



Tender for Website (TFW)

**Triathlon Australia website; State and Territory
Triathlon Association subsites**

Final submission date: 19 August 2019

Strictly confidential

Confidentiality Statement

The information contained in this document is provided solely for the use of the Respondent (**Respondent**) of this Tender for Website (**TFW**) alone, and may only be used for the exclusive purposes of evaluating the Triathlon Australia Ltd (**TA**) website as part of the tender process.

As a condition of you receiving this TFW, you agree to protect TA "Confidential Information" in the manner detailed below.

Any information relating to, or in connection with, the TA business, practices or procedures, whether in oral, visual, electronic or written form is "Confidential Information". In consideration for TA permitting the Respondent access to Confidential Information, the Respondent will:

- hold the Confidential Information in strict confidence and keep it secret and secure;
- not disclose any Confidential Information to any person other than to a person within its organisation to whom it is necessary to disclose the Confidential Information in order to evaluate the TFW, in which case, the Respondent agrees to inform, and obtain that other person's agreement to, these Confidential Information obligations;
- not allow or assist or make it possible for any other person to observe or have access to any Confidential Information (unless required by law or with the written consent of TA);
- not use or disclose the Confidential Information to the competitive disadvantage of TA; and
- should TA require, sign a Non-Disclosure Agreement (**NDA**) in a form required by TA.

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1. PART A – Introduction and Requirements

1.1 Purpose of this TFW

Triathlon Australia (TA) is issuing this Tender for Website (TFW) to establish arrangements for the development of a National and State and Territory Triathlon Association websites.

1.2 Introduction and Background

TA is the official National Sporting Organisation responsible for the management and delivery of the sports of triathlon, duathlon, aquathlon, paratriathlon and multisport within Australia.

TA has eight affiliated State and Territory Triathlon Associations (**STTAs**). The STTAs, are the legal members of TA. In addition, TA has approximately 22,000 individual members and 220 affiliated triathlon clubs.

The TA Board of Directors (**Board**) sets the overall policy and governs TA. Sub committees have been established to support the Board and the activities of TA and the STTAs. The TA office implements Board policy to provide the best possible range of services to the members of TA.

National and State offices have a small core of professional support. This core is supported by volunteers, from board and committee members to officials and race organisers.

1.3 Core TFW Requirements

This section outlines the core minimum TFW requirements with regard to the products required by TA.

- National website (www.triathlon.org.au)
- STTA subsites – the TFW must include a solution that incorporates eight STTA subsites. The solution should provide users with a seamless experience between the national site and STTA subsites and the CMS should allow STTA staff to manage regionalised content.
 - Triathlon ACT (www.triathlon.org.au/ACT)
 - Triathlon New South Wales (www.triathlon.org.au/NSW)
 - Triathlon Northern Territory (www.triathlon.org.au/NT)
 - Triathlon Queensland (www.triathlon.org.au/Qld)
 - Triathlon South Australia (www.triathlon.org.au/SA)
 - Triathlon Tasmania (www.triathlon.org.au/Tas)
 - Triathlon Victoria (www.triathlon.org.au/Vic)
 - Triathlon Western Australia (www.triathlon.org.au/WA)

- Functionality for the external user:
 - Responsive website – mobile and tablet friendly
 - Compatibility with all website browsers
 - SSL certificate and privacy policy
 - Static and rotating homepage slider (option for CMS user to select rotating or static)
 - Mega menu dropdown
 - User friendly URLs
 - Share function – enable sharing of news stories across social media channels and email
 - Sort and view news stories by category (e.g. discipline, athlete, event, state)
 - Prominent integration of TA’s social and digital media channels including Facebook, Twitter, Instagram, LinkedIn, YouTube and Vimeo (homepage display). **Note:** Your Response should also provide a solution that allows TA to integrate user generated content.
 - Watch videos within the TA website – via a dedicated videos page and video embed to a page or news page.
 - E-news database integration (linking to TA’s Mailchimp account) – the website should include a direct sign-up form as well as a newsletter archive. If you have an e-news solution as part of your digital offering, you should outline how that could rival the existing Mailchimp solution.
 - National Events calendar – a solution to search non-sporting events (e.g. coaching clinics, officials’ seminars, education conferences, awards nights, etc). The solution should offer a filter to search by keyword, category and state. Events that are not captured in *Expeed* (see below).
 - Club classified – ability for triathlon clubs to complete an online form, list their details (name, contact information, social media channels, services offered); ability for users to find via a search. The search should include a filter to search by keyword, category and state. Requires moderation by CMS user before publishing.
 - General website search
 - FAQs page/s
 - Media portal – containing contact form and PDF downloadable resources
 - Contact Us page (online form)
 - Media contact page.

