



Request for Quote

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:

14 July 2021

1.	Background
1.1.	<p>The Aged Care Workforce Industry Council (the Council) is seeking a Request for Quote (RFQ) 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. As a unified leadership group, we are implementing Australia’s Aged Care Workforce Strategy – A Matter of Care.</p> <p>The Council is committed to reforming workforce within the aged care system across Australia with a clear focus on older Australians. 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 Council is a neutral workforce leadership group that is driven, bold, collaborative and engaged. The Council’s 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. The webpage will clearly articulate this through targeted content and messaging, strong visual identity and branding, focussing on our main stakeholders made up of providers, aged care workforce and consumers.</p> <p>The new webpage will be a centralised workforce “hub,” providing sector resources and tools, links and inspiration for ongoing improvement and transformation of the aged care workforce industry.</p> <p>It will prioritise the user experience, with clear navigation, site organisation and search functionality, recognising that a key target population of ACWIC is First Nations and culturally and linguistically diverse (CALD) workers, an older workforce (50+) and elderly persons. It will utilise positive and aspirational photos and graphics that represent the aged care workforce in its diversity and ability.</p> <p>The overall look and feel will be professional, purposeful and uplifting, with its visual identity reflecting that ACWIC is here to collaboratively drive the reform of the sector.</p>
3.	Requirement
3.1.	<p>Visually, our current webpage is restrictive in its functionality and exclusive in its accessibility. Additionally, the written content is unclear, confusing and text heavy.</p> <p>It is required that the visual and written content of webpage be redesigned as a centralised workforce hub that hosts sector resources and interactive tools and links that inspire and practically aid providers to transform the industry. The messaging and core remit of the Council should be clear and digestible with direct and appropriate navigation, organisation and direction.</p> <p>Two components are expected from the redesign:</p> <ol style="list-style-type: none"> 1) UX Exploration 2) Website build <p>UX Exploration</p> <p>The key task of the website is to provide useful and practical information for the differing stakeholders such as providers and workforce. Users should be able to clearly identify the</p>

	<p>Councils mandate highlighting current and ongoing work. A “Resource hub” will store practical and easy-to-use tools and templates, readily downloadable for users. Additionally, users should be able to navigate the site and search for relevant information using a comprehensive search function.</p> <ul style="list-style-type: none"> • Design and prototype the interface <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>Website build</p> <p>Once the successful concept is selected, the webpage should be developed inclusive of:</p> <ul style="list-style-type: none"> • A resource hub and workforce hub <ul style="list-style-type: none"> ○ Develop comprehensive and easy-to-use resources library with searchable functionality • Design and development of images and graphics • Ensure each page link goes no more than 3 clicks away • Overall Project Management • Creation of site-mapping • Copywrite/content • Look and feel of the webpage needs to consider the below elements are used consistently and to a high standard: <ul style="list-style-type: none"> ○ professionalism ○ clear and purposeful ○ alignment ○ scaling ○ white-space design • Frontend and backend development • Quality assurance testing • Content migration • On-site Search Engine Optimisation (SEO) • Hosting and ongoing content management • Ensure mobile, desktop and tablet capability • Comprehensive website metrics and analytics to better understand stakeholder connection and interaction • Training for the Council <ul style="list-style-type: none"> ○ Consideration needs to include ease of use for the webpage backend functionality and usability – the Council will need to update and refresh this on an ongoing basis.
	<p>Scope</p>
<p>3.2.</p>	<p>The scope of work is confined to the Council’s webpage and its redesign. 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>

4.	Timeline																								
4.1.	<p>These are not static and can be updated as advised by supplier.</p> <table border="1" data-bbox="357 376 1385 1137"> <thead> <tr> <th data-bbox="357 376 1158 432">Deliverable</th> <th data-bbox="1158 376 1385 432">Due date</th> </tr> </thead> <tbody> <tr> <td data-bbox="357 432 1158 470">Design and develop the UX layout(s)</td> <td data-bbox="1158 432 1385 470">Mid-July</td> </tr> <tr> <td data-bbox="357 470 1158 633">Design and develop the content Functionality Copywrite/Content Linkages Consideration of overall look and feel</td> <td data-bbox="1158 470 1385 633">End of July</td> </tr> <tr> <td data-bbox="357 633 1158 831">Design and develop graphics Hero Image Colour palette Style guide Link ability Interactivity</td> <td data-bbox="1158 633 1385 831">End of July</td> </tr> <tr> <td data-bbox="357 831 1158 869">First website draft</td> <td data-bbox="1158 831 1385 869">Start of August</td> </tr> <tr> <td data-bbox="357 869 1158 929">Subsequent amended drafts post Council feedback</td> <td data-bbox="1158 869 1385 929">Throughout August</td> </tr> <tr> <td data-bbox="357 929 1158 967">Metrics, analytics and reporting/data extraction framework</td> <td data-bbox="1158 929 1385 967">August</td> </tr> <tr> <td data-bbox="357 967 1158 1005">User testing</td> <td data-bbox="1158 967 1385 1005">Mid-August</td> </tr> <tr> <td data-bbox="357 1005 1158 1043">Website finalised for Council consideration and acceptance</td> <td data-bbox="1158 1005 1385 1043">End of August</td> </tr> <tr> <td data-bbox="357 1043 1158 1081">SEO report and overview</td> <td data-bbox="1158 1043 1385 1081">September</td> </tr> <tr> <td data-bbox="357 1081 1158 1120">Training of Council staff</td> <td data-bbox="1158 1081 1385 1120">September</td> </tr> <tr> <td data-bbox="357 1120 1158 1137">Ongoing licensing, webhosting, monitoring and updates as required</td> <td data-bbox="1158 1120 1385 1137">On-going</td> </tr> </tbody> </table>	Deliverable	Due date	Design and develop the UX layout(s)	Mid-July	Design and develop the content Functionality Copywrite/Content Linkages Consideration of overall look and feel	End of July	Design and develop graphics Hero Image Colour palette Style guide Link ability Interactivity	End of July	First website draft	Start of August	Subsequent amended drafts post Council feedback	Throughout August	Metrics, analytics and reporting/data extraction framework	August	User testing	Mid-August	Website finalised for Council consideration and acceptance	End of August	SEO report and overview	September	Training of Council staff	September	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 • Valid at least until close of business 12 months from closing date of this RFQ, • Itemised to outline costs for development of each deliverable. 																								