



Terms of Reference

Title of Assignment:	Redesign and Enhancement of PACER Plus Implementation Unit Website
Duration:	2 Months
Location:	Remotely and may require travel to Apia, Samoa
Start Date (Est)	February - March 2025
Reporting to:	Operations and Secretariat Manager

BACKGROUND

The Pacific Agreement on Closer Economic Relations (PACER) Plus (the **Agreement**) is a trade and development Agreement that was signed in 2017, entered into force on 13 December 2020 and ratified by Ten (10) Parties: Australia, Cook Islands, Kiribati, New Zealand, Niue, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu.

At the same time as the Agreement was signed, the signatories also signed the Implementing Arrangement for Development and Economic Cooperation under the Pacific Agreement on Closer Economic Relations Plus (the Arrangement). The Arrangement provides, among other things, for: the establishment of the PACER Plus Implementation Unit (PPIU); the PPIU to implement the Agreement and to manage and deliver the five-year Development and Economic Cooperation (DEC) Work Programme described in the Arrangement; and for the PPIU to be co-funded by Australia (A\$19million) and New Zealand (NZ\$7million) for a period of five years.

The PPIU website is the main repository to provide awareness and information to external stakeholders on PACER Plus and the work activities of the PPIU.

To enhance the website and improve the user experience, an upgrade/revamp is planned. This revamp envisages additional web pages and sections, edits to content as well as enhanced use of audio visuals.

PPIU is therefore inviting proposals from reputable and qualified individuals or companies with a track record of success in designing and producing digital solutions to redesign the organisation's website <https://pacerplus.org/>.

The new design is expected to use CMS (WordPress) but provide a new look-and-feel to the website, unlocking additional functionalities while displaying the content in an attractive and user-friendly manner.

OVERVIEW OF KEY DELIVERABLES

- Create a new design for the website with enhanced functionalities to provide a better experience for users.



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- Advise PPIU about appropriate hosting provider and migrate the existing content to the new hosting.
- Implement a backup system.
- Prepare a manual for the PPIU and deliver training to the responsible PPIU staff and system administrator to perform content upload, system maintenance, and administration.
- Provide technical support and maintenance for a period of 10 months after the redesign.
- Handover of full source code (including all developed libraries) to PPIU.
- Ensure the redesigned website complies with the Australian Government's Digital Service Standards, including accessibility, usability, and security guidelines.

DETAILED DELIVERABLES

All new developments listed in this section will be built in the current site operated in WordPress.

1. New Design

- Following the PPIU's branding guidelines, design a new look-and-feel for the PACER Plus site capturing the different functionalities outlined in this TOR. The consultant will develop a graphic concept and the visual design of the new website.
- Ensure a consistent visual design on the new site in fonts, formatting, icons, images, and layout and its responsiveness on all devices.
- Ensure the redesigned website adheres to the highest standards of security, implementing robust protocols to protect user data, prevent unauthorized access, and safeguard against potential cyber threats. Regular security updates and monitoring should be part of ongoing maintenance.
- Optimise the website for fast page load time, ensuring that it performs well against standard website performance metrics.
- The new look and feel should be adapted to the home page as well as all other pages of the site. Templates should be provided for creating thematically consistent pages as and when required.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
- Integrate an AI-powered chatbot into the website that can assist users in the following languages: English, Samoan, Māori, Fijian, French, Spanish, Chinese (traditional and simplified).
- Develop a live chat feature that allows users to communicate directly with PPIU staff in real time.
- Conduct interactive user testing at key stages of the redesign process (e.g., initial mockups, beta testing) to gather feedback from stakeholders and end-users. This feedback must be incorporated to refine the design and functionalities.



2. Hosting

- Advise considering resources required and bandwidth, costs, reliability and security.
- Set up the hosting server and migrate the website.
- Integrate a web analytics service for regular monitoring of the traffic to the website.
- Implement an open source, reliable, easy to use backup solution.
- Schedule quarterly performance and security audits to ensure the website meets optimal performance and maintains compliance with security best practices. A detailed report of each audit must be shared with PPIU.

