



Request for Proposals

Global Compact Network Australia - Website Design

Purpose	Development of the Bribery and Prevention Network (BPN) Website
Website	www.briberyprevention.com
From	Corinne Schoch, Senior Adviser, GCNA Ane Coetzee, Communications and Events Coordinator, GCNA
Date	29 April 2020
Submission Deadline	20 May 2020
Budget	\$25,000.00 - \$35,000.00 (incl. GST)

Background

Australian businesses need easily accessible, reliable and relevant resources to manage risks as they reach into international markets. Australian companies operating internationally are faced with a myriad of bribery and corruption laws that can sit in contrast to local customs, expectations, and competitive pressure to bribe.

Knowing how to address the risks of corruption while succeeding in business internationally can be challenging. Particularly for small and medium sized enterprises (SMEs), despite increasing expectations to comply.

There is a wealth of material globally that is available, but it is disparate, difficult to find and hard to know what is relevant or reliable.

The Bribery Prevention Network establishes a central repository of resources for Australian companies. It will be an easily accessible source for reliable and relevant resources curated by Australia's leading anti-bribery experts.

The Bribery Prevention Network is overseen by a Steering Committee of representatives from business and the host organisation, alongside government and NGO advisors with a common vision of raising the bar, the prevention of bribery, and promoting a culture of compliance.

Mission:

The Bribery Prevention Network will be an online portal that is:

- **Accessible** — The Bribery Prevention Network will be free to users.
- **Reliable** — Formalised Content Governance Principles and Content Governance Processes are established to provide for the reliability of information on The Bribery Prevention Network. These involve selection and approval of resources by anti-bribery experts.
- **Relevant** — Content Governance Principles seek to make resources relevant to the target audience.

Target Audience:

The target audience for the Bribery Prevention Network is Australian businesses, including small and medium-sized enterprises, seeking to do business overseas.

Domain Name:

The domain name for the Bribery Prevention Network will be: www.briberyprevention.com. This domain name has been registered.

The Website:

The wireframe for the Bribery Prevention Network is found below. Basic mock-ups of the webpages outlined in the wire frame can be found in the appendix. These are a basic guide only to provide a rough idea of what sorts of content will be hosted on each page.

The website developer will not be responsible for the creation of the logo or branding materials however it is expected that the website will be developed in accordance with UN Global Compact Brand Guidelines and the provision of stock photos etc. (that can be used in the website and promotional material) be included in the proposal.

➤ **Wireframe**

Phase 1: Static content – Minimum viable product: 1 sided platform.

Content and features

Content:

- Blurb: Why, How, Benefits
- About Us

External source materials:

- Tools: Prevent, Detect, Respond
- Australian Govt Resources
- Int. Standards & Guidance

Website features:

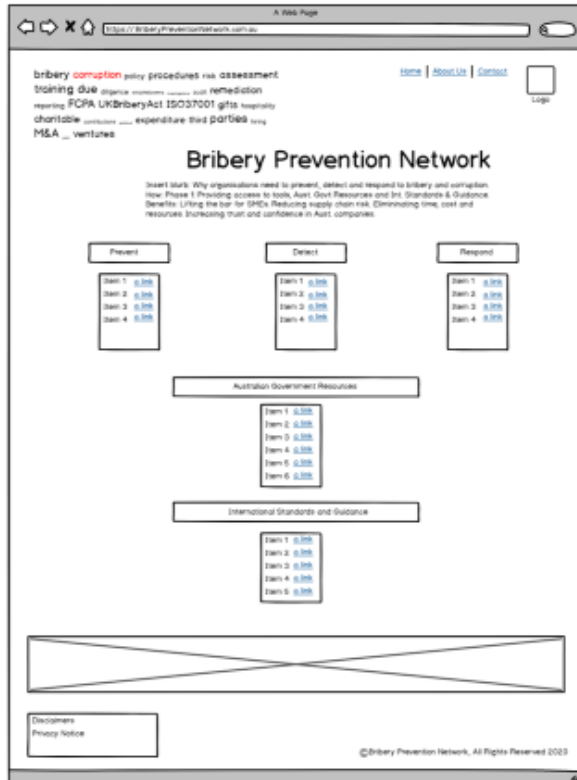
- Contact
- Search (key words for optimisation)

Legals:

- Disclaimers
- Privacy Policy
- Copyright

Design/Marketing

- Name of website
- Domain name
- Logo
- Colours
- Image



Maintenance and Updates:



Global Compact
Network Australia

The Bribery Prevention Network Steering Committee and associated groups will be responsible for updating content on the website following the initial development. It is expected that the website will be built in such a way that this is able to occur.