- Functionality – Content Management System (CMS)
 - Proprietary or open source CMS; user friendly – as well as outlining your preferred solution, please state your rationale for your chosen CMS.
 - Multiple user permissions (e.g. admin, editor, contributor, analyst). The highest level of user should have the ability to add and remove users. User permissions should have the ability to restrict user accounts to a particular STTA subsite.
 - Image gallery – multiple image uploader
 - Ability to embed videos from YouTube and Vimeo and display on a unique Videos page

- Ability to add tags to news stories (athlete tags, discipline tags) so that users can search by category
 - Blog posts – ability to add blog posts and attribute blogs to ‘guest’ authors (who are not CMS users). Solution should allow for the adding of tags (categories) to blog posts so that users can search by category
 - Ability to create athlete profile page – page to contain athlete information ‘bio’ (blurb), career highlights and fast facts (name, date of birth, place of birth, height, weight, discipline, Australian representation, social profiles). Athlete profiles should also include a ‘related news’ section so that relevant news stories that are tagged with an athlete’s name appears beneath their athlete profile. Page to contain share function.
 - DIY form builder – ability for CMS users to build their own online forms. As well as being able to export the data, there should be the option to have completed form data to be sent to a nominated email address.
 - Partner and sponsor logos – ability for CMS users to add and remove sponsor/partner logos to a dedicated partners page (with logos that replicate on the homepage). Ability to change the order and hierarchy as new partners are added.
 - Partner page should provide space for each partner’s logo, short blurb and partner link (stylised to suit overall website design).
 - Ability for CMS user to create a campaign subsite which includes hero image (that could be swapped out for a video), landing page with thumbnail image and abstract text that links to other TA pages.
 - Built in SEO.
- Website design
 - Website design must adhere to the TA style guide (supplied). STTAs have their own logo (as outlined in the style guide), social media accounts and partners that will need to feature within their subsite.
 - The website will need to have a visual impact for the user, be simple to navigate and reduce the clutter from the front page.
 - Third party supplier integration – your Response should outline how your product would integrate the following platforms:
 - [Active membership portal](#) – TA’s online membership registration system.
 - [Expeed event search](#) – TA’s event finder *Expeed* provides race organisers and national office staff with an online mechanism to log and sanction events. It is managed by the third-party provider of the same name. This service will be expanded to include a coach finder that will allow users to search for an accredited TA coach.
 - Google analytics
 - Microsoft Office 365

1.4 Auxiliary TFW requirements

This section outlines the supplementary TFW requirements with regard to products that TA may require in the future. Your response should indicate that your product is compatible and also provide a cost estimate to implement after the launch of the website.

- Online shop – e-commerce functionality, ability for TA to sell merchandise and coaching/officials resources via the website.
- Secure log-in for members – using their membership ID and a unique password to access member only pages and content.

1.4 Timetable for the TFW Process

The table below outlines the indicative timetable for the conducting of the TFW process. The timeframes are indicative and may be amended by TA from time to time.

