

TENDER RECOMMENDATION REPORT

TO: CHIEF EXECUTIVE OFFICER

FROM: ACTING MANAGER COMMUNICATIONS AND BRAND

FILE REF: 25/256557

DATE: 29 August 2025

**TENDER 25031 The Provision of a Content Management System,
Website Design and Website Development Services**

Issue

To consider Tender No: 25031 for the Provision of a Content Management System, Website Design and Website Development Services.

Background

The City's current website is over a decade old and no longer meets the expectations of our community or the operational needs of the organisation. A recent review highlighted significant limitations in the website's useability, accessibility, and content management capabilities.

The review concluded that incremental improvements would not address these issues, and a complete redevelopment is necessary to ensure the new website meets the City's current and future requirements.

The project will deliver a modern, user-centric website that improves the online customer experience by:

- Enhancing accessibility, useability, and engagement for all users
- Supporting efficient management and governance of the website
- Laying a solid foundation for future integration with business systems to enable seamless online services, such as payments, applications, and requests.

This project represents a significant step toward delivering a cohesive digital experience for the City's residents, businesses, and visitors, while ensuring readiness for future advancements.

Detail

Tender 25031 for the Provision of a Content Management System, Website Design and Website Development Services was advertised on 8 March 2025 and closed on 8 April 2025. Four (4) addenda were issued, providing for an extension of time and to respond to bidder queries.

Essential details of the proposed contract are as follows:

Item	Detail
Contract Form	Commercial Terms Sheet and Vendor Terms
Contract Type	Fixed Pricing
Contract Duration	18 months planned implementation and 2 years support service following go live
Commencement Date	September 2025
Expiry Date	2 years from implementation go live
Extension Permitted	Nil.

Tender submissions were received from the following companies:

Legal Name	Trading Name	Abbreviation
Alyka Pty Ltd	Alyka	Alyka
Dapth Pty Ltd	Dapth	Dapth
Net Ninjas Pty Ltd	Decode Studio	Decode Studio
Demonz Media Pty Limited	Demonz Media	Demonz Media
The trustee for Amarone Trust & the Trustee for Freestyle Holdings Trust	Diversus	Diversus
Enterprise Monkey Pty Ltd	Enterprise Monkey	Enterprise Monkey
The Trustee for the Kelly Family Trust	IBC Digital	IBC Digital
Jadu Software Pty Ltd	Jadu Software	Jadu
Koben Digital Pty Ltd	Koben Digital	Koben Digital
Market Creations Agency Pty Ltd	Market Creations	Market Creations
Mightyhive AU Pty Ltd	Mightyhive (Monks)	Monks
Marketforce Pty Ltd	Marketforce	Marketforce
Technocrat Holdings Pty Ltd	Technocrat	Technocrat

Probity Oversight

Oversight to the tender assessment process was undertaken by the City's Contracts Officer and through an external Probity Advisor, William Buck Consulting (WA) Pty Ltd.

Please refer to the Confidential Attachment for reference to the external Probity Advisor Final Report.

Tender submissions were evaluated in accordance with the Procurement and Evaluation Plan (**PEP**) which included the following selection criteria:

Item	Description	Weighting
Gateway 1	Initial Mandatory Requirements (Pass / Fail) a) Proven experience in Integrations b) Accessible Design Expertise c) Ongoing Support and Hosting Capability	Non Weighted

Gateway 2	Sustainable (Corporate Social Responsibility) Procurement <ul style="list-style-type: none"> • Buy Local 10% • Environmental Considerations 5% • Reconciliation Action Plan 2.5% • Access and Inclusion 2.5% 	20%
	Work Health and Safety (WHS)	5%
	*Organisational Experience	25%
	*Project Management and Methodology	10%
	*The Solution: CMS, Hosting, Scalability, and Support	40%
Gateway 3	Presentation of Solutions (for shortlisted tenderers)	Non Weighted

All Tenderers must meet the City's minimum requirements (as determined by the City) for each of the qualitative criteria detailed above (*) to be considered for further evaluation. Pricing is not included in the qualitative criteria and is considered as part of the overall value for money assessment.

All thirteen (13) submissions were deemed as conforming and proceeded to the Gateway 1 assessment.

Gateway 1 – Initial Mandatory Requirements (non-weighted)

- Proven Experience in API & Complex Integrations
- Accessible Design Expertise
- Mandatory Functional and Technical Requirements
- Ongoing Support and Hosting Capability

Tenderer	Acceptable / Not Acceptable
Alyka*	Acceptable
Dapth	Not Acceptable
Decode Studio	Not Acceptable
Demonz Media*	Acceptable
Diversus	Not Acceptable
Enterprise Monkey	Not Acceptable
IBC Digital*	Acceptable
Jadu	Not Acceptable
Koben Digital	Not Acceptable
Market Creations *	Acceptable
Monks	Not Acceptable
Marketforce*	Acceptable
Technocrat	Not Acceptable

Those tenderers marked* were acceptable to the initial Gateway and progressed for further assessment.

