

**EXPRESSION  
OF  
INTEREST**

**SME**

**DIGITAL BUSINESS  
PLATFORM ADVICE**

**CD011/2020**

**APRIL 2020**

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## Section A - EOI Conditions

### 1. Terms of Request

This expression of interest (EOI) is an invitation to participate and is subject to the compliance with the requirements contained within the EOI documentation.

Nothing in this EOI is to be construed as creating a binding Certificate of Permit for the supply of Services (express or implied), or any other agreements, between the City of Launceston and any Registrant.

Any agreement arising from this EOI process between the City of Launceston and any party will be subject to a future contract entered into between the two parties.

Only businesses who are legally allowed to conduct business operations within Australia will be considered, and strict observance to all State and Commonwealth laws and regulations will apply.

### 2. Enquiries and Communication

Any enquiries or any communication regarding the services specified in the EOI should be directed to:

Name and Title	Jonathan Downes. Team Leader Procurement. City of Launceston
Email Address	<a href="mailto:Jonathan.Downes@launceston.tas.gov.au">Jonathan.Downes@launceston.tas.gov.au</a>
Phone Number	03 6323 3421, or 0429 372641

### 3. Acknowledgment by Registrants

The Registrant acknowledges that:

- a) The City of Launceston makes no representations and offers no undertakings in issuing this EOI
- b) The City of Launceston is not bound to accept any particular EOI
- c) The City of Launceston with notice, may suspend, vary, postpone, terminate or abandon the EOI process at any time
- d) The City of Launceston may invite one or more registrants to supply further information and/or attend a conference or interview and/or make a presentation and in doing so is in no way an indication that they are the preferred or successful candidate.
- e) The nominated evaluation panel may undertake 'due diligence' checks, including, but not limited to, verifying references and/or referees, and undertaking company searches and credit checks
- f) The City of Launceston will not be responsible for any costs or expenses incurred by a vendor arising in any way from the preparation and submission of EOI
- g) The City of Launceston accepts no responsibility for a registrant misunderstanding or failing to respond correctly to this EOI
- h) In lodging its EOI, the registrant is not relying on any express or implied statement, warranty or representation, oral, written, or otherwise made by, or on behalf of the City of Launceston, its officers, employees, agents or advisers other than any statement, warranty and representation expressly contained in the Invitation documents.
- i) It did not interfere or attempt to interview or discuss this submission with Councillors or employees of the Council, other than the nominated contact person(s). Lobbying from any parties in any form (including any social media platforms) from Registrants, Aldermen, or employees can result in the offer being excluded from the EOI process. The City of Launceston reserves the right to reject any EOI submitted which contravenes this Clause.

- j) It did not use the improper assistance of City of Launceston employees or information unlawfully obtained from the City of Launceston in compiling its EOI;
- k) It has examined this Invitation, and any other documents referenced or referred to herein, and any other information made available in writing by the City of Launceston to registrants for the purposes of submitting an EOI;

#### **4. Equipment**

Any materials and equipment used by the vendor must be approved, licensed, registered, electrically tagged and certified, in good working condition, of legal possession and an appropriate fit for the purpose respective to each equipment item.

#### **5. Return Schedules**

Registrants must ensure that:

- a) The submitted EOI is presented in the required format
- b) All the information as required in the EOI Forms provided is completed and contains the information as requested.

#### **6. Evaluating the Proposals**

EOI's will be considered and evaluated against the details below and the return schedules in Section C as submitted.

- Proposals that address the scope of services as offered in section B. Paragraph 2
- A clear methodology and understanding of the functional requirements for the potential projects;
- A clear "cost effective" typical fee structure for the various project stages, including design, development, implementation and initial support;
- Details and outcomes of completed projects, experience and referees, ie clients names and addresses;
- Company profile, Key staff and qualifications;
- The capacity to undertake projects of this nature on time, within budget and accurate acquittal reporting with appropriate staffing resources and sub-consultants arrangements;
- Adherence to the City of Launceston Vision, Purpose and Values. (As stated on Council website)

An evaluation panel consisting of a minimum of three Council officers and/or representatives will assess the submissions. The first evaluation of submissions will begin on Thursday 9 April, and the Council will continue to accept EOI submissions to be evaluated as they are submitted up until April 30 2020.

#### **7. Conclusion of EOI Process**

After the evaluation of all EOI's, and dependent on the scope and value of services required, the City of Launceston may, without limiting other options available to it, do any of the following:

- a) Conduct Submission interviews, and proceed with developing a formal contract, in accordance with relevant legislation and standard council procurement procedures;
- b) Decide not to proceed further with this EOI process; or
- c) Commence a new process calling for EOI's on a similar or different basis to that outlined in this Invitation.

## 8. EOI Reference Information

This Invitation and the EOI Process is governed by the laws applying in the State of Tasmania.

