

**Abt Associates: Request for Proposal (RFP)  
Workplace Gender Equality Tools and Services  
Market Research (Vietnam) – IW-RFP-2024-09**

---

---

**Table of Contents**

<b>1.</b>	<b>Background</b>	<b>2</b>
<b>2.</b>	<b>Activity Objective and Purpose</b>	<b>3</b>
<b>3.</b>	<b>Key deliverables</b>	<b>4</b>
<b>4.</b>	<b>Market Research Areas</b>	<b>4</b>
<b>5.</b>	<b>Key Tasks</b>	<b>5</b>
<b>6.</b>	<b>Timeframe</b>	<b>5</b>
<b>7.</b>	<b>Budget</b>	<b>6</b>
<b>8.</b>	<b>Selection Criteria</b>	<b>6</b>
<b>9.</b>	<b>Proposal Requirements</b>	<b>7</b>

## 1. Background

- 1.1 Investing in Women: Women in Inclusive Sustainable Economic Recovery (IW) is a multi-country Australian Government initiative in Southeast Asia that seeks to accelerate women's economic empowerment through increased and equitable opportunities in the private sector, contributing to inclusive, sustainable economic recovery and growth in targeted countries. Our objective is to support women to thrive in the workplace and succeed in business.
- 1.2 Building on the results, partnerships and lessons established under the first seven years of the program, IW's new phase will extend and deepen Australia's contribution to advancing gender equality in Southeast Asia through influencing and growing an ecosystem of policymakers, business leaders, capital providers and women's economic empowerment actors.
- 1.3 Positioning women at the centre of economic resilience and accelerating their economic empowerment is critical to achieving a wide range of sustainable development objectives in Southeast Asia. As the region recovers from the COVID-19 pandemic, gender-sensitive economic recovery strategies will be critical to prevent further deterioration in women's economic empowerment indicators as seen during COVID-19. Focus on an inclusive recovery seeks to harness the productivity, skills, capacity, talent, innovation, and leadership that women offer, and realise the benefits of women's economic empowerment for themselves, their families, and their communities.
- 1.4 IW continues the ambitious agenda of advancing women's economic empowerment through:
  - **Workplace Gender Equality (WGE)** – We support Business Coalitions (BCs) that work with influential businesses on shifting workplace cultures, practices, and policy barriers to achieve workplace gender equality, with member companies together employing more than one million people;
  - **Enabling Policy Reforms** – We support locally identified reform agendas that promote women's workforce participation, generate support for the business case for WGE, and build the case for the value and importance of the care economy to business, the economy and women's economic empowerment;
  - **Campaigns and Communities of Practice** – We support locally driven campaigns in Indonesia, the Philippines, and Vietnam that highlight positive examples of gender equality to strengthen public support for women's economic participation. Through fostering a community of gender equality advocates, IW will continuously build evidence that supports the broader adoption of progressive attitudes and behaviours; and
  - **Gender Lens Investing** – We work to increase investment in Small and Medium Enterprises (SMEs) that disproportionately benefit women in Indonesia, the Philippines and Vietnam. We do so by increasing capital providers' demand for Gender Lens Investing strategies and products, catalysing the supply of financial instruments available to small businesses owned or led by women, and investing in the growth of SMEs that support women through a 'fund of funds' strategy.
- 1.5 Australia's Department of Foreign Affairs and Trade (DFAT) has contracted Abt Associates Australia to implement Investing in Women. Abt Associates Australia is a mission-driven, global leader in research, evaluation and implementing programs in health, social and environmental policy and international development.