3. Functionalities to include in the new templates

Guarantee the following features through the new templates outlined above:

- Trusted Parties with access to a password-protected portal
Develop a secure, password-protected portal with the following functionalities:
 - i. User login required at an individual level.
 - ii. Document Storage and Access: Users should be able to upload, download, and store files, including Word documents (.doc, .docx), PowerPoint presentations (.ppt, .pptx), PDF files (.pdf), Audio files (.mp3), and video files (.mp4)
 - iii. Event Calendar: Implement a calendar feature for displaying and managing events such as workshops, trainings, and meetings. Users should be able to add events to their personal calendars (iCal, Google Calendar, etc.)
 - iv. Forms and Data Uploads: Develop custom forms where users can input data and upload files, including Word, PowerPoint, PDF, MP3, and MP4 formats.
- Trade Information
 - i. Profiles of the signatory countries including links to trade information/data and government websites, and graphs/ visuals may be included which may be static or animated.
- Resources library
 - i. Search bar and share functions.
 - ii. Resources categorised by description tags.
 - iii. Media and documents.
 - iv. Filters based on: Description tags, Countries, Date, Thematic areas.
- Event Calendar: Implement a calendar feature for displaying and managing events such as workshops, trainings, and meetings. Users should be able to add events to their personal calendars (iCal, Google Calendar, etc.)
- Integrate an AI-powered chatbot into the website that can assist users in the following languages: English, Samoan, Māori, Fijian, French, Spanish, Chinese (traditional and simplified). The chatbot should answer frequently asked questions on PACER Plus, provide site navigation assistance, and guide users through the website in their selected language. In cases where the user is not satisfied with the AI response to their query, they should be able to seamlessly switch to live chat with a PPIU staff member for further assistance.



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- Develop a live chat feature that allows users to communicate directly with PPIU staff in real time. The live chat system should be available during PPIU working hours. Ensure that conversations are securely stored and logged for follow-up and quality control purposes.
- Add feed links; responsive design; feedback loop for users.
- Social media sharing features.
- Language Translation Functionality using Google Translate: Implement multilingual functionality on the website, allowing users to switch between the following languages: Samoan, Māori, Fijian, Hawaiian, French, Spanish, and Chinese (Simplified and Traditional).
- Incorporate an audio accessibility feature that reads out website content for users with visual impairments. Ensure that the website meets international accessibility standards, including compliance with the Australian Government's Digital Service Standards.
- Search function by news, type of publication, type of resource, events, country story and issue.
- Interactive maps of PACER Plus parties to include PPIU activities and data.
- The possibility of hosting discussion forums and user interaction appropriate to the organisation's requirements.
- Signup for latest news via the PPIU newsletter. Integrate mailing list management with the website.

4. Knowledge transfer

- Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.

DURATION

The duration of the contract is estimated to be 2 months, and the expected starting date is February 2025, or sooner depending on the contracting process.

Maintenance, support, and hosting services will commence upon the launch and complete acceptance of the new website.

DELIVERABLE & MILESTONES

Milestones will be mutually agreed upon when the job commences, and the PPIU will undertake to provide timeous feedback.

REPORTING

- The Operations and Secretariat Manager will supervise the assignment.
- The Consultants are required to report to the Operations and Secretariat Manager to ensure that



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the deliverables are delivered according to the indicated timeframes.

- Regular discussions will also be required during the consultancy period to monitor progress and constraints, support required and proposed solutions.

QUALIFICATIONS, SKILLS AND EXPERIENCE REQUIRED OF CONSULTANT

Interested applicants should demonstrate and provide examples of previous experience in the performance of similar services as follows:

1. Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites as evidenced in a solid portfolio.
2. Familiarity and relevant experience in developing websites using WordPress Content Management System (CMS).
3. Have a broad knowledge of current web development technologies and design tools in the field, new software and other web programming languages and programs including use of HTML, XHTML, CSS, php, and JavaScript.
4. Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking.
5. Demonstrate the ability to create innovative and visually appealing designs.
6. Demonstrable server management skills and experience (including ability to install, manage and secure a server, firewalls, etc.)
7. Expertise in the use and configuration of search engine optimization, Google Webmaster tools, Google developer tools and Mobile device adaptation.
8. Trouble shooting skills.
9. Demonstrate possession of the requisite qualifications and competence needed for this assignment.

SUBMISSION OF EOI AND ELIGIBILITY DOCUMENTS

Interested Firms must submit the following documents/information to demonstrate their qualifications, experience and capacity to undertake the Review], including:

- i. A cover letter with relevant contact details and organisational profile.
- ii. A proposal addressing technical aspects of this activity and responding to the key skills and experience requirements.
- iii. A portfolio of previous work with similar functionalities developed in Word Press.
- iv. CVs of the consultant (s) to deliver the assignment.
- v. A financial proposal -the proposed lump-sum fee for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.



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DEADLINE FOR SUBMISSIONS

- Interested parties should submit Expression of Interest (EOI) and eligibility requirements by email to the following address: procurement@pacerplus.org marked as “EOI-PPIU Website Redesign”.
 - Expressions of Interest need to be submitted to the PACER Plus Implementation Unit by 24 January 2025, 5:00PM (GMT +13:00)
 - Any clarification questions from applicants may be submitted by email to: procurement@pacerplus.org
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