



Request for Proposal

REQUEST TITLE:

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

ISSUED BY:

Aged Care Workforce Industry Council

CONTACT:

Sarah.brooks@acwic.com.au

DUE DATE:

3 September 2021

1.	Background
1.1.	<p>The Aged Care Workforce Industry Council (the Council) is seeking a Request for Proposal (RFP) from digital creative agencies to redesign our organisation’s webpage.</p> <p>The Council is the first leadership group of its kind in Australia’s aged care industry. The Council’s purpose is to provide a unified Industry-led body to oversee, coordinate and sequence the implementation of ‘A Matter of Care – Australia’s Aged Care Workforce Strategy’. Our core remit is to reform the aged care industry’s workforce, with the vision to develop a world-class workforce that can provide quality and skilled aged care services that meet the care needs of older Australians now and into the future.</p> <p>We are working with industry, government, employees and older Australians to ensure the workforce is suitably skilled and able to deliver safe, consistent and high-quality care services to older Australians, irrespective of setting.</p>
2.	Purpose
2.1.	<p>The webpage will clearly articulate the Council’s commitment to aged care industry-wide reform, through targeted content and messaging, strong visual identity and branding, focussing on our main stakeholders made up of aged care providers and workforce.</p> <p>The new webpage will be a centralised industry go-to destination for information, collaboration opportunities and resources. The resources will be located in a ‘resource hub,’ where interactive tools, links and other resources will be located for easily accessible use, enabling the sector to drive improvement and transformation of the industry.</p>
3.	Requirement
3.1.	<p>The website messaging should be clear and digestible with the core remit of the Council being easily identified. The user experience will be prioritised with straightforward navigation, site organisation and search capabilities, allowing the user to meaningfully engage with the website, locating or discovering information or resources with ease.</p> <p>The website will be accessible, recognising that key target populations of the Council are:</p> <ul style="list-style-type: none"> • First Nations persons • Culturally and linguistically diverse (CALD) workers • An older workforce (50+) and elderly persons. <p>The overall look and feel will be professional, purposeful and uplifting, with its visual identity reflecting that the Council is here to collaboratively drive reform of the sector. Positive and reflective photos and graphics will be adopted that represent the aged care workforce in its diversity and ability including men, multi-cultural groups, and First Nations populations.</p> <p>Two phases are expected from the redesign:</p> <ol style="list-style-type: none"> 1) UX Exploration 2) Website build <p>1) UX Exploration</p> <p>It is expected that the supplier will conduct a user exploration phase, developing various options or journey maps that reflect the key target audience’s interaction with the site (eg: How would an aged care provider navigate the site? How would an aged care worker navigate the site?)</p>

	<ul style="list-style-type: none"> • Explore options and develop prototypes for: <ul style="list-style-type: none"> ○ Site organisation ○ Layout ○ Navigation ○ Functionality ○ Page linkages ○ Search tools <p>A minimum of three concepts/variations of site organisation are expected, including design and layout that adhere to the visual identity and branding set out in the Council’s comprehensive branding guidelines.</p> <p>2) Website build</p> <p>Once the successful concept is selected, the webpage should be developed inclusive of but not limited to:</p> <ul style="list-style-type: none"> • Home Page <ul style="list-style-type: none"> ○ Current (updated work) • About Us • Various landing pages for key pieces of work • Media and Messages • A Resource hub <ul style="list-style-type: none"> ○ Develop comprehensive and easy-to-use resources library with searchable functionality • Acknowledge the Workforce Planning Hub the Council is creating by a third-party supplier and any associated on-going fees and the current careers page migration into the new site. • Acknowledge the current careers page • Design and development of images and graphics • Copywrite/content <p>Additional requirements</p> <ul style="list-style-type: none"> • Content migration • Frontend and backend development • Quality assurance testing • On-site Search Engine Optimisation (SEO) • Hosting and ongoing content management • Ensuring mobile, desktop and tablet capability • Comprehensive website metrics and analytics to better understand stakeholder connection and interaction • Overall Project Management • Ensure equitable accessibility, i.e., speaking functionality, large font options, languages ect. • Training for the Council <ul style="list-style-type: none"> ○ Including ease of use for the webpage backend functionality and usability – the Council will need to update and refresh this on an ongoing basis.
3.2.	Response Requirement
	<p>Please provide the following information:</p> <ol style="list-style-type: none"> 1. Description of the Requirement 2. Proposed Scope and Approach <ol style="list-style-type: none"> a. Project Objective and Need b. Background

	<ul style="list-style-type: none"> c. Project Management Methodology d. Key Deliverables <ul style="list-style-type: none"> i. Including lay out of steps required to complete the project e. Project Plan <ul style="list-style-type: none"> i. Including timeframes of each prospective deliverable f. Previous experience and examples of previously delivered work – highlighting any previous work on ‘resource hubs’. g. Description of skills and expertise of the project team leading and contributing to the delivery of the requirement h. Risk Analysis <p>3. Governance</p>																								
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3.3.	<p>The scope of work is confined to the Council’s webpage and its redesign.</p> <p>The Council requires the ability to regularly add content to the site including but not limited to videos, resources, tools and links. It is understood that the website should be built on a user-friendly platform allowing for Council to access the backend and upload content with ease and independence.</p>																								
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4.1.	<p>These are not static and should be as advised by supplier.</p> <table border="1"> <thead> <tr> <th>Deliverable</th> <th>Due date</th> </tr> </thead> <tbody> <tr> <td>Design and develop the UX layout(s)</td> <td>End- Sept</td> </tr> <tr> <td>Design and develop the content Functionality Copywrite/Content Linkages Consideration of overall look and feel</td> <td>End- Oct</td> </tr> <tr> <td>Design and develop graphics Hero Image Colour palette Style guide Link ability Interactivity</td> <td>End- Oct</td> </tr> <tr> <td>First website draft</td> <td>November</td> </tr> <tr> <td>Subsequent amended drafts post Council feedback</td> <td>Throughout November</td> </tr> <tr> <td>Metrics, analytics and reporting/data extraction framework</td> <td>November</td> </tr> <tr> <td>User testing</td> <td>Mid- Dec</td> </tr> <tr> <td>Website finalised for Council consideration and acceptance</td> <td>Mid- Dec</td> </tr> <tr> <td>SEO reporting and overview</td> <td>January</td> </tr> <tr> <td>Training of Council staff</td> <td>Mid- Dec</td> </tr> <tr> <td>Ongoing licensing, webhosting, monitoring and updates as required</td> <td>On- going</td> </tr> </tbody> </table>	Deliverable	Due date	Design and develop the UX layout(s)	End- Sept	Design and develop the content Functionality Copywrite/Content Linkages Consideration of overall look and feel	End- Oct	Design and develop graphics Hero Image Colour palette Style guide Link ability Interactivity	End- Oct	First website draft	November	Subsequent amended drafts post Council feedback	Throughout November	Metrics, analytics and reporting/data extraction framework	November	User testing	Mid- Dec	Website finalised for Council consideration and acceptance	Mid- Dec	SEO reporting and overview	January	Training of Council staff	Mid- Dec	Ongoing licensing, webhosting, monitoring and updates as required	On- going
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5.	QUOTATION																								
5.1.	<ul style="list-style-type: none"> • In Australian Dollars and exclude GST, • Firm and capped (all items including time and materials). Prices to be laid out in stages and mapped to prospective deliverables 																								

	<ul style="list-style-type: none">• Valid at least until close of business 12 months from closing date of this RFP,• Itemised to outline costs for development of each deliverable.
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