- 1.6 Investing in Women's new phase is anticipated to be up to AUD 80 million in value, initially for four years (from January 2023 to June 2027), with an option to extend for a further six years. Initial countries of focus will be at least Indonesia, Philippines and Vietnam, with a limited footprint in Myanmar, and with some activities engaging at a regional level. Further information about Investing in Women can be found on the website: [www.investinginwomen.asia](http://www.investinginwomen.asia).
- 1.7 IW implements Workplace Gender Equality (WGE) activities with an End of Program Outcome (known as EOPO1) of **"More workplaces adopt and implement workplace gender equality organisational change"**. EOPO1 emphasizes the importance of enhancing the supply and availability of high-quality tools and services related to WGE.
- 1.8 To date, increased WGE in Indonesia, Myanmar, the Philippines and Vietnam (IW Target Countries) has been primarily achieved through our support for Business Coalitions (BCs), which are locally owned not-for-profit organisations co-founded with private sector partners. BCs work with influential businesses on shifting workplace cultures, practices and policy barriers to achieve WGE. Over 100 member companies - many of whom are the region's private sector leaders and biggest employers - together employ over one million people.
- 1.9 BCs provide customised advice and support to influential companies seeking to improve WGE and benefit from the positive impacts on their businesses. BCs work with member organisations to make concrete commitments that support WGE, such as working towards equal pay, and creating an environment where women have as much opportunity as their male counterparts. They hold themselves accountable by measuring their progress against their commitments, including through customised diagnostic assessments using GEARS<sup>1</sup>, training, policy advisory services and employee surveys.
- 1.10 BCs advocate for WGE and work in partnership with the private sector and other stakeholders to advance public policy reforms that remove barriers to WGE. BCs have been, and continue to be, a key strategy for IW to support credible, local provision of WGE services. Simultaneously, IW aims to support the private sector enabling environment for WGE and stimulate greater demand for WGE from the private sector.
- 1.11 In Vietnam, IW will engage a provider of WGE tools and services, to reflect the new phase of IW and the changing WGE landscape in the country. The provider will commence this phase of work on 1 July 2024.
- 1.12 Across IW countries, BCs have targeted large employers (normally more than 500 employees), including corporates, multi-nationals and conglomerates. In general, targeting has been relatively sector agnostic and focussed at engaging sectors and firms that will support activity and business growth for the incoming WGE tools and services provider.

## 2. Activity Objective and Purpose

To support the work under EOPO1, IW seeks a Contractor to conduct and deliver a Market Research Study on Workplace Gender Equality (WGE) tools and services in Vietnam. There are two key objectives to this work:

- 2.1 To identify the target market for WGE tools and services and the market size (**demand**);

---

<sup>1</sup> Gender Equality Assessment, Results and Strategies is a customised WGE diagnostic framework drawing on the work of the Business Coalitions and Australia's Workplace Gender Equality Agency (WGEA).

2.2 To provide an analysis of the market competition (**supply**).

The Market Research should be considered a **commercial facing activity**, focused on the delivery of analysis of this key services market. The research is **not a social research exercise** and is not tasked with examining the state of WGE in companies or in Vietnam.

### 3. Key deliverables

Building on the Market Research Plan to be submitted as part of proposals (see below), the assignment will result in the following deliverables:

1. Desk-based review, including key findings and full reference list;
2. Updated Market Research Plan based on the desk-based review, including methods, sampling, key instruments and workplan;
3. Research findings, validation and opportunities workshop (to be held with IW and Vietnam services provider);
4. Draft and Final Market Research Study (including datasets, an executive summary and ppt presentation of key findings).

### 4. Market Research Areas

Proponents will be required to outline a market research plan (including methods, sampling and analysis) in their proposals that effectively explore the current market for WGE tools and services in Vietnam including:

- a. **General** - Overall description of the WGE tools and services market, its current state and key players.
- b. **Demand** – Identification of business market segmentation, projected size and demand, market opportunities, threats and gaps. This will include a focus on key WGE services including<sup>2</sup>:
  - i. WGE assessment – Gender Equality Assessment Results and Strategies (GEARS)
  - ii. WGE and Diversity, Equity and Inclusion (DEI) training,
  - iii. Policy review with gender/DEI lens and consultancy services.

Specifically, demand-side analysis should include:

- Identify business market segmentation segmented in an appropriate manner (i.e. state of readiness i.e. cold, warm, hot, size of business, sectors etc - as agreed with IW);
- Description of the target market's current implementation of WGE;
- Projected size and demand for specific or preferred WGE tools and services (i.e. gender assessments, training, gender pay gap analysis, policy consulting, research) and WGE priority focus areas;
- Analysis of potential customers, including knowledge, attitudes, influences and challenges relating to provision of WGE tools and services. Customer behavior in seeking information about WGE related information and services, including use of social media. Assessment of appropriate media to support market targeting;
- Analysis of customers willingness to pay for WGE tools and services;

---

<sup>2</sup> Further details of services will be provided to the successful proponent.

