



Media and Public Relations (PR) Services

Request for Proposal

Released: Wednesday, 30 September 2026
Proposals due: 5pm, Wednesday 28 October 2026

Beef Australia Limited
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OVERVIEW

Request for Proposal (RFP):

Media and Public Relations (PR) Services for Beef Australia

Released: 30 September 2026

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Beef Australia Limited invites detailed and costed **proposals and quotes** from experienced and qualified suppliers to provide Media and Public Relations (PR) services for Beef Australia in the lead-up to, during, and post-event (Beef2027).

Beef2027 will be held at the Rockhampton Showgrounds and Victoria Park from Sunday, 2nd May to Saturday 8th May 2027.

Beef Australia are looking to work with one supplier only for these services, with the Scope of Works to take place from December 2026 through till June 2027. Proponents are invited to provide a **proposal and quote for the full Scope of Works, as one supplier**.

Proposals must be received by Beef Australia no later than 5PM, Wednesday 28 October 2026 to:

Cassandra Kent

Senior Marketing Communications Coordinator

cassandra@beefaustralia.com.au

Beef Australia Limited will not be held liable for any costs incurred resulting from providing a Proposal, including any costs associated with preparing, submitting, negotiating and/or executing a Proposal, a Proposed Contract, or an Executed Contract.

GENERAL BACKGROUND

Organisational History

Beef Australia is a week-long exposition that engages all facets of the Australian beef Industry and is held triennially in Rockhampton, Queensland.

Since the event began in 1988, the Expo has grown from its roots as a bi-centennial celebration of the Queensland cattle industry to an internationally recognised event.

Now the premier event of its kind in the Southern Hemisphere, Beef Australia represents the single best opportunity to communicate positive and pro-active industry messages to not only trading partners, but producers and industry stakeholders from Australia and across the world at one time, in one convenient place.

Australia's beef cattle industry will again attract national and international attention when it goes on display at the thirteenth triennial beef exposition to be staged in Rockhampton, Queensland from the 2nd to the 8th of May 2027.

Key Pillars

The event focuses on four key pillars:

1. Showcasing the Beef Industry

Benchmarking national standards through the stud, carcase and commercial competitions and industry trade sites.

2. Consumer & Community Awareness

Engaging the public and building consumer trust in beef as a product and the importance of the industry to the Australian economy.

3. Facilitating Trade

Working closely with Government and key stakeholders to target increased international and domestic business delegates to enhance trade outcomes.

4. Advancement, Education & Innovation

Advancing knowledge through education, training, innovation and research programs supporting the success and sustainability of the beef industry.

10 Year Vision

Our 10-year vision is to remain recognised as a world class organisation that advances the Australian Beef community and are a globally recognised, relevant and progressive brand with which the community connects. We deliver the best of beef; today and tomorrow.

Key Statistics

- 11 elected directors
- 800 contractors and staff
- 37.5 tonnes of beef served

- 150 volunteers
- 125,576 visitors through the gates
- 604 trade fair sites
- 17 property and city tours
- 276 ticketed events
- 4,509 cattle entrants featuring \$44 million stud cattle on site
- 14,550m² of stud cattle housing
- 65 industry-based seminars and Tech Talks attended by 4,323 people and a further 355 attended the Breakfast Symposium
- 5,133 children participated in the school's program
- \$102 million direct and incremental impact on the greater Rockhampton Region
- \$69.6 million value added economic impact for Queensland

SCOPE OF WORKS

Beef Australia is seeking one supplier to provide Media and Public Relations services to reach national and international media attention in the lead-up to, during, and post event (Beef2027).

The Media and PR requirements (Scope of Works) have been split into the following four (4) components:

1. **Crisis Communications**
2. **Media Strategy and Communications Plan**
3. **Media Management**
4. **Reporting**

The Scope of Works will take place during the campaign period (December 2026 – April 2027), at event week (2-8 May 2027), and post-event (May-June 2027).

Beef Australia's 2027 Exposition will operate from 6.30pm Sunday 2nd May 2027 to 12.00am (midnight) Saturday 8th May 2027 at the main venue located at the Rockhampton Showgrounds. The Commercial Cattle Championship component of the event will operate on Sunday 2nd and Monday, 3rd of May 2027 at the CQLX Saleyards located in Gracemere. The successful supplier will need to be available to be on ground during event week, from 2-8 May 2027 in Rockhampton, QLD.

Suppliers are invited to quote on the full Scope of Works only. Beef Australia is not looking to work with multiple suppliers.

Suppliers must state if they will be using a team to deliver on the Scope of Works, and how many staff will be within their team. Suppliers must also confirm how many of their team will be on ground during event week, and quote on accommodation costs if coming from outside Rockhampton, QLD.

1. Crisis Communications

Beef Australia requires the successful supplier to develop a Crisis Communications Plan which addresses potential risks and issues from January – April 2027, and at event week (2-8 May 2027).

Beef Australia also requires the successful supplier to enact the developed Crisis Communications Plan, and manage any arising media activities, across the campaign period and at event week if the plan needs to be put into action.

