

PROPOSAL SCHEDULE A - WORKLOAD AND PROPOSED RESOURCES

1. Proposed Resources

| Role | Name | Location | Current and Potential Future Workload, Capacity, Availability and Proposed Involvement (Including Estimated Hours) | Involvement in Item 1 Projects | Involvement in Proposal Schedule C Projects and Other Relevant Experience | Qualifications, Licences etc. | Statement of Compliance with Modern Slavery Laws |
|---------------------------------|--------------------------------|-----------|--|--------------------------------|---|---|--|
| Service Provider Representative | Alister Jordan | Melbourne | 12 hours | | | Bachelor of Arts (Political Science and International Relations) (Honours) Masters of Public Policy GAICD | Yes |
| Key personnel | Fleur Anderson Project Lead | Canberra | 20 hours | | | Bachelor of Business (Journalism), Queensland University of Technology. Former vice-president of Federal Parliament Press Gallery | Yes |

Key Personnel Annie O'Rourke Byron Bay 8 hours
 Creative Director/
 Founder

Bachelor of Arts Yes
 (Professional
 Writing) (University
 of Canberra)

Key Personnel Kerry Pinkstone Sydney 16 hours
 Senior Consultant

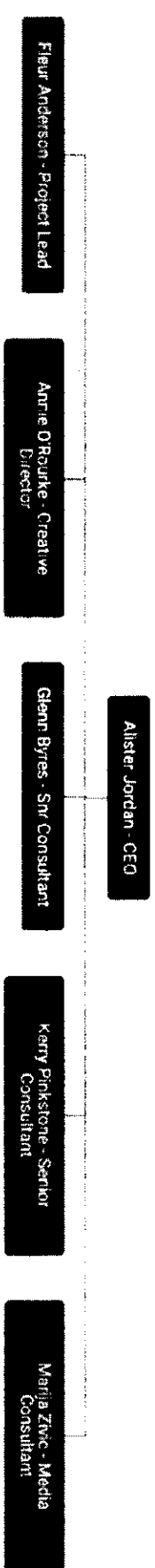
Bachelor of Yes
 Exercise Science /
 Bachelor of
 Business
 Graduate
 Certificate in
 Social Impact
 Master of Public
 Policy (incomplete)

Key Personnel Glenn Byres Byron Bay 16 hours
 Senior Consultant

Chair and Board Yes
 Member, Liveable
 Housing Australia
 Member – NSW
 Government
 Taskforces on
 Employment,
 Lands, Light Rail
 Panel Member –
 City of Sydney
 Retail Advisory
 Panel

89 Degreess East - Organisational Chart

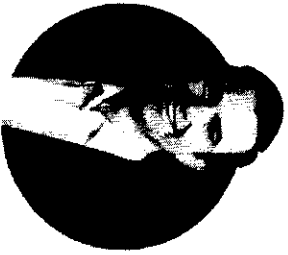
| Key Personnel | Marija Zivic Media Consultant | Adelaide | 24 hours | Bachelor of Journalism University of South Australia Bachelor of Arts (International Studies) University of South Australia | Yes |
|---------------|----------------------------------|----------|----------|--|-----|
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(d) curriculum vitae for each of the Service Provider Representative and each key person for the roles specified in the Proposal Particulars, which should provide details of all relevant projects in the last 5 years and the name and telephone number of a client referee. The Respondent is requested not to exceed 1 page for each curriculum vitae.

**89 Degrees East
Personnel**

Relevant skills and experience



**Alister Jordan
CEO**

Alister has spent the past decade in senior corporate roles, including as Chief Executive of Coles Express, Australia's second largest petrol and convenience retailer and Chief Executive of Coles Online, one of the biggest online retailers in the country.

Prior to moving into the corporate world, Alister worked in the Federal Parliament for almost 10 years and was Chief of Staff to the Prime Minister between 2008 and 2010. Between 2002 and 2008 he worked in the Federal Parliament.

RELEVANT EXPERIENCE:

Has overseen 89 Degrees East's work with key clients such as:

- Department of Prime Minister & Cabinet
- Department of Health
- Digital Transformation Agency
- Energy Consumers Australia
- Clean Energy Finance Corporation
- Afterpay
- Diageo
- Arnott's

Client referee: Michael Lye, Department of Health, Deputy Secretary - Ph: [REDACTED]

QUALIFICATIONS & PROFESSIONAL ASSOCIATIONS

Bachelor of Arts (Political Science and International Relations) (Honours)
Masters of Public Policy
GAICD



Fleur Anderson
Project Lead

Fleur brings more than 20 years' experience across the fields of media, business and politics at a national level. Her networks are integral to her Canberra-based work in building partnerships among diverse organisations. A former federal political journalist, she is the author of Melbourne University Publishing's *On Sleep*.