- Customer interest in services that support WGE policies and regulatory implementation, accreditation/recognition schemes, work on mandatory reporting requirements.
- c. **Supply** – Description of providers of WGE tools and services, their approach to membership, types of services offered and WGE focus areas/range of topics, packaging, pricing;

Specifically, supply-side analysis should include:

- Analysis of market competitors that are providing WGE tools and services, or similar services, including emerging or potential competitors and customer perspectives on provision of these tools/services, pricing analysis, target customers, competitor strengths and unique value propositions;
  - Market trends in the WGE industry and in the eyes of customers.
- d. **Opportunities/threats:** Key market opportunities (such as unmet client needs) and threats/constraints in the market, including but not limited to trends in DEI and technology/platforms relevant to WGE and DEI.
- e. **GEARS:** Limited analysis of customers’ experience of the use of the Gender Equality Assessment Results and Strategies (GEARS) tool to assess strengths, areas for improvement, and test market demand for the GEARS tool, including how demand could be further stimulated (i.e through accreditation), willingness to pay and potential pricing structures; analysis of customer experience of other WGE assessment tools;

## 5. Key Tasks

Key tasks are outlined in Table 1 below.

The Market Research is to be undertaken in a highly consultative manner with IW. This includes oversight from the Monitoring, Evaluation Research and Learning (MERL) team and engagement with the EOPO1 team. This will particularly be the case in the development and finalization of the sampling strategy and instrument design.

Proponents should propose the approach they determine best suited to meet the assignment objectives. Care should be taken to address the target group of firms (see point 1.12 above) and justification of the specific approach to sampling must be incorporated in the proposal.

Further details are in the proposal template in Annex 1.

## 6. Timeframe

IW anticipates the assignment duration will be circa 4 months (subject to finalisation of the procurement processes). The indicative timeline for the assignment is outlined in Table 1 below.

**Table 1: Indicative Market research timeframe**

Activity	Month 1	Month 2	Month 3	Month 4
1. Contracting finalised				
2. Briefing sessions				

Activity	Month 1	Month 2	Month 3	Month 4
3. <b>Deliverable 1:</b> Desk review and Market Research Plan update	◆			
4. Conduct market research activities				
5. Data analysis				
6. <b>Deliverable 2:</b> Conduct a research findings, validation and opportunities workshop			◆	
7. <b>Deliverable 3:</b> Finalise and submit draft Market Research Study				◆
8. <b>Deliverable 4:</b> Final report, incorporating IW feedback and a summary of findings (including executive summary and PowerPoint) in English and Vietnamese				◆

## 7. Budget

Costing may not exceed AUD 60,000. Proposals need to be cost conscious and represent value for money.

Funding will be negotiated on a case-by-case basis according to criteria such as Value for Money. Any final decision will be based on the results of the selection and due diligence processes.

## 8. Selection Criteria

2.3 The Proposals (including Financial Proposal) must be specific and presented concisely. Proponents will be evaluated based on these documents, inclusive of supporting information and due diligence processes, in order to determine the best value for money and merit-based outcome to achieve IW's objectives.

8.2 Proposals will be assessed based on the following criteria – **please ensure these are specifically addressed within proposals:**

Factor	Criteria	Weighting
<b>1. Technical capability and approach</b>	<p>The extent to which:</p> <ol style="list-style-type: none"> <li>The proponent's market research approach (including methods and sampling) and plan will effectively capture and reflect current market demand and supply for WGE tools and services;</li> <li>The proponent has outlined and justified the sampling frame, including why it is seen as representative of the universe of firms being targeted and outlines a clear and credible plan to reach sufficient respondents;</li> <li>The proponent demonstrates strong market research capability, including capacity and experience to conduct quantitative and qualitative primary data collection and analysis;</li> </ol>	45%

