

INDONESIA AUSTRALIA
RED MEAT & CATTLE
PARTNERSHIP

Digital Technology Options for Indonesia's and Australia's Beef and Cattle Sector

Industry Briefing

Jakarta, 17 February 2020



INDONESIA AUSTRALIA RED MEAT AND CATTLE PARTNERSHIP (2013 -2023)

Goal

The Red Meat Cattle Partnership was established in 2013 to promote joint cooperation between the two countries to:

- Support food security in the red meat and cattle sector
- Facilitate access to global supply chain for red meat and cattle products through trade and investment



Objectives

- Increase domestic and foreign supply chains in the red meat and cattle supply chain
- Improve the security, prosperity and productivity of the Indonesian and Australian red meat and cattle industries
- Build a trusted relationship between Indonesian and Australian red meat and cattle industries and governments
- Increase Indonesia's cattle population to meet local demand and food security targets
- Be able to respond to increased demand for beef products in Indonesia



Tender Requirements

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Timeline

Milestone	Timeline
Issue of RFT	Friday 7 th February 2020
Industry briefing	Monday 17 th February 2020
Closing date for Registration of Intent to submit Tender	5.00pm local time in Adelaide 21 st February 2020
Closing date for questions on the RFT	5.00pm local time in Adelaide 28 th February 2020
Closing date for submission of Tender	3.00pm local time in Adelaide (ACST) 9 th March 2020
Tender outcome notification date	23 rd March 2020
Expected mobilization date	13 th April 2020

Tender Submissions

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Item	Requirements
Number of copies of tender	1 electronic file (pdf) of Technical Proposal 1 electronic file (pdf) of Financial Proposal
Technical Proposal (80% of total score)	Technical Proposal: maximum of six (6) pages plus Annexes as follows: Annex 1 – Organisation’s Experience Annex 2 – Curricula Vitae Annex 3 – Draft Workplan Annex 4 – Statutory Declaration Annex 5 – Letter of Association
Financial Proposal (20% of total assessment score)	Schedule 1: Personnel Costs Schedule 2: Expenses for project implementation other than personnel costs Schedule 3: Fixed Management Fee Schedule 4: Financial Proposal Summary
Mode of Submission	Email submission to Tendersubmissions@Coffey.com

Selection Criteria

A. Capacity and technical experience: (25% of the technical assessment)

To ensure the quality of services provided, Tenderers that either:

- 1) **possess a licence to operate in Indonesia, or**
- 2) **partner with a company or individual that has a licence to operate in Indonesia** are preferred.

The Tenderer must demonstrate:

- **Experience implementing similar projects in Indonesia or similar Southeast Asian countries** and how these provide evidence of capability to deliver the project as outlined in the Scope of Services. Include your **capacity to produce high quality reports**, including the use of infographics and other techniques to improve readability. Reference the three Project Description Sheets included as Annex 1 to support your statements. **(15% of the technical assessment)**
- **Linkages with Indonesian sectoral stakeholders, experts and organisations** and how these will be used to improve project implementation and outcomes. If you are partnering with an associate firm or individual, please include details of the role or the partner in project implementation and refer to your attached Letter of Association. **(10% of the technical assessment)**

Selection Criteria

B. Response to technical requirements: (50% of the technical assessment)

The Tenderer must provide details of their approach and methodology for project implementation. Specifically, tenderers must demonstrate how they will:

- Outline their approach to meeting the requirements of the tender. The tenderer should provide details of their approach to accessing data and information sources necessary to implement the project. **(10% of the technical assessment)**
- Present their detailed methodology to respond to the project's objectives as outlined in the Scope of Services. Both qualitative and quantitative methodologies should be covered if required, along with any analytical tools that will be used. **(30% of the technical assessment)**
- Provide a written explanation of the proposed workplan (to be included as Annex 3) noting timelines and personnel involved in delivery of activities and reporting **(10% of the technical assessment)**

Selection Criteria

C. Core personnel: (25% of the technical assessment)

The Tenderer must demonstrate that the following team members have the appropriate qualifications and experience to implement the project as outlined in the Scope of Services. **At least one senior member of the team must be able to speak Bahasa Indonesia fluently** and will be required to present the industry debrief following field work in Indonesia. Include information covering:

- Project Leader is the technical expert who will work with ASG to finalise the methodology and workplan and be responsible for overall implementation of the project. The Project Leader should preferably have significant experience in delivering similar projects in Indonesia. **(15% of the technical assessment)**
- Other specialists as required to implement the project as outlined in the Scope of Services. **(10% of the technical assessment)**

The tenderer must indicate any other specialists who will be involved in project implementation. Substitution of the Project Leader or any specialists would require Coffey approval.



Scope of Services

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Digital Technology Options

Background

Digital technologies offer efficiency gains in and red meat sector supply chains.

Australia has applied digital technologies to production issues, such as through the advanced monitoring and control of water, feeds, supplements and other production factors, as well as through on-line livestock sales platforms.

Indonesia has utilised technology to improve access to finance and for retail sales.

Project purpose

To identify and raise industry awareness of currently available and future technologies for production and marketing that have potential to improve the efficiency and profitability of the beef industries in Indonesia and Australia.

Components

The consultant/firm will review existing technologies and applications, identify gaps and constraints in the supply chain for which technologies might provide solutions. Digital technologies and applications will be considered separately for production and marketing.

For each country, components of the review will include:

Component 1: Digital platforms to improve the efficiency and profitability of the beef industries

Component 2: On-line marketing of cattle and beef products.

Common software-based technologies, such as decision-support and financial modelling software, would not be included unless genuinely innovative.

Detailed activities guidelines

Activities

For each component, the consultant/firm will:

- Identify and review relevant innovations as listed in the Background section
- Assess innovations based on their ability to address constraints
- Examine how consumers interact with technology, recognising that understanding consumer behaviour and desires is the key to the success of any digital sales platform.
- Identify constraints to application and adoption, including capital and investment requirements, technology gaps, training/knowledge and culture gaps and other constraining factors
- Examine and review relevant work done by peak bodies, private companies and other Australian and Indonesian agencies
- Examine and review learnings from regional countries such as Vietnam and Malaysia
- Examine the ways in which Indonesian and Australian companies could benefit from new or improved

Deliverables

Reporting

Inception Report will incl.

- A desk review of previous studies
- Approved methodology and final workplan detailing how the consultant will complete the required tasks
- Outline for the final report's structure and style

Monthly updates – brief updates on progress in dot-point format

Draft Final Report - a report addressing the objectives as outlined in the Statement of Requirement

Final Report

- Incorporate comments/changes requested by the relevant stakeholders
- Submit in electronic format in English together with an executive summary in Bahasa Indonesia.
- Include background information that is of use to potential technology users.

Timelines and budget

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- Initial planning and consultations: 13 – 20 April 2020
- Field research in Indonesia: May - June 2020
- Presentation of field research findings: June 2020
- Submission of draft final report: June 2020

Maximum budget: AUD120,000



THANK YOU