RELEVANT EXPERIENCE:

89 Degrees East project lead:

- Connecting Australia, nbnco's longest and most successful communications project to date, contributing to a turnaround in consumer sentiment towards the national broadband rollout, and the creation of new partnerships between nbnco and community and business organisations.
- Energy lead for Clean Energy Finance Corporation, (former) federal Department of Energy and Environment, Energy Consumers Australia, Council of Small Business Organisations of Australia, and Small Business and Family Enterprise Ombudsman and Council of Small Business Organisations
- Digital Transformation Agency's whole-of-government Digital Identity communications program

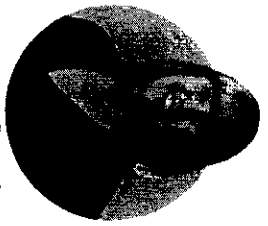
PROJECT DIRECTOR

- Prime Minister and Cabinet's Future Female Entrepreneurs Program (Academy for Enterprising Girls)

Before joining 89 Degrees East, Fleur was a senior political journalist and columnist with *The Australian Financial Review*, and former national economics correspondent across News Corp metropolitan mastheads.

QUALIFICATIONS

- Bachelor of Business (Journalism), Queensland University of Technology
- Former vice-president, Australian Parliament House Press Gallery
- Founding committee member, Women in Media (Canberra)



Annie O'Rourke
Creative Director /
Founder

Annie is the Founder and Creative director of 89 Degrees East and has built a strong reputation in the private, public and community sectors for her work on large-scale campaigns of national importance that have changed Australian society. She worked as a senior advisor to the Prime Minister, and has advised Ministers, CEOs and thought leaders on their communications, stakeholder engagement and reputation.

RELEVANT EXPERIENCE:

Annie has led cross-disciplinary teams for projects that enable clients to have the best possible teams working for them from around the globe renowned for her creative and strategic approach to communications. She thrives in difficult and complex environments and has a deep understanding of policies and political processes.

Some of her relevant work includes:

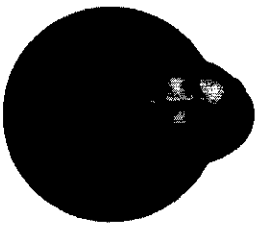
- Leading the nation-wide campaign for the creation of the National Disability Insurance Scheme. This work involved bringing together disparate communities and stakeholders across the political spectrum to reach a consensus position on an insurance scheme for disability.
- Providing the inception communications strategy and stakeholder management for the campaign for Indigenous Recognition.
- Providing strategic communications, support and partnerships for the successful campaign for Marriage Equality.
- Leading the Generation One communications and advocacy campaign for more employment opportunities for Indigenous Australians, on behalf of leading Australian businessmen Andrew Forrest, James Packer and Kerry Stokes

She regularly provides strategic advice to Australia's leading CEOs and senior Public Servants and Politicians. She is a detailed planner who has worked closely with executive teams, CEOs, Chairs to deliver highly quality on brand results, protecting and promoting brands.

89 Degrees East connections across Governments, media and a range of industries are second to none and Annie's ability to get complex issues distilled into clear messages are legendary.

QUALIFICATIONS & PROFESSIONAL ASSOCIATIONS

- Bachelor of Arts (Professional Writing) (University of Canberra)
- President, Elizabeth Reid Network



Marija Zivic
Media Consultant

Marija has been a trusted broadcast voice for over a decade after working at the highest levels of Australian media for both public and private broadcasters, including Channel Seven and SBS. As a senior political reporter in Canberra, she covered major news events including four leadership spills and visits by foreign dignitaries including US Vice President Mike Pence.

RELEVANT EXPERIENCE:

Marija's depth of experience has resulted in lasting connections within media, political circles and the corporate sector. Her professional background gives her an invaluable insight into how the media digests content and what it takes to get the right kind of attention. Complemented with her political nous and excellent research skills, she can assist with internal/external communications, media training, media strategy and crisis management.

