



Advice, Awareness, Connect, Collaborate

REQUEST FOR TENDER

**To Create, Manage and Produce
the Self Storage Association of Australasia's magazine
"The Insider"**

JANUARY 2018

Introduction

This is a document to assist potential applicants to tender to produce the magazine, *The Insider*, for the Self Storage Association of Australasia, to facilitate to both online and print readers.

1. Background to the Self Storage Association of Australasia

The Self Storage Association of Australasia (SSAA) was founded in 1990 by a small group of facility operators and industry suppliers. It has evolved into a trusted and professional industry advisory body, representing approximately 1500 self storage facilities across Australia and New Zealand.

With over 850 members and growing the Self Storage Association of Australasia (SSAA) is the peak industry body representing the self storage industry of Australia and New Zealand.

The Association brings members a diverse range of benefits and services.

Self storage service providers, include, but are not limited to Real Estate, Valuers, specialised construction companies, management service providers, self storage management software providers, access control solutions and ancillary service providers.

2. What is "The Insider"?

The Insider is a bi-monthly magazine. The Insider has been provided to SSAA readers for over 15 years. The Insider provides readers with the latest information, news and innovation in the Self Storage industry. Our publication is the trusted resource that the industry turns to when seeking news, information and inspiration in relation to innovations in the Self Storage industry. The Insider magazine provides a unique opportunity to reach a mass national and international audience that is far reaching beyond our 1650+ subscriber base that include investors, operators and staff in the industry. The Insiders editions include, information on current trends, issues, events, news, products to use or sell for the industry, practical advice and ads of interest to the industry.

3. Contract Duration

The Contract with the successful tenderer will run from March 2018 to February 2019.

The tender process is for 6 editions of the Insider Magazine, to be produced as follows:

- May / June 2018;
- July 2018;
- August 2018 (Convention special edition);
- September / October 2018;
- November / December 2018;
- January / February 2019;

4. Format of the Tender Response

The format of the tender should include, at a minimum, information under the following headings;

- Introduction to the background of the tenderer
- Relevant magazine, creation, production and experience
- Costings for the magazine per bimonthly issue to include:
 - Development of templates, design and layout.
 - Magazine editorial services;
 - Layout services; (Cost per page with a minimum of 36 pages (including covers).
 - Cover concept & design
 - Production management;

The tender response must include samples of work.

5. Design of the Insider Magazine

The supplier will provide subcontractor editing services, create design layouts, provide Press Ready PDFs, and manage the overall production (excluding advertisement sales and supply) and design of the Insider Magazine as detailed below:

	Supplier Responsibilities
Editorial	<ul style="list-style-type: none"> • Liaise with the SSAA in relation to feature/news/member articles, including the writing, photography and any other contributions required; • Source industry information for repurposing for the magazine; • Manage a contributors' list in conjunction with the SSAA; • Prepare a flat plan/pagination for each issue; • Track and manage editorial material from inception to final production; • Receive editorial contributions; • Sub-edit contributions and prepare them for production; • Submit all editorial material for production to the SSAA; • Proofread page layouts and suggest changes electronically; • Ensure editorial standards are maintained always.
Design & Layout	<ul style="list-style-type: none"> • Design and layout pages with high attention to detail in accordance with the editorial flat plan; • Ensure all PDFs sent to the printer are Press Ready PDFs suitable for press reproduction, in accordance with the printer's specifications; • Provide a digitally optimized PDF for online flipbook creation OR create the flipbook and provide the code for same to SSAA for loading onto its website.
Production Management, Administrative & General Business	<ul style="list-style-type: none"> • Confirm deadlines in consultation with SSAA and its preferred printer and mail house for copy, printing and mailing of <i>Insider</i>:

Production Management, Administrative & General Business cont'd	<ul style="list-style-type: none"> • Maintain regular contact with SSAA, reporting on general progress and production issues such as advertisement status, editorial status, etc.; • Maintain confidentiality in all business dealings with SSAA's executive, staff, contractors and advertisers; • Be available to consult and advise to the best of supplier's knowledge in matters pertaining to the production of the <i>Insider</i>.
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The responsibilities set above will be subject to the SSAA fulfilling the following responsibilities:

	SSAA Responsibilities
Editorial	<ul style="list-style-type: none"> • Provide a full list of contributors and their specialties; • Cover all fees and charges associated with contributors, copywriters' fees, etc.; • Provide a breakdown of the current preferred editorial synopsis of the magazine; • Provide a list of industry news sources, providers and other resources; • Provide all material currently in hand for future issues; • Provide ongoing assistance in sourcing information, story ideas, contributors or breaking news of interest to the readership; • Assist with keeping <i>Insider</i> current, relevant and of interest to readers.
Design & Layout	<ul style="list-style-type: none"> • Supply high resolution images, logos and/or cover costs of photography/image library access; • Supply all advertisements for inclusion in each issue; • Provide a list of advertiser company names, ad sizes and preferred placement for inclusion in the issue; • Provide final written approval for each page of the issue prior to Press Ready PDFs being sent to SSAA's preferred printer.
General	<ul style="list-style-type: none"> • Maintain confidentiality in all business dealings between staff, designers and contractors.

6. Tenders will initially be evaluated by reference to the following qualification criteria:

- Addressing in full the requirements set out in the Request for Tender document;
- A statement of the tender's previous experience in providing the services required in this tender.
- Details of two reference websites where services similar to those being sought have been provided.
- The names of key personnel to be assigned to the project and a statement of their experience together with details of a contingency plan in the event of the named personnel being unavailable.

7. Tender Evaluation Criteria

The contract will be awarded from the qualifying tenders based on the most economically advantageous tender by applying the following criteria:

a) Comprehensive understanding of the SSAA's requirements as set out in this request for tender document.	15%
b) Company profile and suitability – relevant magazine creation and production experience. Experience of magazine design, layout and content writing.	15%
c) Expertise and experience of personnel – project staffing and structure. One point of contact – Project Manager – Project management experience – demonstrated capability to manage all aspects of magazine development.	15%
d) Writing experience – demonstrated ability to effectively communicate material in a professional manner.	15%
e) Implementation process -ability to achieve deadlines and demonstrated capability to coordinate the complete process. Experience of working with e-magazines. Appropriateness of proposed implementation process and work plan	15%
f) Overall cost and value for money of the proposal on offer	25%
TOTAL	100%

8. Conditions of Tender:

- a) The SSAA requires that all information provided pursuant to this invitation to tender must be treated in strict confidence by tenderers;
- b) Information supplied by tenderers will be treated as contractually binding. However, SSAA reserves the right to seek clarification or verification of such information;
- c) Before any tender is awarded, the successful tenderer will be required to enter into an agreement governing the processing of data and provide a copy of the tenderer's data protection policy.
- d) The SSAA will not be liable in respect of any costs incurred by tenders in the preparation of proposals or any associated work efforts.
- e) Any conflict or potential conflict of interest must be fully disclosed.
- f) The tender should be emailed to Susan Phillips, ceo@selfstorage.com.au on or before **5.00pm on Friday, 9 February 2018.**
- g) Applicants may be required to attend a presentation / clarification meeting. Tenders delivered late will not be considered. In addition, incomplete tenders may be rejected.
- h) Any queries should be emailed to Susan Phillips, <mailto:ceo@selfstorage.com.au>
- i) Tenderers are advised that any responses supplied in respect of further information requested will be distributed to all other parties who have participated in this Request for Tender;
- j) The decision of the SSAA will be final.

Susan Phillips
CEO
Self Storage Association of Australasia
January 2018