docx

Follow Up Flag: Follow up Flag Status: Flagged

OFFICIAL

Hi

I am here but in a meeting. Now attached.

Cheers

Carmel

OFFICIAL

From: Curran, Carmel

Sent: Tuesday, 12 November 2024 6:14 PM
To: S 22(1)(a)(ii) @aff.gov.au>

Subject: RE: For approval/sense check [SEC=OFFICIAL]

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

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

LEX 33131 Page 9 of 125

Cheers

Carmel

From: \$ 22(1)(a)(ii) @aff.gov.au>
Sent: Tuesday, 12 November 2024 5:18 PM
To: Curran, Carmel < Carmel. Curran1@aff.gov.au>

Cc: s 22(1)(a)(ii) @aff.gov.au>

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OFFICIAL

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agriculture.gov.au

LEX 33131 Page 10 of 125



We acknowledge the Tradition and their continuing connection environment and community.

OFFICIAL

OFFICIAL OCCUMENT 4 LEX 3A13USTRALIAN GOVERNMENT MEDIA BRIEF 125

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Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).
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Additional Information (if required)

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- Australian Government Response to the Independent Panel Report

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

Mandatories



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

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Rural press

Rural journals

Posters – rural supply stores

Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation

Only relevant if Social Moderation is required.

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

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

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

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

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

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

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

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



s 22(1)(a)(ii)

From: s 22(1)(a)(ii)

Sent: Wednesday, 13 November 2024 10:52 AM

To: Spyrou, Britt; Martin, Jemma

Cc: Wellington, Michelle; Curran, Carmel; s 22(1)(a)(ii) ; s 22(1)(a)(ii)

Subject: FOR URGENT CLEARANCE - UM Media Brief

Attachments: Full Media Brief 2024.docx

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

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

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

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

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

Thanks

s 22(1

s 22(1)(a)(ii)

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

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

agriculture.gov.au



OFFICIAL Document 6 LEX 3A3USTRALIAN GOVERNMENT MEDIA BRIEF 125

SERVICES REQUIRED

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

CAMPAIGN & CONTACT DETAILS

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

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

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

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

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

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



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

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

Purpose

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

Why are we advertising:

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

Challenge, opportunity, imperative:

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

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

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

Overall Objectives

- What are the objectives?
- Do you have measurable, realistic KPIs, evaluation goals, or volume targets?
- Over what time frame?
 - Increase awareness / assistance knowledge and uptake
 - KPIs not determined but measurable are website traffic, social media metrics
 - Timeframe to February next year, then over life of implementation to May 2028 there should be other
 metrics such as take up of components of the assistance package, confidence surveys etc which show a
 shift/upward trend.

Primary and Secondary Digital KPIs

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

Primary Secondary		ondary	
\boxtimes	Awareness	\boxtimes	Awareness
\boxtimes	Traffic to the Website	\boxtimes	Traffic to the Website
	Conversions (please specify the conversion)		Conversions (please specify the conversion)



Landing Page

- Add in the landing page of the campaign
- Is it possible to implement pixels in the webpage to collect data and optimize the campaign?

Landing page – under development URL (TBC)

Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out

Pixels – yes

History

If relevant:

- What is the brand or initiative's history and current awareness?
- What is the recent advertising history?
- Are there any problems facing the brand or initiative?
 - There should be good general awareness of the phase out among impacted stakeholders but that should not be assumed
 - No recent advertising history this would be the first Australian Government advertising
 - General distrust (post Covid) of government and reluctance to take up/accept information
 - Opposition to phase out

Geographical location and exposure

Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.

- National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus
- Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries)

Environment

If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?

https://www.keepthesheep.com.au/

Audience

- Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to.
- Provide any insights into the audience, including any developmental research.
- What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective?
- Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response.
- If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response.
- Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign?

Primary target audience: impacted stakeholders



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

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

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

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

THINK:

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

FEEL:

Optimistic that there is a strong future for the sheep industry without live export.

Confident there will be opportunities in the future, which encourage them to invest in the industry.

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

Useful research:

<u>Rural Confidence Survey</u> Sheep Producer Intentions Survey

Creative Integration

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

N/A



Television: CAD Approval

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

Tone of Voice

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

Factual, relatable/reassuring/positive

Timing / Seasonality

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

Other communications activities

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

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

Evaluation/Tracking

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

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

Brand Safety

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

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

Nil additional

Additional Information (if required)

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

- Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023



- Australian Government Response to the Independent Panel Report

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

Mandatories

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

Radio (national and rural)

Rural press

Rural journals

Posters – rural supply stores

Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation

Only relevant if Social Moderation is required.

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

Is weekend or public holiday moderation required?

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

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

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

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

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

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

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

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

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

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



OFFICIAL OFFICIAL OFFICIAL BRIEF 125



s 22(1)(a)(ii)

From: Spyrou, Britt

Sent: Wednesday, 13 November 2024 5:04 PM

To: Martin, Jemma

Subject: RE: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]

Jemma

Here are my thoughts on the media brief: Full Media Brief 2024.docx.

 $^{\rm s\,22(1)(a)(ii)}$ would like to get it back tonight if possible.

Kind regards, Britt

Britt Spyrou (she/her)

BSc LLB LLM MSc

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

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

<u>agriculture.gov.au</u>



From: s 22(1)(a)(ii)

Sent: Wednesday, 13 November 2024 10:52 AM

To: Spyrou, Britt; Martin, Jemma

Cc: Wellington, Michelle; Curran, Carmel; s 22(1)(a)(ii); s 22(1)(a)(ii)

Subject: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]

OFFICIAL

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

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

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

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

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

Thanks

s 22(1)(a)(ii)

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

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

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SERVICES REQUIRED

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

CAMPAIGN & CONTACT DETAILS

Entity / Organisation.	Department of Agriculture, Fisheries and Forestry		
Product / Brand / Initiative.	LSPO		
Budget (excluding GST).	TBC need costing		
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Brief Date.	12.11.2024	Response Due.	22.11.2024
Customer Contact.	s 22(1)(a)(ii)	Creative Agency (CA).	
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Customer Approval Name.		CA Phone.	

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Formatted Table

s 47C(1)(a)

1

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AUSTRALIAN GOVERNMENT MEDIA BRIEF

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

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

Purpose

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

Why are we advertising:

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

Challenge, opportunity, imperative:

Recognising there will be some impact on producers, supply chain participants and other local businesses that are involved in the export of live sheep by sea and acknowledging the need to assist people and communities in managing the transition – particularly in Western Australia, which has been the only source of like sheep exports by sea since 2019–20 and to ensure those affected by the phase-out are well-positioned, resilient and ready when the trade ends in 20284:

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

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

Overall Objectives

- What are the objectives?
- Do you have measurable, realistic KPIs, evaluation goals, or volume targets?
- Over what time frame?
 - Increase awareness / assistance knowledge and uptake
 - KPIs not determined but measurable are website traffic, social media metrics
 - Timeframe to February next year, then over life of implementation to May 2028 there should be other
 metrics such as take up of components of the assistance package, confidence surveys etc which show a
 shift/upward trend.

Primary and Secondary Digital KPIs

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

Primary

Secondary

 $oxed{\boxtimes}$ Awareness



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s 47C(1)(a)

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AUSTRALIAN GOVERNMENT MEDIA BRIEF

 ☑
 Traffic to the Website
 ☑
 Traffic to the Website

 ☐
 Conversions (please specify the conversion)
 ☐
 Conversions (please specify the conversion)

s 47C(1)(a)

s 47C(1)(a)

s 47C(1)(a)

Landing Page

- Add in the landing page of the campaign
- Is it possible to implement pixels in the webpage to collect data and optimize the campaign?

Landing page – under development URL (TBC)

Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out

Pixels – yes

History

If relevant:

- What is the brand or initiative's history and current awareness?
- What is the recent advertising history?
- Are there any problems facing the brand or initiative?
 - There should be good general awareness of the phase out among impacted stakeholders but that should not be assumed.
 - No recent advertising history this would be the first Australian Government advertising
 - General distrust (post Covid) of government and reluctance to take up/accept information
 - Opposition to phase out

Geographical location and exposure

Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.

- National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus
- Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries)

Environment

If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?

• https://www.keepthesheep.com.au/

Audience

- Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to.
- Provide any insights into the audience, including any developmental research.
- What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective?
- Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response.
- If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude
 these audiences due to limited budget. UM will consider budget in our response.
- Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign?

Primary target audience: impacted stakeholders



3

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AUSTRALIAN GOVERNMENT MEDIA BRIEF

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

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

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

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

THINK:

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

FEEL:

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

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

Useful research:

Rural Confidence Survey

Sheep Producer Intentions Survey

Creative Integration

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

N/A



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AUSTRALIAN GOVERNMENT MEDIA BRIEF

Television: CAD Approval

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

Tone of Voice

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

Factual, relatable/reassuring/positive

Timing / Seasonality

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

Other communications activities

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

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

Evaluation/Tracking

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

Confidence to make farming / operation decisions increased

uptake of assistance information – visits to website

Participation in process (eg co-design).

Brand Safety

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

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

Nil additional

Additional Information (if required)

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

- Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023



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AUSTRALIAN GOVERNMENT MEDIA BRIEF

<u>Australian Government Response to the Independent Panel Report</u>

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

Mandatories

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

Radio (national and rural)

Rural press

Rural journals

Posters – rural supply stores

Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation Only relevant if Social Moderation is required.

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

Is weekend or public holiday moderation required?

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

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

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

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

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

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

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

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

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

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



OFFICIAL

s 47C(1)(a)

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AUSTRALIAN GOVERNMENT MEDIA BRIEF

Approval Date : 12/11/2024



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s 22(1)(a)(ii)

From: Martin, Jemma

Sent: Thursday, 14 November 2024 12:52 PM

To: Spyrou, Britt; s 22(1)(a)(ii)

Subject: RE: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]

Attachments: Full Media Brief 2024.docx

Follow Up Flag: Follow up Flag Status: Flagged

OFFICIAL

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

Thanks for your patience.

Attached are some mark up and comments from LSPO

Thanks Jemma

OFFICIAL

From: s 22(1)(a)(ii) @aff.gov.au>
Sent: Wednesday, 13 November 2024 10:52 AM

To: Spyrou, Britt < Britt < Britt Britt Britt <a href="mailto:Britt.Spyrou.gov.a

Cc: Wellington, Michelle < Michelle. Wellington@aff.gov.au >; Curran, Carmel

<<u>Carmel.Curran1@aff.gov.au</u>>; s 22(1)(a)(ii) <u>@aff.gov.au</u>>; s 22(1)(a)(ii)

s 22(1)(a)(ii) @aff.gov.au>

Subject: FOR URGENT CLEARANCE - UM Media Brief [SEC=OFFICIAL]

OFFICIAL

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

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

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

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

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

Thanks

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s 22(1)(a)(ii)

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

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

agriculture.gov.au



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SERVICES REQUIRED

SERVICES REGOINED					
Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).			
(Appendix 1 to Schedule 1 of the Deed)	(Clause 3 to Schedule 1 of the Deed)	(Clause 4 to Schedule 1 of the Deed)			
□ Campaign □ Complex Recruitment □ Recruitment(a) ☑ Complex Public Notice	☑ Media StrategyDevelopment☐ Media Planning☑ Media Buying (only)	☐ Translations and Sub-Titling (Captioning) ☐ Creative Content Development ☐ Production Services			
Public Notice Tender ^(a)	Z Wedia Buying (Only)	☐ Media Extension (Event, Sponsorship, Integration) ☐ Econometric Modelling			
(a) Note - an advertising exemption is required for recruitment advertising in major metropolitan newspapers, and tender advertising outside of AusTender by non-corporate Commonwealth entities. An exemption letter should be supplied with this brief.		 ☐ Social Media Moderation ☐ Social Media Insights ☑ Search Engine Optimisation 			
The Recruitment Advertising Policy is available here: https://www.finance.gov.au/advertising/recruitmen advertising-policy/	٤				

Formatted Table

CAMPAIGN & CONTACT DETAILS

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

1

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

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

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

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

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



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AUSTRALIAN GOVERNMENT MEDIA BRIEF

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

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

Purpose

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

Why are we advertising:

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

Challenge, opportunity, imperative:

Recognising there will be some impact on producers, supply chain participants and other local businesses that are involved in the export of live sheep by sea and acknowledging the need to assist people and communities in managing the transition – particularly in Western Australia, which has been the only source of like sheep exports by sea since 2019–20 and to ensure those affected by the phase-out are well-positioned, resilient and ready when the trade ends in 20284:

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

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

Overall Objectives

- What are the objectives?
- Do you have measurable, realistic KPIs, evaluation goals, or volume targets?
- Over what time frame?
 - Increase awareness / assistance knowledge and uptake
 - KPIs not determined but measurable are website traffic, social media metrics
 - Timeframe to February next year, then over life of implementation to May 2028 there should be other
 metrics such as take up of components of the assistance package, confidence surveys etc which show a
 shift/upward trend.

Primary and Secondary Digital KPIs

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

Primary

⊠ Awareness

Secondary



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:

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AUSTRALIAN GOVERNMENT MEDIA BRIEF

 ☑
 Traffic to the Website

 ☐
 Conversions (please specify the conversion)

Traffic to the Website

Conversions (please specify the conversion)

s 47C(1)(a)

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Landing Page

- Add in the landing page of the campaign
- Is it possible to implement pixels in the webpage to collect data and optimize the campaign?