2. Media Strategy and Communications Plan

Beef Australia requires the successful supplier to develop a comprehensive Media Strategy and Communications Plan, identifying communication objectives, key messages, and target audiences that align with event goals. Within the Media Strategy and Communications Plan key media milestones, activities, and deliverables across the campaign period must be included.

Beef Australia also requires the successful supplier to implement the developed Media Strategy and Communications Plan, including all media activities outlined within the Plan. More information is provided in the section below.

3. Media Management

Beef Australia requires the successful supplier to implement the developed Media and Communications Plan, including the management of all media activities and stakeholders, for the campaign period and during event week. This can include but is not limited to the following activities:

- Maintain a media release schedule/calendar aligned with key announcements and milestones
- Draft, edit, and distribute media releases from February-June 2027
- Coordinate approval processes with relevant stakeholders prior to release
- Liaise with external partners, including federal and state government representatives, to secure quotes for inclusion in media releases
- Manage media inquiries and coordinate interview opportunities, providing weekly updates to Beef Australia's Marketing team, Deputy CEO and CEO
- Prepare spokespeople with briefing notes and key messages as required
- Develop a Media Briefing reference document for Beef Australia Board members and staff to use as a guide when speaking and/or interacting with media in the lead-up to and during event week
- Organise and write daily speaking notes and media alerts in conjunction with the Chair and CEO during event week
- Coordinate approvals for all event-week content with relevant stakeholders
- Manage and coordinate the media accreditation process, including registrations, approvals, and issuing of media passes
- Manage the Beef Australia Media Centre during event week, including on-site management of media inquiries
- Provide on-site media liaison and rapid-response support throughout event week
- Source and engage a professional photographer to cover all media photography requirements during event week (2–8 May 2027)

4. Reporting

Beef Australia requires the successful supplier to provide monthly reporting on media activities and results, including in a format suitable to provide to the Beef Australia board (dates to be provided to the successful applicant). A detailed post-event media wrap-up report must also be provided at the conclusion of providing Media and Public Relations (PR) services.

The successful supplier must also be available to conduct monthly/fortnightly meetings with Beef Australia's Marketing team to provide updates on media activity and discuss ongoing communications plans during the campaign period.

TIMELINE

The table below outlines the proposed timeline for work with Beef Australia.

KEY DATES	
Proposal released	30 September 2026
Proposals due	5pm, Wednesday 28 October 2026
Evaluation Period	October – November 2026
Successful applicant awarded	December 2026
Strategy Development Crisis Communications Plan Development	December 2026 – January 2027
Media Management	February – June 2027
Crisis Communications Plan Enactment <i>(if required)</i>	February – June 2027
Event Week	2-8 May 2027

SUBMISSION REQUIREMENTS

Beef Australia Limited is looking for detailed **proposals and quotes** from experienced and qualified suppliers to provide Media and Public Relations (PR) services for Beef Australia in the lead-up to, during, and post-event (Beef2027).

Beef Australia are looking to work with one supplier only for these services, with the Scope of Works to take place from December 2026 through till June 2027. Proponents are invited to provide a **proposal and quote for the full Scope of Works, as one supplier**.

Proposals must be received by Beef Australia no later than 5PM, Wednesday 28 October 2026 to:

Cassandra Kent
Senior Marketing Communications Coordinator
cassandra@beefaustralia.com.au

Proposals for the provision of outlined services should include the following information:

- an outline of the organisation;
- resources allocated to the provision of the Scope of Works;
- an understanding of what needs to be delivered and how the supplier would look to implement the Scope of Works;
- costings to deliver the Scope of Works;
- any relevant qualifications to deliver the Scope of Works;
- demonstrated relationships with relevant media outlets and reporters (*prior experience working as a journalist, and/or with journalists, is desirable*).

All questions and queries related to this document can be directed to:

Cassandra Kent
Senior Marketing Communications Coordinator
07 4922 2989
cassandra@beefaustralia.com.au

Inclusions

Suppliers wanting to provide a proposal must consider the performance of the services, including but not limited to:

- any and all staff accommodation/travel costs;
- all technical equipment as required;
- all resources as required;
- possible required travel costs between event venues;
- any freight to and from the venue;
- public holiday surcharges;
- GST itemised separately;
- proposed organiser rebate (if applicable);

- other associated costs not identified above but likely to arise.

If additional costs are to arise out of the above listed considerations, proposals must include these in their quote. If proposals do not allow for, or consider, any of the listed inclusions, this must be set out in detail in the Proposal including reasons why they have not been included.

The rates quoted in the Proposal shall remain fixed for the duration of the agreement commencing from the date of acceptance of the successful supplier.

Insurances

Suppliers must also confirm in their Proposal whether they hold the following insurances:

Public Liability

A current public liability policy of insurance for a minimum amount of \$20,000,000 for any one occurrence, and in the aggregate for products liability from an insurer(s) acceptable to Beef Australia Limited.

Product Liability

A current product liability policy of insurance for a minimum amount of \$20,000,000 in the aggregate, with an insurer acceptable to Beef Australia Limited.

