



EXPRESSIONS OF INTEREST (EOI)

Content Services Contractor

Organisation: Tamworth Aboriginal Medical Service – Aboriginal Corporation (TAMS-AC)

TAMS-AC is seeking Expressions of Interest to support content creation across a range of health and wellbeing programs.

This opportunity is best suited to a local or regional creative who understands community, culture and how to yarn in a clear, respectful and engaging way.

Scope includes graphic design, copywriting, video production, animation, and related content services as outlined below. Partial quotes are welcome.

ABOUT THE WORK

The successful contractor/s will create a mix of graphic design, copywriting and video content for the following programs:

Programs and Deliverables

Elder Care Program

Branding guidelines provided

- 10x social media posts (graphics and copy)
- 2x 60-second reels
- 2x 30-second TVC
- 3x 7 second retail sign creatives (animation or still image)
- 2x digital billboard creatives (Digital Supersite)

Cancer Screening

Some assets provided

- 10x social media posts (graphics and copy)
- 3-minute animated video
- Option to cut 2x reels from the animated video
- 4x 7 second retail sign creatives (animation or still image)
- 4x digital billboard creatives (Digital Supersite)

Blood Borne Virus / STI

- 10x social media posts (graphics and copy)
- 2x 60-second reels
- 1x 30-second TVC
- 3x 7 second retail sign creatives (animation or still image)
- 2x digital billboard creatives (Digital Supersite)

Social and Emotional Wellbeing (SEWB)

Some assets provided





- 20x social media posts (graphics and copy) covering:
 - Suicide peer prevention
 - AOD (Alcohol and Other Drugs) family support
 - ATOD (Alcohol, Tobacco and Other Drugs) services
 - Mental health services
- 3x 60-second reels
- 3x 7 second retail sign creatives (animation or still image)
- 3x digital billboard creatives (Digital Supersite)

Tackling Indigenous Smoking

Some assets provided

- 5x social media posts (graphics and copy)
- 4x 60-second reels
- 1x 30-second TVC
- 3x 7 second retail sign creatives (animation or still image)
- 2x digital billboard creatives (Digital Supersite)

Deliverables summary

Program	Social posts (graphics + copy)	Reels 60s	TVC 30s	Animated video	Retail sign creatives*	Digital billboard creatives**
Elder Care	10	2	2	-	3	2
Cancer Screening	10	2†	-	1 x 3 min	4	4
Blood Borne Virus / STI	10	2	1	-	3	2
SEWB	20	3	-	-	3	3
Tackling Indigenous Smoking	5	4	1	-	3	2

*Retail sign creatives: 1080 x 1920 px. JPEG or MP4. Max 21 MB. RGB 24 bit. 72 DPI. For animation: 7 seconds, H.264 at 20 Mbps, 25 fps, no audio.

** Digital billboards (Digital Supersite): JPG. Set up size 1224 x 324 px. RGB. 72 DPI. Physical size 12.48 m x 3.20 m.

† Optional 2 reels cut from animated video

ASSETS AND BRIEFING

Existing assets and branding will be provided for:

- Elder Care





- Cancer Screening
- Suicide peer prevention
- Tackling Indigenous Smoking (TIS)

For other programs, TAMS-AC will provide a clear written brief. Some creative development will be required.

Reels can be filmed at TAMS-AC locations in Tamworth, Gunnedah or Quirindi NSW, or with direction the team at TAMS-AC can do the filming and send it through. Alternatively can be created using other creative methods.

All cultural guidance will be provided by TAMS-AC up front.

TIMEFRAMES

Timeframe guardrails

- Whole of project delivery staggered across 3 months

Choose one drop cadence

- Weekly drops, for example every Tuesday
- Fortnightly drops, for example Week 1 and Week 3 each month
- Monthly drops across 3 months

Content spacing

Social posts, reels and retail signs delivered must be staggered so they are spread over the period. *Example:* 3 posts per program in Month 1, 3 to 4 posts in Month 2, remainder in Month 3. If you are quoting per lot or per deliverable, suggest spacing that suits your scope.

STYLE AND BRANDING

Contractors will have some creative freedom to pitch looks and styles where programs are not already designed.

