

## **Request for Quotation - Website Development**

### **Future Towns Project – Jindabyne business website**



**SNOWY MONARO**  
REGIONAL COUNCIL  
*Stronger together Better together*

#### **Project Contact**

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Supply your written quotation via email to  
[Karen.Cash@snowymonaro.nsw.gov.au](mailto:Karen.Cash@snowymonaro.nsw.gov.au) by  
5pm Tuesday 9 May 2017.

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## DESCRIPTION OF THE WORKS

Snowy Monaro Regional Council (Council) has received funding from the NSW government Department of industry to support the aims of the future towns project.

The Future Towns Program will support up to 20 regional towns to help their small businesses become digital ready and consider new and innovative ways to undertake place activation activities, support economic growth through business facilitation and mentoring, and create the environmental conditions for business success.

Future Towns recognises that digital capability is increasingly important for businesses and the communities in which they are located. The fund is designed to help regional towns take advantage of the NBN roll out and the business and economic opportunity that improved connectivity brings.

<https://www.industry.nsw.gov.au/invest-in-nsw/regional-opportunities/future-towns>

Through consultation with local business, council has agreed to support the development of a website for Jindabyne (the website) to help promote the town and the businesses within it. The main aims of this project are:

- Provide a reliable source of up to date information on businesses in Jindabyne for people searching online whilst in the town
- Provide information to visitors and locals on the range of businesses and service providers that they can use prior to arrive and position Jindabyne as an attractive and desirable location to visit
- Improve the online presence of Jindabyne businesses to help attract more customers and contribute to overall businesses success.
- Provide a creative approach to portraying the town and its businesses that is appropriate and relevant to the target market.

### To note:

- The website will be owned and managed after launch by an agreed group of businesses in partnership with Council.
- The website will be hosted at a web address to be confirmed.
- The project includes two parts – (part 1) development of the creative and technical solution (the website) and (part 2) development to the content (words, images, video). This project is to deliver both parts 1 and 2.
- The total project budget for parts 1 + 2 is \$20,000 (ex gst)
- The project must have at least a beta stage website live with content no later than June 30<sup>th</sup> 2017.
- This project may be delivered by a single business or group of businesses as long as there is a main entity responsible for the delivery of the project.

### What we need

Council is seeking a quotation for development of the creative, technical and content aspects of the website including the development of all the website content.

1. Summary of the proposed approach to the project including how you will develop the technical aspects of the site as well as deliver on the content requirements of the site.
  2. Detailed overview of your ability to address the technical requirements of the website
    - a. If relevant, indicate alternative approaches to the proposed approach indicated in the requirements outlined in this brief if you think there is a more superior and cost effective approach available.
  3. Detailed itemised pricing for the individual requirements outlined in this brief (design, development, content). Pricing to be summarised in the Quotation Schedule.
  4. An overview of how you will develop the content and meet the content requirements of the project.
  5. Provide name/s and brief summary of relevant skills of staff working on the project, including any sub-contractors.
  6. Links and brief description of relevant work that demonstrates the ability to deliver on this job to a high standard.
  7. Outline a proposed project schedule. Please state a realistic expectation of time to be spent on different components from the start of the project to its completion.
  8. Communication Schedule: To ensure website parameters and budget are met and aligned with final project schedule, the client requires the successful applicant to regularly document and inform the Project Manager of the progress of the website.
- The assessment of quotations compulsory documentation is contained on Page 13 onwards of this document

## Content and content sources

This project will benefit from the collaboration with existing content sources on Jindabyne and the businesses that have been responsible for developing these sites and content sources. This project should consider all content sources and engage in creative ways to ensure that this website is populated and stays relevant. Other websites and publications should also be considered and this is not an exhaustive list. Note: None of the outlets listed below have been contacted or are formally involved with this project and are just suggestions.

<https://www.destinationjindabyne.org.au/>

There is currently a visitation focussed website that exists for Jindabyne that is owned by the Chamber of Commerce. This project may consider improving on this site from a technical and content aspect to make it more than just a visitation focus site and create more in-depth and useful content.

<http://jindyguide.com/>

A mobile business directory and information app exists which is privately owned and run by SixFive Pty Ltd. called 'Jindy Guide'. Consideration of this content that has been compiled for this app may be considered.

<https://snowymagazine.com.au/>

Snowy Mountains Magazine is a joint venture between Steve Cuff and North East Media. The magazine has been developed to cater for both visitors and locals looking to keep abreast of activities, events and happenings across all seasons in the Snowy Mountains region. The magazine will include feature articles, travel stories, extensive calendar of events, touring drive guides, photo galleries and a property guide, plus much more.

