



**Australian Clinical Trials Alliance
Website tender**

Tender no: 003

Tender Return Date: 10.06.19

Email info@clinicaltrialsalliance.org.au

All queries regarding this tender should be directed to Lisa Reid via
lisa.reid@clinicaltrialsalliance.org.au

General Instructions:

Completed tender submissions should be returned by email to be received no later than 10.06.2019.

Applicants are asked to read and understand the needs of the tender fully before responding and that any queries be directed to Lisa Reid at
lisa.reid@clinicaltrialsalliance.org.au

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About ACTA

Australian Clinical Trials Alliance (ACTA) is the peak body for clinical trial networks, clinical quality registries and clinical trial coordinating centres in Australia. We have also started reaching into New Zealand.

Informed by our *Better health through best evidence* vision, the ACTA promotes effective and cost-effective healthcare by supporting clinical trials networks and clinical quality registries that generate evidence to inform decisions made by clinicians, policy-makers, and patients.

ACTA is funded through memberships and by government, and we are two years into an ambitious program to help grow, strengthen and support the Australian clinical trials and registries sector. We work for or with more than 10,000 clinicians and researchers associated with our member networks and registries.

Intention of web strategy

The Australian Clinical Trials Alliance website www.clinicaltrialsalliance.org.au is the prime source for information about ACTA, our vision and mission, and the place to find our activities, events, tools, resources and personnel.

It's the home of news about and for our members and other stakeholders including funding bodies.

It will also house and promote our policies and platforms to demonstrate the work we are doing on behalf of clinical trial networks and registries, promoting their role in identifying benefits to people's health and the economic benefits to the health system.

All information or collateral produced by, or featuring ACTA, will drive users back to the website as the source for more information, to sign up for events, access resources and tools or to contact us and to have their say about important issues for the industry or give us feedback about our work.

Background

ACTA is a membership-based organisation, regarded as the national peak body for clinical trial networks and eager to grow its reach with clinical quality registries and consumers.

The existing site was first built during ACTA's establishment phase, and the site's content is heavy with the story of ACTA, its vision and the work taking place to create it.

As ACTA has matured, the website needs to better reflect the resources, education, conferences and other opportunities to participate and benefit to its members and community.

Events and resources created by ACTA have increased, and the ability to highlight, promote and access unique items is not served well by the website in its current format.

The organisation's value is demonstrated to members and other stakeholders through the existence and accessibility of these resources and display of our activity.

Looking forward, ACTA will increase its offering of resources and events, as well as strengthening our representation to key stakeholders on behalf of the sector. We will add position statements and policy platforms and the capacity to give input or feedback via the website as a first point of contact for interested parties.

Current website status

The ACTA website is very wordy. It was developed as the organisation was being formed and so the content is heavy on mission, aims and objectives – an area that can now be summarised as the organisation has moved on.

The website is not secure and has other issues that affect its SEO. We are currently outranked by the Australian Clay Target Association – based in Wagga Wagga – in Google search for ACTA. We've also got some competition from the Australian Council of TESOL (Teaching English as a second language) Associations, who mainly give us grief in search for 'ACTA conference'.

The events and resources we produce are our most important and evident outputs; the current website's capacity to present, prioritise display rank and allow search of these events is basic and poor, as is the appearance of these pages.

Target audiences

Our audience is comprised of health and academic professionals and administrators, funding bodies and consumers:

Funders and potential funders including Commonwealth and State Governments

Stakeholders including funders, ACTA board and executive, reference groups, members of ACTA – organisational and individual, members of members.

Research and clinical trials community including clinical trial networks and their member organisations and individuals, researchers, health professionals, hospitals and health services, universities, medical research institutes, human research ethics committees, regulatory and statutory bodies, professional colleges and societies, medical, health and pharmaceutical industries.

Consumers a consumer platform (website) is being developed in a separate project with a partner organisation (CT:IQ) that will be linked to the ACTA site as a resource. However patients and consumer groups are audiences for our main website, and more materials, news and events will be addressed to them.

We would like the developer to seek input from a focus group exercise and/or survey of a sample audience for input and feedback about the new website; its content and its functionality and features. In particular, members of the board, the ACTA team, ACTA

members and consumers should be part of a focus group to give input about the site, its content and functionality.