	<p>4. The proponent demonstrates capacity to produce high quality market research reports, based on quantitative and qualitative analysis, in English.</p> <p>5. References: The proponent includes reference for three (3) contracts for market research delivered in the past 2 years. Please include the following information:</p> <ul style="list-style-type: none"> <li>• Client name and address</li> <li>• Contact name, email and telephone number</li> <li>• Brief project description</li> <li>• Contract value</li> <li>• Duration of Contract</li> </ul>	
<b>2. Organisational capability to deliver</b>	<p>1. The proponent has demonstrated, relevant market research expertise in SE Asian countries (ideally Vietnam), including for service-oriented businesses targeting private sector customers.</p> <p>2. The proponent has presence in Vietnam and has demonstrated access to relevant private sector networks and respondents, including senior executive leadership and HR management.</p> <p>3. The proponent has strong management capability and is capable of adhering to DFAT's safeguarding requirements.</p>	35%
<b>3. Team</b>	<p>1. The proponent has proposed appropriate personnel to manage activities with relevant experience and networks.</p>	15%
<b>4. Value for money</b>	<p>1. Cost consciousness and realism consistent with the market research requirements and workplan, as evidenced by a sound financial proposal that outlines a detailed budget, covering all costs required to execute the market research.</p> <p>2. Strong balance of economy, efficiency, effectiveness and ethics as defined by the Australian Government's Department of Foreign Affairs and Trade: <a href="https://dfat.gov.au/aid/who-we-work-with/value-for-money-principles/Pages/value-for-money-principles.aspx">https://dfat.gov.au/aid/who-we-work-with/value-for-money-principles/Pages/value-for-money-principles.aspx</a>.</p>	5%

## 9. Proposal Requirements

9.1 All Proposals must be submitted in English.

9.2 Proponents must submit their Proposal using the Proposal Forms provided in this RFP documentation (**Annex 1**, Schedules A – B):

- (a) **Proposal Submission Form** as contained in **Schedule A**; and
- (b) **Proposal for Workplace Gender Equality Tools and Services Market Research** as contained in **Schedule B**.

9.3 Page limits for submissions are outlined below and in Annex 1.

**Submissions that exceed this page limit will not be considered and no exceptions to this will be allowed.**

Schedule	Page limit
<b>Schedule A:</b> Proposal Submission Form (Follow template provided in Annex 1)	1
<b>Schedule B:</b> Workplace Gender Equality Tools and Services Proposal (Follow template provided in Annex 1)	8
<b>Schedule B - Annex 1 (CVs)</b>	2 pages per person Max. 6 CVs

- 9.4 All Proposals and any accompanying or subsequent documentation submitted under this RFP become part of the Proposal Process.
- 9.5 The Proposal validity period is 180 days (unless otherwise negotiated).
- 9.6 Proponents accept that their failure to provide all requested information, at any stage of the Proposal Process, may result in their Proposal being excluded from further consideration.
- 9.7 It will be presumed that, by submitting a Proposal for Workplace Gender Equality Tools and Services Market Research the Proponent agrees to the Proposal Conditions.
- 9.8 All Proposals must be conducted in a manner that are non-collusive and does not represent deceptive or corrupt behaviour. Abt Associates has a zero tolerance to such behaviours. Any and all conflicts of interests, or those that may be perceived as a conflict, are to be identified during the Proposal Process.

#### **Proposal Submission**

- 9.9 Proposals must be submitted electronically to [procurement@iwa.asia](mailto:procurement@iwa.asia) before the Proposal Closing Time and Date, using the subject line: **"Workplace Gender Equality Tools and Services Market Research – Proposal (VTN)."** All Proposals must be received in PDF format attached in the email.

**The request for proposals will close at 5:00 pm Philippine Standard Time, 20 May 2024.**

- 9.10 It is the responsibility of Proponents to ensure that their proposal submission, including all attachments, has been received in the above email inbox, [procurement@iwa.asia](mailto:procurement@iwa.asia), prior to the Proposal Closing Time and Date. Any Proposal received after the Proposal Closing Time and Date will be considered a late submission. **IW will reject all Late Proposals.** IW recommends that Proposals are formally lodged earlier than the nominated Proposal Closing Time and Date, in the case of telecommunications issues. IW will not be responsible for any large files that are rejected by email servers. It is suggested to compress all media images to limit overall file size.

#### **Proposal Evaluation Process**

- 9.11 The Evaluation Panel will assess the Proposal submitted in response to this RFP. This panel will consist of members of the IW team and may include an external evaluator as appropriate.
- 9.12 The Evaluation Panel will undertake a shortlisting of Proponents in accordance with the Selection Criteria as set out in clause 8.
- 9.13 Proposals will be assessed against the Selection Criteria as set out in clause 8 and may be notified via email and invited to present their Proposals to the Evaluation Panel.