<http://monaropost.com.au/>

[https://issuu.com/monaropost/docs/snowpost\\_march\\_2017](https://issuu.com/monaropost/docs/snowpost_march_2017)

The Snowy Monaro's only 100% locally owned newspaper. Independently owned and operated by locals. The Monaro Post newspaper covers the Snowy Monaro region with all the news, sports, classifieds, rural news, real estate and so much more.

## Tourism Snowy Mountains Website (Tourism Data Warehouse content)

<http://snowymountains.com.au/destination/jindabyne>

The use of content from the Australian Tourism Data Warehouse should be considered as a possible data source. This data currently supplies the Tourism Snowy Mountains website and Destination NSW website and is a single source of content for tourism related data. Use of this data is not compulsory but should be considered.

## Social media content

The incorporation of social media content via integrated or imported feeds should be considered for this project. There is a lot of content being created by passionate locals and tapping into and aggregating the different social media streams to benefit the website would make sense

### Facebook communities

There are numerous facebook pages and groups online including:

- For the love of Jindabyne (470 likes)  
<https://www.facebook.com/Fortheloveofjindabyne/>
- Jindabyne What's on and (1,876 likes)  
<https://www.facebook.com/Jindabyne-Whats-on-438811829535718/>
- Jindabyne notice board (19,500 members) -  
<https://www.facebook.com/groups/302156863884/>

### Instagram

#Jindabyne (42,617 posts)

### How much content is required?

#### The content on the site needs to include:

- Business listings for the businesses in town that want to be profiled.
  - Estimate that there are approximately 50-100 businesses that should be included on the site. (with up to 500 businesses being registered as operating in the town and immediate district)
  - The content designer needs to develop a framework and approach to how many businesses will be listed on the website upon launch and what level of detail is included in each profile.
- Articles
  - The website must have a minimum of ten articles at launch covering different aspects of the town, different businesses, it's people etc.
  - Considering sourcing articles from outlets that have previously published good content and republish it on the site with credits and backlinks
- Pages
  - Content for the home page and other key overview and description pages needs to be written or sourced.
- Video
  - We would like to see some video used prominently on the site to help communicate the feel and the vibe of Jindabyne.
  - There is no minimum content requirements around video – it is a 'like to have' aspect of this project.

## Design and Content Requirements

REQUIREMENT	DETAILS/PROPOSED SOLUTION
<b>Summary of design requirements</b>	<p>The website needs to tell a comprehensive story of Jindabyne and help people find businesses, services, important community information, events and other relevant information on its town, its sights and happenings. The website needs to look, sound and feel like the most informative person in town, combined with the most friendly person and a local that really loves living here. Imagery, design and content should be authentic, communicate what Jindabyne ‘feels like’ and leverage its competitive positioning in the snow mountains.</p>
<b>Brand assets</b>	<p>As this project is for a destination, there is no ‘brand’ or creative assets as such to represent the town and no official town branding save for the tagline “Australia’s Alpine Playground”. There is existing branding of websites such as Destination Jindabyne, the Jindabyne Chamber of Commerce and the council – however this project may adopt or develop its own look and feel</p>
<b>Creative Theme / Web Fonts / Colours</b>	<p>At discretion of the designer / developer</p>
<b>Business listings</b>	<p>Relevant business listings need to be included in the site which including but not limited to:</p> <ul style="list-style-type: none"> <li>• Business name</li> <li>• Owner</li> <li>• Address</li> <li>• Contact Ph / email</li> <li>• Website link</li> <li>• Social media channel link</li> <li>• Description of business</li> <li>• Photos</li> <li>• Video</li> <li>• Other relevant information</li> </ul> <p>Consider a way to provide standard and enhanced listings as a potential revenue source post launch.</p> <p>Need ability for businesses to submit a listing request to the site. Consider using a business directory plugin that allows for the automation and easy moderation of submission requests, updates etc.</p>
<b>Article content</b>	<p>Ability to post full length articles and images on the site about businesses, events, milestones etc.</p>
<b>Photography and video</b>	<p>Council has a range of general destination photos that can be used across the website and would appear also in a gallery section on the website. We also recommend sourcing other images for the site.</p>
<b>Text based content</b>	<p>Consideration should be given to writing content on the website for the following pages:</p> <ul style="list-style-type: none"> <li>• Getting to jindabyne</li> </ul>

- Weather
- About the town
- Community contacts
- Town attractions and activities

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**Calls to Action** Buttons will need to be designed for call to action buttons on business listing pages. The call to action will be to contact the business directly via their website or social media links

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**Gallery** Carousels or gallery functionality to be available to ensure photos of region have prominence on site.