Release of TFW	24 June 2019
Confirmation of TFW Receipt by Respondent (via email)	Upon Receipt of Response
Respondent Intention to Respond (via email)	Close of Business Monday 1 July
Lodgement of TFW Responses (hard and soft copies)	Close of Business Friday 16 August
Confirmation of Response Receipt (via email)	Upon Receipt of Response
Presentations by shortlisted Respondents	W/c 30 September
Final TFW Evaluation Completed	Friday 18 October 2019
TFW Evaluation presented to TA Board and STTA's	From Monday 21 October
Respondents Notified	November 2019

Please note that late and/or incomplete Responses may only be accepted for evaluation at TA's absolute discretion.

1.5 Enquiries and Lodgement of Response

1.5.1 Enquiries

All enquiries and comments with respect to this TFW should be directed to:

Name	Position	Phone	Email
Michelle Cook	Senior Account Manager, Beyond the Break Consulting	0414 702 697	michelle.cook@btbconsulting.com.au

1.5.2 Lodgement of Response

The following outlines the process for lodgement of responses to this TFW:

The Response should be presented in the following sequence:

1. Cover Letter
2. Response Documentation and
3. Appendix containing additional relevant information or documentation from the Respondent.

Please provide a soft copy submitted via email and a hard copy submitted by post to the address provided below;

Completed Responses must be delivered in accordance with the lodgement date detailed above.

The Response, including all quotes (financial or otherwise) will be considered to be binding and must be signed by a person duly authorised by the Respondent prior to submission.

All hard copy Responses to this TFW should be addressed to:

ATTENTION: Michelle Cook
Senior Account Manager
Beyond the Break Consulting
Suite 201D, 204-218 Botany Road
ALEXANDRIA, NSW, 2015

1.6 Evaluation and Assessment

TA has prepared a set of evaluation criteria as part of the preparation of this TFW. These criteria in conjunction with any other criteria identified by TA will be used to evaluate all Responses submitted. The following process will be utilised.

- An initial evaluation will consider whether or not every requirement contained within this TFW has been fulfilled. TA reserves the right at its sole discretion to disqualify without further consideration any Response that does not satisfy the basic requirements of the TFW.
- Subsequently, the evaluation will consider the Response against the core TFW requirements set out in this document in the context of the criteria identified for each individual requirement.
- TA will not necessarily provide any information relating to the evaluation criteria and reserves the right to weight any assessment and selection criteria in accordance with its own priorities at the time.
- The evaluation criteria will remain confidential to TA unless considered by TA to be relevant to further discussion after the evaluation.

- The successful Respondent will be notified as per clause 1.4 – Timetable for the TFW process.

1.7 General Principles, Terms & Conditions

By submitting a Response to this TFW, the Respondent agrees to the following:

1.7.1 Disclaimer

The issuing of this document does not commit TA to negotiate with, select or contract with any organisation for the provision of the Supplies or Services described herein. Nor does it restrict TA to the proposed Supplies or Services described. TA may vary its description of the Supplies or Services following review of Responses received to the TFW. TA reserves the right to suspend or cancel this TFW at its own discretion and without penalty and at any time. TA may also issue a further TFW (or similar) document, whether in place of, or in addition to, this TFW.

Whilst the contents of this TFW and associated attachments are considered accurate as of the date of the TFW, TA makes no express or implied representation or warranty to this effect and, to the extent permitted by law, TA expressly disclaims any and all liability arising from the information in this TFW. Statements, information and forecasts contained in this TFW may change with time. This TFW is not exhaustive, and does not purport to contain all information that an interested Respondent would desire or require to assess its contents.

In addition, the appointment of a preferred Respondent will be governed by the contract negotiated between TA and the preferred Respondent.

1.7.2 General

This TFW is not to be construed, interpreted or relied on as an offer capable of acceptance by any person, or as creating any form of contractual or quasi-contractual relationship.

All material submitted in response to this TFW will become the property of TA. Such intellectual property as may exist in the information contained in the Response will remain vested in the Respondent. The Respondent agrees and acknowledges however, (in submitting a Response) that, notwithstanding any NDA or other confidentiality agreement between the parties, TA may use the information contained in the Response (and any other information provided by the Respondent in connection with this TFW or the Response) for the purposes of:

- Evaluating and clarifying any Response
- Preparing any subsequent, additional or replacement TFW (or similar) document (except TA will not disclose specific details of any costings provided by a Respondent)
- Preparing, negotiation and conducting any subsequent contract directly or indirectly in connection with or resulting from this TFW and

- Anything else related to the above purposes.

