

5.4 TENDER FOR MARKETING AND COMMUNICATIONS SOLUTION (CF2022040: JF)

Responsible Senior Officer: Jarrod Doake, Chief Operating Officer

RECOMMENDATION*

That Council:

- 1. Awards the Tender from Whispir Limited for a Marketing and Communications Solution, Contract No. 2022040 for an estimated total contract value of \$534,867¹ inclusive of all available extension options with an additional total \$180,000 for further development and professional services (executable at Council's option);*
- 2. Authorises the Chief Executive Officer to execute the contract agreement;*
- 3. Notes that the contract has an initial term of three years and the contract has three separate extension options of two years each and authorises the Chief Executive Officer to approve extension options subject to satisfactory performance; and*
- 4. Notes that the cumulative value of the contract, inclusive of the estimated contract value, further development and professional services and all available extension options is \$714,867.*

*(*Please note that all dollar figures are GST Inclusive unless stated otherwise)*

INTRODUCTION

Council has conducted a tender for a Marketing and Communications Solution.

The scope proposed a multi-channel communications platform that will enable more effective management of Council's communication processes on a secure cloud-based platform which includes but is not limited to the following functionality:

- Contact Management.
- Marketing Email.
- SMS Messaging.
- Newsletters/e-news.
- Surveys; and
- Reporting

¹ Price adjustments after the initial term are subject to CPI indexation and 2% pa has been used for this estimate.

The proposed contract initial term is three (3) years, with three separate extension options of two years each.

As part of its planning process for this Tender, Council Officers considered its procurement options, including whether to go to market itself, participate in regional or sector collaboration or to access established contracts via other compliant Procurement agreements. On this occasion however, Council Officers chose to tender for this service directly because Council's requirements are unique, and a collaborative tender was not viewed as a viable option.

BACKGROUND

Currently, some departments across Council are not using a marketing or communications platform and are possibly.

- using Outlook email to send to external parties – risking possible privacy breaches by exposing other recipients email details; and
- using platforms outside of Australia that do not comply with Australian laws covering privacy and data governance legislation.
- It is noted however as a safety measure that Business Technology has put settings in place to cause internal users to not be able to send to more than 25 external email addresses at once.

This product will assist in Monash City Council not being impacted by email reputational damage due to staff sending messages to many recipients from Outlook without ensuring privacy considerations have been addressed. Without such a product in place this could lead to a Council email being rejected by the more prominent providers (for example, Telstra), who then flagged City of Monash emails as SPAM or Junk.

Whilst tendering for a long-term solution, Officers have temporarily engaged the services of a Marketing and Comms solution following a Privacy incident.

NOTIFICATION

A public notice was placed in The Age newspaper on 11/09/2021, and the Tender closed on 6/10/2021.

TENDERS RECEIVED

Tender submissions were received from the following six suppliers by the appointed closing time.

No.	Tenderer
1	Australian Survey Research Group Pty Ltd
2	Dialog Pty Ltd
3	Fusion5 Pty Ltd
4	Newgen Software Technologies Pty Ltd
5	Velrada Capital Pty Ltd
6	Whispir Limited

Tender Conformance:

All submissions were assessed for their compliance with the tender conditions including the contractual terms and conditions and the requirements of the response schedules.

All tender submissions were deemed conforming.

However, three tenders were significantly more expensive than the others. In light of the fact that the price weighting is 60% for this tender and that these prices also exceed the anticipated budget for this service, these two tenders were eliminated from further evaluation on the grounds that they could not present a best value outcome for Council if they were evaluated further.

The remaining three tenders were then further evaluated as per the agreed evaluation criteria.

TENDER EVALUATION

In accordance with the Procurement Policy, the evaluation panel and evaluation criteria weightings were nominated prior to opening the Tender.

All members of the evaluation panel signed Conflict of Interest and Confidentiality forms, and no conflicts were raised.

Product demonstrations and interviews were also organised to further clarify the supplier and system capabilities of the remaining three tenderers. Whilst the proposal one tenderer was found to be strong for the survey component of the requirements scope, their solution for a substantial component of the remaining essential requirements (including marketing and communications) was not acceptable. For this reason, their tender was not shortlisted for further evaluation.

The two remaining tenders were assessed in accordance with the following criteria as per the tender documentation.

Pass/Fail Assessment Criteria	Score
Quality Systems (if applicable)	<i>Pass/Fail</i>
OHS	<i>Pass/Fail</i>
Mandatory Insurances (if applicable)	<i>Pass/Fail</i>

Table 2	Key Selection Criteria	Criteria Weightings
Qualitative Criteria (40%)	Capacity and Capability	25%
	Project Execution	10%
	Sustainability	5%
Quantitative Criteria (60%)	Price	60%

The final evaluation ranking (including the price and non-price evaluation criteria) had Whispir Limited ranked highest. As such, the evaluation panel recommends Whispir Limited as representing the best value outcome for Council.

FINANCIAL IMPLICATIONS

The contract cost can be covered by the current 2021/22 BT operational budget.

Future operating budgets will also need to be adjusted to cover costs associated with this contract.

CONCLUSION

That Council approves the recommendations contained within this report.