Accounting Professional & Ethical Standards Board Limited

ACN 118 227 259

New website & mobile app development

Invitation to Tender

April 2019

1   BACKGROUND

Accounting Professional & Ethical Standards Board Limited

Accounting Professional & Ethical Standards Board Limited (APESB) is governed by an independent board of directors whose primary objective is to develop and issue, in the public interest, high-quality professional and ethical pronouncements. These pronouncements apply to the membership of the three major Australian professional accounting bodies (Chartered Accountants Australia and New Zealand, CPA Australia and the Institute of Public Accountants).

APESB is a company limited by guarantee and is registered with the Australian Charities and Not-for-Profits Commission.

The Board of the APESB has determined to redevelop its website and mobile apps. The purpose of this document is to invite website and mobile app developer organisations to prepare tenders for this development project. The Board will oversee the selection process and it is anticipated that each company will bear the costs associated with the tender submission.

The APESB Secretariat office is located at Level 11, 99 William Street in the Melbourne CBD. For further information on APESB please refer to our website at www.apesb.org.au.

APESB's key management contact for this tender is APESB's CEO Channa Wijesinghe, who can be contacted on 03 9642 4372 or channa.wijesinghe@apesb.org.au.

1.1   About This Tender

APESB has determined to invite tenders for the provision of its new website and mobile app development project.

APESB's objectives for this tender process are to:

- Secure a high-quality website and mobile app developer, who will provide high standards of professional service and value for money.

- Ensure the appointed developer has the capacity to undertake and complete the project in the next six months.

1.2   Timeline

APESB will conduct the tender process in accordance with the following timeline:

Date	Process
11 April 2019	APESB issues invitation to tender.
11 April 2019 – 30 April 2019	Access to management to raise questions and seek clarification.
30 April 2019 (6.00 PM)	Deadline for receipt of tender submissions

May 2019	Tender evaluation by the Board
7 June 2019	All tenderers notified of outcome

2   Scope and Specification of the project

AIM

APESB seeks to provide an enhanced stakeholder user-experience for both its website and app products with improvements to the website's aesthetic, functionality and administrative features. We wish to build on the current website features that work well and implement new features for better functionality, administration and flow to the dynamic Apple and Android apps.

The proposed website must comply with the existing APESB branding guidelines.

2.1   Website scope and specification

The APESB website is predominantly an information and resource information centre, with content ranging from pronouncements, images, videos, presentations, Annual Reports, eNewsletters, Media Releases, and organisational information.

APESB's goal is to provide a clean fresh-look website with dynamic features for users so they may access information and easily access standards and other resources. Tenders may be guided by the features of the following international standard setters' websites:

[IESBA](#)	[IAASB](#)	[IAESB](#)	[NZ XRB](#)

2.2   Website Requirements

Design and functionality requirements:

- Website to retain existing content and forms
- Existing Meltwater newsfeed
- Logical order of all pronouncements
- Responsive design: updated fresh design based on practicality and ease of access
- Updated images and graphics to align with the APESB's branding guidelines
- Dynamic pages for featured content: for example, a **Project Status** page with links to resources, videos and images (see [IESBA](#) example)
- New blog/news section with the ability for staff to publish content as needed (review current Interest Area)
- Upcoming events and meetings calendar
- Contact us and Sign up for APESB updates links at top of home page, in a similar manner to [NZ XRB](#)
- Image gallery
- Video/events page
- Integration with social media and APESB app
- Preferred CMS: WordPress or comparable.

Business and backend requirements

- Ability for administrative staff to add extra forms and content as needed, for example, event registration form
- Ability for administrative staff to create additional comparable pages
- Administrative staff to have content control
- Preferably, an approval process when publishing content

- Subscriber list management
- Google Analytics
- Search facility
- Copyright: APESB to have ownership of intellectual property including the content and imagery.

Build requirements

- Migrate all existing content to new website
- Complete testing at each stage of the design and build phases
- Integration with APESB app (refer below)
- Site map
- Provide appropriate documentation of design and build
- Details of website hosting, including location of hosting servers or any third parties providing hosting services.

Maintenance, Training and Support

- Include onsite staff training for all CMS procedures for **two** administrators
- Include Google Analytics training for **one** administrator
- Include CMS/website user manuals.

2.3   App scope and specification

The APESB app is currently available in Apple and Android platforms at no cost. Stakeholders can access most of the content published on the APESB website. APESB seek to update the Apple and Android apps to complement the updated website and for content to flow through from the website as it is published. The app must comply with existing APESB Corporate branding and colour schemes where possible.

The Windows app platform has been suspended pending further investigation as it is unclear whether this platform is viable moving forward.

2.4   App Requirements

Design and functionality requirements

- App to display Home screen with slide-across menu bar (same as current app)
- Improved functionality and download
- Dynamic: direct website content to the mobile app
- Content to reflect changes as they occur in the website
- Include all existing content
- Easy app navigation
- Add option for user to share app with other stakeholders and report bugs
- Include terms of use and privacy information for Contact Us section

Build requirements

- Developer registration
- Comprehensive app testing
- Push notifications: ability to send users messages on updates or news items
- App developer to ensure app complies with guidelines as issued by Apple and Google Play
- Easy links provided for uploads to app from APESB website

- Included app store icons

Maintenance, Training and Support

- Provide staff training on the app – download and troubleshooting – **all staff**
- Provide staff training on Push Notifications for **two** administrators
- Provide training on analytics
- Details of app development, including any third parties providing development/build services

Intellectual Property Rights

Intellectual Property Rights of the app will remain with APESB. Developer to provide all source code documentation of the app to APESB at the completion of project delivery.