In addition to TA's rights above to use and disclose information provided by a Respondent, by submitting a Response, the Respondent also acknowledges and consents to disclosure of any information provided by the Respondent, whether confidential or not, if the disclosure:

- a. is required or authorised by law or the rules of any relevant stock exchange
- b. is required to meet the audit, reporting, governance or accountability requirements of TA including without limitation, the requirements of the Privacy Act 1988
- c. is, or becomes, public knowledge, other than by breach of confidentiality by TA or other unlawful means by TA
- d. to TA's consultants, advisers or agents or
- e. The disclosure:
 - i. has been consented to by the Respondent or
 - ii. is reasonably necessary to enable TA to exercise its rights or perform its obligations under this TFW or any related contract.

1.7.3 Incorporation of Response into Subsequent Documents

Responses are to be submitted on the basis that TA will be relying on the information and representations contained in them. At its discretion, TA may incorporate all or any part of this TFW and the successful Response (including any subsequent related written or verbal communications from the Respondent) into any subsequent TFW or similar document and / or into a final agreement.

1.7.4 Deemed Acceptance

By submitting a Response, the Respondent has:

- a. agreed to the principles set out in this section of the TFW and
- b. used its best efforts to ensure conformity to the requirements set out in this TFW.

1.7.5 Conflict of Interest

The Respondent must state in its Response any circumstances or relationships which constitute a conflict or potential conflict of interest in respect of this TFW and its Response or with the Respondent's obligations under the agreement with TA in relation to the subject matter of this TFW if the Respondent were to be awarded such an agreement.

1.7.6 False or Misleading Claims

If the Respondent has made false or misleading claims or statements, TA reserves the right to cease consideration of the Respondent's Response.

1.7.7 Right to Vary or Amend

TA reserves the right, at its absolute discretion, to add to, vary or amend:

- a. The scope, content and timetable of this TFW
- b. The process of evaluating Responses and
- c. The process of negotiating with and selecting the successful Respondent.

Respondents will have no claim against TA or its respective officers, employees, consultants, agents or advisers with respect to the exercise of this right. In addition, TA reserves the right to:

- accept or reject any Responses whether or not the Response or the Respondent conforms with the requirements of this TFW
- obtain clarification of Responses
- seek additional information from Respondents
- provide additional information to any or all Respondents
- negotiate or not negotiate with one or more Respondents or a non-Respondent
- discontinue negotiations with any Respondent
- enter into a contract or other binding relationship outside the TFW process
- select and negotiate with more than one Respondent
- cancel, add to or amend the information, requirement, terms, procedures or processes set out in this TFW
- publish or disclose the names of a Respondent, whether or not successful.

1.7.8 TA Not Liable

To the maximum extent permitted by law, TA is and will not be liable or in any way responsible for any loss, damage, cost or expense of any nature:

- a. resulting from the exercise of any of TA's rights referred to above or otherwise contained in this TFW
- b. incurred by any Respondent in preparing and submitting a Response or in providing answers to clarification questions from TA or
- c. arising in any way out of or in connection with the statements, opinions, projections, forecasts or other representations, actual or implied, contained in or omitted from this TFW or by reason of any reliance thereon by any person or body.

Without limiting the above, TA is and will not be liable to any Respondent on the basis of any promissory estoppel, quantum meruit or on any other contractual, quasi contractual or restitutionary grounds or in negligence as a consequence of any matter or thing relating or incidental to a Respondent's participation in the TFW process, including, without limitation, instances where TA:

- a. varies or terminates one or more stages or sub-stages of the TFW process or
- b. exercises or fails to exercise any of its other rights under or in relation to this TFW or any other aspect of the TFW process.