Landing page – under development URL (TBC)

Current page - https://www.agriculture.gov.au/biosecurity-trade/export/controlled-goods/live-animals/livestock/live-sheep-exports-phase-out

Pixels – yes

History

If relevant:

- What is the brand or initiative's history and current awareness?
- What is the recent advertising history?
- Are there any problems facing the brand or initiative?
 - There should be good general awareness of the phase out among impacted stakeholders but that should not be assumed.
 - No recent advertising history this would be the first Australian Government advertising
 - General distrust (post Covid) of government and reluctance to take up/accept information
 - Opposition to phase out

Geographical location and exposure

Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.

- National (some opportunities are available for research and investment etc so there is a national metro benefit) but also strong rural and regional national focus
- Strong focus on WA and regional sheep farming regions in the south west of Western Australia (https://www.agric.wa.gov.au/sheep/western-australian-sheep-and-wool-industries)

Environment

If relevant, are there any groups, opinions, or voices that compete directly with your message or initiative?

• https://www.keepthesheep.com.au/

Audience

- Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to.
- Provide any insights into the audience, including any developmental research.
- What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective?
- Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response.
- If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude
 these audiences due to limited budget. UM will consider budget in our response.
- Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign?

Primary target audience: impacted stakeholders



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

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

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

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

THINK:

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

EEL:

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

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

Useful research:

Rural Confidence Survey

Sheep Producer Intentions Survey

Creative Integration

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

N/A



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Television: CAD Approval

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

Tone of Voice

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

Factual, relatable/reassuring/positive

Timing / Seasonality

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

Other communications activities

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

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

Evaluation/Tracking

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

Confidence to make farming / operation decisions increased

uptake of assistance information – visits to website

Participation in process (eg co-design).

Brand Safety

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

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

Nil additional

Additional Information (if required)

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

- Phase Out of Live Sheep Exports by Sea: Independent Panel Report 2023



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Australian Government Response to the Independent Panel Report

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

Mandatories

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

Radio (national and rural)

Rural press

Rural journals

Posters – rural supply stores

Business advisers – communication kit (flyers etc)

Website

Additional Advertising Services - Social Moderation Only relevant if Social Moderation is required.

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

Is weekend or public holiday moderation required?

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

How often should reporting be sent?

Is moderation for translated CALD content required?

N/A

Additional Advertising Services – Search Engine Optimization Only relevant if Search Engine optimization (SEO) is required.

Who are the top SEO competitors?

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

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

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

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

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

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

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

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



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AUSTRALIAN GOVERNMENT MEDIA BRIEF

Approval Date : 12/11/2024



7

s 22(1)(a)(ii)

From: s 22(1)(a)(ii)

Sent: Thursday, 5 December 2024 1:43 PM

To: McDonald, Andrew

Cc: Blong, Nick; Wellington, Michelle; Spyrou, Britt; Curran, Carmel; s 22(1)(a)(ii);

 $s^{22(1)(a)(ii)}$; $s^{22(1)(a)(ii)}$; $s^{22(1)(a)(ii)}$; $s^{22(1)(a)(ii)}$

Subject: RE: LSPO funding - autonomy of procurement under cost centre structure

[SEC=OFFICIAL]

Attachments: LSPO DAFF Risk Assessment Template_05122024.xlsx

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

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

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

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

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

Thanks

s 22(1)(a)(ii)

s 22(1)(a)(ii)

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

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

agriculture.gov.au



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From: Spyrou, Britt <Britt.Spyrou@aff.gov.au> Sent: Wednesday, 4 December 2024 3:36 PM LEX 33131 Page 44 of 125

To: Wellington, Michelle < Michelle. Wellington@aff.gov.au>; \$ 22(1)(a)(ii) @aff.gov.au>

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

<s 22(1)(a)(ii)@aff.gov.au>

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

Importance: High

OFFICIAL

Hi Michelle,

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

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

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

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

Kind regards, Britt

Britt Spyrou (she/her)

BSc LLB LLM MSc

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

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

agriculture.gov.au



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

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Department of Agriculture, Fisheries and Forestry - RISK ASSESSMENT TEMPLATE

Part 1: Activity Identification and Context Analysis

Attivity Name

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Remember: A risk is not the same as an issue.

I risk has not yet occurred. Once it has occurred it is an issue and needs to be managed separ.

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				A risk has no	oot yet occurred. Once it has occurred	not the same as an issue. d it is an issue and needs to be manag	ed separately.																
Part 2: Risk A																		Part 3: Risk Treatment Plan					
RISK IDENTIFICATION	0							RISK ANALYSIS	1.0			1.2						RISK TREATMENT	12	1			
Risk Status Is the Risk open or closed? Open/Closed <drop-down></drop-down>	Risk The effect of uncertainty on your objectives	Shared Risk Is this a shared risk (Internally or externally) Y/N	Shared Risk Stakeholders If this is a shared risk- list who risk is shared with		Sources What could cause the risk to occur	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>	Controls What is in place to maintain and/or modify the risk?		Control Owner/s Person or entity	Control Effectiveness How effective is the curren control? <drop-down></drop-down>	Take into accoun	nt the effectiveness of «Drop-down» Refer to Tab 7: Risk I	d of the risk eventuating the existing controls.	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance is the level of risk accepted? Y/N <drop-down></drop-down>	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	<dron-down></dron-down>	put treatments implemented, is the Target Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance With all treatments implemented, is the level of risk now accepted? Y/N	Comments
RO1 Open	Public notice advertising is not delivered on time	Yes	Director Campaigns and Special Projects AS, Communications and Media AS, Communications and Media Companies Companie	FAS Plant & Live Animal Exports Welfare & Regulation	Change in approach further condensing delivery timeframe inadequate planning	Negative impact on other production teams, related projects and core business functions unable to deliver project, negative-impact on other production teams, related projects and core business functions to deliver project and core business functions and continues of the production teams, related projects and core business functions to deliver project objectives and core business functions are project objectives. Impacts to ability to deliver comproprish sability to deliver comproprish sability to deliver comproprish assistance messages to industriand stakeholders. Impacts to ability to stopp		Workforce planning to identify staffing requirements, capacity, capability and succession planning. Identify risks and report changes to the schedule early to adjustments can be made, stage delivery/roll out. Detailed scoping exercise with key stakeholders, regular check viss and progress updates. Detailed briefing document outlining research and requirements clearly. Regular communication check-ins to ensure project development remains on-track. Work with prouder to ensure communication with the effective with the Budget allocated - media strategy developed. Unavoidable activity may need to cease.	Detective Preventative Preventative Preventative	AS Media and Communication Director, Campaigns and Special Projects Director, Campaigns and Special Projects	Fully Effective Substantially Effective	Moderate	Possible	Medium (MA)	Yes	Yes		Policy, guide or standard operating procedure to outline process, timediames to ensure future activity is well planned and resourced.	Director, Campaigns and Special Projects 1/3/	S Minor Unikely Low (13)	Yes	Yes	
R02 Open	Public notice advertising is not delivered effectively	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strately Performance and Engagement Engagement Orgonic Strates Dep Sec., Agriculture, Trade and Regulation Group	Exports Welfare & Regulation	agency resulting in poorly timed,	negative interactions with stakeholders and industry (external)	Stakeholder	Utilise existing research and expertise of media buying agency Prepare key messages and talking points if needed Use and draw on existing research LSPO independent panel reports and sentiment analysis independent panel reports and sentiment enalysis executed in the communication check ins to ensure messaging and imagry are well socialised.	Corrective Preventative	Special Projects	Partially Effective Substantially Effective	Minor	Possible	iow ((2)	Yes	Yes		Policy, guide or standard operating procedure to outline process, timeframes to ensure future achity is well planned and resourced	Director, Campaligns and Special Projects 1/3/	S Minor Unlikely Low (13)	Yes	Yes	
R03 Open	Legal / Procurement requirements not met	Yes	FAS Plant & Line, Annimal Exports Welfare Regulation. Chief Counsel Chief Finance Officer		Loss of, or inadequate allocation of staff resources Lack of knowledge, skill in managing these processes Timeframe inadequate to complete all processes fully	g legal /audit concequences	t, 2. Policy	Notafore planning to identify staffing requirements, capacity, capability and succession planning Documents on the source, templates, training, guidance and advice from legal and procurement business partners Work closely with business partners to ensure compliance with all requirements	Preventative	Director, Campaigns and Special Projects Director, Campaigns and Special Projects Director, Campaigns and Special Projects	Partially Effective	Moderate	Possible	Medium (M4)	Yes	Yes		ensure dose regagement with business partners seek and follow advice and guidance to ensure compliance	to Director, Campaigns and Special Projects	5 Moderate Possible Medium (M4	Yes	Yes	

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
			Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements	111		Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Objective and Main	Public notice advertising to inform stakehole	ders of the end of live se	ep exports by sea by 1 May 2028.	Risk Assessment Approval Date	Write the date this risk assessment was approved by the SRO>	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Outcomes						Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
(Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Context	Caretaker arrangements in Western Australia	and Commonwealth, amo	unt of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

					A risk has n	Remember: A risk is n ot yet occurred. Once it has occurred	ot the same as an issue. it is an issue and needs to be manag	ed separately.										<u> </u>		·					
		Assessment																	Part 3: Risk Treatment Plan						
RISH	IDENTIFICATION	0	A	I	A			1.0	RISK ANALYSIS	A			A			A	1 1		RISK TREATMENT			Δ			
Risk N	Risk Status Ref Is the Risk ope or closed? Open/Closed <drop-down:< th=""><th>Risk The effect of uncertainty on your objective</th><th>Shared Risk Is this a shared risk (Internally or externally) s Y/N <drop-down></drop-down></th><th>Shared Risk Stakeholders If this is a shared risk- list who risk is shared with</th><th>Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.</th><th>What could cause the risk to occur?</th><th>Consequences What could occur if the risk event takes place?</th><th>Risk Category Which category of work activity does the risk belong? <drop-down></drop-down></th><th>Controls</th><th>Type of control (Preventative, Detective, Corrective)</th><th>Control Owner/s Person or entity</th><th>Control Effectiveness How effective is the curre control? <drop-down></drop-down></th><th>Assess the consequenc Take into account t Ref</th><th>he effectiveness of the <drop-down> er to Tab 7: Risk Mat</drop-down></th><th>the risk eventuating, existing controls.</th><th>Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down></th><th>Risk Acceptance Is the level of risk accepted? Y/N <drop-down></drop-down></th><th>Comments</th><th>Risk Treatments Additional tasks that are required to manage thrisk within an acceptable tolerance. These are future controls.</th><th>implementing the</th><th>of treatment.</th><th>Target Risk Rating What is the target risk rating after all tr in place? <pre></pre> <pre><pre><pre><pre><pre><pre><pre><pre></pre></pre></pre></pre></pre></pre></pre></pre></th><th>atments listed are put</th><th>Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? Y/N Orep-down Orep-down</th><th>Comments</th></drop-down:<>	Risk The effect of uncertainty on your objective	Shared Risk Is this a shared risk (Internally or externally) s Y/N <drop-down></drop-down>	Shared Risk Stakeholders If this is a shared risk- list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>	Controls	Type of control (Preventative, Detective, Corrective)	Control Owner/s Person or entity	Control Effectiveness How effective is the curre control? <drop-down></drop-down>	Assess the consequenc Take into account t Ref	he effectiveness of the <drop-down> er to Tab 7: Risk Mat</drop-down>	the risk eventuating, existing controls.	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance Is the level of risk accepted? Y/N <drop-down></drop-down>	Comments	Risk Treatments Additional tasks that are required to manage thrisk within an acceptable tolerance. These are future controls.	implementing the	of treatment.	Target Risk Rating What is the target risk rating after all tr in place? <pre></pre> <pre><pre><pre><pre><pre><pre><pre><pre></pre></pre></pre></pre></pre></pre></pre></pre>	atments listed are put	Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? Y/N Orep-down Orep-down	Comments
									Make any declarations required/corrections as soon as detected/as early as possible	Corrective	Director, Campaigns and Special Projects	Largely Ineffective	Consequence	Likelihood	Rating							Consequence Likelihood	Rating		
									Seek and apply all legal advice	Preventative	Director, Campaigns and Special Projects	Fully Effective													
													1												
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													1												
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RO	04 Open	Project not delivered within Budget	Yes	Director Campaigns and Special Project AS, Communications and Media	s FAS Plant & Live Animal Exports Welfare & Regulation	Scope to deliver extending beyond budget	negative impact to departmental budget	2. Policy	Brief / scope carefully with media booking agency	Preventative	Director, Campaigns and Special Projects	Substantially Effective	Minor	Unlikely	Low (L3)	Yes	Yes						#N/A		
				FAS Strategy Performance and Engagement AS, LSPO FAS Plant & Live Animal Exports Welfar			risk to project delivery		Develop collaterall in-house to reduce costs	Preventative	Director, Campaigns and	Partially Effective	_												
				& Regulation Dep Sec, Agriculture, Trade and Regulation Group							Special Projects														
									Re negotiate scope if required with booking agent	Corrective	Director, Campaigns and Special Projects	Fully Effective													
									Carefully manage budget, account for spending, forecast , review regularly	Preventative	Director, Campaigns and Special Projects	Substantially Effective													
													_												
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Ri	05														#N/A								#N/A		
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Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
			Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements	111		Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Objective and Main	Public notice advertising to inform stakehole	ders of the end of live se	ep exports by sea by 1 May 2028.	Risk Assessment Approval Date	Write the date this risk assessment was approved by the SRO>	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Outcomes						Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
(Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Context	Caretaker arrangements in Western Australia	and Commonwealth, amo	unt of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

