Sample Brief Document

Early market research

The *[insert agency]* invites industry participants to participate in an early market research process in relation to *[insert project title and overview]* as specified in Section 2 - Project Background.

The key objectives of the early market research process are for *[insert agency]* to:

* gauge market interest in the *XX* Project;
* better understand the commercial and operating models that may be applied to the *XX* Project including indicative pricing;
* clarify market expectations in terms of the *XX* Project, including the project scale, commercial viability and achievability of *[insert agency]* ‘s Project Objectives; and
* obtain market input to assist with finalising the procurement model.

The early market research process will be governed by the Conditions of Participation contained in Schedule 1– Conditions of Participation.

## Process

This early market research process is an opportunity for industry to provide input during the early planning phase of the *XX* Project.

Industry participants are invited to express their interest in taking part in early market research meetings with *[Insert agency]*’s representatives to discuss the *XX* Project by completing and submitting the Schedule 2 - Response Schedule via *AusTenders, email, etc [edit method as needed]* by *XX*pm on *[insert date]*.

*[Insert agency]* will review responses received in order to select participants to meet with for further discussion.

Evaluation criteria that will be used to short list responses are:

* *Criterion 1*
* *Criterion 2*
* *Etc.*

Participation in these *individual workshops [edit method as needed]* will be based on the written feedback provided and the availability of key personnel within the appropriate timelines and will target a representative sample of respondents from relevant market segments.

Early market research workshops will be held in *[insert city] at [insert agency name] premises*.

*[Insert agency]* will contact selected participants to arrange a suitable time to meet to discuss the *XX* Project.

The questions set out in Schedule 2 will inform, but not limit, the content of the discussions at the early market research *workshops [edit method as needed].*

## Indicative Timeframes

As indicated above, interested industry participants may register their interest by *[insert date].*

It is anticipated that *[insert agency]* will conduct early market research *workshops [edit method as needed]* in *[insert date/month]*.

## Enquiries

Any questions regarding the *XX* Project, this document or the early market research process must be in writing by email to *[insert email address].*

Project Background

## Project Overview

*[Insert project overview]*

## Project Objectives

*[Insert project objectives – use dot points]*

## Project Scope

*[Insert potentail scope of project]*

## Known Contraints

*[Insert known constraints]*

## Success Criteria

*[Insert success criteria – for market research only, not the whole project]*

## Add sections as needed

Schedule 1 – Conditions of participation

By participating in this early market research process, the respondent is deemed to have accepted the terms and conditions as set out in this document.

1. *[Insert agency]’s* discretion

*[Insert agency]* will select the organisations or persons to participate in the early market research process from those who have registered an interest at its absolute discretion.

*[Insert agency]* may also, in its absolute discretion, invite selected organisations or persons that have not registered an interest in the prescribed manner to nonetheless participate in the process.

*[Insert agency]* reserves the right, in its absolute discretion, to suspend or terminate the early market research process or to vary the timing, terms and conditions on which it is carried out.

*[Insert agency]* will be under no obligation to give reasons for the exercise of its discretion in any manner.

1. *Future processes*

Participation in this early market research process does not imply any registration, pre-qualification or any other preferred status in respect of the *XX* Project.

Any organisation that does not respond to this invitation will not be prejudiced in any way in respect of any subsequent procurement process in relation to this or any other State Government project.

Procurement for the *XX* Project will follow a structured and transparent process and successful tenderers will be chosen solely on the basis of predetermined selection criteria, uninfluenced by their participation or otherwise in this early market research process.

1. *Confidentiality*

One of the purposes of the early market research process is to obtain feedback to be used by *[Insert agency]* in the future development of the Project. Accordingly, all responses will be treated as if the information provided is in the public domain and it should be submitted on that basis. *[Insert agency]* is permitted to make such uses and disclosures (including reproductions, modifications and transmissions) of all or part of the responses, as *[Insert agency]* considers appropriate.

If any participant wishes to request, in advance, that any part of its responses should be treated as non-attributable or confidential by *[Insert agency]*, then than participant is asked to advise *[Insert agency]* in writing. *[Insert agency]* will consider any such request but will not be bound by any obligation of confidence or be under any obligation to preserve a party's anonymity in response of any information in the absence of an express confirmation in writing to that effect from the duly authorised officer of *[Insert agency]* given prior to disclose of than information to *[Insert agency]*.

1. *Right to Information*

*Queenlsand example - edit as per your state’s Right to Information Act or Policy*

Provisions of the Right to Information Act 2009 (Qld) ("the Act") will apply to any documents that respondents submit. The Act gives members of the public rights of access to official documents of certain Queensland government bodies. The Act extends, as far as possible, the right of the public to have access to information (usually documents) in the possession of the State limited only by exceptions and exemptions necessary for the protection of the public interest.