Project Delivery:

It is expected that the development of the website will be completed by 28 August 2020 to allow for testing and adjustments prior to the launch on 16 September 2020. The proposal should include costs associated with making the necessary adjustments prior to launch.

Further Information:

For further information or queries related to this request for proposals, please contact:

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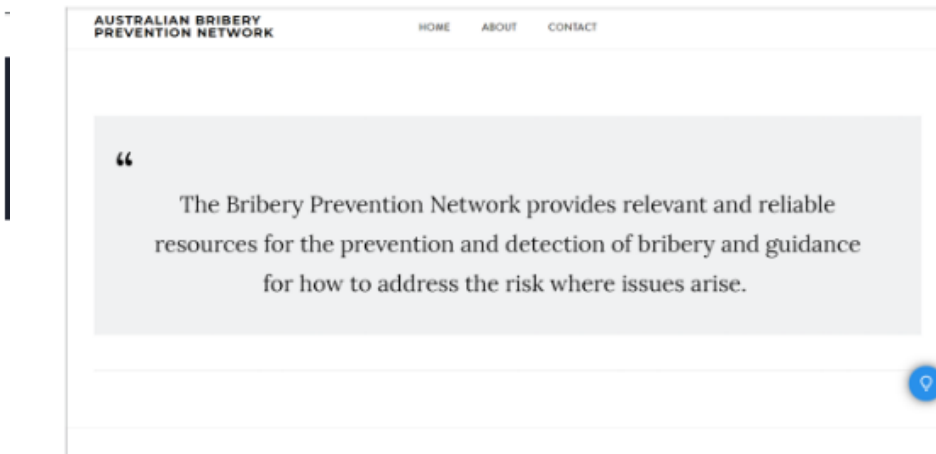
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Appendix:

This appendix includes basic web page mock-ups which are not representative of how the website will look, they are for information purposes only. For information about where these fit, please refer to the wireframe.





AUSTRALIAN BRIBERY PREVENTION NETWORK HOME ABOUT CONTACT

Australian Government Resources.

[Commonwealth Criminal Code Act 1995](#)
[AFP Fraud and Anti-Corruption Centre](#)
[AFP and CDPP Best Practice Guidelines for Self Reporting Foreign Bribery](#)
[Austrade's Guide for Australians Doing Business Offshore](#)
[Attorney-General's Foreign Bribery Information and Awareness Pack](#)
[Attorney-General's Foreign Bribery Online Learning Module](#)
[DFAT Information on Bribery and Corruption](#)

Our Purpose

The Bribery Prevention Network:

- Is meeting a need: Australian businesses, in particular SMEs need high quality resources to help prevent bribery. Larger businesses need a reliable and accessible source they can direct their supply chain and business partners to reduce indirect bribery risks, benchmark current practices, build consensus and ultimately lift the bar.
- There is a gap to be filled: There is a wealth of anti-bribery and corruption materials available globally, but they are disparate, hard to find and it is hard to assess their relevance or reliability. Particularly without a central repository of resources for Australian companies.
- Is scalable: The Network will scale organically by responding to user needs. Developing an ecosystem that will support Australian businesses to prevent, detect and address foreign bribery.

Who Are We?



RAISING THE BAR





Sponsor Group

In November 2018, the AFP and PwC reached out to representatives from across Australian business to form a Sponsor Group to co-design the scope and objectives and to identify the right participants to create meaningful, tangible solutions to this challenge.



Design Forum

In May 2019 nearly 50 of Australia's leading experts in anti-bribery and corruption, representing over 30 companies, enforcement agencies, government departments and non-government organisations, convened for a three day design forum to identify how to raise the bar for the prevention of bribery and corruption.





Steering Committee

Following the Design Forum, a Transition Team of 10 key stakeholder representatives from across industry and government was formed to progress the next phase of the new approach according to the model designed by the participants of the Raising the Bar forum.



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