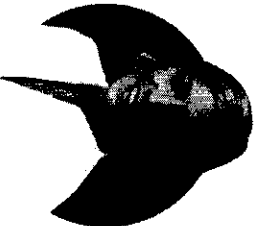
QUALIFICATIONS & PROFESSIONAL ASSOCIATIONS

Bachelor of Journalism | University of South Australia (2006-2010)
Bachelor of Arts (International Studies) | University of South Australia (2006-2010)

Kerry has a combination of policy, political and campaigning experience, having worked for over 15 years for senior politicians and philanthropists.

RELEVANT EXPERIENCE

Kerry has worked in government and opposition including for the Prime Minister of Australia and has had responsibility for the portfolio areas of families, children, women, Indigenous Affairs, communities, and sport throughout her career. Kerry has worked both in the headquarters and at the grassroots during many federal election campaigns, giving her experience in political strategy and implementation.



Kerry Pinkstone
Senior Consultant

Kerry's project experience includes:

- Senior Adviser - The Hon. Malcolm Turnbull, MP – Prime Minister of Australia (2015-2018)
- Special Adviser to the Department of the Prime Minister and Cabinet (2015)
- Manager Strategic Engagement – Generation One (Minderoo Foundation) (2012-2015)
- Director of Policy and Research - Generation One (Minderoo Foundation) (2010-2012)
- Policy Adviser – The Hon. Malcolm Turnbull MP, Leader of the Opposition (2008-2009)
- Chief of Staff – The Hon. Pat Farmer MP, Shadow Minister for Sport and Youth (2008)
- Adviser – The Hon. Mal Brough MP, Minister for Families, Community Services and Indigenous Affairs (2006-2007)

QUALIFICATIONS & PROFESSIONAL ASSOCIATIONS

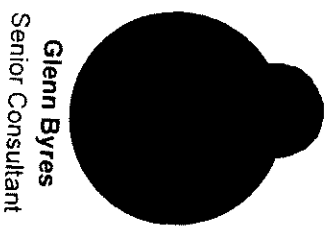
- Bachelor of Exercise Science / Bachelor of Business
- Graduate Certificate in Social Impact

- Master of Public Policy (incomplete)

Glenn has a diverse record that helps clients bridge communications and media, public policy and regulatory risk. He has two decades of executive-level experience in the corporate and political arenas. His expertise is in tying together strategy, reputation and messaging.

RELEVANT EXPERIENCE:

Glenn was previously Chief of Policy & Housing at the Property Council of Australia – the peak industry organisation for Australia’s commercial and residential real estate investment trusts – where he played a pivotal role in shaping the organisation’s strategy, policy, media and government relations. He was a founding staff executive at Infrastructure Partnerships Australia, which is home to the nation’s largest public and private infrastructure providers.



Glenn Byres
Senior Consultant

Glenn’s experience includes:

- Crafting the policy, advocacy, and media strategy of the nation’s peak real estate industry organisation - Chief of Policy & Housing – Property Council of Australia (2017-18)
- Developing and implementing an advertising, advocacy and media campaign in support of asset recycling in NSW (2015)
- NSW Executive Director – Property Council of Australia (2009-16) – spearheading political engagement, policy, media and advocacy
- Director – Public Affairs – Infrastructure Partnerships Australia (2005-07) – implementing media and communications plan for new industry organization representing owners, investors, operators and regulators of infrastructure
- Communications and media adviser – two NSW Premiers and one Federal Opposition Leader.

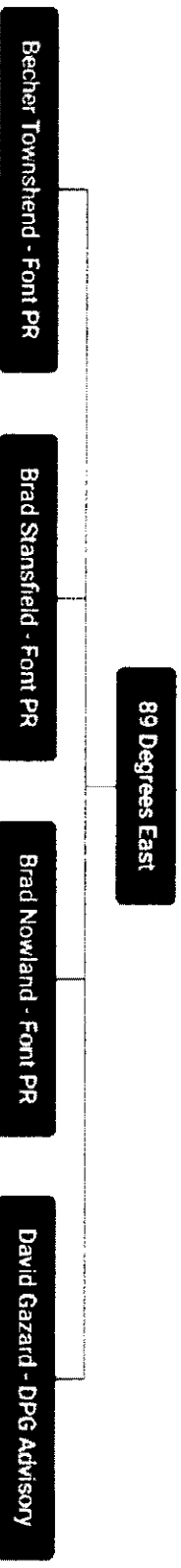
QUALIFICATIONS

- Chair and Board Member, Liveable Housing Australia
- Member – NSW Government Taskforces on Employment, Lands, Light Rail
- Panel Member – City of Sydney Retail Advisory Panel

