

Request for Tender

**The Social Science of Sheep
Production**

October 2020

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Background

Animal Health Australia is a not for profit, public company established by Australia's governments and livestock industries to coordinate a national approach to the enhancement of Australia's animal health status.

Animal Health Australia manages a number of national programs related to the national animal health system. These programs are either core subscription, or stakeholder funded initiatives ("special" programs). Core subscription funded activities have a collective benefit and are funded at prescribed levels by all members while special programs are funded by primary beneficiaries. This project is an initiative driven by AHA and Sheep Producers Australia funded through AHA sheep levies.

Details about AHA can be found on its website at www.animalhealthaustralia.com.au

The proposed project aligns with AHA's overarching strategic direction for a resilient Australian animal health system through effective partnerships, known for its integrity, and recognised nationally and internationally. The project will provide direct benefit to sheep producers through the strengthening and protection of animal health, welfare and the sustainability of Australia's sheep industry. The project directly links to **AHA's Strategic Plan 2015-2020** priority three; strengthen biosecurity, surveillance and animal welfare to enhance animal health, and support market access and trade. The project also aligns to the **RedMeat 2030 Strategy** part 2; Our Livestock, to be world-leaders in animal health, welfare, biosecurity and production practices. There is also a clear alignment to **Sheep Producers Australia's (SPA) Strategic Plan** priority 1; Drive sustainable production in the sheep industry.

This Social Science proposal is one component of the broader SPA Sheep Supply Project.

The SPA Sheep Supply Project includes:

1. Global Demand Forecast 2030
2. Flock Decline Analysis
3. Qualitative Social Science Analysis (This proposal)
4. Data and Insight Analysis

1. Global Demand Forecast 2030

Determine demand potential for sheepmeat in 2030 and target for Australian production. Defining the future global market demand will be important to build the plan, identify the risk and opportunity, and create the goal to work towards. Informed by the MLA global insights team and modelling.

2. Flock Decline Analysis

Understand the causal factors contributing to the national sheep flock decline by undertaking detailed analysis of how and why the flock has both increased and decreased in the past, and what we can reasonably expect in the future based on this analysis.

3. Qualitative Social Science Analysis - As defined above.

4. Data and Insight Analysis

A whole of supply chain skills-based steering group will be responsible for validation of the qualitative and quantitative results. They will interpret the supply and demand, historical and forecast data to validate results and provide insight analysis to determine strategic priorities.

Conditions of Tendering

The Requirement

1. Animal Health Australia (the Company) has a requirement for the provision of information into the Sheep Supply Project - Qualitative Social Science Analysis.
2. The selected Tenderer will be required to ensure the provision of the Services described in the Detailed Specifications, and in accordance with a supplied draft Conditions of Contract.

Lodgement of Tenders

3. Tenders must be addressed as follows and lodged as indicated.

The Company Secretary
Animal Health Australia
95 Northbourne Avenue
Turner ACT 2602

Telephone enquiries to (Manager's name) on 02 6232 5522

4. Tenders must be lodged at the above by 5.00 pm on October 30 2020 (1 month from release).
5. Tenders may be lodged by email to Companysecretary@animalhealthaustralia.com.au
6. Where tenders are lodged by email, an original hard copy must also be lodged by the closing time. Where there is discrepancy between the electronic and hard copies, the hard copy version marked Original shall prevail.
7. All tenders and their content will be handled as *Commercial in Confidence* and will not be divulged to any other person or organisation.
8. Tenders lodged after the closing time will be deemed to be late. Late tenders may be admitted to the evaluation process at the absolute discretion of the Company. No correspondence will be entered into in relation to a decision whether or not to consider a late tender.

Corrections and Additions

9. Where a Tenderer becomes aware of any discrepancy, error or omission in the Request for Tender submitted and wishes to lodge a correction or additional information that must be done in writing and lodged in accordance with the above provisions before closing.

Ownership of tender documents

10. All tender documents will become the property of Animal Health Australia once received. The Company may make copies of the tender documents for any purpose related to this Tender process.

Tender Validity Period

11. The tendered offer remains valid for acceptance for period of 30 days from close of tenders. Tenderers should state any longer period for which an offer remains valid.

