

TENDER 008/23 PROVISION OF SERVICES FOR THE REDEVELOPMENT OF THE CITY OF JOONDALUP WEBSITE

SCHEDULE OF ITEMS

Item	Description
1	Content Management System
2	Online Forms Engine
3	Design and Development:
3.1	Develop site map and architecture
3.2	Develop wireframes
3.3	Develop design
3.4	Functionality and coding
3.5	Content population of specified landing pages
3.6	Facilitate four feedback workshops
3.7	CMS and forms training with training documentation
3.8	Set up Google crawl, SEO optimisation, Google Analytics code, Tag Manager code and Facebook code
3.9	Set up Tag Manager conversion events
3.10	Set up Google Data Studio for reporting
3.11	Fully test the website for go live readiness
4	Accessibility Consultant for two stages of project testing - initial design concept and final testing
5	Ongoing Support Arrangements (36 months) post-go-live and provide service level model:
6	Website Hosting and set up of deployment areas: 1. Development Environment: for testing and stage control 2. Live Environment
7	Assistive Technologies
8	Provide planning recommendations and strategic advice as listed in section four of the scoping document
9	Optional Web App
10	Hourly Rates for any further support or possible development work

ADDITIONAL SERVICES

Item	Description	UOM
1	Search Engine Optimisation	Each
2	Monthly checks – broken link checking/fixes, form testing/fixes, accessibility checking/fixing	per Hour
3	CMS patches/updates (as required) – whilst these are sporadic, support for CMS upgrades to avoid any performance or security issues	per Hour
4	Additional functionality identified during development	per Hour
5	Website enhancements	per Hour

SUMMARY OF SUBMISSIONS

Tenderer & Description of Response	Is it Compliant? Yes or No	Comment Against Criteria				Evaluation Score	Fixed Total Lump Sum	Rank
		Demonstrated Understanding of the Required Tasks	Demonstrated Experience in Completing Similar Projects	Capacity	Social and economic effects on the local community			
Alyka Pty Ltd All requirements have been met.	Yes	It demonstrated a thorough understanding and appreciation of the City's requirements. It submitted a comprehensive response and proposed methodology including an outline of the various tasks to be carried out to complete the works. Its Submission clearly addressed the City's requirements or scope of works, noting the WCAG 2.1 AA (accessibility) compliant that it will meet the guidance criteria and will continue to familiarise with any changes. A detailed project timeline was provided.	It has extensive experience building large scale local government websites and apps in WA. Numerous examples of works were provided and these included the Shire of Augusta Margaret River (website redevelopment) and the City of Cockburn (ARC – website design and development). Both projects commenced December 2021 and completed September 2022. It has also in the past completed similar projects for the Cities of Bayswater (redesign and redevelopment of the City website – project duration August 2018 to April 2019) and Stirling (new website – contract period November 2017 to May 2019). It also provides ongoing support to its clients.	It was founded in 2008. It currently has a team of more than 35 full-time employees. Its head office is located in West Perth. The structure of business and details of key personnel including their role, skills, qualifications and industry experience were provided. It proposed to utilise Media Cloud, NextDC-Hosting, Figma (wireframe), Stoorpool, Dedicated Hosting and Online Ticketing System. Its Submission included after-hours contacts for emergency requirements and a clear process of how or timing in which it will provide support. It offers telephone and web support. A support package was supplied.	It indicated one of its key personnel resides in the City of Joondalup.	79.1%	\$351,667	1