Objective of the website

Our target audiences should be able to:

- find the ACTA website easily
- find out about ACTA, its purpose, activities and community
- apply to become a member (individual or organisation)
- find and use (download or link) resources by item or category– resource area will grow, needs to be developed and organised with this in mind
- find events and register for them
- find out about our work representing the sector
- contact us about resources and events
- give us input about policy and industry concerns
- contact us about ideas and issues (with resources, education, policy)
- find out about their peers' activity and news

Website specs and behaviours

- open source CMS
- responsive
- editable by ACTA team
- secure – minimum requirement, also SEO
- SEO improvements – so people can find us and so we can beat the Australian Clay Target Shooting Association in a Google search
- accessibility – WCAG 2.0 compliance
- AA standard colour gradings
- friendly URLs
- automated breadcrumbs
- analytics – for reporting, improvements, and so we can monitor our users interests and areas where they are looking for more information – and provide it!
- searchable
- social media feeds on the home page – great for live tweets from education and events, bring attention to news and announcements
- contact area
- subscribe to our newsletter (MailChimp)
- image and video gallery
- style guide (prescribed fonts, heading and table styles, bullet point styles etc)
- sharing – (? not many people do this)

Ideally ACTA would like to include:

- Apply for membership, pay membership, find out if membership is still active (link with Xero and Stripe?)
- Database for members (specifically we have statisticians who would like to describe their services and make themselves available to members privately)

Plug ins/compatibility

ACTA uses (or will be using) the following digital tools for CRM, promotion and registration:

- Eventbrite
- MailChimp
- Survey Monkey
- Buffer – (Twitter and Linked In)
- Stripe
- Xero
- Insightly
- Monday

Brand

(outside of brief, but dependent activity occurring in parallel to site development)

Brand update – evolution rather than rebrand. Our current brand needs a tighten up and refresh. Text and logo don't mesh, stacked logo is being used when horizontal should be. Georgia is not a font that screams credibility, integrity and authority. Palette to be extended with secondary for use in diagrams, graphs etc.

Potential to rebrand ready for Trial of the Year, website will be in progress and is dependent on brand guidelines for design. Site will be running at full strength for International Conference. Work must commence before EOFY.

Website design

Websites we like:

- <https://grattan.edu.au/> - indicated in an earlier brief
- <http://www.healthissuescentre.org.au> – the **content structure** of the website is not a million miles away from what would work for us.

Images

Image style to be set by developer in consultation with ACTA

- Stock images – selected library (to be created by ACTA with advice from developer)
- Icon set (to be created by developer)
- Photo shoot (ACTA responsibility with advice from developer)
- Images taken at our education, conference and award events
- Image naming protocol for SEO

Proposed Menu (pending focus group/survey input)

Home page

- News, events, quick links, feature campaigns
- Top menu – about us, contact us, ...
- Menu
- Rotating banner

- Social media feed

News section

- headline and lede visible on news page (and home page news highlights), click through for more
- ability to display stories with or without images
- dates on news stories/pages
- pin or weight stories (we will create procedure for archiving or deleting stories more than two years old etc)
- member news area (bulletin board for member events etc) – secondary news space for other orgs/industry news and events

Resource area

- ability to display icons or images for different types of resources
- highlight display three new or popular resources
- think about the number of resources we will create in the future and how we need to organise this space – do we want to become an industry portal? Can we future proof, or reconsider later as the collection grows and we may need a more sophisticated system?
- organise by topic
- display events in a side bar on resources page – learning events are resources too!
- establish naming protocol for documents and images on site to improve SEO
(work with team to identify topic areas, tags, description for content)

Current projects and partnerships

This area alerts members and community to work in progress and can give them capacity to have input if they are not a member of a reference group.

- what we're working on – people don't find out until there's a finished product
- reference group activity
- organisations we're collaborating and partnering with

Representation/Advocacy

Highlighting the work ACTA undertakes for its membership and to enhance understanding about clinical trials with government, consumers and other stakeholders

- submissions and policy work
- requests for member input

Membership area and forum

- list and links of members
- join us – apply to become a member, pay dues, search to see if still active
- lock down content? Not generally good practice.
- (I've yet to see a work-related forum that has worked, with exception of one that as run alongside a campaign with subject matter experts scheduled to be online. If there is a strong desire to have a forum, I would recommend we test the idea on free, existing forum software and gauge desire ahead of committing funds.)
- (Request for hidden database of statisticians)

Contact us (forms)

- how to call and email us
- invitation to give input and feedback about our activities – What can we do for you? What do you want to tell us? Is there a gap we can fill?
- track queries, identify patterns (is there an issue with site, navigation that we need to fix? Is there a common topic question that helps us identify a gap we can fill?)
- advertise tenders, submissions, jobs etc

Domain name, hosting and service level agreement

- variations of ACTA.org.au have been investigated. We're staying with clinicaltrialsalliance.org.au – domain name is maintained by ACTA.
- quote for SLA
- software and security updates
- back ups
- scanning for broken links
- response time for service issues

Training

- training for CMS users – up to five people from ACTA
- user guide

Rounds of changes allowed

- On submission of drafts, two rounds of changes to visual design aspects
- Functionality fine-tuning may be iterative – developer to set expectations about this process
- warranty period (30 days) at completion of website

Budget and timeline

- \$70,000 budget for site build
- Commencement by EOFY

Copyright

Ownership of assets including the content and imagery is in sole ownership of Australian Clinical Trials Alliance.