					A risk has	Remember: A risk is r not yet occurred. Once it has occurred	not the same as an issue. I it is an issue and needs to be manag	ged separately.										_						
		ssessment																Part 3: Risk Treatment Plan						
RISK IDENTIF	FICATION	0							RISK ANALYSIS									RISK TREATMENT						
Risk Ref Is t No.	Risk Status the Risk open or closed? Open/Closed Drop-down>	Risk The effect of uncertainty on your objectives	Shared Risk Is this a shared risk (Internally or externally) Y/N	Shared Risk Stakeholders If this is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the ris	What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of the vork activity does risk belong? <drop-down></drop-down>	Controls	Type of control (Preventative, Detective, Corrective) - Control Owner/s Person or entity - Corpo-downomaintaining the control of the Control Owner/s Person or entity - Corpo-downomaintaining the control of the Control Owner/s Person of the Control Owner/s Person or entity - Control Owner/s - Control Owner/	control?	nt	Current Risk Rating and the likelihood of to effectiveness of the color of component of the color of the colo	existing controls.	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance is the level of risk accepted? Y/N <drop-downt></drop-downt>	Comments	Risk Treatments. Additional stasks that are required to manage thrisk within an acceptable tolerance. These are future controls.	implementing the	(use date format DD/MM/YYYY)	Target Risk Ratin What is the target risk rating after all t in place? - drop-down- Refer to Ta6 7: Risk I Consequence Likelihood	g eatments listed are put	inclemented, is the Farget Risk Raceptance With all treatments implemented, is the Farget Risk Rating within tolerance; V/N 	Comments
ROS								-						#64/A								#N/A		
807								_						50/4								anto.		
807														200/A								BIN/A		
RO8														an/A								#N/A		

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
	,,		Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements			Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Objective and Main	Public notice advertising to inform stakeholde	rs of the end of live see	ep exports by sea by 1 May 2028.	Risk Assessment Approval Date	Write the date this risk assessment was approved by the SRD>	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Outcomes						Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
(L						Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Context	Caretaker arrangements in Western Australia ar	nd Commonwealth, amo	unt of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

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

0.10.001.0		A risk has no	Remember: A risk is no ot yet occurred. Once it has occurred i	ot the same as an issue. it is an issue and needs to be manage	ed separately.																
Part 2: Risk Assessment						RISK ANALYSIS									Part 3: Risk Treatment Plan						
RISK IDENTIFICATION		•			1	HISK ANALYSIS	A					A			RISK TREATMENT	0	La				
Risk Rel Risk Status Risk Rel Is the Risk open No. or Goder? Open/Closed Chrop-down> The effect of uncertainty on your objectives Open/Closed Chrop-down>	Shared Risk Stakeholders If this is a shared risk- list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	Consequences	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>	Controls What is in place to maintain and/or modify the risk?	Type of control (Preventative, Detective, Corrective)	Control Owner/s Person or entity responsible for maintraining the control Chrop-down	turrent Take Into acco	Orop-down> Refer to Tab 7: Risk	Matrix	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance is the level of risk accepted? Y/N <drop-down></drop-down>	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s for Who is responsible for implementing the (use	Due Date completion treatment. e date format b/MM/YYYY)	Target Risk Rating What is the target risk rating after all treatr in place? - Octop-downo- Refer to Tab 7: Risk Matri	ix	wisk Tolerance With all retreatments implemented, is the Target Risk Rating within tolerance? Y/N <drop-down> Risk Acceptance With all treatments implemented, is the level of risk now accepted? Y/N <drop-down></drop-down></drop-down>	Comments
ROS											an/A								201/A		
RIO											BN/A								an/A		

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
		,	Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements			Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Objective and Main	Public notice advertising to inform stakeholder	s of the end of live se	ep exports by sea by 1 May 2028.	Risk Assessment Approval Date	Write the date this risk assessment was approved by the SRO>	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Outcomes					, , , , , , , , , , , , , , , , , , , ,	Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
(i						Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Context	Caretaker arrangements in Western Australia an	d Commonwealth, amo	ount of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

		A risk has not	Remember: A risk is no yet occurred. Once it has occurred it	t the same as an issue. t is an issue and needs to be manage	d separately.														
Part 2: Risk Assessment														Part 3: Risk Treatment Plan					
RISK IDENTIFICATION						RISK ANALYSIS								RISK TREATMENT					
Risk Status Risk Ref list the Risk open No. or closed? Open/Closed Opop-down> The effect of uncertainty on your objectives (Orop-down> The Open-down>	Shared Risk Stakeholders is is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>		Type of control (Preventative, Detective, Corrective)	Control Owner/s Person or entity responsible for maintaining the control Control Effectiven tow effective is the control Control Circip down	Assess the consequence Take into account Consequence	Refer to Tab 7: Risk N	S of the risk eventuating, the existing controls. latrix Rating	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance Is the level of risk accepted? Y/N <drop-down></drop-down>	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	Due Date	Target Risk Rating What is the target risk rating after all treatments listed are in place? College Glowing Refer to Tab 7- Risk Matrix Consequence Likelihood Rating	With all treatment with a literature in the Target Risk Rating within tolerance? YN Advocomon Corporation of the Corporation of	Comments
										Democ	Name (Consequence Constitution Adamage		
											ms/A						#N/A		
											ms/A						8N/A		

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

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

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

Re No		Risk	Shared Risk Is this a shared		Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	risk		Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?		That is in pace to maintain only or mounty the risk.	cond on		tolerance?	accepted?		the treatment		
RO	1 Open	Public notice advertising is not delivered on time		Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement	FAS Plant & Live Animal Exports Welfare & Regulation	Workforce planning to identify staffing requirements, capacity, capability and succession planning	Partially Effective	Medium (M4)	Yes	Yes	Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	1/03/2025	Low (L3)	
				AS, LSPO Dep Sec, Agriculture, Trade and Regulation Group		Identify risks and report changes to the schedule early so adjustments can be made, stage delivery/roll out	Substantially Effective							
						Detailed scoping exercise with key stakeholders, regular check-ins and progress updates	Substantially Effective							
						Detailed briefing document outlining research and requirements clearly	Substantially Effective							
						Regular communication check-ins to ensure project development remains on-track	Fully Effective							
						Work with provider to ensure communicatiion will be effective within the Budget allocated - media strategy developed.	Substantially Effective							
						Unavoidable activity may need to cease	Fully Effective							
PO	Open	Public notice advertising is not	Yes	Director Campaigns and Special Brainste	EAS Blant & Live Animal	Utilise existing research and expertise of media buying agency	Substantially Effective	Low (L2)	Yes	Yes	Policy, guide or standard operating procedure to outline process,	1/03/2025	Low (L3)	
KO.		delivered effectively		AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO	Exports Welfare & Regulation			LOW (L2)	ies	res	timeframes to ensure future activity is well planned and resourced	1/03/2023	LOW (L3)	
				AS, LSPU Dep Sec, Agriculture, Trade and Regulation Group		Prepare key messages and talking points if needed	Partially Effective							
						Use and draw on existing research LSPO independent panel reports and sentiment analysis	Substantially Effective							
						Regular communication check-ins to ensure messaging and imagry are well socialised	Substantially Effective							

Department of Agriculture	. Fisheries and Forestry	v - RISK SUMMARY	/ RFPORT
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Activity Name	Phase out of live sheep exports by sea - transition as
Senior Responsible Officer (SRO)	Michelle Wellington
Date of last review	45624
Date of this report	Thursday, 20 February 2025

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

										Kemot	e LOW (Lo) LOW (L4)	- (/		didiff (M3)
Re No	f Risk	Risk	Is this a shared	Shared Risk	Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk	Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?						accepted?		the treatment	-	
RO	3 Open	Legal / Procurement requirements	Yes	FAS Plant & Live Animal Exports Welfare	FAS Plant & Live Animal	Workforce planning to identify staffing requirements, capacity,	Substantially Effective	Medium (M4)	Yes	Yes	ensure close engagement with business partners to seek and follow advice	28/02/2025	Medium (M4)	
		not met		& Regulation	Exports Welfare & Regulation	capability and succession planning					and guidance to ensure compliance			
						Documents on the source, templates, training, guidance and advice from legal and procurement business partners	Partially Effective							
						Work closely with business partners to ensure compliance with all requirements	Substantially Effective							
						Make any declarations required/corrections as soon as detected/as early as possible	Largely Ineffective							
						Seek and apply all legal advice	Fully Effective							

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Department of Agriculture	, Fisheries and Forestry	Y - KISK SUIVIIVIAKY KEPUKI

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

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

										Remote	te Low (L8)	Low (L8) Low (L4)		M	edium (M3)	Medium (M1)	
Re ^o	Risk Status	Risk		Shared Risk	Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk		ents	Due Date For the completion of	Target Risk Rating		Comments	
			Is this a shared risk (Internally or externally)	If yes, who is the risk shared with?		what is in place to maintain and/or mounty the risk:	Controls	toler		accepted?	accepted?		the treatment	Rating			
								. ((2)		V.				W (0			
KU4	Open	Project not delivered within Budget	Yes	AS, Communications and Media FAS Strategy Performance and Engagement	Exports Welfare & Regulation	Brief / scope carefully with media booking agency	Substantially Effective	Low (L3)	Yes	Yes				#N/A			
				AS, LSPO FAS Plant & Live Animal Exports Welfare & Regulation Dep Sec, Agriculture, Trade and		Develop collaterall in-house to reduce costs	Partially Effective										
				Regulation Group		Re negotiate scope if required with booking agent	Fully Effective										
						Carefully manage budget, account for spending, forecast, review regularly	Substantially Effective										
ROS								#N/A						#N/A			

Department of Agriculture, I	Fisheries and Forestry - RISK SUMMARY REPORT
Activity Name	Phase out of live sheep exports by sea - transition assistance
Senior Responsible Officer (SRO)	Michelle Wellington
Date of last review	45624

Thursday, 20 February 2025

Date of this report

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

Part Part											Remote Low (L8) Low (L4) Lo		Low (L1)	(L1) Medium (M3) Medium (M1)		
	Re	f Risk . Status	Risk	Risk Is this a shared risk (Internally or If yes, who is the risk shared with?		Risk Owner Risk Owner Risk Owner Risk Owner Risk Owner Note to maintain and/or modify the risk? Controls What is in place to maintain and/or modify the risk? Control Effectiveness How effective is the current control? Rating			Tolerance Is the Current Risk Rating within	Acceptance Is the level of risk	Risk Treatm	ients	For the completion of		Comments	
				externally)												
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762																
105 AN/A AN/A AN/A AN/A AN/A AN/A AN/A AN/																
105 HN/A HN/A HN/A																
20/A 20/A 20/A 20/A 20/A 20/A 20/A 20/A																
100 PN/A PN/A PN/A PN/A PN/A PN/A PN/A PN/A																
	RC	5							#N/A						#N/A	

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

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

_										Remot	e Low (L8) Low (L4)	Low (L1)	ivicaiaiii (M3) Medium (M1)
Re No	Risk Status	Risk .	Is this a shared	Shared Risk	. Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?					tolerance?			the treatment		
RO	,							#N/A					#N/A	
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Department of	ASITEGICAL C	, i isiiciics aiia	1010361	y INION SOMM	MAINT INEL OIN

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

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

										Kemote	e Low (L8) Low (L4)			ini (M3)
Re No	f Risk Status	Risk	Is this a shared	Shared Risk	Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within		Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?					tolerances			the treatment		
ROS	В							#N/A					#N/A	
ROS								#N/A					#N/A	

Department of Agriculture, F	Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT						
Activity Name	Phase out of live sheep exports by sea - transition assistance						
Senior Responsible Officer (SRO)	Michelle Wellington						
Date of last review	45624						
Date of this report	Thursday, 20 February 2025						

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

_				<u> </u>						Remote	e Low (L8) Low (L4)	Low (L1)	iviedidili (ivi5)	Medium (M1)
Re	Risk Status	Risk	Is this a shared	Shared Risk	. Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk	Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			Is this a shared risk (Internally or externally) If yes, who is the risk shared with?						tolerance?	accepted?		the treatment		
										_				
										-				
R1								#N/A					#N/A	
										-				
										-				
										-				
										-				

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT								
Activity Name	Phase out of live sheep exports by sea - transition assistance							
Senior Responsible Officer (SRO)	Michelle Wellington							
Date of last review	45624							

Thursday, 20 February 2025

Date of this report

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

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

s 22(1)(a)(ii)

From: McDonald, Andrew

Sent: Thursday, 5 December 2024 1:59 PM

To: s 22(1)(a)(ii)

Cc: Blong, Nick; Wellington, Michelle; Spyrou, Britt; Curran, Carmel; s 22(1)(a)(ii) ; s 22(1)(a)(ii) s 22(1)(a)(ii) s 22(1)(a)(ii); s 22(1)(a)(iii)

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

OFFICIAL

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

Kind regards Andrew

Andrew McDonald

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

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

agriculture.gov.au



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From: s 22(1)(a)(ii) @aff.gov.au>

Sent: Thursday, 5 December 2024 1:43 PM

To: McDonald, Andrew < Andrew. McDonald@aff.gov.au>

Cc: Blong, Nick < Nick.Blong@aff.gov.au>; Wellington, Michelle < Michelle.Wellington@aff.gov.au>; Spyrou, Britt < Britt.Spyrou@aff.gov.au>; Curran, Carmel

s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>

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

OFFICIAL

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

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

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

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

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

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

s 22(1)(a)(ii)

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

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

agriculture.gov.au



OFFICIAL

To: Wellington, Michelle < Michelle. Wellington@aff.gov.au >; \$ 22(1)(a)(ii) @aff.gov.au >

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

s 22(1)(a)(ii) @aff.gov.au>; s 22(1)(a)(ii) @aff.gov.au>

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

Importance: High

OFFICIAL

Hi Michelle,

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

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

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

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

Kind regards, Britt

Britt Spyrou (she/her)

BSc LLB LLM MSc

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

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

agriculture.gov.au



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

OFFICIAL

OFFICIAL

s 22(1)(a)(ii)

donotreply@finance.awe.gov.au From: Thursday, 5 December 2024 3:01 PM Sent:

McDonald, Andrew To:

Approach to Market ATM_2024_1290 - Phase out of live sheep exports by sea transition assistance has been submitted for Endorsement. Subject:

[SEC=OFFICIAL]

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

Please login to TechnologyOne and action the item from My Tasks on your homepage

ATM 2024 1290

s 22(1)(a)(ii)

Question	Answer
Quoduon	7 11 10 11

Document

Management URL

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

Title

Phase out of live sheep exports by sea transition assistance

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

social media.

