

**Request for Quote**

**Delivery of Joint RDC Communications Workplan**

**Purpose**

This RFQ seeks proposals from qualified providers to deliver the 2025/ 26 joint RDCs communication workplan.

**Background**

The Rural Research and Development Corporations RDCs invest around $1.4 billion a year in Research, Development, Extension, Adoption and Marketing. Each of the 15 RDCs is charged with delivering tangible and practical outcomes for their industries. Industry priorities are outlined in each of RDC’s Five-Year Strategic Plan.

The Council of Rural RDCs is the collective forum of the RDCs. It provides the mechanism through which the RDCs meet regularly and work together. Its members are Agrifutures Australia; Australian Eggs Limited; Livecorp; Australian Meat Processors Corporation; Australian Pork Limited; Australian Wool Limited; Meat and Livestock Australia; Fisheries Research & Development Corporation; Cotton Research & Development Corporation; Dairy Australia; Forest & Wood Products Australia; Grains Research & Development Corporation; Horticulture Innovation Australia; Wine Australia and Sugar Research Australia.

RDCs have deep connections with their industries and focus on outcomes for industry which can be achieved more efficiently collectively than by individual businesses or governments. At the same time RDCs collaborate around areas of mutual importance.

The RDCs are collaborating to deliver joint communication about the benefit of the RDC model and the outcomes that RDCs achieve collectively. This includes release of a series of joint RDC reports during 2024 including the Collective Research and Innovation Achievements Report. More information can be found on the website [www.ruralrdc.com.au/resources](http://www.ruralrdc.com.au/resources)

**About this RFQ**

The RDCs have worked together to prepare a Joint RDC Communications Strategy (Attachment 1). This Strategy will be delivered via an Annual Workplan (Attachment 2).

The purpose of this RFQ is to appoint a communications provider who can deliver the services outlined in the 2025/26 Annual Workplan.

A key outcome is to build on the progress RDCs have already made to collectively demonstrate the benefits of the RDC model and how the RDCs achieve outcomes collectively.

**Objectives**

The overarching objective is to build ongoing support for the RDC model through:

1. Building awareness of and trust in Australia’s RDCs
2. Demonstrating RDC collaboration – how and why the RDCs work together
3. Demonstrating RDC impact – the collective impact achieved by the RDC model

**Outputs**

1. Quarterly reports outlining delivery of services to complete tasks 6 to 10 as outlined in the Activity Workplan (Attachment 2).
2. Annual evaluation report of impact of joint RDC activities

**RFQ Timeline**

1. RFQ in market – 15 August and closes 3 September
2. Selection on provider – 10 September
3. Inception meeting – 12 September

**Requirements**

1. Outline your plan for creating creative and innovative content against the envisaged workplan tasks. We are looking for demonstration of your understanding of the task and experience in delivery of similar activities
2. Demonstrated your understanding and experience in achieving engagement with the 15 RDCs and how you would approach building effective working relationships.
3. Outline the experience of your project team and the skills and expertise each member brings against the Objectives.
4. Demonstrate your team has the capacity and access to the resources needed to deliver the project within the required timeframe.
5. Creative solutions – please outline creative, innovative communications approaches which we may not have envisaged to which maximise the impact of the RDCs joint communication effort – these should be fully priced within this tender and/ or able to be contracted separately.
6. Include suggested approach for monitoring and evaluation of impact.
7. Value for money.

**Proposals**

Proposals should be submitted to the Council Secretariat by no later than cob 3 September 2025 to Anwen Lovett anwen.lovett@crrdc.com.au

Enquiries about this proposal please contact Anwen Lovett on 0418284169.