3   Instructions to Tenderers

Tenders will be considered as follows:

1. Tenderers will submit a complete end-to-end written proposal that includes design stages, testing, website and app build, content population and training for the scope and specification requirements listed in paragraphs 2.1 to 2.4, using the Tender Response Format guide outlined in paragraph 3.1.
2. The proposal document must be addressed to **the Chairman of the Board**.
3. The Board will evaluate the quality of these written proposals and will identify a shortlist of tenderers; and
4. Selected tenderers may be invited to conduct a presentation to the Board.

3.1   Tender Response Format

To ensure a comprehensive process, it is requested that tenders include the following information:

1. *Website and mobile app company Details*

- A description of the website and mobile app developer including organisation structure as it relates to this engagement.
- Summary of the potential benefits to APESB of selecting your company.
- Information regarding relevant industry and experience of comparable clients to the APESB in organisational status and size.

2. *Resourcing*

- Details of the core service team, location and relevant experience.
- Relevant information on your company's project management process to successfully deliver the project.

3. *Approach and Transition*

- The process by which the developer will obtain an understanding of APESB's organisational needs and risks.
- Relevant information on your company's approach and how this would be aligned to APESB's specific needs.
- The use of stakeholder engagement to deliver feedback.
- How findings will be reported to management and the Board.
- Transition and implementation plan (if applicable).
- Ability to meet the timetable specified in paragraph 1.2.

4. *Quality Assurance*

- Describe the internal processes used for each stage of the development.
- Describe your organisation's approach to resolving website and mobile app issues.
- Describe your organisation's design and implementation methodologies.

5. *Independence and Governance*

- Details of your organisation's policies and practices to ensure compliance with best practice.
- Confirmation from your organisation will take all necessary steps to ensure the project is delivered as specified.

6. *Costs*

- Developer's cost to complete the website and mobile app development.
- Apple and Google Play app store access cost (based yearly).
- General overview of the schedule and timing of billings.

7. *Insurance and terms & conditions*

- Evidence of adequate professional indemnity insurance*.*
- The developer's terms and conditions to provide the development project.

8. *Additional Services and Value Add Services*
- A brief summary of additional services that the developer company can provide*.*
- If applicable, free-of-charge services to complement the overall engagement relationship.

4 Guidance for and information required in the tender

The successful tenderer will be a reputable website and app developer that satisfies the requirements of the website and mobile app development project and be able to demonstrate experience in design and implementation of this project.

The website and mobile app development services will include, but will not be limited to:

- Planning, management and execution of the website and mobile app development;
- Providing transparent project costings and individual fees;
- Providing details of concept, design, testing and product functionality; and
- Reporting on the project progress to management and the Board.

4.1 Personnel

The website and app developer is expected to appoint a project manager to oversee the development and meet with the delegated officers of the APESB as required. A project manager will also be required to manage the development process and the on-site project team.

4.2 Technical Expertise

The developer should ensure that the project team is staffed with suitably qualified and experienced personnel, and that work is properly controlled and reviewed. Tenderers are asked to provide details of experience and capabilities for all team members.

4.3 Developer Visits

The planning meeting for the website and mobile app should take place in June 2019 to discuss relevant issues and agree the development timetable. To ensure a timely process, the following timetable is proposed.

Date	Action
Early June 2019	Board to approve developer
June 2019	Development planning meeting
July 2019	Project commencement
August/September 2019	Testing phase
September 2019	Build and final testing requirements
October 2019	Project completion

4.4 Transition and Implementation Plan (if applicable)

It is requested that tenderers indicate their expected program from June to October 2019 if selected to provide the website and mobile app development for APESB. Details should include any expected preparation and support, or information required from APESB.

4.5 Resources

As part of this tender process APESB will provide tenderers with information upon request, subject to confidentiality and privacy requirements.

4.6 Additional Services

The website and mobile app developer should provide a brief summary of other services it can provide. On an ad-hoc basis APESB may request these services from the organisation. Such services will be subject to a separate fee quotation and associated contractual agreements.

4.7 Value Added Services

The website and mobile app developer should indicate if there are any free-of-charge services available to support APESB such as training on new website and app requirements.

4.8 Terms & Conditions

Tenderers are required to submit a copy of their standard terms and conditions of contract for review by APESB. These will be reviewed, and discussion or clarification of these conditions will be completed with the preferred supplier prior to the signing of the website and mobile app development engagement letter.

4.9 Price Changes

APESB will not accept an increase in price without a change to the scope of the engagement.

4.10 Submission of Tender

An electronic copy of your proposal (in word and PDF) should be sent to APESB no later than **6.00 PM** on **30 April 2019**. Return to the following:

Email: channa.wijesinghe@apesb.org.au

By accepting this invitation to take part in this tender process, you agree to keep in confidence all information provided to you, whether written or oral, in relation to the tender process and/or in relation to APESB's business generally which is not already in the public domain, to use it only for the purposes of this tender and for no other reason and not to disclose any of the said information to any third party.