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**Deals/Advertising** Space and functionality required to enable featured businesses and events and display in prominent place on site e.g. home page and sidebar.

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**Specific Page Requirements** **Homepage:** information on the town, links to businesses, featured, events, articles.

**Events Pages:** Major events will have their own pages on the site and include information on the event with ability to download information and click through to events websites. Users need the ability to search for events by date and type.

On each page the following information should be included

- Name of Event
- Location and google Map and Directions
- Contact details (phone, email, website)
- Description
- Start and End event dates

\*Consider the option of importing events from other sources including facebook

**Business Listing Pages:** Each business displayed on the website will require an individual page on the site linked from a category listing. E.g. Accommodation summary listing linking to each individual accommodation operator page. On each page the following information should be included

- Name of Business
- Location and Google Map and Directions
- Contact details (phone, email, website)
- Description
- Social media links

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**Copyright** Any content used on the site must be used with full licensing and copyright permissions.

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## Functionality Requirements

REQUIREMENT	DETAILS/PROPOSED SOLUTION
<b>Summary</b>	The website needs to be developed using a content management system that is able to be easily used and is updated and secured to ensure that the site remains live. The site needs to be fully mobile responsive and provide an intuitive user experience. Any integrations with third party plugins or code need to be developed using reputable plugins that do not incur ongoing license or subscription costs.
<b>Domain configuration</b>	Domain to be configured to point to the new website hosting. Please recommend suitable and available domain names for this project that council can register.
<b>Content Management System</b>	We recommend that the website be developed using the Wordpress Content Management System. This will allow for ease of ongoing use, future development be the widest range of developers, ability to access a wide variety of third party plugins for functionality and security. If you have a suggested open source CMS to use please suggest and outline why you have chosen it in your response.
<b>Website hosting</b>	<p>We suggest using a managed Wordpress host. A recommendation is to use <a href="http://www.wpengine.com">www.wpengine.com</a>. Suggested hosting needs to include:</p> <ul style="list-style-type: none"> <li>• Nightly backups and backups on demand with no cost to access backups</li> <li>• Access to hosting via dashboard or cpanel</li> <li>• Continual Malware and virus scanning</li> <li>• Support for SSL certificate</li> <li>• Fast load times with low latency</li> </ul> <p>Note: 12 months hosting costs need to be included in this project.</p>
<b>Website Security</b>	<p>The site needs to be launched in a https:// secured state. A security certificate will need to be purchased for the new site. Note: if using wpengine SSL shared certificate is free of charge.</p> <p>A content and form SPAM blocking solution should be used to ensure the reduction of comment spam.</p>
<b>Google Analytics</b>	Google Analytics should be attached to site within 24 hours of going live. A new google analytics account should be created and accessible
<b>Contact Form</b>	<p>A form building tool for a contact form that can be redirected to relevant client email address. The main contacts for the site should be redirected to the relevant businesses to respond. There will be no central responder from this site.</p> <p>Note: if Wordpress - Gravity Forms plugin is recommended.</p>
<b>Social media feed / aggregator</b>	Develop an integrated social media feed to pull in different identified social media channels
<b>Links directory</b>	Ability to create a links directory to showcase different links such as identified social media feeds for Jindabyne that can be easily updated.
<b>Site search</b>	An intelligent search tool needs to be integrated into the site with the ability to record
<b>Mobile responsive</b>	Site needs to be fully mobile responsive and tested across major mobile devices for compliance.
<b>Google maps</b>	Can embed code to display location of events and businesses.
<b>Blog</b>	Ability to add new articles and items that include images, text and video easily. Migration of existing blog content to be included in website development.

## QUOTATION FORM

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REQUIREMENT	DETAILS/PROPOSED SOLUTION
<b>Embedded content</b>	Ability for client to easily embed popular media items such as video.
<b>XML Site map</b>	Search engines can access XML site map for Search Engine Optimisation.
<b>Customised 404 error message</b>	Ability for client to change message as required. Custom 404 or equivalent plugin recommended.
<b>301 Redirects</b>	Ability for old site pages to be mapped to new website pages to retain page rank value in search. Redirection plugin recommended.
<b>Search Engine Optimisation (SEO)</b>	Ability to easily manage and modify page elements e.g. metatags, keywords, description, etc so each page has unique data for enhanced search engine optimisation.  Note: If WP - Yoast SEO or equivalent plugin to be installed.
<b>PDF or print friendly pages</b>	PDF Friendly plugin to be installed or well-designed print friendly page template for all pages/posts across the site so when users want to print information about an attraction or event they get a print friendly factsheet with all relevant information from page/post including readable map and directions.
<b>WCAG 2.0 Compliant</b>	The site should be developed with consideration of W3C web usability guidelines and standards to ensure the site does not restrict consumers from accessing content. A web accessibility check of the site must be undertaken during development stages to ensure that site has a high level of accessibility for people with disabilities and search engines.

