

APPROVAL MEMORANDUM

TO: Tamsin Evans - Group Manager, Delivery

FROM: 9(2)(a)

DATE: 25 October 2018

SUBJECT: *Tuia – Encounters 250 Website Design/Build - Supplier recommendation*

Purpose

1. This memo provides you with a recommended supplier resulting from the procurement process for the first and second phases of the website for the national commemoration for 2019, *Tuia - Encounters 250 (Tuia 250)*.
2. Your approval is sought to appoint 9(2)(b)(i) to deliver this work, which encompasses design and build, hosting and support over a period of 18 months in total.

Background

3. A comprehensive and interactive website for the commemoration is required to be live between January 2019 and June 2020, to connect New Zealanders throughout the country with *Tuia 250*. In particular the website will allow people to experience the three-month Voyaging Event, even if they do not live near the sea, or near any of the landing sites.
4. On 28 September, you approved a procurement plan for the *Tuia 250* website design and build services. The plan set out the intended procurement approach informed by our market engagement.
5. A closed procurement process was run for the design and build of the first two phases of the website. On 1 October a Request for Proposal (RFP) was sent to the following suppliers, identified by market engagement and recommended as suitably skilled to deliver the services:
 - 9(2)(b)(ii)
 -
 -
6. All three provided complete responses which were received by the deadline on 15 October.

Evaluation Process

7. The Ministry for Culture and Heritage evaluation panel comprised:

Name	Title	Role
9(2)(a)	9(2)(a)	Evaluator
		Evaluator
	Solicitor	Evaluator
	Senior Digital Advisor	Evaluator
	9(2)(a)	Panel Chair

8. Responses were evaluated by the panel in accordance with the evaluation and scoring methodology documented in the Tuia evaluation summary (attached as Appendix 1).
9. The panel identified areas in the supplier proposals that required clarification. The panel chair sought clarification from the suppliers and the panel met three times before making a decision.

Outcome

10. The final scores for each proposal (in order of ranking) were:

Ranking	Supplier	Final Score
1st	9(2)(b)(ii)	32.125
2nd		31
3rd		29.5

11. The evaluation panel recommends 9(2)(b)(ii) as the preferred supplier. Supporting this recommendation is the following rationale:
 - 9(2)(a); 9(2)(b)(ii) – a base design and tools required are available, so will not require development
 - The design and build cost is low, because 9(2)(a) already have a base design. This will also assist with the tight timeframes for the project.
 - They have the ability to moderate data and information from vessels during voyages, checking it for inappropriate or irrelevant content and publishing it to a website, and subsequently posting updates to social media platforms (within budget).
 - 9(2)(b) have already developed customised software for publishing to social networks
 - They have the capability to manage the moderation and publishing required during the Voyaging Event without regular reference to the MCH *Tuia 250* delivery team.
 - 9(2)(b) will provide a culturally appropriate and balanced approach that is well aligned with the kaupapa of *Tuia 250*
 - 9(2)(b) quote is almost 9(2)(b)(ii) under budget (below the cap given in the RFP) – and at least 9(2)(b)(ii) below those of the other suppliers (this is due in part to 9(2)(b)(ii) – and includes maintenance and support and travel costs for visits to Wellington to work with the MCH *Tuia 250* delivery team.
 - 9(2)(b) could also offer a livestreaming and vessel tracking solution for *Tuia 250*, should a low-cost option be required.
12. 9(2)(b)(ii) presented a robust proposal and have a solid track record, however their proposal was not particularly creative or tailored to the kaupapa of *Tuia 250* and came in at 9(2)(b)(ii) over budget.
13. 9(2)(b)(ii) demonstrated in their proposal an excellent ability to tell a story and a good understanding of the cultural sector. They don't have experience, or specialist tools developed for working in the voyaging space and although they were willing to work within our budget of \$90,000 for the design, build and hosting, the moderation of data during the Voyaging Event would incur extra cost.

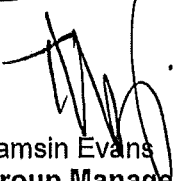
Costs

- 14. The RFP disclosed the budget for the project and the evaluation criteria stipulated costs within the budget of \$90,000 and overall value for money in terms of total cost over the term of the intended contract.
- 15. [REDACTED] 9(2)(b)(ii) proposal is priced at [REDACTED] 9(2)(k) of this cost is for maintenance and support, including the moderation of data and information sent from the vessels which will need to be done on a 24 hour basis during the three months of the Voyaging Event.