The department is planning to run Public Notice advertising to inform the supply chain of the

Background

transition package being rolled out to support the phase out of live sheep exports by sea by

2028.

Public Notice advertising is required to inform affected stakeholders of the decision to phase out live sheep export by sea by 1 May 2028. Inform those most affected of the transition

Business Case assistance package and where to go for more information and how to access it.

Farmers are making decisions now, about how many animals to carry into the coming years (joining ewes) and planting crops (mixed farming operations). The imperative is for them to

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

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

The issues/risks if we don't procure the goods and/or services we won't be able to inform the sheep industry of the changes and necessary information to assist them manage the change. The estimated value for this procurement over the life of the contract, including extension options is \$2,500,000

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

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

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

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

Statement of Deve

Develop media strategy and media plan response

Undertake social media moderation

Book and place radio, social media and print advertising

undertake paid search optimisation

Provide an evaluation report

UNSPSC Category 82100000 (Advertising)

Procurement

Requirements

103 (Services (non-consultancy))

Category Does your

procurement

require a Probity

No

Plan?

Is this procurement to

No

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

hardware which may impact the Departments Cyber Security or other IT related network in any capacity)? Is this procurement for No Legal Services? Is this

procurement from Yes an existing panel

arrangement?

SON (Panel)

4094781 (Master Media Agency Services)

Number of

Number

Suppliers 1

Approaching Details of

Suppliers being Universal McCann, a division of Mediabrands Australia Pty Ltd

Approached ABN: 19 002 966 001

(Name's/ABN's) **Australian Industry** Participation Plan (AIPP) - \$20

No

million+

Workplace Gender

Equality Act

(WGEA) - \$80K + (excluding existing No

panel

arrangements)

Shadow Economy - No

\$4 million +

Indigenous Procurement

Policy Mandatory

Set Aside (MSA) -

Between \$80k - No

\$200k, or

contracts

delivered in

remote areas

Indigenous

Procurement

Policy Mandatory

Minimum

Reporting (MMR) -

\$7.5 million +

Broader Benefits

to the Australian No

Economy - \$1

million +

Environmentally

Sustainable

Procurement

Policy - Subject to

the goods/services No

and for

construction

services \$7.5

million +

Australian Skills

Guarantee – No

Constructions,

building and maintenance services or ICT

services \$10

million+

Commonwealth

Child Safe

Framework -

Where child safety No

is relevant to the

contract's

activities

Government

Procurement

(Judicial Review)

Act - \$80k +

(excluding existing No

panel

arrangements or

when Appendix A

of the CPRs

applies)

Modern Slavery -

Subject to supply

chain

No

characteristics,

value, sector and

risk profile

Does your

procurement

No include a Modern

slavery risk

6

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management

plan?

I can confirm that I

and everyone

involved in this

procurement have

considered

conflicts of

interest for this

procurement, and

Conflict of Interest True

Declaration's for

everyone involved

in the procurement

(if required) have

been saved in the

following

appropriate

location.

Conflict of Interest

Additional

Forms have been completed in lighthouse

Information

The estimated

value of the

procurement is

high, or relatively

high compared

with the purchases Medium

normally

undertaken by the

Department (low =

below \$200,000,

medium =

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\$200,000 to \$1,000,000, high = above \$1,000,000) The person undertaking the procurement has limited experience Low in either the nature of the purchase being undertaken, or the market. The procurement itself is inherently complex. Low (technically, legally or financially) The nature of the procurement is potentially

Medium

controversial or

politically

sensitive.

The procurement

may introduce

security risk to Low

people,

information,

and/or assets.

The nature of the

procurement Low

activity may

introduce modern

slavery risks into
the department's
supply chain.
The procurement
may introduce
probity risks
relating to officials,
the entity and/or
suppliers.

• extent to which the Potential Supplier's Response meets the Customer's Requirement set out in this ATM

Evaluation Criteria

• extent to which the Potential Supplier demonstrates its capability and capacity to provide the

Requirement

Procurement Comments Return for rework. Please attach Risk Assessment. Thanks

Approach to ATM review cleared.

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

ATM_2024_1290	
Procurement	Form

Form Stage - Complete	

When to use this form

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

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

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

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

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

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

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

Please note these timeframes do not include:

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

Further support.

For further support please see Procurement Home Page

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Document Management Link

Document Management URL

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

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

Signed Agreement

Agreement Date

05-Dec-2024

Will This Procurement Result in Multiple Contracts

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

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

Will this procurement process result in Multiple Contracts

No

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Procurement Plan and Approach to Market Details

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

Title

Phase out of live sheep exports by sea transition assistance

Narration

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

Background

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

Business Case

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

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

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

The issues/risks if we don't procure the goods and/or services we won't be able to inform the sheep industry of the changes and necessary information to assist them manage the change. The estimated value for this procurement over the life of the contract, including extension options is \$2,500,000 The Live Sheep Phase out Taskforce has been consulted during this process and do not have differing views. The commencement of public notice advertising complements program rollout activities and stakeholder engagement.

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

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

Statement of Requirements

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

Develop media strategy and media plan response Undertake social media moderation

Book and place radio, social media and print advertising undertake paid search optimisation

Provide an evaluation report

Procurement Categorisation

UNSPSC Category

82100000 (Advertising)

Consultancy contracts need to meet the Department of Finance's criteria, for more information please click **here**.

Procurement Category

103 (Services (non-consultancy))

Does your procurement require a Probity Plan?

No

Is this procurement to engage a probity advisor?

No

Procurement Roles

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Contract Officer

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

Contract Manager

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

Goods/Services Received Officer

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

Financial Delegate

s 47F(1) (Andrew MCDONALD)

Fund Source

Departmental

Fund / Cost Centre

DD56 (LSPO Communications campaign)

Estimated Value and Dates

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

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

2500000.00

Proposed Start Date

25-Nov-2024

Proposed End Date

28-Feb-2025

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Extension Options?
Total Estimated Value Including Extension Options Including GST if applicable
2500000.00
Indigenous Procurement Policy
Indigenous Procurement Policy requires that Indigenous businesses be given an opportunity to demonstrate value for money before a general approach to market. The mandatory set aside applies to procurements to be delivered in remote Australia and for all other procurements wholly delivered in Australia valued between \$80,000-\$200,000 (GST inclusive) unless there is an applicable mandatory WoAG panel for the category of service (e.g. People Panel), procurements to which paragraphs 2.6 or 10.3 of the CPRs apply, or when using an exemption contained in Appendix A of the CPRs (other than exemption 16).
Please see <u>here</u> for further information.
Please see <u>here</u> to view remote locations.
Will the procurement be delivered in remote localities?
No
This procurement does not most the criteria for ID
This procurement does not meet the criteria for IPP.
ICT Procurement
Is this procurement for ICT goods and/or services (e.g. software, hardware which may impact the Departments Cyber Security or other IT related network in any capacity)?
No

For further information on what the Digital Services Division classifies as ICT Expenses, please

refer to the DSD Classified ICT Expenses document

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Legal Procurement

Is this procurement for Legal Services?

No

Procurement Method

Is this procurement from an existing panel arrangement?

Yes

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

SON (Panel) Number

4094781 (Master Media Agency Services)

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

Number of Suppliers Approaching

1

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

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

Procurement Connected Policies:

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

Refer to the <u>Procurement Policies and Thresholds</u> for Procurement Connected Policies for further information.

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

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

No

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

No

Shadow Economy - \$4 million +

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

Does your procurement include a Modern slavery risk management plan?

No

Confidentiality, Privacy and Conflict of Interest

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

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

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

Document if any involved officials including evaluation panel members require declarations of actual, potential and perceived conflict of interest. Internal COI declarations are completed in <u>Lighthouse</u>.

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

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

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

Conflict of Interest Additional Information

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Forms have been completed in lighthouse

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

No

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

Risk Assessment

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

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

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

Medium Risk: For procurements with a risk identified as 'Medium' it is recommended to complete a <u>Procurement and Grant Initiation Risk Assessment Template</u>. Please attach a copy in the below Risk Assessment attachment field.

High or Above Risk: For procurements with a risk identified as 'High or Above', a more complex risk assessment will need to be undertaken in line with the Enterprise Risk Management Section for guidance if required. Please attach a copy in the below Risk Assessment attachment field.

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

Medium

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

Low

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

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Low

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

Medium

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

Low

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

Low

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

Low

Evaluation Criteria

Evaluation Criteria

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

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

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

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

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R	200	m	m	۵n	d:	ati	on
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That you, in accordance with the Accountable Authority Instructions (AAIs) and Department of Agriculture, Fisheries and Forestry Financial Delegations Instrument, agree to the engagement of:

Supplier Details

Supplier

C00005905 (UNIVERSAL MCCANN)

For The Provision Of

Public Notice Advertising

Is this procurement to engage a sole trader?

No

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

For more information, refer to the <u>Procurement Policy Guideline – Labour Hire Services</u> or contact the Procurement Helpdesk

Funding Details

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

2280993.00

Start Date

06-Dec-2024

End Date

28-Feb-2025

Extension Options?

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Total Value Including Extension Options Including GST if applicable

2280993.00

Project Ledger Costings Included

Will this contract require costing to the project ledger $\ensuremath{\text{No}}$

Costings and Financial Year Split General Ledger

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

Row 1

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

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

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Value for Money Justification

Value for Money considerations can include:

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

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

Value for Money has been demonstrated as follows:

Value for Money Justification

Universal McCann (UM), a division of Mediabrands Australia Pty Ltd, is the master media agency (MMA), responsible for the placement of all advertising under the Central Advertising System (operated by the Department of Finance). UM operates under a Deed of Standing Offer with the Commonwealth. Non-corporate Commonwealth entities must place all their advertising through the CAS. CAS is the coordinated procurement arrangement that consolidates expenditure and buying power to secure optimal media rates for the placement of government advertising. The Communication and Media branch has worked with UM to develop a media strategy which provides the best coverage in a cost-effective way, consciously using channels to target and reach a specific audience.

Public notice advertising has been utilised to deliver further costefficiencies as much material in-house at no cost.

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

Supplier Terms and Conditions



✓ Supplier Terms and Conditions

Signing Supplier Terms and Conditions may create a contingent liability (which include indemnities, warranties and guarantees). If you are unsure whether you are agreeing to a LEX 33131 Page 88 of 125

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

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

Contingent Liability

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

No

Further information on indemnities, guarantees and warranties can be found on the contingent liabilities intranet page

Farmer/Stakeholder Implications

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

Yes

Farmer/Stakeholder Statement

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

AusTender Fields

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

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

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

AusTender Contract Notice Title Advertising
Contains Confidentiality Clauses? Contains Confidential Outputs? Procured and Used Overseas - Official Located Overseas Procured and Used Overseas - Goods Or Services
Supporting Attachments
Risk Assessment
1 attachment
Market Research (if applicable)
0 attachments

Supporting Documentation (if applicable)

