# 

Ask the market

Questions template

|  |
| --- |
| **Use this template to prepare offline before publishing.**   * All questions are mandatory unless marked ‘optional’. * Keep your answers within the word limits where stated. * If you need help or guidance please [contact us](https://marketplace.service.gov.au/contact-us) and we’ll respond as soon as possible.   <https://marketplace.service.gov.au/contact-us>   * We generally respond within the hour during business hours. * When you are ready to publish, create and publish your request.   <https://marketplace.service.gov.au/2/outcome-choice>   * You can [view examples](https://marketplace.service.gov.au/2/opportunities?openTo=all&type=atm) to see how other agencies have used Ask the marketplace.   <https://marketplace.service.gov.au/2/opportunities?openTo=all&type=atm> |

## **Who can respond?**

* Accept responses from any seller on the panel
* Any seller in a panel category
  + User research and Design
  + Agile delivery and governance
  + Strategy and policy
  + Data science
  + Software engineering and Development
  + Content and Publishing
  + Support and Operations
  + Emerging technologies
  + Marketing, Communications and Engagement
  + Change and Transformation
  + Training, Learning and Development
  + Cyber security

You can see what you can buy in each category at:

<https://marketplace1.zendesk.com/hc/en-gb/articles/360000556476-Panel-categories-and-rates>

## **About**

**Title**  
Describe the outcome you need, for example ‘Website redesign and development’.

(100 characters maximum)

|  |
| --- |
|  |

**Department, agency or organisation**  
Who is the work for? Please write in full, including the state if necessary.

For example, ‘Digital Transformation Agency’ instead of ‘DTA’.

(100 characters maximum)

|  |
| --- |
|  |

**Summary of work to be done**

(150 words maximum)

|  |
| --- |
|  |

**Where can the work be done?**

* Australian Capital Territory
* New South Wales
* Northern Territory
* Queensland
* South Australia
* Tasmania
* Victoria
* Western Australia
* Offsite

## **Response formats**

* Sellers submit up to 500 words to each response criteria you provide.
* Responses are available as a spreadsheet to download after the opportunity has closed.
* If you need proposals or quotes now, use the seek proposals and quotes approach:

<https://marketplace1.zendesk.com/hc/en-gb/articles/360000579716-Seek-proposals-and-quotes>

**Do you need sellers to provide any other information?**

* No
* Yes
  + Case study
  + References
  + Résumés
  + Presentation (this can help you understand a seller's approach to deliver your outcome, e.g. by demonstrating a live product or technical prototype.)
  + Prototype

## **Objectives**

**Why is the work being done?**

(500 words maximum)

|  |
| --- |
|  |

**What’s the key problem you need to solve?**

(500 words maximum)

|  |
| --- |
|  |

**Describe the users and their needs.**

(500 words maximum)

|  |
| --- |
|  |

**What work has already been done?**

(500 words maximum)

|  |
| --- |
|  |

**Additional documents (optional)**

You can attach additional documents as part of your opportunity.

Documents must be in .DOC .XLS .PPT or .PDF format and can be viewed by anyone with a Digital Marketplace account. Do not include internal or private information.

**Industry briefing (optional**)

Make sure you include the information to be provided, date, time and access details of your briefing.

(150 words maximum)

|  |
| --- |
|  |

## **Timeframes**

**Estimated start date**

|  |
| --- |
|  |

**Key dates or project milestones (optional)**

(150 words maximum)

|  |
| --- |
|  |

## **Response criteria**

You must list each criteria separately so that sellers can respond to each one through the Marketplace.

**Weightings are optional and must add up to 100%.**

You can add as many criteria as required.

**Criteria** (50 words maximum) **Weighting (optional)**

|  |  |
| --- | --- |
|  | XX% |

**Criteria** (50 words maximum) **Weighting (optional)**

|  |  |
| --- | --- |
|  | XX% |

**Criteria** (50 words maximum) **Weighting (optional)**

|  |  |
| --- | --- |
|  | XX% |

## **Closing date**

**Closing date**

We recommend publishing for at least two weeks to allow interested sellers to respond. Responses will be available after 6pm Canberra time on this date.

|  |  |  |
| --- | --- | --- |
| **Day** | **Month** | **Year** |
| DD | MM | YYYY |

**Contact number for Marketplace support**

This number will not be visible on the Digital Marketplace. It will only be used by the Marketplace operations team in case they need to contact you.

|  |
| --- |
|  |

|  |
| --- |
| **When you are ready to publish:**   1. [Log in](https://marketplace.service.gov.au/login) to the Digital Marketplace. <https://marketplace.service.gov.au/login> 2. Click ‘Create new request’ and select ‘Outcome’. 3. Click ‘Get started’ under ‘Ask the marketplace’. <https://marketplace.service.gov.au/2/outcome-choice> 4. Complete the form using the content from this template. |