



REQUEST FOR PROPOSAL

REQUEST FOR PROPOSAL FOR SUPPLY OF SERVICES TO THE MINISTRY FOR CULTURE AND HERITAGE TO DESIGN AND BUILD A WEBSITE FOR THE TUIA – ENCOUNTERS 250 COMMEMORATION

ISSUE DATE: 1 October 2018

CLOSING DATE: 15 October 2018

The Ministry for Culture and Heritage (the Ministry) is issuing this Request for Proposal (RFP) for the supply of services to design, build and implement a website for the *Tuia – Encounters 250 (Tuia 250)* website. Additional information on the required services is attached at Appendix 1.

Your organisation has been invited to respond to this RFP.

Proposal requirements

Proposals are to be submitted electronically in the response template provided to: tuia250@mch.govt.nz and are to be received by the Ministry by 5pm, Monday 15 October 2018.

Respondents can submit questions by email to the Ministry's Point of Contact in relation to this RFP up to 9am on Wednesday 10 October 2018. All questions must note in the email subject line "RFP Question".

The Ministry will answer questions by Thursday 11 October 2018. Please note the Ministry may share the questions and answers with other participants in this RFP process if the Ministry deems it appropriate to do so.

Ministry for Culture and Heritage RFP Point of Contact: tuia250@mch.govt.nz

Proposals received after the closing date may not be accepted for evaluation. The Ministry reserves the right to accept or decline late proposals at its discretion.

As per the RFP response template provided, proposals are to include:

- a nominated point of contact with postal, telephone and email contact details
- a profile of the organisation, including examples of experience in both web-hosting and web development using Drupal, Wordpress and other Content Management Systems (CMS)
- key staff and/or sub-contractors who would be working on this project, including experience delivering similar projects
- an outline of how you would approach and deliver the services
- estimated timeframe for the services and your availability to meet the timeframe
- indicative costs
- two referees who can be contacted for whom you have provided services of a similar nature.

Proposals should be relevant and succinctly cover all the matters requested.

Please note that the documents attached to this RFP are confidential and are covered by copyright, but may be copied to the extent necessary to prepare a response to this RFP. The information contained in your response will be treated similarly.

However, please note that this does not apply to disclosure of confidential information that is required by legislation, that is publicly available (but not as a result of a breach of this RFP), or that you consent to.

The issue of and response to this RFP does not create any obligation on the Ministry to enter into any commitment to purchase the services. The Ministry reserves the right to negotiate with any supplier.

Please provide a detailed cost breakdown for each of the services you are tendering for in the pricing template provided. The budget for this project is \$90,000. All costs must be in New Zealand dollars and exclude GST. Pricing must remain current for 60 days.

Proposal evaluation

The proposals will be evaluated according to the following broad criteria (In order of priority):

1. The approach to providing the services and the proposed solution
2. Demonstrated capability of the organisation to fulfil the requirements and outcomes stated in this RFP including but not limited to:
 - a. the relevant skills, experience and proven record of key staff, who would be working on this project
 - b. 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; and
5. The completeness, quality and robustness of the proposal and the response to any subsequent requests for clarification or further information.

The Ministry will be solely responsible for assessing proposals against the evaluation criteria and individual vendor "fit", taking into account overall value for money and not necessarily accepting the lowest priced proposal.

Yours sincerely,



Tamsin Evans - Group Manager, Delivery
Ministry for Culture & Heritage

APPENDIX 1 - Description of Work and Requirements

Background

The Ministry for Culture and Heritage

Manatū Taonga, the Ministry for Culture and Heritage (MCH) works to enrich the lives of all New Zealanders by promoting a confident and connected culture.

The Ministry supports many of New Zealand's arts, media, heritage and sports organisations; advises government on cultural matters and provides research and resources for everyone to access. The organisations the Ministry funds deliver a wide range of cultural experiences.

Tuia – Encounters 250 (Tuia 250) is a Tier One commemoration for 2019, which will be delivered by the Commemorations team of the Ministry's Delivery Group.

MCH is leading work on the commemoration at a national level, partnering with stakeholders including other government agencies, local authorities, iwi and charitable trusts formed in the four regions where the 1769 encounters took place.

Tuia – Encounters 250

Tuia 250 will mark the first onshore encounters between Māori and Europeans, when the Endeavour arrived in 1769. It will also uplift the stories and histories of Māori communities who had already been established in Aotearoa for hundreds of years.

The commemoration will elevate the exceptional feats of Pacific, Māori and European voyaging that brought us together, provide an opportunity to reflect on our complex history of migration and settlement, and a platform for the nation to consider what we want for our future together.

Tuia 250 will support a stronger sense of national identity and cohesion while promoting the value of diversity, giving voice to seldom heard accounts of our past, both remarkable and painful, to engage and to deepen our understanding of history.

A three-month national voyaging event (Oct-Dec 2019) will bring to life the extraordinary maritime heritage of our country and enable communities across the country to share the distinctive stories of their regions.

A national education programme will include an education programme for schools, delivered by the Ministry of Education; a community education programme roadshow that will follow the voyage; regional initiatives; and activity initiated and led by partner agencies and cultural sector organisations.

<https://mch.govt.nz/tuia-encounters-250>

Project description

We wish to create a new website that will act as a hub for information about the commemoration. The website will be critical to ensuring that commemoration activity, resources and stories are accessible to as many New Zealanders and Pacific Islanders as possible.