Gateway 2 Evaluation Against Qualitative Criteria (Weighted Criteria)

Evaluation Criteria 1 – Sustainable Procurement (20%)

Evidence of Sustainable (Corporate Social Responsibility) Procurement was assessed based on the Tenderer's responses provided to the Questionnaires within Schedules 3A, 3B, 3C and 3D which formed part of the tender documentation.

Sub Criteria a) Environmental Considerations (5%)

The City is committed to procuring goods and services that provide positive environmental, social and economic impacts over the entire life cycle of a product or service. Respondents are encouraged to provide credentials of any environmental claims of the goods and/or services submitted in this tender.

Tenderers provided details of their environmental considerations within Schedule 3A, with the following ranking:

Tenderer	Ranking
Marketforce	1
Market Creations Agency	2
ALYKA	2
IBC Digital	4
Demonz Media	5

Sub Criteria b) Buy Local (10%)

An assessment was made based on the response provided, detailing the following information:

- Location of tenderer's offices and workshops;
- Residential addresses of staff and company addresses of subcontractors;
- Purchasing arrangements through local businesses;
- Requirement for new employees arising from award of the contract.

Tenderers provided details of their "Buy Local" considerations within Schedule 3B, with the following ranking:

Tenderer	Ranking
ALYKA	1
Market Creations Agency	1
Marketforce	3
Demonz Media	4
IBC Digital	4

Sub Criteria c) Reconciliation Action Plan (RAP) (2.5%)

An assessment was made to determine the ranking based on the responses provided that relate to:

- RELATIONSHIPS - building positive relationships between indigenous and non-indigenous people;
- RESPECT – recognising the contribution of Indigenous people to Australia and learning more about the history, culture and diversity in a two-way communication process;
- OPPORTUNITIES – attracting, developing and retaining organisational talent to build opportunities for aboriginal employment, training, and

development and mentoring.

Tenderers provided information specifying differing levels of actions in relation to indigenous reconciliation action with assessment resulting in the following ranking:

Tenderer	Ranking
Marketforce	1
Market Creations Agency	1
ALYKA	3
IBC Digital	4
Demonz Media	5

Sub Criteria d) Access & Inclusion Plan (AIP) (2.5%)

An assessment was made to determine the ranking based on the responses provided that relate to:

- People with disabilities having the same buildings and facilities access opportunities as other people;
- People with disabilities receiving information in a format that will enable them to access information as readily as other people are able to access it;
- People with disabilities receiving the same level and quality of service from staff as other people receive;
- People with disabilities having the same opportunities as other people to make complaints;
- People with disabilities having the same opportunities as other people to participate in any employment opportunities.

Tenderers provided information specifying considerations for access and inclusion provisions with assessment resulting in the following ranking:

Tenderer	Ranking
Marketforce	1
IBC Digital	2
ALYKA	2
Market Creations Agency	2
Demonz Media	5

Overall Sustainable Procurement Ranking Summary

The overall assessment of the Sustainable Procurement criteria has resulted in the following overall ranking:

Tenderer	Ranking
Market Creations Agency	1
ALYKA	2
Marketforce	3
IBC Digital	4
Demonz Media	5

Evaluation Criteria 2 - Tenderer's Safety Management Systems (5%)

Evidence of WHS management policies and practices was assessed from the tender submissions. The assessment for safety management was based on the tenderer's responses to a specific questionnaire included within the tender documentation.

Tenderers provided details of their safety management systems with the following ranking:

Tenderer	Ranking
Marketforce	1
Market Creations Agency	2
ALYKA	3
IBC Digital	4
Demonz Media	5

Evaluation Criteria 3 – Organisational Experience (25%)

The tenderer's relevant experience in demonstrating the achievement of meeting client expectations as presented in their tender submission were assessed to evaluate their capability to meet the requirements of the contract. Assessment of this criterion considered the tendering entity's credentials to fulfil the requirements of the contract. The assessment of this criterion has resulted in the following ranking:

Tenderer	Ranking
ALYKA	1
Market Creations Agency	1
Marketforce	3
Demonz Media	4
IBC Digital	5

Evaluation Criteria 4 – Project Management and Methodology (10%)

The City expects a structured, effective approach to managing the CMS redevelopment project. Tenderers were requested to address several items to demonstrate their capability. The assessment of this criterion has resulted in the following ranking:

Tenderer	Ranking
Marketforce	1
ALYKA	1
Market Creations Agency	3
IBC Digital	4
Demonz Media	5

Evaluation Criteria 5 – The Solution: CMS, Hosting, Scalability and Support (40%)

In addition to fulfilling the functional and technical requirements of the project, the solution must be scalable, flexible, and secure for long-term use. The tenderer's approach to hosting, ongoing support, and training will also be a key factor in ensuring

the website's sustained success. The assessment of this criterion has resulted in the following ranking:

Tenderer	Ranking
ALYKA	1
Market Creations Agency	1
IBC Digital	3
Marketforce	3
Demonz Media	5

Overall Qualitative Weighted Assessment and Ranking

Tenderer's submissions were reviewed in accordance with the PEP. The overall assessment of qualitative weighted criteria resulted in the following ranking:

Tenderer	Ranking
Market Creations Agency	1
ALYKA	2
Marketforce	3
IBC Digital	4
Demonz Media*	5

*Demonz Media did not achieve the City's minimum requirements for at least one of the mandatory Gateway 2 criteria and did not progress for further evaluation.