Each Registrant must comply with all relevant laws in preparing and lodging its EOI and in taking part in the EOI Process.

## 9. Submission of EOI

EOI's may only be lodged by the means set out in the EOI documentation.

Where submissions are to be lodged by electronic mail (email) to the email address nominated in EOI documentation, the receipt will be determined in accordance with the provisions of Division 3 of Part 2 of the Electronic Transactions Act (Tasmania) 2000.

### EOI Issue

EOI Request Advertised	Saturday April 4 2020
1 <sup>st</sup> Submission Assessment	12.00 PM April 9 2020
Final Closing Date and Time	2.00pm Thursday April 30 2020 Local time.

### EOI Lodgement

Electronic	Submissions@launceston.tas.gov.au
Information to be included in Subject Line	Expression of Interest SME Digital Business Platform Advice CD011/2020
Other Requirements	NA

## 10. EOI Documents

- a) During the assessment, all EOI materials will be treated as confidential by the City of Launceston. The City of Launceston will not disclose EOI content and information, except:
  - i) as required by law (including, requests made under the Right to Information Act 2009 (Tas);
  - ii) for the purpose of investigations by the Australian Competition and Consumer Commission or other government authorities having relevant jurisdiction;
  - iii) to external consultants and advisers of the City of Launceston engaged to assist with the EOI assessment;
  - iv) to other government departments or agencies in connection with the subject matter of the EOI; or
  - v) general information from Registrants required to be disclosed by Legislation

## Section B - Specifications

### 1. Introduction

The City of Launceston is working in conjunction with local Small to Medium Business Enterprises, (SME) as part of a Local Business Recovery package in making available a panel of suitably qualified Digital Business platform solution providers to promote and enhance the business opportunities of small to medium businesses within the City of Launceston municipality especially now facing the current Covid19 crisis. Suitably qualified and experienced northern Tasmanian service providers are encouraged to submit expressions of interest for registration on the approved supplier panel.

Because of the urgency associated with this project, assessments will begin on Thursday 9<sup>th</sup> April, but submissions will continue to be accepted until April 30 2020. Following the establishment of an initial panel, the City of Launceston reserves the right to add further panel members at regular intervals as required to suit the changing business requirements and landscape.

### 2. Scope of Services Required

This EOI is seeking detailed submissions from local northern Tasmanian businesses who can competently offer as a minimum,

- a) Provide advice on a broad range of current and effective E-Commerce digital solutions to suit a variety of different SME within the Launceston Municipality.
- b) Provide Online marketing mentoring, including the ability to provide local businesses with the professional advice to transition to effective digital solutions to assist with promotion, advertising and broadcasting services.
- c) The ability to provide local businesses with recommendations for a platform to assist with accounting, employee management, stock control and financial control functions.
- d) Introduce innovation, expertise and operational recommendations to assist the long term viability and continuity of SME`s.
- e) Provide assistance to complement the "Digital Ready" program as offered by the State Government

### 3. Outcomes and Expectations

It is expected that the outcome will be a professional, positive experience for all the participating SME`s, enhancing business productivity and subsequently increasing the business viability. It is intended to provide a tailored robust operational support mechanism to the relevant SME`s

It is also noted that this Business Support Package is an initiative wholly funded and driven by the City of Launceston to benefit as many Small to Medium Business Enterprises as possible in the current economic climate, and in doing so some budget constraints exist which the Council will discuss and work with the successful panel in providing these services.