^{*} acronyms

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Procurement Comments

Procurement Comments Approach to Market

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

Procurement Comments S23

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

Delegate Comments

Delegate Comments Approach to Market

OFFICIAL

Department of Agriculture, Fisheries and Forestry - RISK ASSESMENT TEMPLATE

Part 1: Activity Identification and Context Analysis

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

				A risk has n	Remember: A risk is r ot yet occurred. Once it has occurred	ot the same as an issue. It is an issue and needs to be manage	ed separately.																
Part 2: Risk A								A									Part 3: Risk Treatment Plan						
ISK IDENTIFICATION	U							RISK ANALYSIS						10			RISK TREATMENT (1)						
Risk Status isk Ref Is the Risk open or closed? Open/Closed <drop-down></drop-down>	Risk The effect of uncertainty on your objective	Shared Risk Is this a shared risk (Internally or externally) V/N <drop-down></drop-down>	Shared Risk Stakeholders If this is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	Sources What could cause the risk to occur	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>	Controls What is in place to maintain and/or modify the risk?	Type of control (Preventative, Detective, Corrective) <drop-down></drop-down>		Control Effectiveness How effective is the current control? <orop-down></orop-down>	Assess the consequence and the Take into account the effect CDro Refer to Tat	Risk Rating likelihood of the risk eventus veness of the existing control -down- 7: Risk Matrix lihood Rating	Risk Tolerance Is the Current Ri Rating within tolerance? Y/N	isk steeptaile Is the level of risk accepted? y/N	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	of treatment. (use date format DD/MM/YYYY)	Target Risk is the target risk rating after in place or Drop-don Refer to Tab 7: R	all treatments listed are put ? rn> isk Matrix	dsk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? 'yN <pre> </pre>	Comments
RO1 Open	Public notice advertising is not delivered o		Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO Dep Sec, Agriculture, Trade and Regulation Group	FAS Plant & Live Animal Exports Welfare & Regulation	Change in approach further	Negative impact on other production teams, related projects and core business functions	n 2. Policy	Workforce planning to identify staffing requirements, capacity, capability and succession planning lidentify risks and report changes to the schedule	Preventative Detective	AS Media and Communication	Partially Effective Substantially Effective	Moderate Pi	ssible Medium (M	Yes	Yes		Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	Director, Campaigns and Special Projects	1/3/25 N	Minor Unlikely	Low (L3)	Yes Yes	
					condensing delivery timeframe Inadequate planning	unable to deliver project, negative impact on other production teams, related projects and core business functions	_	early so adjustments can be made, stage delivery/roil out Detailed scoping exercise with key stakeholders, regular check-ins and progress updates	Preventative	Special Projects Director, Campaigns and Special Projects	I Substantially Effective												
					Ineffective scoping and requirement document Ineffective consultation with interna and external stakeholders	Reputational damage to department division, section. Does not meet project objectives	t.	Detailed briefing document outlining research and requirements clearly Regular communication check-ins to ensure project development remains on-track	Preventative Preventative	Director, Campaigns and Special Projects Director, Animal Biosecurity	I Substantially Effective Fully Effective												
					Eack of funding	Impacts to ability to deliver comprehensive messages to industry and stakeholders requires activity to stop	,	Work with provider to ensure communication will be effective within the Budget allocated - media strategy developed. Unavoidable activity may need to cease	Preventative Corrective	Director, Plant Systems and Strategies Director, Campaigns and Special Projects Director, Campaigns and	Substantially Effective Fully Effective												
							_			Special Projects		_											
RO2 Open	Public notice advertising is not delivered effectively	f Yes	Director Campaigns and Special Project AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO	Exports Welfare & Regulation	agency resulting in poorly timed, poorly socialised, poorly received messaging	negative interactions with stakeholders and industry (external)	- 4. Partnering and Stakeholder Engagement	buying agency		Special Projects		Minor Pi	ssible Low (L2)	Yes	Yes		Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	Director, Campaigns and Special Projects	1/3/25 N	Minor Unlikely	Low (L3)	Yes Yes	
			Dep Sec, Agriculture, Trade and Regulation Group		Poor socialisation of messaging Lack of research due to timing	Negative media attention	_	Prepare key messages and talking points if needed Use and draw on existing research LSPO independent panel reports and sentiment analysis	Preventative	Director Campaigns and Special Projects													
							_	Regular communication check-ins to ensure messaging and imagry are well socialised	Preventative	Director Campaigns and Special Projects	Substantially Effective	_											
							-																
R03 Open	Legal / Procurement requirements not mi	et Yes	FAS Plant & Live Animal Exports Welfar & Regulation	e FAS Plant & Live Animal Exports Welfare & Regulation	Loss of, or inadequate allocation of staff resources	Reputational damage to department division, section.	t, 2. Policy	Workforce planning to identify staffing requirements, capacity, capability and succession	Preventative	Director, Campaigns and Special Projects	I Substantially Effective	Moderate Pi	ssible Medium (M	i) Yes	Yes		ensure close engagement with business partners seek and follow advice and guidance to ensure	io Director, Campaigns and Special Projects	28/2/25 Mc	oderate Possible	Medium (M4)	Yes Yes	
			Chief Counsel Chief Finance Officer		Lack of knowledge, skill in managing these processes	legal /audit concequences		planning Documents on the source, templates, training, guidance and advice from legal and procurement business partners		Director, Campaigns and Special Projects							compliance						
					Timeframe inadequate to complete all processes fully	project unable to be delivered		Work closely with business partners to ensure compliance with all requirements	Preventative	Director, Campaigns and Special Projects	Substantially Effective												

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
<i>(</i> -			Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements			Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
			Risk Assessment Approval Date	5/12/2024	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)	
Outcomes				•		Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
1					Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)	
Context	Caretaker arrangements in Western Australia	and Commonwealth, amo	time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

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					A risk has n	Remember: A risk is n ot yet occurred. Once it has occurred	ot the same as an issue. it is an issue and needs to be manag	ed separately.										<u> </u>		·					
		Assessment																	Part 3: Risk Treatment Plan						
RISH	IDENTIFICATION	0	A	I	A			1.0	RISK ANALYSIS				A			A	1 1		RISK TREATMENT			Δ			
Risk N	Risk Status Ref Is the Risk ope or closed? Open/Closed <drop-down:< th=""><th>Risk The effect of uncertainty on your objective</th><th>Shared Risk Is this a shared risk (Internally or externally) s Y/N <drop-down></drop-down></th><th>Shared Risk Stakeholders If this is a shared risk- list who risk is shared with</th><th>Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.</th><th>What could cause the risk to occur?</th><th>Consequences What could occur if the risk event takes place?</th><th>Risk Category Which category of work activity does the risk belong? <drop-down></drop-down></th><th>Controls</th><th>Type of control (Preventative, Detective, Corrective)</th><th>Control Owner/s Person or entity</th><th>Control Effectiveness How effective is the curre control? <drop-down></drop-down></th><th>Assess the consequenc Take into account t Ref</th><th>he effectiveness of the <drop-down> er to Tab 7: Risk Mat</drop-down></th><th>the risk eventuating, existing controls.</th><th>Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down></th><th>Risk Acceptance Is the level of risk accepted? Y/N <drop-down></drop-down></th><th>Comments</th><th>Risk Treatments Additional tasks that are required to manage thrisk within an acceptable tolerance. These are future controls.</th><th>implementing the</th><th>of treatment.</th><th>Target Risk Rating What is the target risk rating after all tr in place? <pre></pre> <pre><pre><pre><pre><pre><pre><pre><pre></pre></pre></pre></pre></pre></pre></pre></pre></th><th>atments listed are put</th><th>Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? Y/N Orep-down Orep-down</th><th>Comments</th></drop-down:<>	Risk The effect of uncertainty on your objective	Shared Risk Is this a shared risk (Internally or externally) s Y/N <drop-down></drop-down>	Shared Risk Stakeholders If this is a shared risk- list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>	Controls	Type of control (Preventative, Detective, Corrective)	Control Owner/s Person or entity	Control Effectiveness How effective is the curre control? <drop-down></drop-down>	Assess the consequenc Take into account t Ref	he effectiveness of the <drop-down> er to Tab 7: Risk Mat</drop-down>	the risk eventuating, existing controls.	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance Is the level of risk accepted? Y/N <drop-down></drop-down>	Comments	Risk Treatments Additional tasks that are required to manage thrisk within an acceptable tolerance. These are future controls.	implementing the	of treatment.	Target Risk Rating What is the target risk rating after all tr in place? <pre></pre> <pre><pre><pre><pre><pre><pre><pre><pre></pre></pre></pre></pre></pre></pre></pre></pre>	atments listed are put	Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance? Y/N Orep-down Orep-down	Comments
									Make any declarations required/corrections as soon as detected/as early as possible	Corrective	Director, Campaigns and Special Projects	Largely Ineffective	Consequence	Likelihood	Rating							Consequence Likelihood	Rating		
									Seek and apply all legal advice	Preventative	Director, Campaigns and Special Projects	Fully Effective													
													1												
													_												
													1												
													_												
RO	04 Open	Project not delivered within Budget	Yes	Director Campaigns and Special Project AS, Communications and Media	s FAS Plant & Live Animal Exports Welfare & Regulation	Scope to deliver extending beyond budget	negative impact to departmental budget	2. Policy	Brief / scope carefully with media booking agency	Preventative	Director, Campaigns and Special Projects	Substantially Effective	Minor	Unlikely	Low (L3)	Yes	Yes						#N/A		
				FAS Strategy Performance and Engagement AS, LSPO FAS Plant & Live Animal Exports Welfar			risk to project delivery		Develop collaterall in-house to reduce costs	Preventative	Director, Campaigns and	Partially Effective	_												
				& Regulation Dep Sec, Agriculture, Trade and Regulation Group							Special Projects														
									Re negotiate scope if required with booking agent	Corrective	Director, Campaigns and Special Projects	Fully Effective													
									Carefully manage budget, account for spending, forecast , review regularly	Preventative	Director, Campaigns and Special Projects	Substantially Effective													
													_												
													1												
													-												
Ri	05														#N/A								#N/A		
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Last review date	28/11/2024	Kev Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
	,,	,	Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements			Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
	Public notice advertising to inform stakeholder	s of the end of live see	sp exports by sea by 1 May 2028.	Risk Assessment Approval Date	5/12/2024	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Outcomes	Dutcomes					Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)
(i)						Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Context	Context Caretaker arrangements in Western Australia and Commonwealth, amount of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget					Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

			A risk has no	Remember: A risk is no et yet occurred. Once it has occurred i	ot the same as an issue. It is an issue and needs to be manage	ed separately.									-	·							
Part 2: Risk Assessment																	Part 3: Risk Treatment Plan						
RISK IDENTIFICATION	A						RISK ANALYSIS	•		Δ.	IA			A			RISK TREATMENT	0	l la	<u> </u>			
Risk Status Risk Ref Is the Risk open No. or Crosed? Open/Cosed Open/Cosed The effect of uncertainty on your objectives.	Shared Risk Is this a shared risk (Internally or extemally) YN <drop-down></drop-down>	Shared Risk Stakeholders If this is a shared risk-list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?		Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>	Controls What is in place to maintain and/or modify the risk?	Type of control (Preventative, Detective, Corrective)	Control Owners	Control Effectiveness How effective is the curren control? <drop-down></drop-down>		Current Risk Rating and the likelihood c e effectiveness of th <drop-down> r to Tab 7: Risk Ma</drop-down>	of the risk eventuating. se existing controls. trix	Risk Tolerance is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance is the level of risk accepted? Y/N <drop-down></drop-down>	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	Due Date	Target Risk Rt What is the target risk rating after a in place? Orop-dow Refer to Tab 7: Ris Consequence Likelihood	> x Matrix	Risk Tolerance With all treatments implemented, is the Target Risk Rating within tolerance; Y/N <-Drop-down> Risk Acceptance With all treatments with all treatments implemented, is the level of risk now accepted? Y/N <-Drop-down>	Comments
R06													20%/A								#N/A		
1007													et (/A								#N/A		
ROS													mN/A								#N/A		

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
			Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements			Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)
Objective and Main	Public notice advertising to inform stakehold	ders of the end of live see	sp exports by sea by 1 May 2028.	Risk Assessment Approval Date	5/12/2024	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)
Outcomes	Public notice advertising to inform stakeholders of the end of live seep exports by sea by 1 May 2028. Risk Assessment Approval Date 5/12/2024	Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)				
(Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)
Context	Context Caretaker arrangements in Western Australia and Com		unt of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

		A risk has no	Remember: A risk is no ot yet occurred. Once it has occurred	ot the same as an issue. It is an issue and needs to be manag	ed separately.															
Part 2: Risk Assessment															Part 3: Risk Treatment Plan					
RISK IDENTIFICATION						RISK ANALYSIS									RISK TREATMENT					
Risk Status Risk Ref No. Open(Closed Open Closed Otrop-down> Risk Open Closed Otrop-down> Risk Other Closed Otrop-down>	Shared Risk Stakeholders If this is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>		Type of control (Preventative, Detective, Corrective)	Control Owner/s Person or entity responsible for maintaining the control .	the current ? wn>	<d 1<="" refer="" th="" to=""><th>nt Risk Rating nt Risk Rating the likelihood of the risk eventuating. citiveness of the existing controls. rop-down- ab 7: Risk Matrix likelihood Rating</th><th>Risk Tolerance Is the Current Ri Rating within tolerance? Y/N <drop-down></drop-down></th><th>isk Is the level of risk accepted? Y/N</th><th>Comments</th><th>Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.</th><th>Treatment Owner/s Who is responsible for implementing the treatment?</th><th>Due Date for completion of treatment.</th><th>«Deep desse»</th><th>Rating within now accepted? tolerance? Y/N Y/N Copo-down></th><th>Comments</th></d>	nt Risk Rating nt Risk Rating the likelihood of the risk eventuating. citiveness of the existing controls. rop-down- ab 7: Risk Matrix likelihood Rating	Risk Tolerance Is the Current Ri Rating within tolerance? Y/N <drop-down></drop-down>	isk Is the level of risk accepted? Y/N	Comments	Risk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Treatment Owner/s Who is responsible for implementing the treatment?	Due Date for completion of treatment.	«Deep desse»	Rating within now accepted? tolerance? Y/N Y/N Copo-down>	Comments
R09											#N/A							SN/A		
RIO											ath/A							an/A		

Last review date	28/11/2024	Key Stakeholders	LSPO taskforce team - unsuccessful delivery of this activity could adversly impact the program Legal Division - errors may result in legal concequences	Senior Responsible Officer (SRO)	Michelle Wellington	Rating	Insignificant	Minor	Moderate	Major	Catastrophic
<i></i>	28/11/2024 Key Stakeholders Communication Advice Branch, Department of Finance - must follow guidance set out by CAB failure to do so may rsult in activity not meeting the proper requirements				Highly Likely	Medium (M8)	Medium (M6)	High (H5)	Severe (S3)	Severe (S1)	
Objective and Main	\imath		Risk Assessment Approval Date	5/12/2024	Likely	Low (L5)	Medium (M7)	High (H6)	High (H3)	Severe (S2)	
Outcomes					Possible	Low (L6)	Low (L2)	Medium (M4)	High (H4)	High (H1)	
(i					Unlikely	Low (L7)	Low (L3)	Medium (M5)	Medium (M2)	High (H2)	
Context	Caretaker arrangements in Western Australia an	d Commonwealth, amo	of time available to deliver the outcome, staff resourcing, staff capacity, staff capability, Budget			Remote	Low (L8)	Low (L4)	Low (L1)	Medium (M3)	Medium (M1)