Workers Compensation

A current workers compensation policy, or equivalent, to the satisfaction, for all staff and workers including all voluntary workers.

The successful supplier must provide certificates of currency for the above-mentioned insurances, issued by the insurer (not the Broker), with any offer submitted to Beef Australia Limited. The certificate for public liability must include a 'business description' which includes all the activities of the supplier and must disclose the policy deductible or excess.

Supplied by Beef Australia

Beef Australia will provide the following to the successful supplier:

- Basic office space to deliver services during event week at a location determined by Beef Australia;
- Media lounge during event week at a location determined by Beef Australia;
- Public Liability Insurance for the event;
- Property Insurance for items supplied by Beef Australia;
- Relevant on-site accreditation.

SERVICE DELIVERY REQUIREMENTS

Confidentiality

All information supplied by Beef Australia Ltd in connection with this Request for Proposal shall be treated as confidential, except that such information may be disclosed so far as is necessary for the purpose of obtaining sureties, guarantees and quotations necessary for the preparation and submission of the Proposal.

Copyright and Intellectual Property

Any material created for Beef Australia as part of the Scope of Works will be owned by Beef Australia Ltd. The successful supplier is not entitled to use any of Beef Australia's intellectual property unless expressly authorised in writing by Beef Australia. If the successful supplier uses any pre-existing material (e.g. footage, video, music, graphics), they must give Beef Australia a licence to use it freely for its business and promotional purposes.

The successful supplier agrees that Beef Australia may edit, adapt, and use the material without restriction, and that all necessary approvals have been obtained to allow this.

Licensing

The successful supplier and its Sub-Contractor(s) shall be fully qualified, experienced and be suitably licensed by the relevant governing body for the nominated works. The Proponent shall also comply with all Local Government and Statutory Authorities' and Regulatory Bodies' requirements and pay any appropriate fees.

Insurance

The successful supplier shall affect and maintain insurance necessary to cover their liabilities under the Scope of Services. They shall provide Certificates of Currency for Workers Compensation and Public Liability Insurance and indemnify Beef Australia Ltd, its employees and agents from all claims, demands, losses, damages, actions, costs and expenses resulting from the use of the Proponents structures, consumables and equipment.

Supplier Assumes Risk

Suppliers are financially responsible for any damage caused or incidents that occur as a result of the execution, performance, and completion of contracted works.

Health and Safety

The Proponent, if appointed, must at all times, identify, comply with and exercise all necessary, duties and precautions for the health and safety of all persons including the Proponent's employees, subcontractors, subcontractor's employees, employees of the Beef Australia Ltd and other persons who may be affected by the delivery of Beef Australia's requirements.

In this regard, the Proponent must always be aware of and discharge its obligations under the Work Health and Safety Act 2011 (Qld) and any other applicable legislation.

Code of Conduct

The successful supplier and their staff must adhere to the following code of conduct implemented by Beef Australia Ltd at all times:

- Enter and leave venues through required access points only;
- Keep work areas clean and tidy at all times;

- Wear all necessary personal protective equipment (PPE) as required by Occupational Health and Safety regulations;
- Be aware that the site is an operating facility at all hours and use appropriate language and behavior at all times;
- Smoking is prohibited on site;
- Contractor staff must not seek out, speak to (unless spoken to) or ask for autographs/photos of artists, celebrities, identities, or high-profile guests at any time;
- Allow access to any person to the venue or special event/function who does not hold valid accreditation, ticket or without the approval of your Beef Australia contact to be specified in the contract schedule;
- Do not use or bring into the venues any alcohol or prohibited drugs;
- Do not use offensive language or aggressive behavior;
- Do not make unnecessary noise other than that emanating from essential work tools or equipment; and
- All personal items found by a contractor staff within the Beef Australia site and venues must be turned over to Beef Australia Ltd management.

The supplier will be held responsible for any lapse of performance and or breach of the Code of Conduct. Lapses and or breaches may result in accreditation being revoked. Any lapses or breaches will be noted by Beef Australia, and a determination regarding ongoing accreditation will be made at the discretion of Beef Australia.

Performance Expectations

The successful supplier must adhere to the following performance expectations:

- Only courteous, conscientious, and experienced personnel should be employed for Media and PR services for Beef Australia;
- All services should be always executed discreetly and with total courtesy to patrons and others;
- All personnel must deliver a high level of customer service and demonstrate superior communication skills;
- Contractor management and staff understand and agree to any Beef Australia Ltd confidentiality agreements;
- Staff respond positively and promptly to requests made by Beef Australia Ltd for provision of services;
- All personnel are to be adequately supervised at all times;
- All personnel are to be dressed in the appropriate uniform when on duty to establish their presence and project a tidy and professional image;
- Any special instructions or duties canvassed by participants of Beef2027 (Trade Fair exhibitors, campers, caterers etc.) are to be reported to the Beef Australia Operations Manager immediately and must not be charged to Beef Australia Ltd. Beef Australia Ltd shall not be liable for any services rendered outside the scope of services or not previously arranged by a duly authorised manager of Beef Australia Ltd.