Approval

- 16. Your approval is sought to enter into a contract with [REDACTED] 9(2)(b)(ii) subject to the successful conclusion of negotiations, to provide design and build phases 1 and 2 of the website for *Tuia – Encounters 250*.

Approved / Not approved


Tamsin Evans
Group Manager, Delivery

Appendix 1: Evaluation Summary

PROACTIVE RELEASE

Tender Evaluation: Tuia Encounters 250 Website Build



Evaluation panel

9(2)(a) 9(2)(a)

9(2)(a) 9(2)(a)

Solicitor

9(2)(a) Senior Digital Advisor

- Chair

Evaluation Dates: 17-24 October 2018

Evaluation criteria and method

The evaluation model that will be used is a simple score (non-weighted criteria).

Scores will be allocated for each criteria based on the extent to which the proposal meets the stated requirement:

1. The proposed approach to providing the services and the proposed solution.
2. Demonstrated capability of the organization to fulfil the requirements and deliver the outcomes including but not limited to:
 - The relevant skills, experience and proven record of key staff who would be working on this project.
 - Demonstrated ability to consistently meet high standards in terms of service delivery, client and third party engagement and overall outcomes.
3. Sufficient capacity and resources (including key staff) to meet timeframes.
4. Cost effectiveness and value for money.
5. The completeness, quality and robustness of the proposal and the response to any subsequent requests for clarification or further information.

Proposals will be evaluated individually and scores awarded by each evaluator on a 1 – 10 rating scale described below, across each of the five criteria above and subsequently moderated to a consensus score for each criterion. The maximum possible (perfect) aggregated score for each proposal is 50.

The proposal that scores the highest will most likely be selected as the preferred supplier.



Rating scale

Rating	Definition	Score
Exceeds requirement (an outstanding response)	The Respondent is able to demonstrate a level of service beyond the Ministry's expectations, stated requirements and business objectives and the level of service proposed by their competitors. The Respondent is offering major enduring benefits in terms of reduced risk and/or a quantifiable value add to the Ministry with little or no increase in costs.	9 – 10
Meets requirement with major value add	The Respondent demonstrates that they are able to meet the Ministry's requirement and business objectives. Adds some major areas of benefit to the Ministry with little or no risk and/or increased costs	7 – 8
Meets requirement with minor value add	The Respondent demonstrates that they are able to meet the Ministry's requirement and business objectives. Adds some minor areas of benefit to the Ministry with some risk and/or increased cost.	4 - 6
Meets requirement	The Respondent demonstrates that they are able to meet the Ministry's requirement and business objectives to an adequate level.	3
Limited understanding of requirement	The Respondent is unable to meet the Ministry's requirements and business objectives and would require considerable guidance.	1 – 2
No response or does not meet requirement	The Respondent does not offer an explanation or ability to meet the Ministry's requirements and business objectives.	0

Supplier: 9(2)(b)(ii)			
Q	Description of criteria	Justification for score Comments	Score 1 -10
1	The proposed approach to providing the services and the proposed solution.	Presentation not particularly creative. No major value-add.	5.75
2	Demonstrated capability of the organization to fulfil the requirements and deliver the outcomes including but not limited to: <ul style="list-style-type: none"> The relevant skills, experience and proven record of key staff who would be working on this project. Demonstrated ability to consistently meet high standards in terms of service delivery, client and third party engagement and overall outcomes. 	Would rely heavily on MCH to provide inspiring content. Quality work produced.	6.75
3	Sufficient capacity and resources (including key staff) to meet timeframes.	Large team, plenty of resources, clearly capable. Deadlines not a problem. Have designers who can do the coding. Good capacity for client care – at a cost.	7.75
4	Cost effectiveness and value for money.	9(2) over budget at 9(2)(b)(ii) Hourly rate - 9(2)	4
5	The completeness, quality and robustness of the proposal and the response to any subsequent requests for clarification or further information.	A complete proposal, strong on the business side, but very limited tailoring to the project/commemoration. Meets requirements, but with little added value. Queried what's covered by support and maintenance – <i>there are three levels – CWP Standard Support included. The quote includes option 1, the lowest level of support. It does not allow for any moderation of data and content coming in from vessels involved in the Voyaging Event or even code care essentials.</i>	5.25
Score		<i>[Section score = '0' if any criteria scores a 'Fail']</i>	Total:
Overall Score		Exceptional Acceptable Marginal Unacceptable:	Acceptable
29.5			