Additional, ongoing budget

Please quote for service level agreement, hosting, back-ups, and archiving.

Company information

Please provide the name of your company, contact person, phone number and email, your place of business and postal address and your company ABN.

Fee structure

ACTA will provide 40 per cent of the agreed fee at the starting date, with additional instalment calendar to be negotiated with successful provider, attached to project milestones.

Status of entity

The tenderer must be a legal entity that Australian Clinical Trials Alliance can contract.

The response must provide evidence of the legal status of the tenderer, including your Australian Business Number (ABN).

Understanding of requirements

You must demonstrate an understanding of the requirements of the tender.

Relevant experience

Please describe your experience in the provision of similar services.

References from, or contact details of, at least two clients you've previously carried out similar projects for must be provided.

These referees must not be members of the tender evaluation panel and should be from outside ACTA.

Financial, technical, planning and other resource capability

Provide sufficient supporting documentation to demonstrate to ACTA that it has the financial, technical, planning and other resource capability to successfully deliver the service.

Staffing Policies and Practice

Describe staffing policies and practices that will be in operation for the period of the contract.

Demonstrate a commitment to equal employment opportunity and maintenance of occupational health and safety.

Employee policies and practices must demonstrate consistency with the Fair Work Act and National Employment Standards.

Staff Competencies

Describe the minimum competencies of staff and policies to attain and maintain competency over the period of the contract.

Project Management

Describe your record of managing projects on time and within budget while also delivering quality services and project outcomes.

Electronic Communication

Describe your technical capacity for electronic communication and funds transfer and a commitment to establishing appropriate links to enable such communication with ACTA.

Project Deliverables

The following specifications are indicative of the project components necessary to deliver the objectives. Successful tenderers may propose to deliver the project in other ways provided they achieve the objectives in a manner acceptable to ACTA.

The successful tenderer is required to deliver all components of the project. These components include but are not limited to the project:

Review content of existing ACTA website and consider the needs of existing and new users, including conducting consultation to elicit feedback from a sample group of potential users (to be identified by ACTA).

The website needs to exist as a standalone platform with capacity to integrate the ACTA consumer toolkit.

The successful tenderer is to deliver:

Dedicated project manager to scope and deliver the project to completion.

User-interface designs for approval by project team

Front-end development. Using the approved user interface designs, translate them into the first part of the technical build. Deliver initial front-end build for approval by the project team.

Functional platform build. Using approved user-interface designs and front-end development, develop functional online website. Deliver functional platform for user-testing and approval by the project team.

Training. Provide administrative and content editor training for up to five ACTA staff.

Hosting, Maintenance and Licensing. Services to support ongoing 12 monthly hosting, technical support and licensing of the approved online platform.

The website should be developed to be hosted in relation to ACTA's toolkit website (being developed concurrently) (e.g. integrated or stand-alone), and to be portable in the event that ACTA transfers ownership of the website and toolkit to another organisation.

The website should be easily edited by ACTA staff, collaborators and other web development providers engaged by ACTA, including editing text, adding and removing resources, modifying the topic structure, etc.

GST

All tenders must be GST inclusive. If the goods or services are GST exempt, reasons for this must be provided.

Assumptions and Conditions

Please clearly document any assumptions or conditions on which prices are based.

Project Implementation

Tenderers are required to submit a project plan indicating how they propose to meet the project deadlines. The plan should also outline the level of involvement required of ACTA personnel.

Project Management Methodology

Please describe your project management methodology, including the key activities, outputs and controls.

Decision process and timeline

Tenders advertised	15.05.19
Closing date for submission of tenders	10.06.19
Short listing completed by	14.06.19
Presentations conducted by (preferred applicants only)	21.06.19
Contract awarded and all tenderers advised of tender outcome by	26.06.19
Commence contract	June 2019
Launch of MVP site at conference	October 2019
Contract completion	November 2019