

# Demographic/Lifestyle Segmentation Data for Fire and Rescue New South Wales - FRNSW000139

**RFT ID** FRNSW000139

**RFT Type** Open Tenders

**Published** 13-May-2022

**Closes** 14-Jun-2022 10:00am

**Category** (based on [UNSPSC](#))

84121705 - Market data

**Agency** Fire & Rescue NSW

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Fire & Rescue NSW

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## Contact Person

Sudha Ramdev

Phone: 02 9742 7442

[sudha.ramdev@fire.nsw.gov.au](mailto:sudha.ramdev@fire.nsw.gov.au)

## Tender Details

FRNSW Community Safety Directorate's goal is to build and implement a comprehensive risk reduction program that will enable it to engage closely with communities and assist them reduce their risk of fire through prevention and education. FRNSW is looking to partner with a vendor that can provide demographic and lifestyle segmentation data that will help their Command and Media teams understand the communities they serve and how they can use that information to reduce risk and ultimately save lives.

## Location

**NSW Regions:** Far North Coast, Mid North Coast, New England, Central Coast, Hunter, Cumberland/Prospect, Nepean, Northern Sydney, Inner West, South East Sydney, South West Sydney, Central West, Orana/Far West, Riverina/Murray, Illawarra, Southern Highlands

**States and Territories:** ACT, NT, QLD, SA, TAS, VIC, WA

## RFT Type

Open Tenders - An invitation to tender by public advertisement with no restriction placed on who may tender. Tenderers will normally be required to demonstrate in their tender that they have the necessary skills, resources, experience, financial capacity, and in some cases licences, accreditations, etc., to fulfil the tender requirements.

## Multi Agency Access

No