

Request for Proposal (RFP)

Lead Research Consultant

Clinical Supply and Consumer Demand White paper

1. Background

Migraine Australia is a national not-for-profit organisation supporting people living with migraine through evidence based education, awareness and advocacy.

Under the Australian Government's **Chronic Conditions Prevention and Management Program (GO4803 – Stream 1: Consumer Awareness and Education)**, Migraine Australia has received funding for a nine-month extension (April 2026 – 30 November 2026).

Through recent engagement activities across the migraine ecosystem – including clinician outreach, community engagement, and broader sector observation – Migraine Australia has identified emerging structural challenges in access to migraine care.

These include:

- Extended wait times for specialist appointments;
- Clinics with closed books or limited capacity for new patients;
- Variation in entry-level consultation fees and ongoing management costs;
- Consumer uncertainty regarding referral pathways and realistic expectations of access to care.

These factors appear to reflect a broader imbalance between consumer demand for migraine diagnosis and management, and the available specialist workforce capacity.

Migraine Australia is seeking to commission a structured and evidence-informed analysis of these issues to support improved consumer understanding of access pathways, costs, and system constraints.

2. Purpose of Engagement

The purpose of this engagement is to produce a high-quality, evidence-based white-paper that:

- Examines current supply and demand dynamics in migraine care in Australia;
- Analyses entry-level consultation fees and indicative ongoing management costs;
- Explores wait times, capacity constraints, and access variability;
- Synthesises consumer and clinician perspectives to clarify expectations and navigation pathways;
- Presents findings in a manner accessible to consumers while also relevant to broader health system stakeholders.

The white paper must remain aligned to the grant’s primary objective of consumer awareness and education, rather than service design or policy development.

The analysis is intended to improve transparency and understanding for consumers navigating migraine care, rather than to evaluate individual providers or clinical practice.

3. Scope of Work

The Lead Research Consultant will be responsible for:

3.1 Research and analysis

- Reviewing clinician engagement data and documented feedback;
- Conducting targeted, structured interviews with a defined sample of clinicians (to be agreed);
- Analysing existing consumer survey data (provided by Migraine Australia);
- Reviewing relevant publicly available workforce and health system data;
- Synthesising findings into a structured analytical framework.

3.2 White-paper development

- Preparing a structured white-paper (25-40 pages);
- Developing a clear narrative accessible to both consumer and policy audiences;
- Producing a concise executive summary suitable for Departmental stakeholders;
- Incorporating plain-language explanations to support consumer understanding.

3.3 Collaboration

- Working closely with Migraine Australia's project lead, business intelligence and social media coordinator;
- Participating in periodic check-ins (virtual);
- Incorporating feedback through defined rounds.

4. Deliverables

The consultant will deliver:

1. Agreed research methodology and project plan,
2. Interview framework for clinician engagement,
3. Draft white-paper (for review),
4. Final white-paper (publication ready),
5. Executive summary (standalone format),
6. Brief methodology summary suitable for publication.

All deliverables must be submitted no later than **30 June 2026**, allowing time for publication before the grant end date (30 November 2026).

5. Timeframe

Indicative timeline:

- Engagement commencement: April 2026
- Research and interviews: May 2026
- Draft and final white paper: June 2026

The consultant must demonstrate capacity to deliver within this timeframe.

6. Contract and payment structure

This will be a **fixed-term consultancy engagement** with payment tied to agreed milestones.

Indicative milestone structure (to be negotiated):

- 30% upon approval of methodology and project plan,
- 40% upon submission of draft white paper,
- 30% upon delivery of final approved white paper.

The consultant must provide a fixed-fee proposal inclusive of all professional fees and expenses.

7. Required experience and capability

Proposals must demonstrate:

- Experience in health systems, workforce, or access to care research;
- Experience producing policy-facing or sector white papers;
- Strong analytical and written communication capability;
- Ability to translate complex findings into accessible language;

8. Proposal requirements

Interested consultants should submit:

1. A short proposal (maximum 6 pages) outlining:
 - Understanding of the project;
 - Proposed methodology;
 - Relevant experience;
 - Proposed timeline;
 - Fixed fee (inclusive of GST).
2. A brief CV and/or company profile.
3. Two examples of comparable work.

9. Evaluation Criteria

Proposals will be assessed against:

- Demonstrated relevant experience (25%),
- Quality and clarity of proposed methodology (25%),
- Demonstrated ability to deliver accessible, consumer-aligned outputs (20%),
- Value for money (30%)

Value for money will be assessed based on the overall balance of cost, quality, capability, and deliverability. This includes:

- *Clarity and transparency of pricing;*
- *Alignment of effort with the defined scope;*
- *Realism of proposed timelines and resourcing;*
- *Demonstrated ability to deliver high-quality outputs within budget;*
- *Appropriate separation and pricing of optional components.*

Migraine Australia reserves the right to:

- Invite shortlisted applicants to an interview,
- Seek clarification,
- Not proceed with any proposal.

10. Submission details

Proposals must be submitted electronically to board@migraine.org.au.

Submission deadline: 27 March 2026.

11. Confidentiality and Intellectual Property

All intellectual property created under this engagement will remain the property of Migraine Australia Ltd.

The consultant may not publish or distribute the work without prior written consent.