PROPOSAL SCHEDULE A - WORKLOAD AND PROPOSED RESOURCES

2. Proposed Subcontractors

| (Discipline, Trade, item, goods or material description) | Legal Name and ABN | Key people | Location | Current and potential future workload, capacity, availability and proposed involvement (including estimated hours) | Involvement in Item 1 Projects | Involvement in Proposal Schedule C - Previous performance projects and all other relevant experience | Statement of Compliance with Modern Slavery Laws |
|--|--|---|----------|--|--------------------------------|--|--|
| | Font Public Relations Limited ABN 39 129 451 716 | Becher Townshend Brad Stansfield Brad Nowland | Hobart | | | | Yes |
| | DPG Advisory Solutions Pty Ltd ABN 14 634 403 115 | David Gazard | Canberra | | | | Yes |



Subcontractors **Relevant skills and experience**



Becher Townshend
 Managing Director
 Font Public Relations

Becher Townshend is the Managing Director of Font and draws together more than two decades as an award-winning state political reporter and public relations professional.

He has been recognised by his peers winning Media Entertainment and the Arts (MEAA) Awards for Excellence in Business and Tourism Reporting as well as Public Relations Institute of Australia (PRIA) Golden Target Awards for his crisis management and campaigning skills.

Primarily focused on strategic communications advice to business, the community sector, government business enterprises and local government, Becher is one of Tasmania's leading advisors for crisis media, reputation management, government relations and media training.

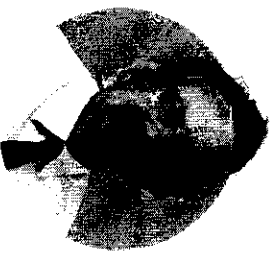
Some of his most high-profile work includes assisting the Tasmanian Land Tax Coalition secure a 40 per cent reduction in land tax as well as more discrete work assisting some of Tasmania's best brands manage through changes in service provision and mergers.

As Managing Director, Becher has also been recognised for his leadership skills winning the Commonwealth Bank Small Business Award in 2007 as well as being named a finalist in the inaugural Tasmanian Business Leader Awards.

QUALIFICATIONS & PROFESSIONAL ASSOCIATIONS

Bachelor of Arts in Politics and Administration from the University of Tasmania

Fellow of the Public Relations Institute of Australia and the Australian Institute of Management.
Vice President of the Asthma Foundation of Tasmania and serves on the Tasmanian Small Business Council as well as the Baskerville Foundation.



Brad Stansfield
Partner
Font Public Relations

Brad Stansfield brings to Font nearly 15 years' experience in the pressure-cooker of politics, including eight years at the highest level as Premier Will Hodgman's Chief of Staff. A highly skilled strategist, tactician and campaigner, Brad was a significant figure in the Hodgman opposition and then Hodgman Government and masterminded the 2014 and 2018 state election victories.

Brad has also spent a number of years in the Federal political sphere, including during the Howard Government working for Senator Eric Abetz and most recently with Federal Finance Minister, Matthias Cormann.

Brad has consistently been named by independent commentators as one of the most influential political players in Tasmania.

Brad specialises in problem solving, crisis management, strategic communications and campaigning.

QUALIFICATIONS & PROFESSIONAL ASSOCIATIONS

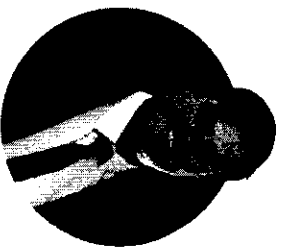
Bachelor of Arts majoring in Criminology and Politics at the University of Melbourne

For the past ten years, Brad Nowland has been one of the key staff members behind the rise of the Liberal Party from opposition to Government. Developing and executing innovative and high impact media and campaign strategies, he is amongst the longest-serving Press Secretaries in Tasmanian politics. Brad also served as the Deputy Chief of Staff to the Treasurer.

Brad has worked on state election campaigns across the country, three Tasmanian state election campaigns and three federal election campaigns.

Brad joined the Department of Treasury and Finance in 2002 and worked as a budget analyst in the Budget Management Branch and a principal policy analyst in the Inter-Government Financial Policy Branch, before joining the Office of the Leader of the Opposition in mid-2008.