1. *Responsibility for costs*

Each respondent is responsible for its own costs of participating in the early market research process. *[Insert agency]* will not pay or reimburse any person or organisation for participating in the early market research process.

1. *Disclaimer*

*[Insert agency]* makes no warranty or representation, express or implied, and does not assume any duty of care to any person, that the information contained in this document or on which this document is based or any other information which may be provided in connection with it, is accurate, adequate, suitable or complete, or that the information has been independently verified, and *[insert agency]* accepts no responsibility or liability to any party for use of or interpretations based on information by any person.

There may also be other information or documents in the knowledge or possession of *[insert agency]* or its officers, employees, consultants, contractors or agents which are relevant to the *XX* Project or the early market research process, but which are not disclosed by *[insert agency]*.

1. *Probity*

*[Insert agency]* is committed to a project delivery process that is transparent and accountable and which ensures that all interested parties are given fair and equitable treatment. In this regard, the project, including the early market research process, will be underpinned by probity practices that ensure the procedural integrity of each stage of the project is maintained.

An independent probity advisor will attend any meetings between *[insert agency]* and industry participants as part of the research. Any specific questions or queries regarding probity matters should be directed to the probity advisor:

Name: *XX*

Email: *XX*

Phone: *XX*

Schedule 2 – Response Schedule

|  |  |
| --- | --- |
| Early market research project name: |  |
| Date of Brief issue: |  |

Respondents interested in providing input into the early market research phase are invited to complete the following table in full.

|  |  |
| --- | --- |
| Participant's Registered Company Name or Full Name if an Individual: |  |
| Participant’s ABN/ACN: |  |
| Street Address: (If the submission is from a Partnership, the address of each partner must be provided. Attach additional sheet if insufficient room). |  |
| Postal Address for notices: |  |
| Contact Person in the Submitter’s Organisation:  Name (please print)  Telephone number  Mobile number  Email |  |
| List supply arrangements your company has with the *[insert agency]* or write ‘nil’: |  |
| Small-medium Enterprise (SME) Participation  (if SME is less than 200 staff worldwide include parent company) | Nominate if your organisation is an SME:  Yes  No  If your response is yes, your participation level is automatically calculated as 100%  Complete the following details of your company:  Address of global company:  Total number of staff worldwide: |
| Supplier Diversity: | Nominate if your organisation is an:  Indigenous Business[[1]](#footnote-1)  Social Enterprise[[2]](#footnote-2)  If so, is your organisation a member of an industry group for example, Supply Nation please specify: Insert text |
| Proposed attendee names and positions |  |
| Overview of relevant Participant experience in business | [Participant to provide a brief overview of the company and experience in delivering *X – related to the project*] |

Respondents are encouraged to provide responses to the following questions, which may assist to guide discussion at any early market research meetings that may be held.

|  |  |
| --- | --- |
| Participant Response to *[agency]*’s Questions (Optional) | |
| PROJECT OBJECTIVES | |
| Question Example 1 | Are the Project Objectives realistic and achievable? |
| Question Example 2 | Do you have any suggestions regarding the size, scope and specification of requirements for the procurement? |
| TOPIC HEADING | |
|  |  |

*Add in more questions (can be categorised into sections)*

*Question prompts:*

* *Do you have any suggestions for …*
* *Do you have a preferred approach for …*
* *What are your expectations in relation to …*
* *Would you be able to provide [ageny’s] desired customer services/outcomes/technology goals … ?*
* *What scope and scape of XX is likely to be viable for this project?*
* *Do you have any concerns about the development of XX?*
* *Is the opportunity attractive …?*
* *How can [agency] change its approach to make the procurement more attractive? Given your understanding of the procurement, are there any other or better approaches you would suggest?*
* *Do you have any suggestions regarding the size, scope and specification of requirements for the procurement?*
* *What are your expectations in relation to data related issues? How do you expect to value the data and advertising rights?*
* *How would you manage data collection, data protection and commercialisation?*
* *Would you be able to provide any indicative pricing – how much a solution could cost the agency?*

# Authorisation and Certification by the Respondent

As the authorised officer named below, I certify that in submitting the response on behalf of the respondent:

(a)         I have the appropriate authority to authorise the response

(b)         I have read, understood and complied with the requirements of the Early Market Research Brief.

The above submission is a true and accurate account of our response.

Respondent’s Authorised Representative

|  |  |
| --- | --- |
| Name: |  |
| Position Title: |  |
| Date of submission: |  |

1. Indigenous Business - refers to a commercial entity that is at least 50 percent owned by an Aboriginal person or a Torres Strait Islander person. [↑](#footnote-ref-1)
2. Social Enterprise – refers to a business operating for social purposes and will commonly have the following attributes – social objectives are core to purpose, limited distribution of profits and a mixture of capital inputs [↑](#footnote-ref-2)