 

**EAC**

**Manager Campaign & Engagement**

**Expression of Interest**

March 2024

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# Background

The *Every Australian Counts* (EAC) campaign was established by the National Disability and Carer Alliance (the Alliance). The [National Disability and Carer Alliance](https://www.ndcalliance.org.au/) formed in 2009 established EAC and was made up of the following organisations:

* [National Disability Services (NDS)](https://www.nds.org.au/) – the national peak body for specialist disability service providers;
* [Australian Federation of Disability Organisations (AFDO)](https://www.afdo.org.au/) – the national peak body for organisations representing people with disability, and
* [Carers Australia](https://www.carersaustralia.com.au/) – the national peak body for families and carers.

The Alliance expanded in recent years to include;

* [Mental Health Australia](https://mhaustralia.org/) – the national peak body for people with mental illness.

The EAC is a “whole of community” campaign, spearheaded by the three key sectors with a common interest in transforming disability services and supports. It aimed to mobilise and persuade Australia, including the Australian Government, to transform the way disability services are delivered, to benefit people with disability and their families/carers.

The EAC is the grassroots campaign that successfully fought to introduce the National Disability Insurance Scheme (NDIS) (the Scheme).The campaign officially launched in 2011, and just over two years later, in July 2013, the Scheme started in a small number of locations.

The Scheme has reached full roll out across Australia and now has around 650,000 participants. There have been numerous Scheme reviews and changes across the whole Scheme or in its operation and implementation by the National Disabiliuty Insurance Agency, the Department of Social Services in its role as the NDIS and also by various Federal Governments since Scheme inception.

Most recently there has been the release of the recommendations form the NDIS Independent Review Panel in late 2023 which are currently under Federal Government Review and response.

The campaign continues to fight to make sure the NDIS delivers on its promise to people with disability.

See EAC website for more detail and information: <https://everyaustraliancounts.com.au/>

# Auspicing arrangements

The Australian Federation of Disability Organisations (AFDO) is the Auspicing organisation appointed by the Alliance for EAC. AFDO is the fundholder for the campaign, engaging consultants, employing staff, providing full human respources support, financial management, insurance cover, etc. and has its CEO as a member of the Steering Committee.

# Steering Committee Formation & Legal Entity

An independent experienced Chair, Dr George Taleporos, was engaged and an initial advisory group formed, this is being further finalised with an EOI process underway seeking interest individuals for appointments to finalise the Steering Committee.

The advisory group and ultimately the Steering Committee will continue the successful delivery and ongoing strategic overview of the EAC campaign. They hold accountability for campaign oversight and provide direction on the campaign and the campaign budget. The current advisory group and ultimately the Steering Committee, do not hold an operational role, but provide strategy, advice, direction and monitoring of outcomes for the campaign.

A key role of the finalised Steering Committee is to work towards EAC becoming its own legal entity and this work has commenced with pro bono legal support from Russell Kenenedy Lawyers. It is anticipated that this will be completed over the later part of 2024. The new legal entity will replace the Steering Committee with a Board of Directors appointed at that time.

# The assignment

AFDO and NDS, along with the Independent Chair are looking for an experienced Consultant to undertake the role of Manager Campaign & Engagement with overarching scope to:

* Work with external experts to develop strategic campaigning approaches, for approval by the Steering Committee
* Work with external experts to identify key policy and emerging issues related to the National Disability Insurance Scheme (NDIS)
* Network and engage with a diverse range of stakeholders in the disability sector, government, business community and general public to continue to build public support for the NDIS
* Liaise with relevant stakeholders and sector organisations as required to progress NDIS policy and identified issues
* Prioritise and implement integrated campaign strategies, including strategies to enhance the *Every Australian Counts* national profile, maintain and strengthen existing relationships, build new strategic relationships and further develop stakeholder support
* Create and implement an annual engagement and communications plan for the campaign
* Evaluate and regularly report on campaign activities and the achievement of campaign objectives to the Steering Committee
* In consultation with the Steering Committee, lead the engagement with federal government stakeholders and the sector to achieve campaign objectives
* In conjunction with the Chair represent the EAC campaign and its supporters at events, launches, consultations and stakeholder forums
* Draft briefing papers on agreed policy positions in a variety of accessible formats tailored for use by sector organisations, stakeholders and media
* Maintain media contacts, monitor media output and provide regular updates to the Steering Committee on media content relevant to the NDIS and the NDS
* Maintain oversight of the EAC’s website, ensuring currency and relevance of content
* Organise, administer and attend meetings of the Steering Committee
* Contribute to strategies to diversify and secure funding for ongoing Campaign sustainability
* Undertake drafting and issuing of media and social media statements, articles and information, in line with agreed campaign directions from the Steering Committee and in keeping with EAC media and communications policies
* Manage relationships with other contractors or other consultants as engaged from time to time
* Ensure the maintenance and build through agreed strategies by the Steering Committee of the EAC Supporter data base
* Regularly report to the Steering Committee on the operation and build of the EAC Supporter data base
* Undertake other tasks as directed and agreed in keeping within the consultancy scope.