QUALIFICATIONS & PROFESSIONAL ASSOCIATIONS

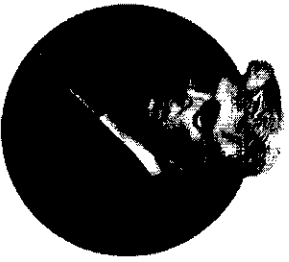


Brad Nowland
Partner
Font Public Relations

Bachelor of Arts degree with honours, majoring in public policy.

DPG Advisory Solutions' Founder and Director David Gazard is widely recognised as one of the most successful government relations specialists in Australia. He has 25 years' experience in politics, the media and business and has delivered discreet strategic government, communications and regulatory/public policy outcomes for a wide variety of corporate and not-for-profit interests.

David started his career in the Canberra Press Gallery covering market-moving news for real-time financial newswires and economics for leading newspapers before working for former Prime Minister Hon John Howard as a senior media adviser. He also worked at the highest political levels of government as a senior political adviser for former Commonwealth Treasurer, Hon Peter Costello AC.



David Gazard
CEO
DPG Advisory Solutions

He was the Coalition's candidate for the federal marginal seat of Eden-Monaro at the 2010 election, has run a variety of successful corporate campaigns for clients, including the successful \$10-million campaign to preserve fringe benefits tax for the auto sector and quarantining the mortgage broking industry from the Royal Commission into Financial Services. He has over a decade's experience managing government relations for Australia's blue-chip companies and has deep experience on regulatory policy, particularly around tax, competition and foreign investment.

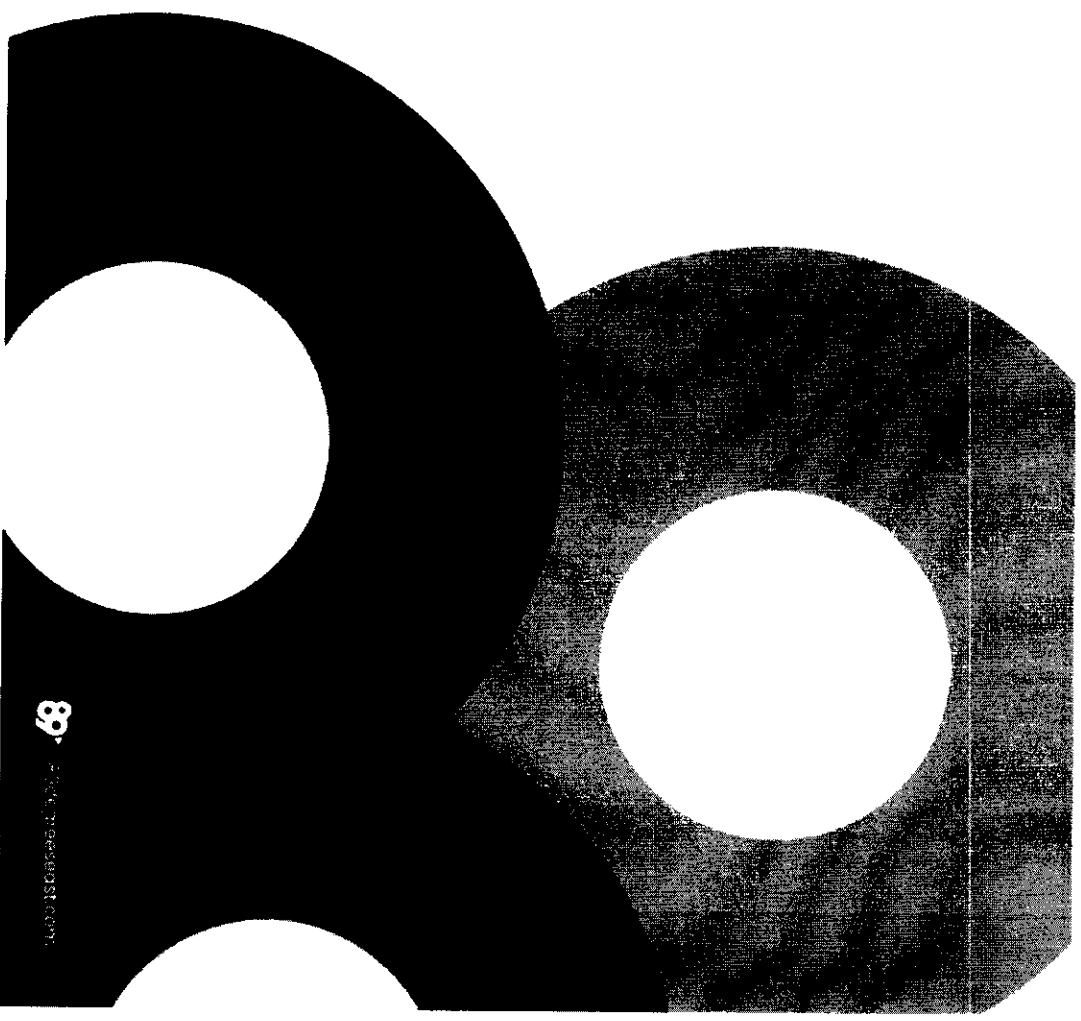
In the Treasury portfolio, David developed an extensive understanding of the inquiry process and regulatory landscape and the government's decision-making process as well as overseeing the policy and political management of a number of high-profile inquiries. In addition, David has had experience in the corporate sector, heading up government relations for Westpac Banking Corporation.