Pricing for the Goods/Services/Works Offered

An assessment was made to determine the ranking based on the schedule of pricing provided with the tender documentation.

Based on the information provided, tenderers are ranked as follows:

Tenderer	Ranking
ALYKA	1
IBC Digital	2
Market Creations Agency	3
Marketforce*	4

*Marketforce's pricing exceeded the available budget and was not included for further evaluation.

The remaining tenderers progressed to the Gateway 3 stage of the assessment.

Gateway 3 Shortlisting and Presentations (Weighted)

During the presentation assessment stage, tenderers were provided with an opportunity to showcase their approach, address any questions, and provide a brief demo of their solution. Tenderers were then assessed based on their presentation, solution demonstration, responses during the Q&A, and access to a relevant reference site.

Based on the presentations and information as provided, tenderers are ranked as follows:

Tenderer	Ranking
Alyka	1
Market Creations Agency	2
IBC Digital	3

Overall Assessment and Comment

The tender submission from Alyka satisfied the overall value for money assessment in accordance with the assessment criteria and weightings as detailed in the PEP and is therefore recommended as the successful tenderer. Refer to the Confidential Memo for further detailed information on page 11.

Consultation

The Communications and Brand team has actively engaged in internal discussions with internal service units to ensure the website redevelopment aligns with organisational needs and priorities. In addition to these discussions, the team conducted an external website survey in June 2025, gathering valuable feedback from community members and stakeholders to inform design and functionality improvements.

Looking ahead, further consultation is planned with reference groups, to help guide the project through its next phases and enhance user experience and accessibility.

Statutory Compliance

Tenders were invited in accordance with the requirements of Section 3.57 of the *Local Government Act 1995*. The tendering procedures and evaluation complied with the requirements of Part 4 of the *Local Government (Functions and General) Regulations 1996*.

Strategic Implications

The proposal aligns with the following objective with the Strategic Community Plan 2021-2031:

Goal 7 A well-governed and managed City that makes informed decisions, provides strong community leadership and valued customer focused services

Priority 7.5 Customer focused information and services

Risk Appetite Statement

In pursuit of strategic objective goal 7, the City will accept a **Medium** level of risk as the City balances the capacity of the community to fund services through robust cost-benefit analysis and pursues evidence-based decision making to be effective stewards of the Council and City for future generations.

Enterprise Risk Management Considerations

Risk Title	Risk Rating
CO-O02 Technological Advancement	Moderate
Accountability	Action Planning Option
Director Corporate Strategy and Performance	Manage

Risk Title	Risk Rating
CO-O08 – Contract Management	Moderate
Accountability	Action Planning Option
Manager Contracts and Procurement	Manage

Risk Title	Risk Rating
CO-O15 Project Management	Moderate
Accountability	Action Planning Option
Manager Strategic and Business Planning	Manage

Financial and Performance Risk

Financial Risk

A financial risk assessment was undertaken by Equifax Australasia Credit Ratings Pty Ltd as part of the tender evaluation process and the outcome of this independent assessment advised that Alyka is assessed with the financial capacity to meet the requirements of the contract.

Performance Risk

Alyka has established a strong presence working with several metropolitan local governments across WA including City of Fremantle, City of Swan, City of Rockingham, City of Stirling, Shire of Augusta Margaret River, City of Melville and City of Joondalup, with some contracts spanning over a decade. This long-term engagement reflects a consistent track record of reliable service delivery. The longevity of these relationships significantly reduces performance risks associated with awarding this tender, as Alyka has demonstrated its capability to meet local government needs and standards. Their proven experience in navigating the complexities of this sector further reinforces confidence in their ability to deliver our project deliverables.

The Equifax Australasia Credit Ratings Pty Ltd assessment identified no disputes or claims recorded against Alyka.

Independent reference checks have also indicated that the recommended that Alyka's services are recommended. The referee has dealt with Alyka in an on-going contract since 2023. The referee advised that Alyka has a very good understanding of government space.

Policy Implications

Tenders were invited in accordance with the requirements of the City's Purchasing Policy.

Financial (Budget) Implications

The costs associated with the Provision of a Content Management System, Website Design and Website Development Services are included in the Communications and Brand Operational Budget.

Recommendation:

That the CHIEF EXECUTIVE OFFICER, in accordance with Delegation 1.1.13 (Tenders for Goods and Services) of the Delegated Authority Register for the awarding of tenders ACCEPTS the tender submitted by Alyka for Tender 25031 for the Provision of a Content Management System, Website Design and Website Development Services, in accordance with the conditions of tendering, subject to resolution of commercial terms and as per the pricing as provided in the tender submission.