# SECTION 1 – REQUEST FOR QUOTE DETAILS

You are invited to submit a quote for the supply of the below goods/services in accordance with this Request for Quote.

|  |  |
| --- | --- |
| **RFQ Title** | **Upgrade APEN Website** |
| **The Customer** | Australasia-Pacific Extension Network Limited (APEN) |
| **Point of Contact** | All enquiries regarding this RFQ should be directed to:   |  |  | | --- | --- | | Position: | APEN Secretariat | | Phone: | +61 2 9160 8116 | | Email: | [info@apen.org.au](mailto:info@apen.org.au?subject=Contact%20from%20website) | |  |  | |
| **The Supplier** | The party submitting a Quote in response to this RFQ |
| **Submission Requirements** | Please submit the quote by email to the Point of Contact by the closing date and time.  Supplier Response to RFQ (Response Form A) completed  Supplier Response to Evaluation Criteria (Response Form B) completed  Evidence of compliance with all mandatory requirements, Certificates of Currency attached |
| **Offer Validity Period** | All quotes submitted will remain valid and open for acceptance for 30 calendar days |
| **Anticipated Expenditure** | $30,000 (exclusive GST) |
| **RFQ released** | Friday 24 January 2025 |
| **Closing Time and Date** | 9:00am (AEST), Monday 24 February 2025 |
| **Contract Start Date** | Monday 24 March 2025 |
| **Contract End Date** | Monday 1 September 2025 |

# SECTION 2 – REQUIREMENTS

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| **Mandatory Insurance** |
| * Public Liability Insurance * Workers’ Compensation insurance in accordance with the *Workers’ Compensation and Rehabilitation Act 2003 (Qld),* or as required by Law * Professional Indemnity   Where the Supplier does not currently hold adequate insurance, a statement must be provided as to whether the Supplier is prepared to obtain the required insurances. |
| **Scope of Works** |
| The Australasia-Pacific Extension Network Ltd. (APEN) is the professional organisation for extension professionals working with people to enable change and innovation in primary industries, natural resource management and communities.  APEN members are involved in government and industry agencies, agribusiness, community and rural development, adult education, communication, private practice, and educational institutions. Our network represents over 600 extension professionals across Australia, New Zealand, Asia and the Pacific. Further information can be found at the [APEN Website](https://www.apen.org.au/).  The APEN Board requires the APEN Website to be upgraded so that it aligns with APEN’s Strategic Priorities of:  **INFLUENCE** Promote the use and value of extension by agencies, industries and organisations  **RELEVANCE** Strengthen the value proposition of APEN to its members and non-members  **PROFESSIONALISM** Strengthen the capacity and professionalism of the extension sector  **ORGANISATIONAL STRENGTH** Maintain good governance and a strong financial base  The objectives of the APEN Website are:  Objective 1: Provide clear messaging regarding APEN and the profession of extension  Objective 2: Encourage APEN Membership and APEN Support  Objective 3: Provide value to APEN Membership  Objective 4: Enable networking opportunities to APEN Members  The APEN Website is the first introduction to APEN for extensional professionals as well as users wanting to better understand extension and its importance to enabling change. The current APEN Website does not have all the features necessary to enable these objectives to be achieved. Enabling the APEN Website to achieve these objectives is paramount for APEN to continually improve as a professional organisation.  The following website features are considered necessary to achieve these objectives:  **1. Modern Aesthetic:** Consistent visual and brand design elements (colours, fonts, typefaces, layout, and graphic styles) are needed to reflect the APEN brand, enhance the brand identity and enable a better user experience. The APEN Board is in the process of producing a new APEN Logo and associated Style Guide which will guide this.  **2. Succinct Content with Easy Navigation:** Update and edit existing content to improve clarity and relevance and ensure content has a clear, effectively prioritised hierarchy to make the site more user-friendly. The APEN Board and committee members will assist with this.  The navigation structure, leveraging advanced capabilities of a new platform, will be clear, logical, intuitive and user-friendly and include interactive elements. Providing robust search functionality will allow users and members to quickly find relevant information on the website when needed and significantly improve the user experience by creating a more engaging and intuitive user journey. Searchability of APEN resources, such as the Rural Extension and Innovation Systems Journal (REIS Journal) and ExtensionNet, a historical quarterly APEN newsletter and eBulletin a monthly e-newsletter.  It will include interactive features to engage users more effectively, such as dynamic forms or interactive maps for events. It will also include call-to-action ‘signposts’ that let the user know what to do next, such as sign up for ExtensionChat, visit the APEN Conference registration information or following a social media page.  **3. High Technical Performance:** The website needs to be fully responsive with high technical performance, using new platforms that offer better design flexibility. The website speed, performance and loading times need to be fast as this is crucial for retaining visitors. A more robust content management system will also need to be implemented, allowing for easier updates and better content control. Search Engine Optimisation will also need to be enhanced to improve the website’s visibility and reach a wider audience. Performance will need to ensure mobile optimisation so that the site is fully responsive across all devices, particularly mobile and tablets to cater to a mobile-first audience. The website also requires enhancements to meet accessibility standards, ensuring the website is usable by people with various disabilities.  **4. Social Media Integration:** Actively integrate social media to foster a community around the APEN website. Use widgets that display recent social media posts directly on the website and ensure easy sharing of content across social platforms. This will increase non-member/member interaction with the website.  **5. Improved Members Page**: Build a new, enhanced members-only section with additional features that can be managed easily through Squarespace Members or a custom WordPress setup. It will be important to clearly delineate which parts of the site are for members only, helping to organise and streamline the site's layout. The Members page should provide value to its members which may include a Member Directory, Mighty Networks access and selected resources (depending on cost). It should also be compatible with the existing Currinda membership management system.  **6. Highlight Opportunities:** Clearly showcase the valuable opportunities available for both members and non-members right on the homepage to attract more engagement. Including a dedicated Blog and News Section that provides insights, updates, and thought leadership from within the extension profession to not only inform but also engage members/non-members. Restoring the APEN blog would help consolidate scattered information, link effectively from social media, and improve SEO, thereby boosting APEN's online visibility.  **7. Event Integration**: Seamlessly integrate with online event platforms, improving the user journey for event registration and participation in conferences and workshops. |