		A risk has no	t yet occurred. Once it has occurred	ot the same as an issue. it is an issue and needs to be manag	ged separately.																
Part 2: Risk Assessment															Part 3: Risk Treatment Plan						
RISK IDENTIFICATION						RISK ANALYSIS									RISK TREATMENT						
Risk Status Risk Ref No. Risk Status Shared Risk Is the Risk open Gooded Open/Closed Obtop-down> Shared Risk Is this a shared risk (Internally) or externally) Y/N ©Drop-down>	Shared Risk Stakeholders If this is a shared risk - list who risk is shared with	Risk Owner Individual or Entity with the expertise, delegation and accountability to own the risk.	What could cause the risk to occur?	Consequences What could occur if the risk event takes place?	Risk Category Which category of work activity does the risk belong? <drop-down></drop-down>	Controls What is in place to maintain and/or modify the risk?	Type of control (Preventative, Detective, Corrective)	Control Owner/s Person or entity responsible for maintaining the control.		Current Risk Rating the and the likelihood the effectiveness of ti Orop-down- efer to Tab 7: Risk Mi Likelihood	latrix	Risk Tolerance Is the Current Risk Rating within tolerance? Y/N <drop-down></drop-down>	Risk Acceptance is the level of risk accepted? Y/N <drop-down></drop-down>	Comments	Bisk Treatments Additional tasks that are required to manage the risk within an acceptable tolerance. These are future controls.	Who is responsible for of t implementing the (use of	eatment. ate format IM/YYYY)	Target Risk Rating the target risk rating after all treat in place? <pre><pre><pre><pre><pre><pre><pre><pre></pre></pre></pre></pre></pre></pre></pre></pre>	trix	Cisk Tolerance With all treatments to the Targer Risk Raining within tolerance? Y/N CDrop-down> Risk Acceptance With all treatments implemented, is the level of risk the level of risk now accepted? V/N CDrop-down>	Comments
					_				_		#N/A								#N/A		
					_				_												
									_												
					_																
											#N/A								иN/A		

Department of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT

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

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

Re	f Risk . Status	Risk	Is this a shared risk (Internally or	Shared Risk If yes, who is the risk shared with?	. Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within tolerance?	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of the treatment	Target Risk Rating	Comments
			externally)											
RO	Open	Public notice advertising is not delivered on time	Yes	Director Campaigns and Special Projects AS, Communications and Media FAS Strategy Performance and Engagement AS, LSPO	FAS Plant & Live Animal Exports Welfare & Regulation	Workforce planning to identify staffing requirements, capacity, capability and succession planning Identify risks and report changes to the schedule early so	Partially Effective Substantially Effective	Medium (M4)	Yes	Yes	Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	1/03/2025	Low (L3)	
				Dep Sec, Agriculture, Trade and Regulation Group		adjustments can be made, stage delivery/roll out	,							
						Detailed scoping exercise with key stakeholders, regular check-ins and progress updates	Substantially Effective							
						Detailed briefing document outlining research and requirements clearly	Substantially Effective							
						Regular communication check-ins to ensure project development remains on-track	Fully Effective							
						Work with provider to ensure communicatiion will be effective within the Budget allocated - media strategy developed.	Substantially Effective							
						Unavoidable activity may need to cease	Fully Effective							
RC	2 Open	Public notice advertising is not delivered effectively	Yes	AS, Communications and Media FAS Strategy Performance and Engagement	FAS Plant & Live Animal Exports Welfare & Regulation	Utilise existing research and expertise of media buying agency	Substantially Effective	Low (L2)	Yes	Yes	Policy, guide or standard operating procedure to outline process, timeframes to ensure future activity is well planned and resourced	1/03/2025	Low (L3)	
				AS, LSPO Dep Sec, Agriculture, Trade and Regulation Group		Prepare key messages and talking points if needed	Partially Effective							
						Use and draw on existing research LSPO independent panel reports and sentiment analysis	Substantially Effective							
						Regular communication check-ins to ensure messaging and imagry are well socialised	Substantially Effective							

OFFICIAL

Department of Agriculture	Fish suice and Fourestin	. DICK CHIMANARY DEDOOT
Department of Agriculture	, Fisheries and Forestry	Y - KISK SUIVIIVIAKY KEPUKI

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

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

										Kemot	e LOW (Lo) LOW (L4)	- (/		didiff (M3)
Re No	f Risk	Risk	Is this a shared	Shared Risk	Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk	Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?			tolera		tolerance?	accepted?		the treatment	-	
RO	3 Open	Legal / Procurement requirements	Yes	FAS Plant & Live Animal Exports Welfare	FAS Plant & Live Animal	Workforce planning to identify staffing requirements, capacity,	Substantially Effective	Medium (M4)	Yes	Yes	ensure close engagement with business partners to seek and follow advice	28/02/2025	Medium (M4)	
		not met		& Regulation	Exports Welfare & Regulation	capability and succession planning					and guidance to ensure compliance			
						Documents on the source, templates, training, guidance and advice from legal and procurement business partners	Partially Effective							
						Work closely with business partners to ensure compliance with all requirements	Substantially Effective							
						Make any declarations required/corrections as soon as detected/as early as possible	Largely Ineffective							
						Seek and apply all legal advice	Fully Effective							

Department of Agriculture	Fish suice and Fourestin	. DICK CHIMANARY DEDOOT
Department of Agriculture	, Fisheries and Forestry	Y - KISK SUIVIIVIAKY KEPUKI

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

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

										Remot	Low (L8) Low (L4)	Low (L1)	Med	ium (M3) Medium (M1)
Ref No.	Risk Status	Risk	Is this a shared	Shared Risk	. Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?					tolerance?			the treatment		
R04	Open	Project not delivered within Budget		AS, Communications and Media	FAS Plant & Live Animal Exports Welfare & Regulation	Brief / scope carefully with media booking agency	Substantially Effective	Low (L3)	Yes	Yes			#N/A	
				AS, LSPO FAS Plant & Live Animal Exports Welfare & Regulation Dep Sec, Agriculture, Trade and		Develop collaterall in-house to reduce costs	Partially Effective							
				Regulation Group		Re negotiate scope if required with booking agent	Fully Effective							
						Carefully manage budget, account for spendng, forecast , review regularly	Substantially Effective							
ROS								#N/A					#N/A	
I														

Department of Agriculture, Fi	isheries and Forestry - RISK SUMMARY REPORT						
Activity Name	Phase out of live sheep exports by sea - transition assistance						
Senior Responsible Officer (SRO)	Michelle Wellington						
Date of last review	45624						
Date of this report	Thursday, 20 February 2025						

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

										Kemot	e LOW (L8) LOW (L4)		<u> </u>	iviedium (ivi1)
Ref	Risk Status	Risk .	Is this a shared	Shared Risk	. Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?			tolerance?		ассерсеи		the treatment			
RO								#N/A					#N/A	

Department of Agriculture	epartment of Agriculture, Fisheries and Forestry - RISK SUMMARY REPORT								
Activity Name	Phase out of live sheep exports by sea - transition assistance								
Senior Responsible Officer (SRO)	Michelle Wellington								
Date of last review	45624								
Date of this report	Thursday, 20 February 2025								

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

_										Remot	e Low (L8) Low (L4)	Low (L1)	ivicaiaiii (M3) Medium (M1)
Re No	Risk Status	Risk .	Is this a shared	Shared Risk	. Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	Risk Acceptance Is the level of risk accepted?	Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?					tolerance?			the treatment		
RO	,							#N/A					#N/A	
								-						
								1						

Department of Agriculture, Fi	sheries and Forestry - RISK SUMMARY REPORT

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

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

										Kemote	e Low (L8) Low (L4)			ini (M3)
Re No	f Risk Status	Risk	Is this a shared	Shared Risk	Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within		Risk Treatments	Due Date For the completion of	Target Risk Rating	Comments
			risk (Internally or externally)	If yes, who is the risk shared with?					tolerance?			the treatment		
ROS	В							#N/A					#N/A	
ROS								#N/A					#N/A	

Department of Agriculture,	Fisheries and Forestry - RISK SUMMARY REPOR

Thursday, 20 February 2025

Date of this report

Activity Name	Phase out of live sheep exports by sea - transition assistance
Senior Responsible Officer (SRO)	Michelle Wellington
Date of last review	45624

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

										Remot	e Low (L8)	Low (L4)	Low (L1)	N	edium (M3)	Medium (M1)
Re No	Risk Status	Risk		Shared Risk	. Risk Owner	Controls What is in place to maintain and/or modify the risk?	Control Effectiveness How effective is the current control?	Current Risk Rating	Risk Tolerance Is the Current Risk Rating within	risk		ents	Due Date For the completion of	Target Risk Rating		Comments
		Is this a shared risk (Internally or externally)			What is in piece to maintain didyor mounty are risk.	Control		tolerance?	accepted?			the treatment	nating .			
								_								
R10	1							#N/A						#N/A		

Department of Agriculture, F	risheries and Forestry - RISK SUMMARY REPORT
Activity Name	Phase out of live sheep exports by sea - transition assistance

Date of last review 45624

Senior Responsible Officer (SRO)

Date of this report Thursday, 20 February 2025

Michelle Wellington

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

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

LEX 33131

Cheng, Amy

From: McDonald, Andrew

Sent: Thursday, 5 December 2024 6:27 PM

To: s 22(1)(a)(ii)

Cc: Curran, Carmel; \$ 22(1)(a)(ii); \$ 22(1)(a)(ii)

Subject: RE: FOR URGENT APPROVAL PLEASE - LSPO [SEC=OFFICIAL]

Attachments: scan_am0157_2024-12-05-18-25-18.pdf

Follow Up Flag: Follow up Flag Status: Flagged

OFFICIAL

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

Hopefully attached is sufficient. And yes, happy to be called on mobile.

Kind regards Andrew

Andrew McDonald

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

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

agriculture.gov.au



OFFICIAL

From: s 22(1)(a)(ii) @aff.gov.au> Sent: Thursday, 5 December 2024 6:18 PM

To: McDonald, Andrew < Andrew. McDonald@aff.gov.au>

Cc: Curran, Carmel < Carmel. Curran1@aff.gov.au >; \$ 22(1)(a)(ii) @aff.gov.au >; \$ 22(1)(a)(ii)

<s 22(1)(a)(ii) @aff.gov.au>

Subject: FOR URGENT APPROVAL PLEASE - LSPO [SEC=OFFICIAL]

Importance: High

OFFICIAL

LEX 33131 Page 105 of 125

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

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

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

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

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

Thanks

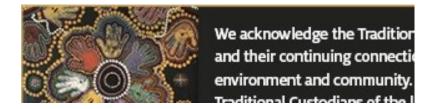
s 22(1)(a)(ii)

s 22(1)(a)(ii)

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

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

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OFFICIAL

AUSTRALIAN GOVERNMENT MEDIA BOOKING AUTHORITY



UM Sydney

DATE: UM CLIENT ADVICE LEAD NAME: UM CLIENT ADVICE LEAD EMAIL: UM CLIENT ADVICE LEAD PHONE NUMBER: MBA NUMBER : CANCELS & SUPERSEDES MBA NUMBER : Friday, 29 November 2024

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

CUSTOMER CONTACT NAME:
CUSTOMER ADDRESS:
CUSTOMER EMAIL:
CUSTOMER PHONE NUMBER:
CUSTOMER PONE NUMBER:
CUSTOMER PORTFOLIO / ORGANISATION:
CUSTOMER BUSINESS NAME:
CUSTOMER BUSINESS NAME:

s 22(1)(a)(ii) 55 Northbourne Ave, Canberra ACT 2601 s 22(1)(a)(ii)@aff.gov.au s 22(1)(a)(ii)
Agriculture Fisheries & Forest
Agriculture Fisheries & Forest
Non-Corporate Entity

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

S 47F(1)

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

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

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

ADVERTISING CATEGORY:
JOB NUMBER (SCHEDULE CODE):
MASTER JOB NAME (MASTER PRODUCT):
JOB NAME (PRODUCT / CAMPAIGN):
PLAN NO/DATED:

Public_Notice 24PAFFXC1036 Phase out of live sheep exports by sea - transition assistance Phase out of live sheep exports by sea - transition assistance Phase out of live sheep exports by sea - transition assistance Full 2024Z8 Fannacial Year V1 28 November 2024

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

otal Planned Amount by Media Type MEDIA	MEDIA SUB TYPE	GROSS MEDIA SPEND		Woag Management FEE	ADDITIONAL	TOTAL NET COST (ex. GST)	FINAL COST (Inc. GST
PRESS PRESS RADIO RADIO DIGITAL DIGITAL DIGITAL	Press National and Metropolitan Press Rural Radio National and Metropolitan Radio Regional Digital Cleptay Digital Social Digital Social	s 47(1)(b); s 47G(1)(a)	s 47(1)(b); s 47G(1)(a)		៧១ ៧១ ៧២ ៧ <u>២</u> ៧១ ៧១ ៧១	s 47(1)(b); s 47G(1)(a)	s 47(1)(b); s 47G(1)(a
ADVERTISING SERVICES ADVERTISING SERVICES ADVERTISING SERVICES ADVERTISING SERVICES	Despatch Search Technology Fee Digital Adserving Deptal Third Party Audience Verification	n/a n/a n/a n/a	n/a n/a n/a	n/a n/a n/a n/a	s 47(1)(c); s 47G(1)(a))	
	TOTAL SERVICE CHARGES:	\$1,912,677.36	s 47(1)(b): s 47	G(1)(a)		\$1,911,937.00	\$2,103,130.70