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Code Research Pty Ltd (PWD (Australia))	Yes	It demonstrated an understanding of the City's requirements. It detailed the various tasks required to be undertaken and timeline to complete the works. It indicated the company has viewed the Accessibility and WA Government Digital Services Policy Framework (DSPF) and will ensure project meets standards and criteria. However, the panel noted limited information was provided on how the company will deliver the services or complete the project. It merely repeated the scope of works specified in the City's RFT or Request document.	It has experience providing similar services to various organisations including local governments in WA though on a smaller scale when compared to the City's requirements. Examples included the VIP Auslan (Vital Interpreting Personnel - custom CMS and app development, project duration 2021 – 2023), National Indigenous Times (news platform with custom components, completed 2022), Department of Tourism, Jobs, Science & Innovation (WA government website, completed 2022), City of Bayswater (Bayswater Waves & The Rise - local government facilities website project) and Shire of Quairading (new website). The latter two projects are currently in development. It has in the recent past carried out the City's website redesign and development of "Investment" pages project (2022).	It was established in 2006. The company is located in West Leederville and operates with a team of 42 professionals. An organisation chart and details of key personnel including their qualifications and years of industry experience were provided. It proposed using the Sitefinity CMS and alternative- WordPress, an open-source CMS. After-hours contacts for emergency requirements was not address specifically, though it stated under 'ongoing support & maintenance' that offer includes priority telephone support in business hours, ticket and instant chat support 24/7.	It currently has five staff members residing within the City.	63.2%	\$250,877 <i>Option 1 Sitefinity Enterprise Licence</i>	2
All requirements have been met.								
						\$141,199 <i>Option 2 WordPress</i>		

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<p>Demonz Media Pty Limited</p> <p>All requirements have been met.</p>	Yes	<p>It demonstrated an understanding of the required tasks. It submitted a general response though it proposed to work with the City to create a customised approach. Its Submission made reference to delivering Accessibility WCAG 2.1 AA compliant websites, however, the panel noted it provided limited details on the scope of works and no reference to WA Government Digital Services Policy Framework (DSPF). Also, its proposed timeline or project duration of 170 days (launch or completion date 18 December 2023) was not consistent to the City's proposed duration of 12 months with expected completion of works by June 2024.</p>	<p>It has experience completing similar projects to various local government agencies including the Cities of Karratha (website and six external subsites – contract period January 2021 to October 2022), Greater Dandenong (intranet website/CMS redevelopment and external website/CMS - March 2020 to August 2022) and Central Coast Council (website development - October 2018 to March 2020). Other examples of works included Northern Beaches Council, Shellharbour City Council and Narrandera Shire Council though no WA local governments with the exception of the City of Karratha.</p>	<p>It commenced operation in 2003. It is located in Surry Hills, NSW. It stated the company has a flat organisation structure with two directors oversee day to day operations with design and tech leads of respective teams reporting on a weekly basis. Though the specified number of full-time employees was not stated, it listed 12 key personnel including their skills, qualifications and years of industry experience. It recommended using Drupal CMS which it stated is used by over 90 government agencies. It indicated the company is contactable 24/7 and can bring in additional staff if required and employing an additional three employees to its task force.</p>	A 'not applicable' response was submitted.	58.2%	\$331,360	3

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ES2 Pty Ltd All requirements have been met.	Yes	It demonstrated an understanding of the required tasks. It proposed approach including an option fully leveraging the Microsoft 365 platform to deliver an end-to end solution, delivered using the Microsoft Power Platform which provides deep integration with Dynamics 365. However, the panel noted limited details relating to the scope of requirements were supplied. It did not address accessibility and WA Government Digital Services Policy Framework (DSPF). A timeline was not supplied.	It demonstrated experience undertaking website design and upgrade for the Corruption and Crime Commission WA (2021 – to date), CMS upgrade and migration for Gladstone Area Waterboard in QLD (2021 – to date), custom web application build and maintenance for Greenbank (2018 – to date) and website redesign for The Chung Wah Association (2023 – to date). Only four examples of works were provided, most were smaller scale projects to the City's requirements and did not include WA local governments.	It was formed in 2013 and claimed to be the largest WA owned cyber security company and one of Australia's leading business solutions companies with offices in Perth, Brisbane, Melbourne and international offices in London, Paris and Montreal. Its WA Office is located in Perth and currently has 68 staff. An organisational structure and details of key personnel including their role, qualifications, experience and length of service were provided. Its proposed workshops, community engagement and training will be conducted at the City's offices in Joondalup. It indicated it has extensive resource pool, project management contingency planning and cross skilling. Afterhours contacts for emergency requirements were not addressed.	It indicated 18 of its staff members are currently based in the City of Joondalup and the company provides sponsorship for the Joondalup Arena Swim Club and Mullaloo Surf Life Saving Club.	52.3%	\$241,655	4

