

Creative Australia

Request for Tender: Design, Development and Maintenance of a new Creative Australia website

Addendum: 5 February 2024

This addendum contains general information in response to questions we have received about the Request for Tender (RFT): Design, Development and Maintenance of a new Creative Australia website. We are sharing this to ensure all parties have access to the same information.

Is there a specific budget?

We have a budget of \$150,000 with a 30% contingency to account for slippage.

Should migration of content from the existing site be included in the cost?

Yes, content migration should be included in the cost. This work will be done in collaboration with Creative Australia, as we will use the opportunity to review and edit existing content and discontinue some existing content. Therefore, we imagine this will be a manual process and not involve any automated migration, to ensure each page is populated correctly into the new CMS and formatting.

Is Creative Australia looking to replicate the current website's services and functionality on the new site?

Yes. We will also need to develop some new functionalities to accommodate our growing organisation and remit, including the content and functions of creativepartnerships.gov.au, new divisions including Music Australia, Writers Australia, our new First Nations First remit and Board, a growing suite of Awards and events, and a focus on story-telling and content.

Has there been any previous research or work done to inform the new website redesign? (Either user research, competitor, or market research)

No, however this should form part of the initial discovery phase, especially user persona research.

Has any usability testing or research been done with users on the current website experience?

No.

Have any detailed requirements been gathered so far for the new website? Integrations, functionality above content rendering etc

No.

Does Creative Australia have access to people who would use the website for any research activities? Or would there be a requirement for the agency to support recruitment?

Creative Australia can assist in procuring some user types for research purposes, however we may need additional support to cover all user personas.

In terms of personas, are there any existing personas that can be validated, or do these need to be created from scratch?

We have a good understanding of our user types and existing personas from our last website build to help provide initial direction, however we envisage this work will mostly be undertaken from scratch.

What are / how many audience groups does the website need to cater for?

See above re: need to determine user types and audiences as part of the discovery phase. However, our audiences are broadly Australian artists (all art forms), Australian arts workers, other industry organisations and professionals, government officials, research academics, media, people interested in the arts, and the public.

Has the current WordPress instance been audited with a view to suitability for continued use upon which to roll out a new site?

No, however we are looking for a customised solution and a completely new build.

Is there an opportunity to chat through the above questions and any either with the project team at Creative Australia?

We do not engage one on one with prospective applicants at this stage of the procurement to ensure the process remains fair and transparent. Shortlisted tenderers may be invited to present their submissions to the Tender Evaluation Committee (TEC) and discuss in further detail.

Is there a scheduled briefing for interested respondents?

No, see above question.

Can you please confirm that the site linked to through the login portal is a separate site that will not be addressed in the website redevelopment?

Yes, the 'Creative Australia Application Management System (<https://australiacouncil.fluxx.io>) is a separate site and not included in this development.

Can you please confirm that the 'Contact Us' form is integrated with the CRM/Salesforce?

Yes, confirmed.

Can Creative Australia please provide a list of integrations that they are looking to integrate into the new website?

At this stage we can confirm the requirement for some basic Salesforce, Google Analytics and Meta (i.e. Pixel) integration, with further recommendations to be investigated.

The 'IT Procurement - Services Checklist' document asks for a 'SaaS Provider Response' to the questions. Could you please confirm if Creative Australia are looking for a SaaS solution?

Please provide your answers in Columns C and D of the checklist. The original version of the document incorrectly labelled these columns as "SaaS Provider Response" and "SaaS Provider Comments". This has been rectified to "Service Provider Response" and "Service Provider Comments" and re-linked on our Procurement page: <https://creative.gov.au/about-us/procurement/>

We are not looking for a SaaS solution.

How many pages of content do you need (as this will impact the time and materials required)?

We estimate between 500 and 1000, depending on the new architecture and page structure.

Is Go-Hosting the prescribed hosting provider for the solution or is there an expectation that respondents will propose other solutions satisfying the requirements?

Go-Hosting is the prescribed hosting provider.

Will the contractor be expected to manage engagement with the business areas to agree on content that will stay or move to the new website?

Yes, in collaboration with the Project Manager. Final direction and content will be on the approval of the Creative Australia Project Manager.

Could you please provide details regarding the expected traffic volume and number of concurrent users for the website?

Up to 30,000 unique user per month, with a maximum of 1,000 concurrent users.

Do you have any specific technology stack preferences regarding the visual design and interactive elements of the website?

No.

Are there specific authentication and authorization requirements for user access to sensitive areas of the website or integrated systems?

No.

Is content creation part of scope?

Content migration is part of the scope, however the successful tender will not be required to create new content.

What are the key performance metrics for the website?

Accessibility, UX, navigation, design, site search, uptime, and security. And depending on the audience: session duration, conversion goals, user journey, user retention, returning visitors.

Could you please confirm if we are allowed to provide the services outlined in the RFT exclusively from an offshore location?

We place a strong emphasis on data sovereignty, privacy, and security and would expect that wherever possible services are provided from within Australia.