1.7.9 Costs Borne by Respondent

A Respondent's participation in any stage of the TFW process is at the Respondent's sole risk, cost and expense. In particular, all costs and expenses incurred by Respondents in any way associated with the development, preparation and submission of the Response, including but not limited to attendance at meetings, discussions, etc. and providing any additional material required by TA, will be borne entirely and exclusively by the Respondent.

1.7.10 No Guarantee of Business

TA does not guarantee, warrant or otherwise represent that any business, revenue or other benefit or any minimum volume or value of business, revenue or other benefit will be earned or received by a successful Respondent(s).

1.7.11 No Legal Relationship

No binding legal relationship in respect of the matters set out in this TFW will exist between any of the Respondents and TA unless the duly authorised representatives of the Respondent and TA sign a contract resulting from this TFW. TA will prepare and provide a contract to the successful Respondent (if any).

1.7.12 No Selection

Respondents should be aware that TA may, at its sole discretion, not select any preferred Respondent following the conclusion of this TFW process.

1.7.13 Collusive Behaviour

- a. Respondents must ensure that:
 - I. neither the Respondent, nor any of its officers, employees or agents, has knowledge of the Response prices of any other Respondent(s) prior to the Respondent submitting its Response and
 - II. Prior to the close of Responses, neither the Respondent, nor any of its officers, employees or agents, disclosed the Response price submitted by the Respondent to any other Respondent or to any other person except a person who was assisting to submit its Response.
- b. Respondents must not provide information whether directly or indirectly, to any person or organisation to assist any other Respondent to prepare a separate Response.
- c. The Respondent acknowledges and agrees that neither the Respondent nor any of its officers, employees or agents has entered into or will enter into without TA's prior consent, any contract, arrangement or understanding to pay any money or provide any other benefit to any other person or body in respect of this TFW or any contract resulting from this TFW.

1.7.14 Improper Assistance

Respondents must not use the improper assistance of employees or former employees of TA or information unlawfully obtained from TA in compiling their Responses. TA may, at its absolute discretion, set aside a Response that has been compiled with such improper assistance or unlawfully obtained information.

1.7.15 Privacy Act 1988 (Cth)

- a. As part of the TFW process TA may collect personal information about the Respondent's personnel and / or customers.
- b. Personal information collected under the TFW process will be used by TA for the purposes described in section 1.7.2 above.
- c. TA may disclose personal information collected under the TFW process for the purposes described in section 1.7.2 above.
- d. Respondents should be aware that organisations (unless exempt) are subject to the National Privacy Principles under the Privacy Act 1988. Respondents should obtain, and in making a Response will be deemed to have obtained, their own advice on the impact of the Privacy Act 1988 (Cth) on their participation in the TFW process.

1.7.16 Discussions

Respondents should also note that TA will be available during the response period to provide answers to any questions that arise.

1.7.17 Governing Law

This TFW and the process it envisages are to be construed in accordance with the law applying in New South Wales. The Respondent must comply with all relevant laws in preparing and lodging its Response and in taking part in the TFW process, and ensure that it complies with the requirements of all applicable legislation, codes and authorities' requirements and all relevant Australian Standards applicable to the Solution.

1.8 Definitions

- "Non Disclosure Agreement" or "NDA" means any confidentiality agreement signed between the parties either as part of or subsequent to the distribution of this TFW.
- "TA" means the Triathlon Australia Limited.
- "Suite of Products" means all products of an insurance type nature currently offered or proposed by the Respondent for offer to TA members.
- "TFW" means this Tender for Website.
- "Party" or "Parties" means either TA or Respondent or both, respectively.
- "Response" means the Respondent's formal set of documentation submitted in accordance with this TFW.
- "Respondent" means a Party to which this TFW has been issued for the purpose of preparing a Response.

- “Supplies” means the suite of products and other possible services or opportunities the subject of this TFW as described in PART A.

2. PART B – INFORMATION REQUESTED AND RESPONSE FORMAT

This section details the information required and the format of the Response expected by TA.