# Location of Services, Office, Equipment & Insurances

The Consultant will;

* Complete the required services from anywhere within mainland Australia.
* Operate a fully equipped office or home office at their own expense.
* Provide equipment to complete all aspects of the role at their own expense.
* Maintain current insurance coverage for public liability & professional indemnity.

# Duration of assignment, Hours, Rate and Workplan

This assignment will commence as agreed and will continue with a fixed period of six months from the start date. There is a further six-month option available by mutual agreement, based on results and outcomes.

It is estimated that the Consultant will be required for, on average, a minimum of 15hours to a maximum of 22 hours per week, which may be spread flexibly across the entire work week.

There will be no consulting work required on any Public Holidays as declared for any Staets or Territories, if they fall within any designated EAC operating days.

If the Agreement extends over the annual Christmas/New Year period ther will be no consultancy work required or paid for, between 21st December 2024 to 1st January 2025 inclusive, due to the EAC office shutdown.

An agreed workplan will be developed, revised and updated over the course of the term dependent upon issues and circumstances based on the scope of services.

# Remuneration

Depending on skills and expertise, the Consultant will be paid based on an agreed hourly rate, exclusive of GST. GST will be paid in addition to this rate if Consultant is legally obligated to pay. Consultant to provide proposed hourly rate(s) for this service in their EOI submission.

# Selection criteria

We are looking for individuals with significant executive level strategy and campaigning experience who have a passion for human rights, political nous and extensive experience in building and harnessing diverse coalitions to achieve law reform and social change. In particular, the Consultant should address how they meet the following:

1. **Campaign design and leadership**: Significant experience in leading campaigning and advocacy, with a demonstrated track record of designing and leading successful campaigns for social, legal or political change.
2. **Communications leadership**: Outstanding written and verbal communication skills and proven ability to produce high quality external communications targeted at a variety of audiences. Strong understanding of communications strategies and messaging and the ability to effectively communicate complex policy issues.
3. **Sound political judgement and strategy**: Sound knowledge of legislative processes and politics and a demonstrated capacity for innovative strategic and analytical thinking.
4. **Deep policy judgement and nous**: An ability to critically analyse complex information (such as public policy, regulatory documents, technical reports) and convert analysis into real-world influence or action.
5. **Strong understanding of the disability sector & NDIS:**  An ability to rapidly analyse issues related to the NDIS, sector views and map those to political strategy.
6. **Desirable criteria,** that the Consultant is a person with disability and/or an NDIS participant. If applicable you should outline how this is met.

# Application process and how to apply

Applicants are invited to submit:

* Complete Company or individual details which must include current Australian Business Number, insurances, name of person(s) undertaking assignment, address, contact, etc.
* A full outline of the proposed Consultant experience and expertise.
* A case study of a comparable campaign they have developed and led (in MS Word/PDF/ Powerpoint or video format). If using video format, please ensure that the video is no longer than 2 minutes. If using written formats, please limit your response to a maximum of 3 x A4 pages.
* Responses to the selection criteria in MS Word/PDF/ Powerpoint or video format. If submitting via MS Word or PDF, please ensure that your responses are limited to 500 words per criterion.
* An estimated cost breakdown for the assignment including hourly/daily rate and payment schedule frequency.

**Please submit your submission to:** ceo@afdo.org.au

**Closing Date for all submissions is,**

**on or before 3.00 pm Friday 15th March 2024.**

**Late submissions will not be accepted or considered**

**If you have any queries,** please send an email to: ceo@afdo.org.au

# Appointment of the consultant

Only shortlisted candidates will be interviewed.

The NDS, AFDO and Independent Chair will appoint the consultant, based on their application, interview and value for money (cost).

AFDO will enter into a Consulting Agreement with the selected Consultant on behalf of EAC.