# SECTION 3 – TERMS AND CONDITIONS

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| **RFQ Terms** |
| This RFQ process is guided by the RFQ Terms (Schedule 1). |
| **Contract Terms and Conditions** |
| Any Contract arising from this RFQ Process will be based on the proposed Contract provided in this RFQ Process. |

# SECTION 4 – EVALUATION CRITERIA

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| --- |
| **Quotes will be evaluated based on these criteria** |
| * Compliance with Mandatory Requirements * Delivery Capacity: Demonstrated track record, qualifications, specific website design experience for member based professional services organisations * Delivery Capability: Demonstrated capability to deliver the project through a detailed, planned approach * Ability to meet project timeframe * Proposed Solution * Value for Money |

# SECTION 5 – RESPONSE FORMS

|  |  |
| --- | --- |
| 1. **Supplier Response to RFQ** | |
| Supplier Name |  |
| ACN/ABN |  |
| Address |  |
| Postal Address  (if different from above) |  |
| Contact Person |  |
| Email |  |
| Phone |  |
| Conflict of Interest | Suppliers must give details of any possible Conflict of Interest that exists or may arise in relation to the making and/or acceptance of their quote. If there is nothing to declare, please insert “None”. |

|  |  |
| --- | --- |
| 1. **Supplier Response to Evaluation Criteria** | |
| Compliance with Mandatory Requirements |  |
| Public Liability Insurance | Yes  No  If **‘Yes’** please complete details below and provide a copy of the Certificate of Currency:   |  |  | | --- | --- | | Sum Insured: |  | | Policy No.: |  | | Insurance Provider: |  | | Named Insured: |  | | Expiry Date of Policy: |  |   If **‘No’** please explain why and indicate below whether you are prepared to obtain the required insurance if successful.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Workers Compensation  As required by Law  Not relevant for sole traders | Yes  No  N/A  If **‘Yes’** please complete details below and provide a copy of the Certificate of Currency;   |  |  | | --- | --- | | Policy No.: |  | | Insurance Provider: |  | | Named Insured: |  | | Expiry Date of Policy: |  |   If **‘No’** please explain why and indicate below whether you are prepared to obtain the required insurance if successful.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Professional Indemnity | Yes  No  If **‘Yes’** please complete details below and provide a copy of the Certificate of Currency:   |  |  | | --- | --- | | Sum Insured: |  | | Policy No.: |  | | Insurance Provider: |  | | Named Insured: |  | | Expiry Date of Policy: |  |   If **‘No’** please explain why and indicate below whether you are prepared to obtain the required insurance if successful.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | |
|  | |
| Please provide details (or refer to attachments) to demonstrate how your quote addresses each evaluation criteria below. | |
| Delivery Capacity:  Demonstrated track record, qualifications, suitable experience |  |
| Delivery Capability: Demonstrated capability to deliver the project through a detailed, planned approach |  |
| Ability to meet project timeframe  (see Section 1) |  |
| Proposed Solution; provide an overview of your solution. Describe the technical aspects of the product and/or elements of the service offering. |  |
| Value for Money through non-cost and cost considerations  (for cost see Section 6) |  |

# SECTION 6 – PRICING DETAILS

The Supplier is to submit financial information and pricing using the following pricing table. The Supplier can indicate options for each website feature, providing as detailed a breakdown of the services as possible and describe any assumptions below the table. Add rows as required.

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **#** | **Unit Price**  **(excluding GST)** | **Total**  **(excluding GST)** |
| **Milestone 1:** | | | |
| [Details] | X | X,XXX | X,XXX |
| [Details] |  |  |  |
| **Milestone 2:** | | | |
| [Details] | X | X,XXX | X,XXX |
| [Details] |  |  |  |
| **Milestone 3:** | | | |
| [Details] | X | X,XXX | X,XXX |
| [Details] |  |  |  |
| **TOTAL** |  |  |  |

# SUPPLIER RESPONSE CHECKLIST:

|  |  |
| --- | --- |
| Supplier Response to RFQ completed (Section 5A) | Yes  No |
| Supplier Response to Evaluation Criteria completed (Section 5B) | Yes  No |
| Evidence of compliance with all mandatory requirements (Certificates of Currency) attached (Section 5B) | Yes  No |
| Any supporting documentation to address the Evaluation Criteria attached | Yes  No |

# DECLARATION

I/we declare that in submitting the Quote and this declaration:

a. the information provided is true, accurate and complete and not misleading in any material respect

b. the Quote does not contain intellectual property that will breach a third party’s rights

c. I/we have secured all appropriate authorisations to submit this Quote, to make the statements and to provide the information in the Quote and I/we am/are not aware of any impediments to enter into a Contract to deliver the requirements.

I/we understand that the falsification of information, supplying misleading information or the suppression of material information in this declaration and the Quote may result in the Quote being eliminated from further participation in the RFQ process and may be grounds for termination of any Contract awarded as a result of the RFQ.

By signing this declaration the signatory below represents, warrants and agrees that he/she has been authorised by the Supplier/s to make this declaration on its/their behalf.

|  |  |
| --- | --- |
| Signature: |  |
| Full name: |  |
| Title/position: |  |
| Name of organisation: |  |
| Date: |  |