Project Marinus

Proposal Schedule B

Preliminary proposed approach



Overview

Marinus Link is a signature project led by TasNetworks to fortify the nation's electricity grid and unlock Tasmania's energy and storage resources.

The proposed 1500 megawatt capacity undersea and underground electricity connection between Tasmania and Victoria will help accelerate the transformation of the National Electricity Market – as well as deliver investment jobs and economic development in the two host states and beyond.

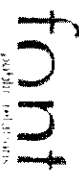

Whilst the project currently enjoys broad support across the political divide, design and delivery of a comprehensive, strategic advocacy plan is essential to sustaining momentum and mitigating potential risks as the project advances.

The economic, social and environmental case for the project and its benefits to Tasmania are clear, but this needs to be replicated and enhanced across Victoria and within the Commonwealth Government.

Our credentials

- Unparalleled experience and contacts across the Federal, Victorian and Tasmanian Governments, bridging both sides of politics, as well as media and key stakeholders.
- Extensive experience across the energy, infrastructure and environmental sectors.
- Deep understanding of the project and the political, economic, environmental and social debates surrounding renewable energy and government investment.
- Track record of delivering major campaigns for governments and corporates.
- Established teams and infrastructure in Canberra, Melbourne and Hobart enabling immediate commencement
- A passionate commitment to support the Tasmanian economy and community.

Led by  DATA STRATEGY DELIVERY

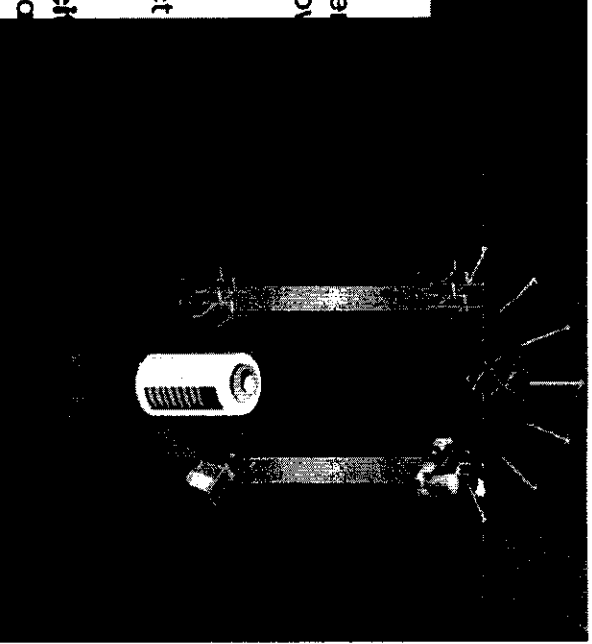
Supported by  & 

Delivering the Marinus Link

A comprehensive, national stakeholder advocacy strategy that broadens the understanding and support for, Project Marinus to ultimately secure its approval and delivery is now

This strategy will include:

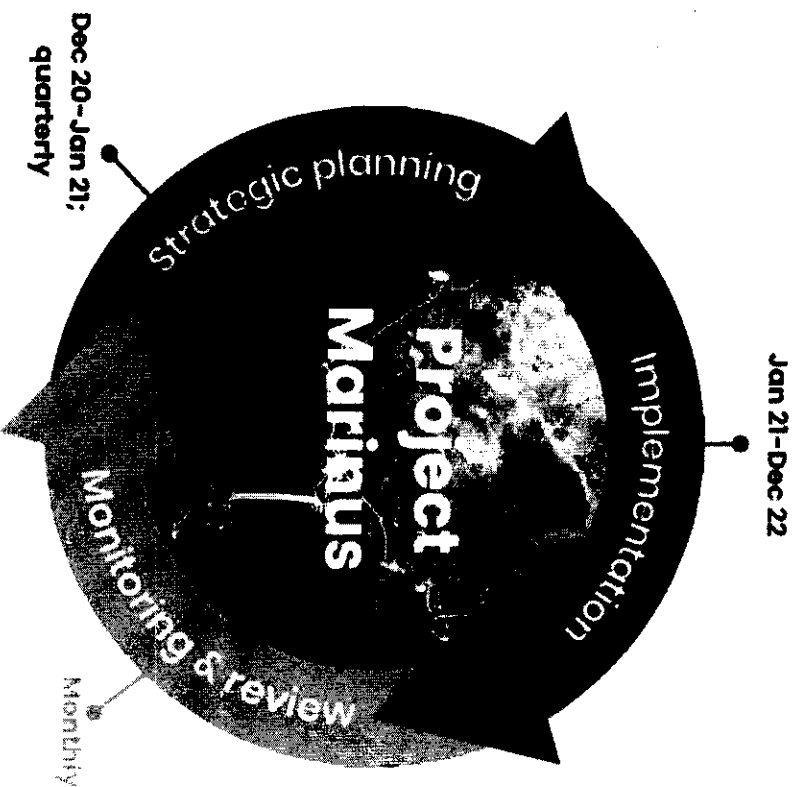
- establishing **clear political and public consensus** on the value of the project and for the nation, as well build on the progress already made Tasmania.
- pursuing a government relations strategy that seeks to **achieve synchronicity with the Federal, Victorian and Tasmanian Governments** on project processes and approvals, leveraging the Project Assessment Draft Report (PADR) analysis, supplementary analysis and the business case itself.
- using market research to define a robust public narrative that **moves the dial among community and opinion leaders** across Victoria, Tasmania and Canberra.
- establishing a tailored, high quality, rolling communications campaign that sustains and **enhances the project's social license**.
- successfully **engaging the diverse, complex mix of stakeholders** and communities with an interest in the project



Proposed delivery framework

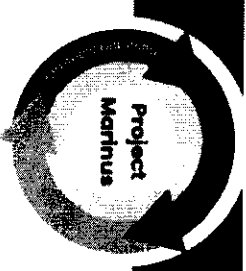
The complexity and importance of Project Marinus demands a structured, sophisticated approach to deliver strategic advocacy, communications and stakeholder services. This includes sequencing a work agenda that allows for:

- An **analytical approach** to commencement via immersion sessions with TasNetworks to identify and establish key project milestones, issues, risks and project delivery protocols
- A progressive build up of market research, communications plans and stakeholder mapping to **inform a strong public narrative** that enhances the economic benefits and social license of the project
- An implementation plan that **aligns political, media and community engagement** and associated issues management
- Strong project management practices, including risk mitigation plans, to ensure the **timely and efficient delivery** of services and capacity to flexibly respond to shifting political and community dynamics.



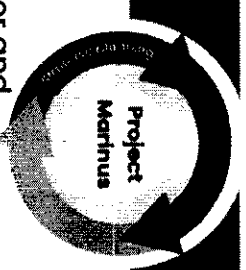
Strategic planning

December 20 – January 21; Quarterly reviews



- Immersion sessions**
 - Immediate immersion session to deep dive into deliverables, milestones, modelling, initial feedback from corporations, local communities and key influencers.
 - Map out the detailed project plan and budget for agreement with TasNetworks.
 - Identify risks and develop mitigation actions.
- Market research / sentiment**
 - Commission market research to test public sentiment, knowledge and critical issues to help inform the communications strategy.
 - Develop a data insights plan to support media, political and advocacy objectives.
- Communications framework**
 - Leverage research to build an overarching narrative to anchor all communications.
 - Commence developing messages, FAQs, style guide and social media guidelines.
 - Identify and establish the best channels to communicate through.
- Brand development**
 - Create a unique Marinus Link brand to inspire, engage and assure stakeholders, capture attention and boost sentiment across print, online, direct communications and video.
 - Develop a style guide and cutting edge assets for the phases of the project.
- Stakeholder mapping & strategy**
 - Develop a stakeholder matrix to chart political, bureaucratic, corporate, environmental, media and community interests.
 - Identify the level of influence and decision making power of each key stakeholder and develop bespoke communications, research, modelling and data where appropriate.