Conflict of Interest

12. Where a Tenderer identifies a conflict of interest may arise in the provision of the Services, they are to identify that potential conflict of interest in their tender. If at any time prior to entering into a Contract for the Services, an actual or potential conflict of interest arises or may arise for any Tenderer, that Tenderer must immediately notify the Company in writing. If any such conflict of interest might arise for a Tenderer before entering into a Contract for the Services, Animal Health Australia may at its absolute discretion:
 - a) enter into discussions to seek to resolve such conflict of interest; or
 - b) disregard the tender submitted by such a Tenderer; or
 - c) take any action it considers appropriate.

The Contractor

13. Animal Health Australia wishes to deal with a single Contractor for the required services. However, in the event that a conflict of interest is identified with the Contractor or one of its sub-contractors, the Company reserves the right to select another Tenderer for all or part of the Services.

Cost of Preparing and Submitting the Request for Tender

14. Under no circumstances will Animal Health Australia be responsible for any costs incurred by a Tenderer in preparing a tender, or associated expenses related to this Request for Tender.

Alterations, Erasures or Illegibility

15. Tenders containing alterations or erasures, and in which prices or other information are not clearly and legibly stated, may be excluded from consideration. Any alteration made to a tender must be initialled by the Tenderer.

Acquaintance

16. Tenderers shall not rely, and shall be deemed not to have relied, upon any statement or representation by the Company, whether before or after the date of this Request for Tender, in connection with the Request for Tender or the Request for Tender process, unless that statement or representation is made in writing by the Contract Authority or the Contract Manager.

Format of Responses

17. Tenderers are required to submit their reply to this Request for Tender structured as follows:

- a) Executive Summary of the Tender;
- b) Phased Work Plan;
- c) Service Management and Delivery details;
- d) Schedule of Prices as at Attachment 1.
- e) Statement of Compliance;
- f) Tenderer Details;
- g) Insurance Details;
- h) Declaration by Tenderer as at Attachment 2;
- i) Capacity Details;
- j) Experience Details, including at least one referee.

18. All particulars and information required in this Request for Tender are to be provided. Failure to do so may render a tender liable to rejection.

19. Where the response to a particular requirement is covered in another clause or section of the tender a cross reference to that clause or section must be provided.

Clarification

20. Where the intention of a tender is unclear, Animal Health Australia may seek clarification from the Tenderer. Any clarification provided by the Tenderer in response to a request for clarification is not to contain any new material additional to that included in the Tenderer's tender. Failure to supply clarification to the satisfaction of the Company may render the tender liable to rejection.

21. Animal Health Australia reserves the right to conduct negotiations with any or all of the Tenderers after the tender closing date. In these post tender negotiations, the Company may seek variations to an offer or may seek supplementary offers in respect of any changes to the originally stated requirements.

22. Animal Health Australia reserves the right to enter into any such discussions and negotiations at its absolute discretion (which includes negotiating with any Tenderer as it deems fit including without the need to correspond with other Tenderers during this post tender period).

No Contract or Undertaking

23. Nothing in this Request for Tender, or in any tender, or both, shall be construed to create any binding contract (express or implied) between Animal Health Australia and any Tenderer. Any conduct or statement of the Company whether prior to or subsequent to the issuance of this Request for Tender is not, and the Request for Tender is not, and shall not be deemed to be:

- a) an offer to contract; or

b) a binding undertaking of any kind,
 unless specifically expressed in writing as such and is signed by the Contract Manager.

Evaluation Process

- 24. Tenders will be evaluated to identify the option that represents best value for money, that is, the tender that has the greatest intrinsic merit or benefit in proportion to its price.
- 25. Animal Health Australia may at any time, at its absolute discretion, withdraw this Request for Tender and/or change, suspend or terminate the tender process including without reference or notice to any of the Tenderers.
- 26. To enable a comprehensive and accurate assessment of each tender against the criteria listed in Clause 29, it is emphasised that Tenderers should provide the information requested.
- 27. Neither the lowest priced tender, nor any tender, will necessarily be accepted. Animal Health Australia unconditionally reserves the right to accept or reject any tender regardless of compliance or non-compliance with the Conditions of Tendering. Acceptance of the preferred tender will be subject to the execution of a Contract substantially, in the form of Attachment 3 *Draft Conditions of Contract*, between the Company and the successful Tenderer.
- 28. In determining best value for money, the Company is obliged to satisfy itself that prices offered are reasonable. The Tenderer agrees to provide access to such information as determined by the Company as necessary in order to evaluate the reasonableness of their tendered prices. Any information obtained will be treated by the Company as strictly confidential.