Special Comments/Conditions:
The Contractor has offered under clause 13 1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Doed) to provide the Advertising Services to Participants

then the "Participant" issues a Madia Instruction to the "Contractor", a contract is formed as follows

(a) for Campaign or complex Non-Campaign advertising, when a Merial Brief (Schedule S) is signed, or (b) for standard Non-Campaign (Recrutment, Public totace or Tender Notee) advertising, when an initial request from the Parlicipant is received by the Contractor

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

hould the Customer withdraw any advertisement after the Media Booking Authority has been approved and signed, the Customer may be required to reimburse the Confrector for any costs incurred in providing the Advertising Services or Additional Adver-accordance with clause 13 (8) of the Deed on Services that are not covered in the Remineration Amounts for the campaign of other advertising

By spring this Medie Booking Authority, you are confirming that you
(1) have compled with Commonwealth Convenient polices and guidence in relation to adventising (where applicable)
(2) are satisfied that this expension represents proper use of Commonwealth resources, and
(3) have blace into account your obligation under section 23 of the Public Governance, Performance and Accountablely Act 2013 (CIII)

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

use the number of small edjustment invoices, unless edvised otherwise, UM will return all small credit and debit edjustments to the Australian Government's Official Public Account

s 22(1)(a)(ii)

From: McDonald, Andrew

Sent: Thursday, 12 December 2024 2:01 PM

To: s 22(1)(a)(ii)

Cc: s 22(1)(a)(ii); Denny, Paul; Spyrou, Britt

Subject: RE: For urgent action please [SEC=OFFICIAL]

OFFICIAL

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

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

Kind regards Andrew

Andrew McDonald

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

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



OFFICIAL

From: s 22(1)(a)(ii) @aff.gov.au> Sent: Thursday, 12 December 2024 1:51 PM

To: McDonald, Andrew < Andrew. McDonald@aff.gov.au>

Cc: s 22(1)(a)(ii) @aff.gov.au>

Subject: For urgent action please [SEC=OFFICIAL]

Importance: High

OFFICIAL

LEX 33131 Page 108 of 125

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

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

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

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

Any questions at all please give me a call.

Many thanks s 22(1)(a)(ii)

s 22(1)(a)(ii)

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

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

agriculture.gov.au



OFFICIAL

s 22(1)(a)(ii)

From: s 22(1)(a)(ii) on behalf of McDonald, Andrew

Sent:

Thursday, 12 December 2024 2:44 PM

S 22(1)(a)(ii); McDonald, Andrew

S 22(1)(a)(ii); Denny, Paul; Spyrou, Britt

Subject: RE: For urgent action please [SEC=OFFICIAL]

Attachments: Copy of Phase out of live sheep exports by sea V3 Client.xlsx

OFFICIAL

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

I have applied Andrew electronic signature, please find attached.

s 22(1)(a)(ii)

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

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



We acknowledge the continuous connection of First Nations to the lands, seas and waters of Australia. We recognise their We pay respect to Elders past and present, and recognise the

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

LEX 33131 Page 110 of 125

From: \$ 22(1)(a)(ii) @aff.gov.au> Sent: Thursday, 12 December 2024 2:08 PM

To: McDonald, Andrew < Andrew. McDonald@aff.gov.au>

Cc: s 22(1)(a)(ii) @aff.gov.au>; Denny, Paul <Paul.Denny@aff.gov.au>; Spyrou, Britt <Britt.Spyrou@aff.gov.au>

Subject: RE: For urgent action please [SEC=OFFICIAL]

OFFICIAL

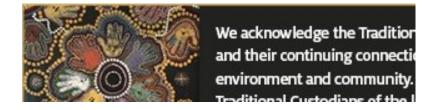
Thanks Andrew – are you able to sign Tab 1 of the attached MBA for UM?

s 22(1)(a)(ii)

Senior Public Affairs Officer | \$ 22(1)(a)(ii)

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

agriculture.gov.au



s 22(1

OFFICIAL

From: McDonald, Andrew < Andrew.McDonald@aff.gov.au>

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

LEX 33131 Page 111 of 125

Cc: s 22(1)(a)(ii) @aff.gov.au>; Denny, Paul < Paul. Denny@aff.gov.au>; Spyrou, Britt < Britt. Spyrou@aff.gov.au>

Subject: RE: For urgent action please [SEC=OFFICIAL]

OFFICIAL

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

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

Kind regards Andrew

Andrew McDonald

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

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



OFFICIAL

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From: \$ 22(1)(a)(ii) @aff.gov.au>
Sent: Thursday, 12 December 2024 1:51 PM

To: McDonald, Andrew < Andrew. McDonald@aff.gov.au >

Cc: s 22(1)(a)(ii) @aff.gov.au>

Subject: For urgent action please [SEC=OFFICIAL]

Importance: High

OFFICIAL

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

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

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

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

Any questions at all please give me a call.

Many thanks

s 22(1)(a)(ii)

s 22(1)(a)(ii)

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

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

agriculture.gov.au

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OFFICIAL

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AUSTRALIAN GOVERNMENT MEDIA BOOKING AUTHORITY



UM Sydney

DATE:
UM CLIENT ADVICE LEAD NAME :
UM CLIENT ADVICE LEAD EMAIL :
UM CLIENT ADVICE LEAD PHONE NUMBER :

Thursday, 12 December 2024 MBA NUMBER : CANCELS & SUPERSEDES MBA NUMBER : s 47F(1) s 47F(1) s 47F(1)

s 47F(1)

, , , , , , , , , , , , , , , , , , ,
ANDREW MCDONALD
FIRST ASSISTANT SECRETARY
PLANT AND LIVE ANIMAL EXPORTS, WELFARE AND REGULATION DIVISION
s. 47F(1)
12/12/2024

CUSTOMER CONTACT NAME:
CUSTOMER ADDRESS:
CUSTOMER EMAIL:
CUSTOMER PHONE NUMBER:
CUSTOMER PORTFOLIO / ORGANISATION:
CUSTOMER BUSINESS NAME:
CUSTOMER BUSINESS NAME:

s 22(1)(a)(ii)
68 Northbourne Ave, Canberra ACT 2601
s 22(1)(a)(ii)@aff.gov.au s 22(1)(a)(ii)
Agriculture Fisheries & Forest
Agriculture Fisheries & Forest
Non-Corporate Entity

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

BILLING / INVOICING CONTACT NAME :
BILLING / INVOICING ADDRESS :
BILLING / INVOICING EMAIL ADDRESS :
BILLING / INVOICING PHONE NUMBER :

s 22(1)(a)(ii)
68 Northbourne Ave, Canberra ACT 2601
s 22(1)(a)(ii)@aff.gov.au
s 22(1)(a)(ii)

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

ADVERTISING CATEGORY:

JOB NUMBER (SCHEDULE CODE):

MASTER JOB NAME (MASTER PRODUCT):

JOB NAME (PRODUCT / CAMPAIGN):

CAMPAIGN PERIOD:

PLAN NO/DATED:

Public, Notice
24PAFFXC1036
Phase out of live sheep exports by sea - transition assistance
Phase out of live sheep exports by sea - transition assistance
Phase out of live sheep exports by sea - transition assistance
Full 2024/25 Fanancial Year
V3 12 December 2024 TOTAL NET COST TO CUSTOMER (ex. GST):
TOTAL FINAL COST TO CUSTOMER (inc. TAX):

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

ntained in this plan is confidential. UM confirms that the connections plan is free of undisclosed conflicts of intere

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

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

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

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

Sy signing this Modis Booking Authority, you are confirming that you: (I) have complied with Commonwealth Commonwealth Commonwealth resources, and (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and (3) have taken in occount your obligation under section 25 of the Public Governance, Performance and Accountability Act 2013 (Cith).

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

imail Credit and Debit Adjustments
seedback from customers has identified that small credit adjustments under \$100 and debit adjustments under \$100 can cost more to process than their monetary value. To minimise the number of small adjustment invoices, unless advised otherwise, UM will return all small credit and debit adjustments to the Australian Govern

Schedule Name (Job Number): 24PAFFXC1036

Target Audience (Buying): Sheep Farmers

INVOICE RECONCILIATION (NET)

Client: Agriculture Fisheries & Forest Client Code: AFFAGP Plan No./Date: V3 12 December 2024 Campaign: Phase out of live sheep exports by sea - transition as Advertising Type: Public_Notice C&S Plan No./Date: V2 3 December 2024 Product (Campaign/Job Name): Phase out of live sheep exports by sea - transition as Product Code: XC1036

Product Long Description: Phase out of live sheep exports by sea - transition assistance

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

OFFICIAL

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

PO Number:

voiced GROSS voiced NET archase Order No anned NET voiced GROSS voiced NET voiced GROSS voiced NET voice No nned NET roiced GROSS roiced NET rchase Order No voiced GROSS voiced NET voice No nned NET roiced GROSS

Product Code: XC1036

Document 25 Page 116 of 125

FY 2024/25 OVERVIEW

MEDIA PLAN

Client: Agriculture Fisheries & Forest

Advertising Type: Public_Notice

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

Start Year: 2024 Target Audience (Planning): Sheep Farmers Client Code: AFFAGP Buying Audience (Campaign R&F): Sheep Farmers

Client Contact: \$ 22(1)(a)(ii)

UM Contact: s 47F(1)

C&S Plan No./Date : V2 3 December 2024 Status: PRE-PLANNED PLANNED APPROVED

Plan No./Date: V3 12 December 2024

NOTAL STATE STAT	Schedule Name (Jo	ob Number): 24PAFFXC1036	Pro	oduct Long Description: Phase	se out of live sheep ex	ports by sea - transition assistance	PO Number:				BOOKED	LOADED	COMPLETED
New Name of Pacific Commonwells New York	Detail	Comments		Jul Aug	Sep.	Oct	Nov D	Dec	Jan Feb	Mar			Jun 25 4 8 45 22
Septiment Sept					11 10 23 1	0 13 22 29 0 13	20 21 3 10 17 24	1 0 13 22 25	J 12 19 20 2	9 10 23 2	5 10 23 30 0 13	20 27 4 11 10	25 1 0 13 22
Visit August			School Holidays (NSW/AC	т):		ACT: 19th	OLD: 26th						
Note Page	OVERALL CAMPAIGN FLIGHTING		Troy Erodion Desc			AGT: Total	QED. 2011	X X X	X X X X X	X X X			
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Autor Page Total Commissionable Seconds Total Second		Junior Page	3 41 (1)(b), 3 41 O(1)(a	· /								1 1 1 1 1 1	
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Display Branes Livery And Anti- Chromissionable Display Branes Audio A Alagoria and ALM Display Branes Audio Alago	Radio Regional - Commissionable							x x x	x x x x x	X X X			
Display and Auto- NON Commissionable	DIGITAL DISPLAY AND AUDIO		DTAL										
Maria Mari	Display and Audio - Commissionable											1 1 1 1 1 1	
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S	Social - NON Commissionable											1 1 1 1 1 1	
Series S	Search - NON Commissionable	Google Search						X X X	X X X X X	X X X			
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Sees	Non-Commissionable Media Total		- ()()) - ()()										
Files: Video Management s 476(1) Files: Despatch Fees Files: Search Technology Fee Files: Adarving Fees Files: Adarving Fees Files: Adarving Fees Files: Adarving Fees Files: Adarving Management s 476(1) Files: Adarving Fees Files: Adarving Fees Files: Adarving Fees - Digital Files: Total Cost To CLIENT TOTAL (excl GST) Files: Adarving Fees - Digital Files: Total Forting Fees - Digital Files: Total Forting Fees - Digital Files: Total Fees Fees Files: Fil	GROSS MEDIA TOTAL		2,079,436.04										
Files: Video Management s 476(1) Files: Despatch Fees Files: Search Technology Fee Files: Adarving Fees Files: Adarving Fees Files: Adarving Fees Files: Adarving Fees Files: Adarving Management s 476(1) Files: Adarving Fees Files: Adarving Fees Files: Adarving Fees - Digital Files: Total Cost To CLIENT TOTAL (excl GST) Files: Adarving Fees - Digital Files: Total Forting Fees - Digital Files: Total Forting Fees - Digital Files: Total Fees Fees Files: Fil	Less: Commission Rebate S 47G(1)(a) of Total Commi	nissionable Media Placement Spend	s 47(1)(b): s 47G(1)(a)										
Plus: Despatch Fees Plus: Adserving Fees Plus: Adserving Fees Plus: Third Party Monitoring Fees - Digital VET ADVERTISING SERVICES TOTAL VET COST TO CLIENT TOTAL (excl GST) (7% GST (294,070.00 (7% GST) (794,080.00 (794,	Plus: WoAG Management _S 47G(1)I												
Plus: Search Technology Fee Plus: Adserving Fees Plus: Third Party Monitoring Fees - Digital Fet ADVERTING SERVICES TOTAL NET QOVERTING SERVICES TOTAL NET COST (Inc. LENT TOTAL (excl GST) 10% CST 1074L COST (inc. LGST) 1074L COST (inc. LGST) 1075L COST (inc. LGST) 1076L COST (inc. LG	NET MEDIA TOTAL												
Plus: Adserving Fees Plus: Third Party Monitoring Fees - Digital VET ADVERTISING SERVICES TOTAL VET COST TO CLIENT TOTAL (excl GST) \$2,094,070.00 SGST COTAL COST (ncl. GST) 209,407.00 SUBDESTY APPROVED MBA (excl. GST) 2,094,070.00 Difference (Budget vs Actual) incl. Fee & excl. GST	Plus: Despatch Fees												
Plus: Third Party Monitoring Fees - Digital NET ADVERTISING SERVICES TOTAL NET COST TO CLIENT TOTAL (excl GST) SERVICES STOTAL SERVICES STOTAL (excl GST) SERVICES STOTAL	Plus: Search Technology Fee												
NET COST TO CLIENT TOTAL (excl GST) \$2,94,070.00 \$0 \$54,550.49 744,387.95 783,451.51 1,680.00 \$ \$0 \$754,050.49 \$14,387.95 783,451.51 1,680.00 \$ \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$0 \$	Plus: Adserving Fees												
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TOTAL COST (incl. GST) 2,303,477.00 BUGGET/ APPROVED MBA (excl. GST) 2,094,070.00 Difference (Budget vs Actual) incl. Fee & excl. GST								564,550.49	744,387.95	783,451.51	1,680.00		
BUDGET/ APPROVED MBA (excl. GST) 2,094,070.00 Difference (Budget vs Actual) incl. Fee & excl. GST	10% GST		·										
Difference (Budget vs Actual) incl. Fee & excl. GST	TOTAL COST (incl. GST)												
	BUDGET/ APPROVED MBA (excl. GST)		2,094,070.00										
information contained in this plan is confidential. UM confirms that the MEDIA plan is free of undisclosed conflicts of interest.													