### NAVIGATION REQUIREMENTS

<b>Pages</b>	Refer to attached draft site map for pages to be created by developer
<b>Main and sub menu details</b>	Refer to attached draft site map for menus to be created by developer
<b>Footer content</b>	Specific content to be included in footer: <ul style="list-style-type: none"><li>• Social media feed/s</li><li>• Contact details</li><li>• Map of visitor centre location / community contacts</li></ul>
<b>Header content</b>	none specified

### TRAINING AND TESTING REQUIREMENTS

<b>Training</b>	Comprehensive training to be provided online or face-to-face to the project stakeholders that enables them to confidently use all features of site.
<b>Cross browser testing</b>	Evidence of cross browser testing to be provided before launch of live site across all commonly used browsers including latest builds of Internet Explorer 10+, Chrome, Safari and Firefox on desktop and mobile devices.
<b>Custom feature testing</b>	Comprehensive testing of custom features e.g. contact forms and business directory needs to be shown.
<b>Site speed testing</b>	Ensure site is meeting industry standard page load times i.e. 3-5 seconds or less. Evidence of testing and results must be provided prior to launch.

## Attachment A: Proposed Site Map

Main Menu

1ST LEVEL	HOME	Find a business	Events Calendar	Things to See and Do	Local News	About Jindabyne	Get in touch
2 <sup>nd</sup> Level		Services	events	attractions	articles	Local history	Community contacts
		Retail				Weather and seasons	
		Accommodation				Live in Jindabyne	
		Food and Dining				Work in Jindabyne	
		Education					
		Health and Medical					
		Transport					

This is a draft site map and needs to be completed as part of this project.

# ASSESSMENT OF QUOTATIONS



**SNOWY MONARO**  
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*Stronger together Better together*

**Project Contact**

Karen Cash

Economic Development and Tourism Manager

Snowy Monaro Regional Council  
PO Box 714, COOMA NSW 2630  
Phone 1300 345 345  
Direct 02 6458 3555  
Mobile 0407 404 625

## What is required

Council is seeking a written quotation for development of the creative, technical and content aspects of the website including the development of all the website content.

### **Please include the following information in your written proposal:**

1. Summary of the proposed approach to the project including how you will develop the technical aspects of the site as well as deliver on the content requirements of the site
2. Detailed overview of your ability to address the technical requirements of the website
3. If relevant, indicate alternative approaches to the proposed approach indicated in the requirements outlined in this brief if you think there is a more superior and cost effective approach available.
4. Detailed itemised pricing for the individual requirements outlined in this brief. Pricing to be summarised in the Quotation Schedule
5. An overview of how you will develop the content and meet the content requirements of the project.
6. Provide name/s and brief summary of relevant skills of staff working on the project, including any sub-contractors.
7. Links and brief description of relevant work that demonstrates the ability to deliver on this job to a high standard.
8. Outline a proposed project schedule. Please state a realistic expectation of time to be spent on different components from the start of the project to its completion.
9. Communication Schedule: To ensure website parameters and budget are met and aligned with final project schedule, the client requires the successful applicant to regularly document and inform the Project Manager of the progress of the website.

## Project budget

There is \$20,000 (ex Gst ) available for the delivery of this project.

In your proposal please outline how you would spend this budget and provide value for money for the available funds. Included in the costs must be:

- Cost to deliver the design and technical development for the website
- Development of required content including costs to source third party content
- Launch of the website
- 12 months website hosting with outline of ongoing past 12 months.

Note: the website should not incur any ongoing costs such as content management license fees, functionality license or subscription fees, recurring royalties or licenses for the purchase of images or video.

## Project Timings

This project has tight timings so please take these in consideration when quoting. Confirmation of project timings will take place with the successful contractor.

It is assumed that this project will be launched in stages. The first part of the project should be live prior to 30/06/17. A full website with full content and functionality should be launched no later than 4-6 weeks after the initial site launch.

2/05/2017	Request for quote provided to industry
9/05/2017	Quotes due to council for assessment
10/05/2017	Successful supplier awarded
10/05/2017	Project commences / supplier kick off meeting (Milestone payment 1 – 25%)
30/06/2017	Beta launch of website – minimum viable product (Milestone payment 2 – 75%)
30/07/2017	Finalisation of any outstanding elements of the website

Supply your written quotation via email to [Karen.Cash@snowymonaro.nsw.gov.au](mailto:Karen.Cash@snowymonaro.nsw.gov.au) by 5pm Tuesday 9 May 2017.

