

## PROCUREMENT BRIEF – EXTERNAL

### OVERVIEW

<b>Project Title</b>	Initial Volunteer Management Activity (VMA) Content Delivery 2022-2023 Agency/Party– Request for Proposal		
<b>Lead Agency for funding administration</b>	VMA Working Group /Volunteering WA		
<b>Contact for Lead Agency</b>	Melanie Baker	<b>Contact no.</b>	0419331874
<b>Date</b>	3/10/22	<b>File Reference</b>	N/A

### PROJECT BACKGROUND

This Request for Proposal (RFP) is to appoint an agency who can identify and develop nationally consistent messaging on key topics/content/images for key stakeholders including Volunteer Involving Organisations (VIOs) and volunteer managers. The content includes promoting, recognising, and celebrating inclusive volunteering and the benefits to the volunteering sector for the Volunteer Management Activity (VMA) program funded by DSS.

This RFP is seeking interested parties/agencies to recommend and develop a package of written messages, copy and supporting materials, based on approved content provided by the VMA Working Group (VMAWG). Content could be applicable for websites, social media and for email distribution. This content will be distributed to each Volunteer Peak Body (VPB) to use at a jurisdictional level. This RFP approach is to expected to give flexibility in terms of the content type and timing of delivery. Experience has shown that it is essential that VMA Communications require timely response and delivery, which an ongoing relationship with an agency will provide.

## DESCRIPTION OF PROCUREMENT

This RFP is to identify suitably qualified agencies/parties to provide written communications that are targeted to engage with VIOs and volunteer managers. Written communications are defined as PDFs, word documents, and Powerpoint presentations. Content format is to be website, phone and social media compatible.

In 2022-23, content will be focused on promoting the resources and activities of the VMA. For example, topics may include:

- services and support each VPB can offer to VIOs
- promotion of the importance and benefits of inclusion and diversity
- new and updated resources
- VMA program news
- how VPBs are working with partner organisations to deliver VMA services

### What is included?

This project is dependent upon the supplier being able to deliver the agreed content in the RFP for the 2022-23 year. Two (2) initial content briefs (attached) are ready for development and would be the first work to be undertaken by the supplier.

The initial budget for this scope of work is a maximum of \$9000. As the year progresses, there will be a need to promote individual resources or VMA activities that are currently in development. These will be included in the project until the budget allocation has been expended. If additional funding is required to develop further content, a quote will be submitted by the supplier for additional work and approval sought before proceeding.

Interested suppliers are to provide a proposed scope of works and budget by the identified due date. Up to 3 proposals will be identified for evaluation, with a final recommended proposal being suggested for approval. As per the VMA Procurement Framework, a supplier can be selected in consultation with the VMA Convenor, through a short process consistent with the criteria in the Supplier Checklist.

### What will not be included?

Any State or Territory Peak Body content that is not approved by the VMAWG and VMAAC will be out of scope.

<b>Term</b>	The expected contract start date is November 2022 The expected term of the contract is June 2023 The expected extension options are July 2023-June 2024
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## EVALUATION PROCESS

**All Proposals are to be received by 4pm on the 26th Oct 2022 to [Melanie@volunteeringwa.org.au](mailto:Melanie@volunteeringwa.org.au)**

Evaluation will consider the range of copy type recommended and able to be delivered for each content (topic). An understanding of the VMA messaging requirements while showing creativity and comprehensiveness will be highly regarded. A standard package price for each content (topic) with additional options for consideration, will be well received. Overall price per content (topic) will be considered, to ensure value for money within the specified budget.

Note: There are 2 initial content briefs that form part of this Request for Proposal: Diversity and Inclusion in Volunteer Program and VMA - What your Volunteering Peak Body can do for you. Further briefs will be provided to the successful supplier.

There are processes in place to ensure no conflicts of interest in regards to evaluation processes.

## **SUPPLIER CRITERIA**

Suppliers will demonstrate at least a minimum standard of the following criteria in order to be considered for selection:

Capacity	Demonstrated capacity to deliver the goods or services to an acceptable standard including experience, available personnel, and other resources (including financial).
Cost	Quoted price that reflects quality, service and market rates.
Compliance	Evidence of compliance with relevant regulatory requirements (such as protection of vulnerable people, OH&S, professional licensing etc.).
Culture	Culture of understanding and commitment to the values of the volunteering community.
Coverage	Evidence of appropriate insurances including relevant Professional Indemnity and Public Liability coverage.

## **PROCUREMENT PRINCIPLES**

All purchase decisions are to comply with the following procurement principles that provide a code of conduct for the procurement process:

Value	Value for money does not mean the cheapest but the best product or service attainable that doesn't compromise on quality. Where possible to minimize waste and benefit from economies of scale.
Open Competition	Supplier selection has to be bias-free and transparent. This creates a level playing field giving clarity and certainty to everyone involved. It also provides equal opportunity to all suppliers in meeting the requirements through fair competition and clear and transparent procedures.
Ethics and Transparency	The selection process for a supplier needs to be ethical and transparent to avoid compromising the quality and value of the items being purchased. This means that all the provisions and information regarding the implementation of procurement shall be provided to suppliers.

Accountability and Record Keeping	Every person at each stage of procurement should be accountable for the decision making and process. Transparency of procedure assists in accountability and risk mitigation. Excellent record-keeping practices make it easier to trace the steps of procurement.
Equity	Ensuring a fair and uniform procurement process across all purchases provides equal and fair opportunities to work with the best suppliers.

## MARKET APPROACH

All proposals are to be received by 4pm on the 26th Oct 2022 to [Melanie@volunteeringwa.org.au](mailto:Melanie@volunteeringwa.org.au)

The preferred supplier will be engaged by a confirming letter.

INDICATIVE KEY MILESTONES	DATE
Quotes received	26 October 2022
Completion of evaluation	31 October 2022
Approvals	7 October 2022
Notification to successful supplier(s)	9 October 2022
Contract executed	21 November 2022
Notification to unsuccessful supplier(s)	21 November 2022
Contract commencement	28 November 2022

## CONTRACT MANAGEMENT/IMPLEMENTATION

Progress on this project will be reported via the supplier (agency/party) and the project supervisor through to the VMA Working Group on a monthly basis and ongoing VMA meetings.