While the commemoration is for all, key audiences we are aiming to reach are children and young people, Māori and Pacific peoples.

The Ministry will create and source content for the website.

The timeframes for this project are reasonably tight - we expect the first of three stages of the site to go live by 21 January 2019.

Desired outcomes

We would like to see the following outcomes as a result of this project:

- a mobile responsive website, allowing content to be easily accessible through different devices
- information architecture developed to meet the needs of our target audience
- website design reflecting the cross-government and community nature of the programme. A new domain name has been secured to help reflect this ownership www.tuia250.co.nz. A programme logo has also been developed and needs to be incorporated in the website design
- a CMS that is intuitive to use, easy to update, and allows additional functionality to be developed as the programme evolves.

Requirements

The website is to work on desktop and mobile devices. A significant section of our target user group will access the website using mobile devices.

The supplier should provide an indication of hosting options. The Ministry reserves the right to use its current provider. Hosting for Ministry websites is currently provided by Catalyst, on an existing Ubuntu 14.04 based LAMP server, with Solr 1.4 as the preferred search platform (we would also consider a default search module).

The content model should include metadata and information about third-party content (e.g., source, attribution, permission and copyright statements).

The site should use Google Analytics to measure user interaction. The appropriate Analytics property code will be supplied.

If agreed between the Ministry and the provider, source control can be provided through the Ministry's GitHub account, and the successful vendor will be responsible for pushing final code back to this repository.

All ongoing and future maintenance and content management would be the co-responsibility of the Ministry and the supplier. To that end, the Ministry would share source control with the provider after final sign-off and requires that the project either use the Ministry's GitHub repository or if another repository is recommended, a simple and intuitive editing interface is available. The Voyaging Event will finish in December 2019, but we expect the website to remain live until June 2020

Deliverables

The site will be developed and launched in stages.

Phase One (live by 21 January 2019 – for official launch in February 2019)

- **Information** – Information on the *Tuia 250* kaupapa and links to information on the programmes of stakeholders and relevant resources
- **Education page** – profiling and linking to resources and information on partner agencies' websites

- **Event Calendar** – Detailing *Tuia – 250* events for 2019, both national and regional, including the capability for stakeholders to add their own events
- **Media resource and accreditation section** - containing logos, PRs, images etc
- **Whata korero** – a platform for stories connected with the commemoration
- **User Support** – how-to's and support for *Tuia 250* target audiences
- **National Voyaging Event** – site ready for staged release of phase two.

Phase Two (built and released in stages – Feb-April 2019)

- **Information** about the *Tuia 250* National Voyaging Event
- **Passage** - profiling the voyaging event, the communities and selected sites of significance en-route
- **Vessels & Crew** - profiling the flotilla vessels and crew
- **Navigation** – Curating maritime and Te Moana nui a Kiwa navigation traditions and practices
- **Voyage Education** – profiling voyage education themes and developing web-components required to support voyage education component e.g. inquiry based forms
- **Real-time Tracking & Webcast** ready for both maritime and Te Moana nui a Kiwa modes of navigation and engagement. *Includes blogs and updates.*
- **Maintenance** – timely moderation of real-time tracking data and information. *Up to 6 updates per 24 hours per vessel. 6 – 9 vessels in total.*
- **User Support** – how-to's and support for *Tuia250* target audiences.

Tracking and live streaming

The third stage of the website will be launched in April 2019, when the first of the voyaging event vessels begins its voyage to Aotearoa from Tahiti. We envisage that you will be provided with an API to enable tracking and live streaming of the vessels. These tracking and live streaming tools will be maintained separately.

Deliverables

The Ministry requires the following deliverables:

1. Design, build and implement a new mobile-responsive website to host the *Tuia – Encounters 250* information package.

We expect this would include:

- Information architecture - working with the *Tuia 250* team to develop and refine the information architecture
- Wireframes - showing navigation structure and template functionality
- User testing - testing the information architecture to ensure optimum usability, user-friendliness, target audience and navigation requirements are met
- Design concepts - presentation of 2-3 design options, based on but not exclusive to wireframe and user testing feedback. This should include how design elements will be treated across devices (mobile, tablet, desktop).
- Refined designs - based on feedback from initial design concepts
- Development
- Testing - including testing across common browsers and devices

- Implementation - push all website source code to the Ministry's GitHub account. The Ministry can provide access to their GitHub account or the successful vendor can recommend another system and assist the Ministry to set it up. Any other system of providing source code needs to be agreed upon by the Ministry.
2. Website Maintenance (21 Jan 2019-Jun 2020)
- Maintenance of the website will sit with the supplier, and if agreed hosting, through to June 2020.
 - Timely real-time moderation of voyage navigation data and information during the actual passage component of the national voyaging event
 - User support for *Tuia 250* web-audience
 - Maintenance of the platforms, including social networks.
3. Documentation and training to assist the Ministry to successfully manage the site post hand-over.

We expect this would include:

- a basic design style guide
- a user guide for content editors
- a training session for the *Tuia 250* Team
- additional information for the Ministry's in-house developers on website setup, plugin configuration and similar, to allow for ongoing internal maintenance
- a full archive version of the website and all associated information and data, on an external hard drive.

Tracking and Live Streaming

This RFP relates to Phases One and Two of the website development.

Although out of the scope of this RFP, for potential follow up work, please indicate your experience in GPS-based tracking and live streaming.