



Higher Education Research and Development Society of Australasia Inc

SPECIFICATIONS FOR TENDER: HERDSA website

8 February 2020

1. Nature and scope of HERDSA

The Higher Education Research and Development Society of Australasia (HERDSA) is a scholarly society for people committed to the advancement of higher and tertiary education. It was established in 1972 to promote the development of higher education policy, practice and the study of teaching and learning.

HERDSA membership is available to anybody interested in the promotion and enhancement of teaching, learning and academic practice in tertiary and higher education.

Annual international HERDSA conferences provide opportunities to meet colleagues with similar interests, exchange ideas about learning and teaching, and learning about current developments from experienced researchers and practitioners.

HERDSA produces a number of publications, including:

- *Higher Education Research & Development (HERD)*, an international journal published six times per year,
- *Review of Higher Education*, a free [online journal](#)
- *HERDSA Guides*
- *HERDSA Connect*

HERDSA has a moderated email list produced weekly which keeps members informed about HERDSA's activities and decisions of the Executive committee.

HERDSA Networks are currently active in the ACT, Victoria, Queensland, South Australia, Western Australia, Tasmania, New Zealand and Hong Kong.

2. Objective

HERDSA is seeking tenders from suitably experienced web developers to redevelop the HERDSA website at www.hersda.org.au in line with best practice principles.

The HERDSA website is a key touch point for the Society to communicate and interact with our target audience: higher education leaders, policy makers, teachers, researchers, managers, learning support staff, academic developers, educational researchers and students.

The successful tenderer will be capable of project managing, designing, developing and implementing the proposed specifications with a view to provide a more dynamic website. It is expected that the new website will

serve the different membership roles, capture and convert new members, expand interactions with members beyond the HERDSA Annual Conference, and convert these interactions into a deeper engagement with HERDSA activities.

3. Specifications

HERDSA is seeking to procure a supplier for the design, development and implementation of the HERDSA website (www.hersda.org.au) based on the design and technical specifications described in this document.

The following specifications have been provided to suppliers seeking to tender for these services and are available on HERDSA's website at <https://hersda.org.au/tenders>

3.1 Proposed site structure

Refer to attached Appendix 1 for the proposed site hierarchy.

The top-level navigation on the home page should include, but not limited to, the following items:

- About HERDSA
- Conferences
- Publications
- Professional learning
- Networks
- Members.

3.2 Design

The updated website design should feature a well-thought-out user journey that is simple and intuitive, with a swift response, based on best practice principles.

The website design should be responsive for mobile, tablet and desktop. The tenderer should provide a homepage and subpage template design. It's preferable that the homepage design include a sliding banner or carousel that can be easily customised and regularly updated.

The website design must follow HERDSA's brand guidelines. Contact tenders@hersda.org.au for a copy of the guidelines.

3.3 Content management system

The website should be based on a content management system (CMS), such as Magento or WooCommerce, with the ability to easily create and modify pages via a WYSIWIG (What you see is what you get) HTML editor. The website will be maintained by HERDSA or its representatives. The facility for automated software updates should be incorporated into the website.

The website should be compatible with all popular browsers such as Chrome 79, Safari 13, Edge 18, Firefox 72, Internet Explorer 11 and Opera 64.

3.4 Search and reporting functionality

The website should include functionality to make an information search easy and intuitive. HERDSA members must have easy, direct access to all HERD articles.

The website solution should include an easy-to-use reporting tool to facilitate the creation of various reports, including, but not limited to, website analytics, current memberships, expired memberships, cancelled memberships, publication requirements and branch reports.

3.5 Integrated systems

The website should include integrated systems for data and eCommerce, including:

- A secure database on which all personal membership details are stored.
- A secure login for members to update and manage their profiles.
- A shopping cart with PayPal integration.
- Membership renewals and the facility to auto create tax receipts on confirmation of payment.
- eCommerce functionality for online payments of membership fees, e-publications and hard copy publications.
- Automated email generation to the HERDSA office once an order has been placed.
- Ability to generate analytics reports on sales, memberships, website views, and more.

3.6 Hosting

It is expected that the tenderer will provide advice on choosing an appropriate web host provider.

The web host should provide the following:

- Cloud storage space
- Secure HTTPS with a recognised SSL Vendor
- Unlimited bandwidth
- Unlimited email accounts (hosted in Australia)
- Unlimited (MariaDB or equivalent) databases
- Unlimited add-on domains
- Unlimited parked domains
- Unlimited sub-domains
- 24/7 Australian support
- Ideally server to be located in Sydney, Australia
- Automated nightly backups

3.7 Accessibility

The website should conform to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG).

4. Required information for tender responses

Tender responses are to be emailed (see section 5 below).

The quotation is to be based on current prices and should allow for increases/decreases in labour costs. All prices quoted in the submission are to include GST.

The tender bid should include:

- a profile of the development team
- initial costs
- cost for changes to design
- any ongoing costs
- a proposed schedule indicating milestones or delivery dates
- names and contact details of two referees.

5. Lodgement of tender

Tender responses are to be emailed to office@herdsa.org.au by 5.00pm 31st March 2020. Late tenders will not be considered.

HERDSA expects to award the tender by May 2020.

6. Selection process

In selecting the successful tenderer, the following criteria will apply:

- proven performance
- cost
- service quality.

After reviewing the tender responses, HERDSA may seek to invite selected tenderers to give a presentation to relevant staff at HERDSA. No presentations will be allowed, and no visits will be undertaken prior to the consideration of tender responses. The lowest tendered price will not necessarily be accepted in the selection process.

7. Contract

Upon selection of the successful tenderer, HERDSA will seek to enter into a contract with a supplier for three months, with an option to extend for a further three months for the provision of website maintenance.

8. Confidentiality

The information and material provided to HERDSA in this tender process is strictly confidential and will not be used or disclosed for any other purpose.

9. Contacts

If you require any additional information regarding this tender, email tenders@herdsa.org.au

HERDSA's contacts details are:

PO Box 6106

Hammondville NSW 2170

+61 2 9771 3911