Strategic planning



December 20 – January 21: Quarterly reviews

Government relations strategy

- Craft a dedicated government relations strategy (informed by the stakeholder and communications plans), including navigating upcoming Federal and State elections to best advantage.
- Identify the right cycle of regular 'pulse checks' and briefings to be conducted.
- Prepare content required for promoting the business case including briefing packs and other project documentation.

Media & digital strategy

- Establish a 12 month media calendar (national, local and industry) to build momentum and support in key markets.
- Identify local events in key regions to sponsor or support that can support stakeholder, media and government relations objectives.
- Identify the national and local spokespersons, provide training/advice and build a profile around them through the media and on owned channels.
- Develop a sophisticated digital strategy to align with the media plan, which includes website, social, eNewsletters and potentially advertising.

Influencer engagement

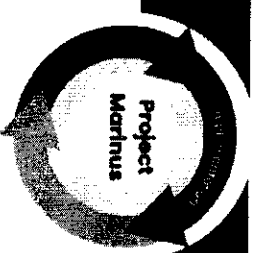
- Identify a group of trusted voices from the key regional areas of North West Tasmania and Gippsland Victoria, and from a range of sectors including energy, environment, business, indigenous and all tiers of Government.
- Utilise this group as public advocates for the project.

Project timeline & budget

- Collaborate with TasNetworks to confirm the project timeline and strategic advocacy budget.

Implementation

January 21 – December 2022



Advocacy collateral

- Produce a core deck of advocacy collateral utilising the brand assets and communications messaging.
- Develop tailored collateral based on location, stakeholder groups and tier of government.

Government advocacy

- Initiate a regular cycle of 'pulse checks' across critical political decision makers, as well as MPs in seats affected by the project
- Provide public platforms for ministers, shadow ministers and MPs supportive of the project to champion it.
- Implement a continuous cycle of in person and documented briefings to critical political stakeholders.

Key markets advocacy

- Initiate positive advocacy in the Tasmanian, Victorian and national markets to support the achievement of project objectives and improve public sentiment.
- Focus local advocacy efforts in North West Tasmania and Gippsland Victoria.

Issues management

- Establish communications protocols for the regular sharing of issues and strategic advice to the TasNetworks Project Management Team.

Implementation

January 21 – December 2022



Stakeholder engagement

- Execute the stakeholder strategy to establish and/or nurture targeted relationships across the full spectrum of support levels (for and against).
- Tools will include individual meetings, face to face group sessions, virtual group presentations and online community engagement, education and feedback tools.

Brand awareness campaign

- Commence a targeted brand campaign through the media, owned channels and potentially paid placements to take the narrative to key audience groups. As well as raising awareness, this will be designed to educate, build trust and excite.

Media runway and social media campaign

- Deliver a consistent drumbeat of announcements and angles across national, state, local and industry media.
- Activate social media strategy to support the media strategy, build public support and ensure correct information is in the public domain.

Content creation

- Utilise our experienced copywriters, creatives, videographers, animators and designers to build a suite of evidence based, tailored and engaging content for all audience groups and platforms.

Influencer activation

- Engage, educate, manage and subtly activate influencers strategically inline with the communications plan, media strategy and social media campaign.

Monitoring & review

January 21 – December 2022



Media monitoring & relations

- Monitor media coverage with daily reporting to ensure fast responses and to guide the planning of proactive positive media coverage.
- Establish social listening to monitor and track sentiment and influencers and shape social media activity.

Political analysis & relations

- Continually analyse the national, state and local political environment to identify risks, emerging threats and influence future strategic plays and advice.
- Liaise regularly with the senior officials in the Commonwealth, Victorian and Tasmanian Governments to receive feedback and insights.
- Provide a regular cycle of reporting to TasNetworks.

Adapt the strategy and plans

- Regularly review the feedback from the stakeholder engagement and advocacy, along with the market research, media monitoring and social listening to inform and adapt the communications plan and subsequent strategies throughout the project timeline.

Broader project alignment & reporting

- Establish reporting processes and regular meetings with the TasNetworks Project Team to ensure information sharing and alignment which supports the broader project objectives and deliverables.