Supplier: 9(2)(b)(ii)			
Q	Description of criteria	Justification for score Comments	Score 1 -10
1	The proposed approach to providing the services and the proposed solution.	Style is easy to engage with – 9(2)(b)(ii) know how to tell a story. Creative approach. Good understanding of the audience.	6.875
2	Demonstrated capability of the organization to fulfil the requirements and deliver the outcomes including but not limited to: <ul style="list-style-type: none"> The relevant skills, experience and proven record of key staff who would be working on this project. Demonstrated ability to consistently meet high standards in terms of service delivery, client and third party engagement and overall outcomes. 	Strong and relevant track record. Good examples provided. Some errors (typos) in proposal.	7.75
3	Sufficient capacity and resources (including key staff) to meet timeframes.	All in-house. Three people only profiled in proposal. Who would work on back end (technical) development? – <i>New developer coming on, to replace current lead developer.</i>	5.25
4	Cost effectiveness and value for money.	Over budget. Design and build cost come to 9(2) Hosting 9(2)(b) Maintenance and support costs not quoted in proposal.	4.75
5	The completeness, quality and robustness of the proposal and the response to any subsequent requests for clarification or further information.	Robust proposal. <i>Willing to work with us to bring the price down to \$90k, however moderation and maintenance during the Voyaging Event will take it over \$100k at 9(2) per hour. (Even 30 12-hour days would be 9(2)(b)</i>	6.375
Score		<i>[Section score = '0' if any criteria scores a 'Fail']</i>	Total:

Overall Score	Exceptional Acceptable Marginal Unacceptable:	Acceptable
31		



Supplier: 9(2)(b)(ii)			
Q	Description of criteria	Justification for score Comments	Score 1 -10
1	The proposed approach to providing the services and the proposed solution.	Innovative proposal and excellent overview of proposed solution. Little explanation of methodology. Key audiences (youth and Māori) well catered for. Channelling content to social media has been thought through – value add.	6.25
2	Demonstrated capability of the organization to fulfil the requirements and deliver the outcomes including but not limited to: <ul style="list-style-type: none"> The relevant skills, experience and proven record of key staff who would be working on this project. Demonstrated ability to consistently meet high standards of service delivery, client and third party engagement + outcomes. 	Previous experience working on platforms for waka voyages and voyaging projects and the tools required are already available. 9(2) could also offer a livestreaming and vessel tracking solution for Tuia 250, should a low-cost option be required. One website built by 9(2) doesn't function well on cell phones - or well on Explorer, but not on Chrome. Others no problem. Use of Word Press means that MCH could host if necessary. Some errors (typos) in proposal.	6
3	Sufficient capacity and resources (including key staff) to meet timeframes.	Potential risk of use of subcontractors (management and delivery). 9(2)(b) operates as a collective and this provides flexibility and the ability to provide consistent support during the Voyaging Event. The kaupapa of the collective reflects the kaupapa of Tuia 250.	6
4	Cost effectiveness and value for money.	Under budget. Design and build cost low (<i>queried</i>). Travel and accomm. in Wgtn costs included in quote. Very good value for services proposed, including 24 hour moderation of content during the three month Voyaging Event at fixed cost. Moderation will be done without regular reference to the MCH Tuia 250 delivery team.	7.5
5	The completeness, quality and robustness of the proposal and the response to any subsequent requests for clarification or further information.	Complete, targeted, customised to audience. Responds well to the RFP. Covers multiple languages. <i>Design and build cost is low because a base design exists and the necessary tools/software are ready for the project.</i>	6.375
Score		<i>[Section score = '0' if any criteria scores a 'Fail']</i>	Total:

Overall Score	Exceptional Acceptable Marginal Unacceptable:	Acceptable
32.125		