Evaluation Criteria

29. The consultant will be selected on the basis of a demonstrated capacity in the following areas, arranged in order of priority:

	Criteria	Weighting
A	Experience in Social Science Studies	25
B	Demonstrated ability to work with primary producers	25
C	Knowledge of competing agricultural enterprises in Australia	25
D	Understanding of the mixed nature of agricultural enterprises	20
E	Previous work in demographic studies	5

Tendered Prices

30. The assessment of tendered prices will take into account the following:

- a) whether the tendered price is fixed for the term of the Contract or variable (Tenderers should be aware that it is the Company's preference for a fixed price);
- b) the tendered rates for the required Services;
- c) pricing flexibility;
- d) settlement discounts (if any); and
- e) any other costs or discounts which form part of the Tenderer's offer.

Tenderers to inform themselves

31. Tenderers shall be deemed to have:

- a) examined this Request for Tender, and any other documents referenced or referred to herein, and any other information made available in writing by the Company to Tenderers for the purposes of submitting a tender;
- b) examined all other information which is obtainable by the making of reasonable and timely inquiries and relevant to the risks, contingencies and other circumstances having an effect on their tender; and
- c) satisfied themselves as to the correctness and sufficiency of their tender, including quoted prices which shall be deemed to cover the cost of all matters necessary for the due and proper performance and delivery of the services described in the *Detailed Specifications*.

32. It is the responsibility of Tenderers to obtain all information necessary or convenient for the preparation of their tender.

33. The activities detailed in the *Detailed Specifications* are based on current and historical requirements. Tenderers must, however, make their own independent assessments of actual workload requirements under any resultant Contract and any tendered price will be deemed to have been based upon such an independent assessment. Such tendered prices and workload requirements must also accommodate, via the *Schedule of Prices*, the necessary flexibility of variances/fluctuations in Service demand.

34. Any significant variation, i.e. significantly greater than the variations referred to in paragraph 30, to the scope or nature of Services required under the Contract due to planned or unforeseen activities will be the subject of appropriate Contract variation provisions. In situations where a requirement arises for a new service not covered under this Contract, the Company may, at its sole discretion, request a quotation from the Tenderer to perform the new service.

Point of contact

35. All enquiries for information beyond that contained in this Request for Tender are to be formally lodged by either letter facsimile or email and are to be addressed to the Contract Manager:

Name
Animal Health Australia
95 Northbourne Avenue

Turner ACT 2602
Fax: 02 6232 5511
Email: email

Statement of Compliance

36. Tenderers must state their compliance or otherwise with each clause and attachment of:

- a) Conditions of Tendering (*paragraphs 6 - 23* of this document);
- b) Evaluation Process (*paragraphs 24 - 36* of this document);
- c) Detailed Specifications
- d) Draft Conditions of Contract

37. Responses are to be in the order in which the paragraphs or clauses appear and refer to the relevant paragraph or clause number or Attachment. Non-committal terms as 'Noted' should not be used and may be considered non-compliant. Tenderers are to use the following expressions:

- a) "complies", which means:
 - (1) in the case of a paragraph or clause which is of an informative nature only that the paragraph or clause has been read and understood;
 - (2) in the case of a paragraph or clause which would impose a contractual condition or obligation, that the condition or obligation would be agreed to; or
 - (3) in the case of a paragraph or clause which specifies a characteristic or performance to be met by the Services to be provided that the offer is to provide the requirement as specified;
- b) "does not comply", which means that the complete contractual condition, obligation, characteristic or performance requirement imposed by the paragraph or clause would not be met by the offer;
- c) "partially complies", which means that the contractual condition, obligation, characteristic or performance requirement imposed by the paragraph or clause can be substantially met by the offer, subject to certain qualifications;

- d) “significantly exceeds requirements”, which means that the offer would provide Services of greater value to the Company than those specified in the paragraph or clause; and
 - e) “not applicable”, which means that, due to the nature of the offer, or of the Tenderer, the question of adherence to the paragraph or clause does not arise.
38. Where an offer does not comply, or partially complies, with particular paragraphs or clauses in this Request for Tender, the extent of non-compliance must be stated. Tenderers must also provide reasons and details of any alternative proposal, including the price differential between compliance and non-compliance. The Tenderer must provide separately a summary list of paragraphs or clauses in respect of which there is non-compliance. Where an offer exceeds the requirement tenderers must provide details.
39. Where particular paragraphs or clauses in this Request for Tender require certain information to be provided by the Tenderer, that information may be incorporated in the Statement of Compliance or cross-referenced in the Statement of Compliance to the relevant part of the tendered offer.

