

Government 2.0 Taskforce Request for Project Proposal

Project 12: Promoting the Government 2.0 Taskforce and Agenda

Scope:

Develop and implement a public relations strategy to promote the Government 2.0 Taskforce and agenda, both within Government and to the community more broadly.

Context:

The success of Government 2.0 will depend on activating broad based community interest and support for Government 2.0 initiatives beyond those early adopters who are already engaging with the Taskforce and its activities directly. To create a groundswell of goodwill and interest towards Government 2.0 initiatives it will first be necessary to educate the community about the potential benefits of Government 2.0 as well as the challenges that Government agencies face in adopting Web 2.0 principles, tools and techniques.

In this context it is important to ensure that the community and practitioners are aware of the Government 2.0 Taskforce and its activities.

Objectives:

Implement a public relations strategy that will:

- Raise community awareness of Government 2.0 issues and the work of the Taskforce
- Increase the diversity of views received by the Taskforce via its blog and other activities
- Identify opportunities to promote the Taskforce and its activities.

Deliverables:

- A report detailing the public relations strategy provided to the Gov 2.0 Taskforce Secretariat via email (gov2secretariat@finance.gov.au) by 30 September 2009. The report will be in Microsoft Word DOC format, Rich Text Format RTF or OpenDocument Text ODT
- Execution of the agreed promotional strategy, accompanied by weekly status reports
- A report evaluating the public relations strategy provided to the Gov 2.0 Taskforce Secretariat via email (gov2secretariat@finance.gov.au) by 30 November 2009. The report will be in Microsoft Word DOC format, Rich Text Format RTF or OpenDocument Text ODT

As part of the project, the successful contractor may be asked to provide services to further inform the Taskforce or assist with researching/authoring/editing sections of the Taskforce report. The Taskforce may also request progress reports and/or draft versions of the report be provided, and members of the Taskforce may choose to collaborate with the successful contractor on the project.