## Section C. Return Schedules

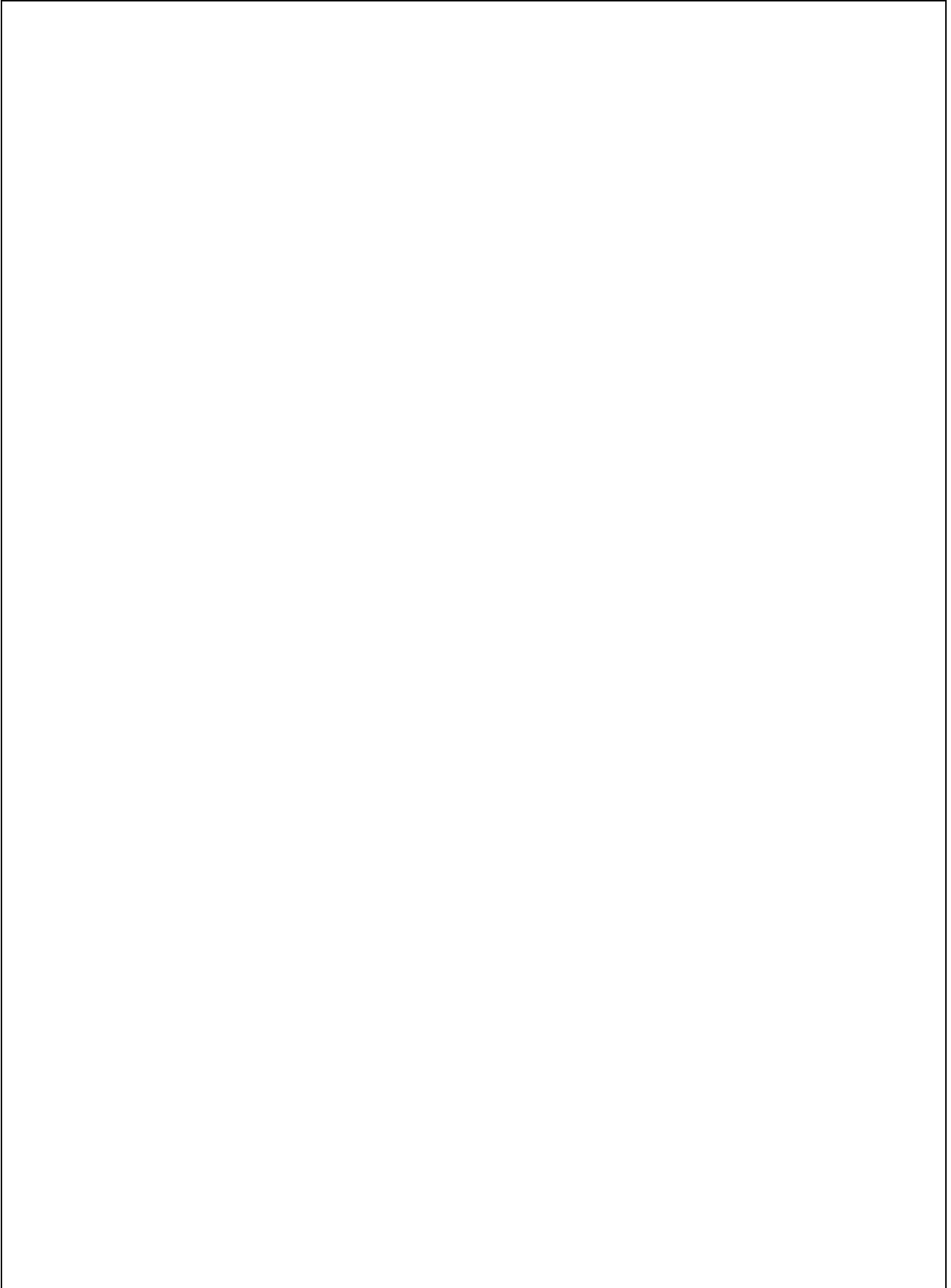
### Schedule 1 Registrant Information

EOI No:	
Project:	
Registrant/Supplier	

Registered Office Address:	Business Address:
Telephone:	
Email:	

Legal Status: All Registrants/Suppliers are required to complete the following table			
Legal Structure	Name	Australian Company No (ACN)	Australian Business No (ABN)
Company			
Trust			
Individual			
Partnership			

**Schedule 2 Addressing the Scope of Services Required.**

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to provide details regarding the scope of services required, as indicated by the section header above it.



**Schedule 3 Proposal & Methodology**

Please provide a detailed EOI Proposal.

[Empty rectangular box for EOI Proposal]



**Schedule 5 - Completed Projects, Experience and Referees**

Please provide here details of relevant or previous experience of the company. Please note that supplied referees will be contacted as part of the evaluation process. A minimum of 2 completed projects and referees is required.

Project Type	
Client's Name	
Client's Contact Person	
Client's Address	
Client's Phone Number	
Year Completed	
Project Type	
Client's Name	
Client's Contact Person	
Client's Address	
Client's Phone No	
Year Completed	
Project Type	
Client's Name	
Client's Contact Person	
Client's Address	
Client's Phone No	
Year Completed	

**Schedule 6 - Company Profile, Key Staff and Qualifications**

Title/Name	Position/Qualification

**Schedule 7 - Capacity to Deliver Project**

Please provide information on the capacity and timeline to deliver the proposed project.

**Schedule 8 - Relevant Registrations, Licenses and Qualifications. (If Applicable)**

Registrants shall detail any relevant current licenses, or Qualifications. Licenses will need to be presented upon request.	License/Qualification/Experience	Expiry Date

**Schedule 9 - Relevant Insurances**

Please list below relevant insurances held.

**Schedule 10 - Additional Information**

Please provide any additional information on the proposal.

**Formal Offer****EOI FORM** (by signing this form you acknowledge that all information is true and correct)

<b>EOI FORM</b> (by signing this form you acknowledge that all information is true and correct)	
Name of individual representing this submission	
Of (address)	
Business Name & ABN:	
In accordance with :	The EOI Submission; The information provided supplied by the City of Launceston; The conditions governing this EOI process
Signature	
Date	