Where programs have existing branding or themes, these must be followed.

Content must be easy to read, strengths-based and culturally respectful.

VIDEO, SCRIPTS AND TALENT

TAMS-AC can assist with on-screen talent where required for Reels and TVCs. TAMS-AC can also do filming for Reels at the direction of the contractor.

The contractor will be responsible for:

- Script writing
- Filming (some filming can be done by TAMS-AC and sent to the contractor)
- Recording voiceovers
- Editing and animation





APPROVALS PROCESS

Primary contact: Brooke Maisey, Media and Events Coordinator, brookem@tams.org.au

Review flow

1. TAMS-AC issues the brief. Contractor confirms dates of staggered delivery.
2. Contractor and TAMS-AC work on content plan.
3. Contractor submits the deliverables (per the staggered plan).
4. TAMS-AC returns consolidated feedback within 2–3 business days.
5. Contractor completes revisions within 2–5 business days, depending on the item.
6. TAMS-AC reviews revised items. Up to 3 rounds of revisions per deliverable are included.
7. Cultural check by TAMS-AC before anything goes live.
8. Final approval is provided in writing by the primary contact.
9. Handover: contractor supplies final files for the deliverables as per staggered timing in a provided TAMS-AC folder.

Good practice (not essential)

- One feedback document per staggered delivery. Track changes for copy. Time stamped notes for video.
- No new concepts introduced after the first deliverables are sent unless agreed as out of scope and quoted.
- Any date changes must be agreed in writing.

All final assets must be supplied to TAMS-AC on completion.

FILE DELIVERY REQUIREMENTS

- **Images for socials:** JPEG
- **Video and reels:** MP4
- **Retail signs (animated or still):** JPEG or MP4, 1080 × 1920 px, max 21 MB, RGB 24-bit, 72 DPI
- **For MP4:** H.264, 20 Mbps, 25 fps, 7 seconds, no audio
- **Digital billboards (Digital Supersite):** JPG, set-up size 1224 × 324 px, RGB, 72 DPI
- All copy in DOCX and TXT.
- **Captions are mandatory** for all delivered videos. Please include caption files or embedded captions with your final outputs.
- Deliver via a TAMS-AC owned cloud folder.
- TAMS-AC will own final deliverables in perpetuity.
- Working files can be provided where licensing allows.

REVISIONS

Up to 3 rounds of revisions included per deliverable.

Additional revisions may be negotiated and charged separately.





QUOTE OPTIONS

Applicants may provide partial quotes for selected deliverables depending on their skills and expertise.

Please itemise costs, inclusions, and any optional extras.

Partnerships or subcontracting with other businesses are welcome. Please clearly state who will deliver each deliverable.

If partnering or subcontracting, show a clear split of costs and responsibilities, and if they are Aboriginal owned.

TAMS-AC may appoint one or more contractor/s to do different deliverables depending on the businesses and skills of the creatives. If you would like to submit a quote that has a discount based on how many deliverables you can do, you are welcome.

OPTIONAL EXTRAS

Applicants are welcome to include optional pricing for:

- Photography (brief and shot list can be provided)
- Community vox pops and testimonials.
- Extended or additional animations
- User Generated Content creator (UGC)

ELIGIBILITY AND PREFERENCE

This opportunity is open to any business. We strongly encourage Aboriginal-owned businesses and Aboriginal sole traders to apply.

Insurance requirements

- **Essential Public Liability Insurance:** Minimum \$10 million.

Proof of insurance will be required before contract start. If you do not currently hold the required cover, you must confirm you will obtain it prior to commencement.

HOW TO RESPOND

Call Brooke at TAMS-AC on 1800 01 TAMS, or email brookem@tams.org.au to schedule a 30 minute briefing call. Otherwise you can quote directly as below.

Please include:

- A short overview of your business or practice
- The deliverables you are quoting for
- Examples of relevant work for the lots you propose
- Your proposed pricing structure and itemised costs
- Any proposed partners or subcontractors and their roles
- Availability across the three-month delivery period and a basic schedule for your scope

EOIs should be submitted electronically.