Tenderer Details

40. Tenderers are to provide the following details:
- a) full description of legal entity/company/enterprise name, including parent entity/company/enterprise name if appropriate;
 - b) details of relevant partners/company principals, and public office bearers (if applicable);
 - c) the date and place of incorporation and the Australian Business Number (if applicable);
 - d) enterprise profile including the size, the location of enterprise sites, and enterprise service details;
 - e) registered address;
 - f) postal address;
 - g) name, telephone, facsimile and email address of contact person for enquiries;
 - h) details of any industry/professional association memberships.

Financial Viability

41. It may be necessary for Tenderers to further confirm their financial viability and commercial stability. For this purpose Tenderers should, within five (5) days of being requested to do so, provide details of relevant financial data concerning the Tenderer’s organisation. Such information may include (but not necessarily be limited to):
- a) copies of annual reports; and

- b) particulars of any petition, claim, action, judgement or decision which is likely to adversely affect the Tenderer's performance of the Contract.
42. If the information provided pursuant to this requirement is not considered adequate, the conduct of a financial investigation of the Tenderer may be required.

Service Management and Delivery

43. Tenderers are required to provide the following information:
- a) details of how the management arrangements will operate for the delivery of the Service, including specific details about the nature and frequency of management direction and review of progress;
 - b) a summary of the skills and qualifications profile of the personnel to be employed in the performance of the Service (and curriculum vitae for staff who would be allocated to the project if known).
 - c) specific details of how the performance standards for the Service will be achieved and monitored.

Capacity

44. Tenderers are to demonstrate that they have the organisational capacity to deliver the Services by providing details of the strategy(ies) for resourcing, in terms of staff/equipment/facilities, the proposed Service organisation, including the resources to be applied for the delivery of the Services from the Tenderer's existing resource base.

Experience and Capability

45. To assess the Tenderer's capability to deliver the Services, Tenderers are to provide details of similar services provided within the last three (3) years, including:
- a) the organisation(s) for whom the services were undertaken, including contact details;
 - b) the period over which the work was undertaken; and
 - c) the value of the work undertaken.

Insurance and Indemnity

46. Tenderers will be expected to have in place insurance arrangements appropriate to the Services, which at least accord with legal requirements in respect of workers compensation, public liability and, where relevant, professional indemnity insurance. Details of the Tenderer's existing insurance arrangements are to be provided. Tenderers are also expected to provide suitable indemnities as requested by the Company. Tenderers are required to provide details of current Workers Compensation Insurance Policy(s), including providing proof of current WorkCover Insurance Policy(s) held.

Pricing Details

47. Tenderers are to complete the **Schedule of Prices** in the format set out in **Attachment 1**.

48. Tendered prices shall include all charges necessary and incidental to the proper delivery of the Services.
49. Tenderers are to indicate whether the tendered prices are Fixed or Variable. Where variable prices are tendered and for the purpose of comparative evaluation of tenders, account will be taken of changes in the price tendered which are likely to accrue over the expected period of the Contract as a result of the Tenderer's proposed basis for price variation.
50. Tendered prices are to be quoted in Australian dollars.

Draft Conditions of Contract

51. A copy of the standard consultancy contract used by Animal Health Australia is provided as **Attachment 3**. The contract will be completed using this Request for Tender and the tender document submitted by the successful tenderer. Tenderers should be aware that due to timing constraints, the Company will be aiming to finalise the contract quickly after advice is provided to the tenderer that they are the successful bidder.

Tenderer Declaration

52. Tenderers are required to complete the '**Declaration by Tenderer**' form enclosed in **Attachment 2**.

Attachments

1. Schedule of Prices
2. Declaration by Tenderer
3. Draft Conditions of Contract

Detailed Specifications

Animal Health Australia's requirement

Animal Health Australia requires the successful consultant to undertake activities necessary to deliver a draft report that addresses the Terms of Reference within four months.