2.1 Introduction and Overview of Response

Please provide a succinct summary of the following:

- Introduction to your organisation;
- The key points outlined within your Response with regards to the Core TFW Requirements;
- The key benefits you will provide to TA.

2.2 Respondent Profile

Please provide an outline of your organisation. Please consider the sections below and incorporate within your Response.

Full Name of Entity	<ul style="list-style-type: none"> ▪ Including ABN / ACN Numbers and Location
Organisational Structure	<ul style="list-style-type: none"> ▪ Examples; Partnership, Public / Private Company etc
Key Business Contacts	<ul style="list-style-type: none"> ▪ Name ▪ E-mail Address ▪ Telephone Contact Details ▪ Location ▪ Role within Organisation
Company Profile	<ul style="list-style-type: none"> ▪ Describe your company profile, providing details in regards to your core business tenure of experience in the market place.
Market Presence	<ul style="list-style-type: none"> ▪ This section addresses the Respondent’s size and reach within Australia. In addition, detail the Respondent’s size and reach in terms of the specific requirements outlined within this TFW. Please provide information on: <ul style="list-style-type: none"> ○ Approximate number of current customers and / or distinct policy holders ○ Overview of marketing capability and reach ○ Products and Services within the market place ○ Experience in supporting the suite of products proposed.
Due Diligence	<ul style="list-style-type: none"> ▪ Please list here any matters or circumstances, proceedings, conflict of priorities or interest, that would

	materially impact the ability of the Respondent to discharge its obligation under the agreement.
Other Disclosures	<ul style="list-style-type: none"> ▪ Please detail any other business, relationships, holdings or any other information which TA should be aware of when considering your response.

2.3 Detailed Response to Core TFW Requirements

Please utilise the following to address the core TFW requirements in your Response for the suite of products required together with additional products you wish to bring to our attention.

2.3.1 Product Features and Pricing

Please outline the product features and breakdown the pricing into development costs, build costs, ongoing support/hosting costs.

All prices should be provided in Australian Dollars (AUD) and illustrate all statutory charges separately.

2.3.2 Service Model

Within your Response, please detail your proposal relating to the Service Model including, but not limited to, the following:

- Profiles and experience of all staff to be involved in the servicing of the TA website
- Outline the core support staff who will be the 'point people' for each phase of the project: (i) development, (ii) build and (iii) ongoing support.
- Details and structure of the proposed servicing requirements of TA members, coaches and clubs
- Details and process of the proposed management of TA website.

Your Response should also define proposed turn-around times and service level agreements for all instances whereby TA is reliant upon the Respondent for distribution and delivery to its members.

2.3.3 Design Concepts

Your Response should include design concepts for the following pages:

- Homepage
- General page
- News page
- Image gallery page
- FAQs page
- Athlete profile page

- Campaign page
- Sponsors/partners page

2.3.4 Content Management System

Your Response should provide an overview of the content management system used for the website and the functionality it contains.

2.3.5 Migration and Implementation

Within your Response, please provide an overview of the following:

- Implementation timeline;
- Proposed data migration process for current website data

2.4 References

Please provide at least three Organisational References that are of a similar nature and / or scale to the requirements outlined within this TFW. The following information should be included in the format outlined below:

Reference Site 1 – <Name of Organisation >

- Name and Address
- Contact Person, Title, Telephone and email details
- Brief summary of services provided by Respondent, including:
 - Background and Business Challenge
 - Approx No. of members;
 - Length of relationship

Reference Site 2 – <Name of Organisation >

- Name and Address
- Contact Person, Title, Telephone and email details
- Brief summary of services provided by Respondent, including:
 - Background and Business Challenge
 - Approx No. of members;
 - Length of relationship

Reference Site 3 – <Name of Organisation >

- Name and Address
- Contact Person, Title, Telephone and email details
- Brief summary of services provided by Respondent, including:
 - Background and Business Challenge
 - Approx No. of members;
 - Length of relationship