

RFP : Development and Design of the Aged Care Workforce Industry Council's web page

2 September 2021

RFP close date 3 September 2021

Notice to tender applicants

We refer to the tender uploaded to Australian Tenders ID #467424

[My Tender Details Website Development and Design - Australian Tenders](#)

Addendum #1

Re : RFP Clarification

Clarifications

Please note the following clarifications are due to multiple respondents with the same question.

1. Can you share the budget?

We are unfortunately unable to share our budget.

2. What is the Workforce Planning Hub and are you able to provide some visibility as to what this will result looking like and what it contains? And would the content then be migrated over into the new site?

The Workforce Planning Hub is a comprehensive workforce planning, interactive, digital tool. It will enable aged care providers to build and adjust their workforce ensuring adequate numbers of direct care staff who have core required skill sets including assessment, delegation and supervision. The tool will be created by an external supplier separate from this process, the Workforce Planning Hub will not be uploaded onto the existing site and therefore migration for this will not be required; it will be built into the new website. The tool will sit on its own landing page and be designed with the Council's branding.

3. Are you able to share examples of the key pieces of work that would require landing pages?

The Council's Voluntary Industry Code of Practice (VICOP), Workforce Hub and Bring Your Thing Campaign page will be key pieces of work requiring landing pages. The VICOP is an industry-led quality improvement initiative that the Council is leading. The landing page will include information, resources, and examples for developing an organisational VICOP plan, and details around the past and upcoming meetings and communities of practice. The Workforce Hub, will be a localised spot on the website where all resources for both providers and aged care workers can go to access free-to-download tools and resources. The Campaign page displays the campaign video and provides links for jobseekers looking to move into the aged care industry.

4. **What search queries / keywords would the site need to be optimized for?**

We would look to optimise our SEO for search terms such as: Aged Care Royal Commission, Aged care workforce, working in aged care, changing industries due to COVID-19. However, these will be developed at a later stage in discussion with the preferred supplier.

5. **Please share the Council's branding guidelines.**

The Council's branding guidelines are currently being developed. We expect we will have these available on the 1st November.

6. **Do you conduct member/user surveys or have a database that (if appointed) we could utilise to gain insights and feedback from existing users?**

No the Council does not conduct member/user surveys. It would be expected that the preferred supplier conducts an exploration phase at the beginning of the project to gain insights and feedback from existing users.

7. **Do you have an email distribution tool such as Campaign Monitor or Mailchimp?**

The current email distribution tool is called Mail Poet, which is a function of the current website.

8. **Do you send your target audiences a regular e-newsletter and if so could you please send me a link or last edition to reference.**

Yes, the Council sends out a newsletter on an infrequent basis. The Council distributes a monthly Communique which can be found on by clicking on the following link:

<https://acwic.com.au/wp-content/uploads/ACWIC-Communique-August-2021.pdf>

9. **Are there any other integrations required?**

Content and resources will need to be migrated from the site. There are no other integrations required.