Background

The Sheep Supply project will qualify the global demand for Australian sheep-meat and the potential opportunity for investing in programs that enable increased sheep-meat supply. The project will investigate the factors that are driving the national sheep flock decline and prioritise industry investment to accelerate the flock rebuild.

This terms of reference (TOR) is for a component of this wider project and is specifically focused on the social factors influencing decision making on-farm. Farmer attitudes and behaviours are influenced by a range of economic, external, internal and social factors. A combination of factors that ultimately affect decision making and behaviours will be explored to identify ways to support farmers to make well informed business decisions that will drive the re-building of an Australian flock that is improved in health and profitability.

Terms of Reference

This project will provide a Qualitative Social Science Analysis, that will also explore the demographics of current and past sheep producers, providing an insight into attitude of producers at different points of their production career.

Collate current research and conduct a strategic industry survey to understand the emotional impact and human factors in business decisions. Results will be presented in a report to investigate and understand the qualitative social science aspect of the declining sheep flock and answer the questions: *Why are farmers choosing other options instead of growing their sheep flock, from a social perspective? Why are producers moving away from sheep, even as global demand for sheep meat is increasing?*

The report will provide insight, test assumptions and propose solutions to points such as:

- Understanding farmer attitudes and social factors
- Understanding the change in balance between sheep and other livestock enterprises
- Understanding the change in balance between sheep and cropping, and the range of factors that influence a shift out of livestock, or a change in emphasis for the enterprise

Research will include:

- Segmentation variables, key farm decision makers, farmer motivation, attitudes and decision making, generational differences and identify – social factors, production factors, finance, labour, infrastructure etc.
- Understand relationships between key drivers of behaviours: external factors (financial and effort costs) internal factors (habits and cognitive processes) and social factors (learned behaviour, personal and societal values, in-group dynamics, and social commitment).

Project milestones

The estimated timeframe for project completion is within four months from project execution.

Tender opens	October 1 2020
Tender closes	October 30 2020 5pm (AESDT)
Selection and appointment of successful tenderer	By November 6 2020
Work plan finalisation	+2 weeks
Draft report to Animal Health Australia#	+12 weeks
Final report to Animal Health Australia	+ 16 weeks

#successful applicant can deliver draft report and final report to AHA at anytime within the project timeframe

Attachment 1 – Schedule of Prices

Introduction

The price schedule attached is designed to facilitate the evaluation of tenders for the provision of specified Services. It is envisaged it will form the basis for contract negotiation. Tenderers are required to comply with the paragraphs set out below and complete the schedule in full.

Price Basis

Tenderers shall indicate at Appendix 1 whether prices are fixed for the duration of the Contract or variable in accordance with a stated price variation formula.

Tendered Unit Rates

Unless otherwise specified, Unit Rates are to include the costs of all consumable materials and equipment in meeting the requirements of the specifications.

Price Schedule – Appendix 1

Price Basis

Tenderers are required to state their price basis by placing a tick in the box to indicate their selected option:

- A: Fixed
- B: Variable in accordance with the enclosed price variation formula

Price Variation Formula

The Price Variation Formula to be applied is: (as applicable)

Price Data of Tender Costs

All Tenderers are to provide details of the basis for calculation of their fixed or variable price basis including as a minimum:

- Daily rates for all personnel involved in the delivery of the Services;
- Travel and accommodation costs;
- Administrative costs, including cost of work involving others than the prime consultant;
- Printing and production costs
- Any other costs involved in the pricing of this tender.

Payment Schedule

Details of payment schedule, milestones etc to be inserted here.

Attachment 2 – Declaration by Tenderer

The undersigned, for and on behalf of [*..here insert company name..*] hereby offers the Services tendered for herein at the prices quoted, and subject to the conditions set forth herein.

The offer contained in this tender remains valid for acceptance for a period of at least 30 days from the close of tenders.

Signature	Date	Official Position in the Company/Firm
Duly authorised to sign Tenders and Quotations for an on behalf of:		
Registered Address	Postal Address	
Telephone Number	Facsimile Number	
Details of Point of Contact		
Name:		
Position in the Company:		
Telephone Number:	Facsimile Number:	
Email:		