## Assessment of Quotations

The objective in evaluating the quotations is to obtain the best value for money and not necessarily the lowest quoted price.

The following factors will be taken into consideration in the assessment of Quotations:

- Total Cost
- Capability and Experience of the Company
- Compliance with the quotation requirements
- Proximity to the local area
- Record of performance especially in relation to time and quality of work
- Ability to deliver to time frames specified

It may be necessary to obtain additional information from the person quoting.

## Costs summary

The quoter shall complete the Schedule of Prices by entering the total price for the item of work. The completed Schedule of Prices shall be submitted with the Quotation.

Pay Item	Description of Work	Quantity	Unit	Amount
<b>1</b>	<b>Design and Content Requirements</b>			
1.1	Summary of Design and creative Requirements	1	Item	\$
<b>2</b>	<b>Functionality Requirements</b>			
2.1	Summary of the development of Functionality Requirements	1	Item	\$
<b>3</b>	<b>Content Requirements</b>			
3.1	Summary of Content Requirements	1	Item	\$
<b>4</b>	<b>Training and Testing Requirements</b>			
4.1	Summary of Training and Testing Requirements	1	Item	\$
<b>TOTAL LUMP SUM AMOUNT (Excluding GST )</b>				<b>\$</b>
<b>GST</b>				<b>\$</b>
<b>TOTAL LUMP SUM AMOUNT (Including GST )</b>				<b>\$</b>

## Previous Experience

The person quoting must complete and submit this form with his /her quotation. All submitted information will be treated as confidential. (if you choose not to use this form please include the same information in your own format).

List the similar projects your organisation has completed in the last 12 months and provide a contactable reference.

1. Project name \_\_\_\_\_

Client	Contact	Phone number	Contract Sum	Duration

Description of works


2. Project name \_\_\_\_\_

Client	Contact	Phone number	Contract Sum	Duration

Description of works


3. Project name \_\_\_\_\_

Client	Contact	Phone number	Contract Sum	Duration

Description of works


**Cover letter and agreement**

TO : Karen Cash  
Economic Development And Tourism Manager  
Snowy Monaro Regional Council  
PO Box 714, COOMA NSW 2630  
(02) 6458 3555 / 0407 404 625

I /we (in Block Letters).....  
hereby quote the above price(s) for the execution of the work described above and all that is entailed  
therein on the conditions as stated.

Signature :

Date: / /2017

Business Name:

ABN:

Address :

Telephone (ph):

**Privacy Notation**

Persons quoting should note that any personal information collected on this quotation and any subsequent invoice/delivery note/document for the supply of goods or services will be used by the Council for the purpose of verifying that the goods or services described have been supplied to the Council; for the purpose of making payments for the goods or services; and to create a public record. Any person objecting to the use of his/her personal information as set out above may make application under Section 739 of the *Local Government Act, 1993* for suppression of their information.

**Conditions of Quotation**

The quotation shall be submitted on the form provided for the works specified.

The Contractor shall hold the and provide a copy of the certificate of currency for each of the following insurances:

- Public Liability (\$5,000,000)
- Workers Compensation

1. The person quoting shall be satisfied as to the correctness of the quotation and sufficiency of the quotation for the works and that the price covers the cost of complying with all obligations.
2. Council will not be bound to accept the lowest or any quotation.
3. If council decides to accept a quotation, notice of acceptance of the quotation shall be given in writing to the successful person.
4. Any documents submitted as part of, or comprising the quotation will remain or become the property of council.
5. Unless stated elsewhere in the Contract, the Contract shall be for a Lump Sum based on the priced schedule and shall not be subject to adjustment for rise and fall in costs.
6. The Contractor shall commence and complete the works in accordance with the times hereinbefore stated and shall observe and comply with the provisions of all such acts, ordinances, regulations, by-laws, orders and rules and all requirements of any authority for the time being in force and in the place where the works are to be executed and during the currency of the Contract shall bear the whole risk thereof until the works have been completed to the satisfaction of the Principal.
7. The Contractor warrants that neither it nor any of its employees shall by virtue of this contract be deemed to be in the employment of the Principal for any purpose whatsoever.

8. Council requires the following information on all invoices:

- The words 'TAX INVOICE'
- The date of issue of the invoice
- Council's name and address
- Your trading name
- Your 11 digit ABN
- A brief description of the goods or services supplied
- The price of the good or service
- The GST amount shown separately.

a. It is important that you are able to meet these requirements, as Council will not pay for any goods and services supplied, until the issue of a tax invoice containing the above requirements.