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FY 2024/25 GOVERNMENT ADVERTISING SERVICES

Advertising Type: Public_Notice

Client: Agriculture Fisheries & Forest

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

Note: Adserving and Third Party Monitoring for Digital, Out of Home and Television are noted and the individual madis take as they are matric fields. The Advertision Services

Buying Audience (Campaign R&F): Sheep Farmers

Plan No./Date: V3 12 December 2024

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

Status: PRE-PLANNED PLANNED APPROVED

BOOKED LOADED COMPLETED

calculated on the individua and Additional Advertising	media tabs as they are metric fie Services totals including these s	elds. The Advertising Services ervices are summarised in the	Buying Addience (Campaign Kar	7. Sheep rainers																		OKED	LOADED	COM	FEETED
breakout at the bottom of the	is tab.																								
Service Type	Asset/Format Type	Media Type	Position / Placement	Execution Format	End Date	No. of Uni Units Cos	it Gross . st Total	Jul 7 14 21 28	Aug 8 4 11 1:	8 25 1 8	15 22 29	Oct 13 1	Nov 20 27 3 1	10 17 24	Dec 1 8 1	5 22 29	Jan 5 12 19	Feb 2 9	16 23	Mar 2 9 1	A 23 30	pr 6 13 20	May 27 4 11 18	25 1 8	15 22
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VERTISING SERVICES																									
ESPATCH - Non-Commiss	ionable		Advertising Service																						
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igital Courier	Radio	Radio	Per Advertisement			93	.,(0), 0 0(.)(0)								93										
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	47(1)(bTotal Commissionable Ad	ditional Advertising Services S	Spend		·	·																			
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OTAL INCL GST																_				_					
ormation contained in this	olan is confidential. UM confirms tha	at the connections plan is free of	undisclosed conflicts of interest.				_																		

OFFICIAL

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



FY 2024/25 PRESS NATIONAL & METROPOLITAN

						Client	: Agriculture Fis	sheries & Forest		Client Code	: AFFAGP														
						Campaign	: Phase out of I	live sheep exports I	by sea - transiti Ad	vertising Type	: Public_Notice								Plan No./Da	ate: V3 1	2 December	er 2024			
					Product (Campa	ign/Job Name)	: Phase out of I	live sheep exports I	by sea - transition a	Product Code	: XC1036							C&S	Plan No./Da	ate: V2 3	December	r 2024			
	_				Schedule Name	(Job Number)	: 24PAFFXC10	036	Product Lor	ng Description	: Phase out of live sheep exports by sea	ea - transition assistance							Statu	tus : PR	RE-PLANNE	ED	PLANNED	APF	PROVED
Insert New Row					Target Aud	ience (Buying)	: Sheep Farme	ers		PO Number	: 0										BOOKED		LOADED	CON	MPLETED
Market/Region MUST BE SELECTED	Publication/ Medium Name	Commissionable / Non Commissionable	Media Vendor	Language MUST BE SELECTED	Position / Placement Detail	Colour	Day	Size	Booking size		ul Comments Material Deadline No. of ADS		Dec	8 15 22	Jan 29 5	12 19	Feb	9 16	Mar	16 23	Apr	3 20	May	Jun 8	15 22
MOOT BE SEEESTED		Non Commissionable		MOOT BE GELECTED					depair wie	(1)		s 47(1)(b); s 47G(1)	(a)	0 10 22	25 0		20 2		2 2	10 20	, o		7 11 10 20		10 11
Sydney	Sydney Morning Herald	Commissionable	Nine Publishing Metro Newspap	English (Australian and/or NZ)	EGN, Display, Prior Pg17 Ex R	Full Colour	Mon		6 3	Modular	0		(α)	1	1	1	1	1	1	<u> </u>	$\pm \pm$	$\pm \pm$		<u>++-</u>	
Melbourne	Melbourne Age	Commissionable	Nine Publishing Metro Newspap	English (Australian and/or NZ)	EGN, Display, in Green G ex Re	Full Colour	Mon		6 3	Modular	0 6			1	1	1	1	1	1			\pm			
Brisbane	Brisbane Courier Mail	Commissionable	News Corp Metro Newspapers	English (Australian and/or NZ)	EGN, Best Possible, Prior Pg25	Full Colour	Mon		9 4	Modular	6			1	1	1	1	1	1	Ш	\pm	士			
Adelaide	Adelaide Advertiser	Commissionable	News Corp Metro Newspapers	English (Australian and/or NZ)	EGN, Best Possible, Prior Pg31	Full Colour	Mon		9 4	Modular	0 6			1	1	1	1	1	1	Ш	士	士		##	ш
Perth	West Australian	Commissionable	WA Newspapers	English (Australian and/or NZ)	EGN, RHP, 1st Half	Full Colour	Mon		9 4	Modular	0 11			1 1	1 1	1 1	1 1	1 1	1		$\pm \pm$	$\pm \pm$			
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PLAN TOTAL (excl. s/fee)													_	17/1	\/b\·	c 4	70/	111/2	<u>" </u>		$\overline{}$			_	
	7(1)(bTotal Commissionable Media	Placement Spend											5	47(1)(b);	5 4	76((1)(0	1)——						
Plus: WoAG Management s 4 NET TOTAL (excl GST)	7(1)(b); s 47G(1)(a)												-												
10% GST													F								+-		+	+-	
TOTAL INCL GST																					+-		+	+	

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FY 2024/25 PRESS RURAL

Client:	Agriculture Fisheries & Forest	Client Code:	AFFAGP	
Campaign:	Phase out of live sheep exports by	sea - transitiorAdvertising Type:	Public_Notice	
Product (Campaign/Job Name):	Phase out of live sheep exports by	sea - transition as Rinduct Code:	XC1036	
Schedule Name (Job Number):	24PAFFXC1036	Product Long Description:	Phase out of live sheep export	s by sea - transition assistance
Target Audience (Buying):	Sheep Farmers	PO Number:	0	

 Plan No./Date : V3 12 December 2024

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

 Status :
 PRE-PLANNED
 PLANNED
 APPROVED

					ВС	ОК	D		LC	ADI	ED		COV	ЛPLE	TED	
	Mar					Apr			May			Jun				
23		9	16	23						-11		1				
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Market/Region	Publication/ Medium Name	Commissionable /	Media Vendor	Language	Position / Placement Detail	Colour	Day	Size	Booking size	CCM/Modu	ul Comments	Material Deadlin	e No. of	f Cost for	Total Cost	Jul	A	lug Sep		Oc	t	Nov	De	C	Ja	ń .	Feb		Mar		Apr		May Ju	un	
MUST BE SELECTED		Non Commissionable		MUST BE SELECTED					depth width	h			ADS	1 Adv.		7 14	21 28	4 11 18 25 1	8 15 2	22 29 6	13 20 :	27 3 10	17 24 1	8 15	22 29 5	12 19	26 2	9 16	23 2	9 16 23	3 30 6	13 20 2	7 4 11 18 25 1	1 8 15	22 29
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Victoria	Stock & Land	Commissionable	ACM Regional Newspapers	English (Australian and/or NZ)	EGN, RHP, 1st Half	Full Colour	Thu		6 3	Modular			6	1	Ī									1	1	1	1	1	1						
Victoria	The Weekly Times	Commissionable	News Corp Regional Newspapers	English (Australian and/or NZ)	EGN, RHP, 1st Half	Full Colour	Wed		9 4				3	7										1		1	, — —	1	\Box						
Victoria	Gippsland Farmer	Commissionable	Regional Media Connect News	English (Australian and/or NZ)	EGN, Best Possible	Full Colour	Wed		6 3	Modular			3	7	Ī									1			1		1						
Victoria	Nth Est & Goulb Murray Farmer	Commissionable	Regional Media Connect News	English (Australian and/or NZ)	EGN, Best Possible	Full Colour	Wed		6 3				2	I	[1		1								\neg
Victoria	North West Farmer	Commissionable	Regional Media Connect News	English (Australian and/or NZ)	EGN, Best Possible	Full Colour	Wed		6 3	Modular			3	1										1		1	-	1	\Box						
Victoria	Southern Farmer	Commissionable	Regional Media Connect News	English (Australian and/or NZ)	EGN, Best Possible	Full Colour	Wed		6 3	Modular			2	T	[$\neg \neg$				\neg					1		1								
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Document 29



FY 2024/25 RADIO METROPOLITAN

Target Audience (Buying): Sheep Farmers

Client: Agriculture Fisheries & Forest

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

Schedule Name (Job Number): 24PAFFXC1036

Client Code: AFFAGP
Advertising Type: Public_Notice Product Code: XC1036

PO Number: 0

Product Long Description: Phase out of live sheep exports by sea - transition assistance

Plan No./Date: V3 12 December 2024

C&S Plan No./Date: V2 3 December 2024
Status: PRE-PLANNED PLANNED APPROVED BOOKED LOADED COMPLETED

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FY 2024/25 RADIO REGIONAL

Client: Agriculture Fisheries & Forest Client Code: AFFAGP

Campaign: Phase out of live sheep exports by sea - transition assist:

Advertising Type: Public_Notice
n/Job Name): Phase out of live sheep exports by sea - transition assist:

Product Code: XC1036

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

Schedule Name (Job Number): 24PAFFXC1036

Product Long Description: Phase out of live sheep exports by sea - transition assistance

Target Audience (Buying): Sheep Farmers PO Number: 0

Plan No./Date: V3 12 December 2024

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

Status : PRE-PLANNED PLANNED APPROVED
BOOKED LOADED COMPLETED

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TRIPLE M 1098 AM Merredi

Hit 100.5 FM Narrogin TRIPLE M 981 AM Narro

Triple M 94.1 Port Hedland Triple M 102.5 Karratha Hit 106.5 Karratha

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SEA 101.7 FM Burnie 7AD 900 AM Devonport SEA FM 107.7 Devonpo 89.3 LAFM Launceston

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FY 2024/25 DIGITAL DISPLAY

Client: Agriculture Fatheries & Forest

Campaign: Phase out of live sheep exports by sea - transition assist Adventising Type: Public_Notice

Product (Campaign/Loo Name): Phase out of live sheep exports by sea - transition assistan Product Code: XC1038

Product Code Description: Phase out of live sheep exports by sea - transition assistan Product Code: XC1038

Target Audience (Buyling): Sheep Farmers

PO Number: 0

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Document 32 LEX 33131 Page 124 of 125

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Asset customised image link and image stories

Thu, 5 Dec 24 CPM

FY 2024/25 DIGITAL SOCIAL

Client: Agriculture Fisheries & Forest

Campaign: Phase out of live sheep exports by sea - transfevertising Type: Public, Notice

Product (Campaign/Job Name): Phase out of live sheep exports by sea - trans Product Cod: XC 1036

Schedule Name (Job Number): 24PAFFXC1036

Target Audience (Buying): Sheep Farmers

Product Long Description: Phase out of live sheep exports by sea - trans Product Long Description: Phase out of live sheep exports by sea - trans Product Long Description: Phase out of live sheep exports by sea - trans Product Long Description: Phase out of live sheep exports by sea - trans Product Long Description: Phase out of live sheep exports by sea - trans Product Long Description: Phase out of live sheep exports by sea - transfer exports by sea - tr

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Plan No./Date: V3 12 December 2024

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FY 2024/25 DIGITAL SEARCH

Client: Agriculture Flaberies & Forest
Campaign: Phase out of live sheep exports by sea - transition assistance
Product (Campaign/Job Name): Phase out of live sheep exports by sea - transition assistance
Product Code: XC1038
Schedule Name (Job Number): 24PAFFXC1036
Product Long Description: Phase out of live sheep exports by sea - transition assistance

Product Long Description: Phase out of live sheep exports by sea - transition assistance

Plan No/Date : V3 12 December 2024

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

Status : PRE-PLANNED PLANNED APPROVED

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Target Audience (Buying): Sheep Farmers					5			PO Number: 0																			(ED	LOADED	COMPLET	TED						
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