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<p>Doghouse Group Pty Ltd (Doghouse Agency)</p> <p>All requirements have been met.</p>	Yes	<p>It did not fully demonstrate an understanding of the required tasks. Its proposed approach is to use District CMS, with its customised platform built on Drupal's content management framework. Accessibility and DSPF were addressed. Though an accelerated delivery timeline was supplied, indicating finalisation and go live July 2023, is considered too early when the City's expected delivery by June 2024. Also, it stated a more detailed timeline will be produced during the discovery phase which does not meet the specified requirement for a detailed timeline to be provided with the Offer.</p>	<p>It demonstrated experience completing website redevelopment projects to state and local governments. However, only three examples of works or case studies were submitted and these were for the Manningham City Council (website development, contract duration February 2021 to January 2022), the City of Gosnells (website redevelopment, January 2021 to September 2021) and the Department of Premier and Cabinet VIC's Engage Victoria (a centralised online consultation platform - replacement services, June 2021 to February 2022). It is noted the company made little reference on similarity to this requirement, in particular, to APIs and data integration with solutions such as (but not limited to) Microsoft Dynamics, Aurion, Ticketbooth, Data Diction, Campaign Monitor, Access.</p>	<p>It is located in Perth and has an office in Melbourne. The number of full-time employees or when the company commenced operation was not stated. Its business structure was not supplied though the company indicated the project delivery team comprised of 10 professionals and details of key personnel including their years of industry experience and qualifications were provided. It proposed to use District CMS and SaaS offering. It indicated its District team's Perth headquarters is in the vicinity of Joondalup and are available for onsite meetings as required. Afterhours contacts for emergency requirements were not supplied.</p>	41.9%	\$207,870	5	

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Digital Accord Pty Ltd All requirements have been met.	Yes	It submitted a brief response demonstrating its understanding of the required tasks. It indicated the company has reviewed the WA Government Digital Services Policy Framework and Accessibility compliance requirements. Its Submission included a detailed timeline to carry out the services in various stages (phase 1 to 8). However, the panel noted its proposed approach lacked detail on the scope of work or the website features and integration requirements.	It demonstrated experience undertaking websites development services for various clients including Century Pools Queensland (project completed 2021), Sunlover Heating (from 2021) and GW Homes (2020). These were all smaller scale projects to the City's requirements. No other examples or works for local governments were provided.	It has been providing digital services since 2013. The company is located in Spring Hill, QLD and currently has a team of seven personnel (five based in Brisbane and two operate overseas). Its structure of business and details of proposed key personnel including their qualifications, length of service with the company and industry experience were provided. It is noted three of the proposed key personnel recently joined the company (2019, 2021 and 2022, respectively). It stated the company has access to a network of experienced industry personnel and support is available afterhours through its ticketing system with its managing director available on a point of escalation for emergencies.	It stated the company can engage, if required, an accessibility consultant local to the City of Joondalup to act as a face-to-face provider of support services.	38.3%	\$175,349	6

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Marketforce Pty Ltd All requirements have been met.	Yes	It provided a general response demonstrating its understanding of the City's requirements. It noted the City has requirements beyond the company's base package offerings. Its Submission included the company's proposed approach and methodology though generic with limited information addressing the scope of works or the website features and integration requirements. It referenced Accessibility compliance but it made little or no reference to WA Government Digital Services Policy Framework (DSPF).	It did not submit sufficient information demonstrating experience completing similar projects. It listed some works that the company carried out for a number of clients and these included website development services for Main Roads WA, the Cities of Bunbury and Kalgoorlie Boulder. However, it provided little details on scope of works, outcomes or similarity to the City's requirements. Period and dates of contracts or when these works were undertaken were not supplied.	It was formed in 1974. It is located in West Perth. It stated the company is currently one of the leading 'advertising agencies' in Perth. Though the number of full-time employees was not stated, it indicated the company has sufficient people delivering works for each client. Limited information was submitted on its structure of business and little detail was provided on proposed key personnel. It proposed the use of JavaScript HTML, CSS, React, Node.js and WordPress as a Headless CMS. It stated the company, operationally, has a client team structure ensuring no bottlenecks in getting things done. After-hours contacts for emergency requirements were not addressed.	It did not submit a response.	19.6%	\$197,418 <i>estimate only</i>	7