- 9.14 Material tendered in response to one selection criterion may be used in the evaluation of other selection criteria.
- 9.15 The Evaluation Panel will prepare an Evaluation Report Assessment and make a final recommendation to IW. Any decision will be at the discretion of IW and in accordance with the nominated criteria and technical advice.
- 9.16 Unsuccessful Proponents will be notified in writing. The decision of IW is final. IW feedback upon request on the evaluation process is for purposes of courtesy and quality improvement only. No further correspondence from IW will be undertaken, on the basis of this feedback and RFP process.
- 9.17 Preferred Proponents will enter the stage of contract negotiations.

**Questions during the application process**

- 9.18 Parties invited to this RFP may register their intent to submit a proposal by clicking this link - **REGISTRATION** (or copy link - <https://forms.office.com/r/pSUdZWXLb4>) This will allow IW to provide you with any updates prior to the Proposal Closing Time and Date. Parties that have not registered their interest may still submit Proposals but will not receive updates prior to the Proposal Closing Time and Date.
- 9.19 IW will host an online information session tentatively scheduled on the week of 6 May 2024. Interested parties should register by responding to the invitation to be sent by Investing in Women. During the session, interested parties can raise questions on the RFP. For the avoidance of doubt, interested parties can raise questions outside the allocated information session by submitting questions through [procurement@iwa.asia](mailto:procurement@iwa.asia) in accordance with the process as set out under clause 9,19 and 9,20.
- 9.20 Any clarification or enquiries from interested parties must be submitted no later than **5:00 pm Philippine Standard Time, 10 May 2024** through [procurement@iwa.asia](mailto:procurement@iwa.asia), with subject line: **"Workplace Gender Equality Tools and Services Market Research (Vietnam) – Query."**
- 9.21 IW reserves the right to issue or publish responses and answers to clarifications to all registered Proponents. Responses will be de-identified. Notification will be provided to all Proponents via the contact details of the Nominated Representative at the time of registration.

**Proponent Costs**

- 9.22 IW is not responsible for any costs that may be incurred by any Proponent in responding to this RFP. Proponents are responsible at their own cost, related to their submission of this RFP, including:
- (a) All the arrangements and obtaining and considering all information relating to the RFP preparation; and
  - (b) Preparation and lodgement of the Proposal including any cost incurred related to travel arrangement or any other costs (e.g. communications cost).

**Negotiation and Contracting**

- 9.23 Abt Associates will clarify any areas for final agreement through a clarification and negotiation process that is transparent and accountable. Any agreement will subject to the clauses negotiated and agreed.

9.24 An Abt Associates Contract will be issued to formalise WGE Tools and Services Market Research. The maximum payable under the agreement will be agreed and will be detailed in the final agreement document. The research activities must then be completed according to the specifications of the contract within any agreed schedules.

### **Abt Associates Rights**

9.25 Abt Associates reserves the right in its absolute discretion at any time to:

- (a) Terminate this proposal, or cease to proceed with this proposal, change the structure and timing of the proposal, or vary or extend any detail in this proposal at any time;
- (b) Seek clarification of non-conforming proposals or request additional information or clarification, or provide additional information or clarification;
- (c) Negotiate with any one or more Proponent;
- (d) Perform such security, probity, and financial investigations and procedures as Abt Associates may determine are necessary in relation to any Proponent, its employees, officers, partners, associates, sub-contractors or related entities including consortium members and their officers, employees and sub-contractors. Proponents should promptly provide Abt Associates with such information or documentation that Abt Associates requires in order to undertake such investigation. A Proposal may be rejected by Abt Associates if the Proponent does not promptly provide, at its cost, all reasonable assistance to Abt Associates in this regard or based on the outcomes of the investigations or procedures. Abt Associates may also make independent enquiries about any matters that may be relevant to the evaluation of a Proposal;
- (e) Call for new proposals;
- (f) Accept or reject any Proposal, and to cancel the Proposal Process and reject all Proposals, at any time prior to the award of Contract, without thereby incurring any liability to the affected Proponent(s);
- (g) Assess or reject a non-conforming proposal. Abt Associates will not enter into any correspondence or discussion about a decision to assess or reject a non-conforming proposal;
- (h) Seek clarification of, and negotiate the terms included in, short-listed proposals after the proposal closes. These discussions will be documented and form part of the proposal for evaluation purposes;
- (i) Exclude from consideration any Proposal if the Proponent or one of its related entities is listed by The World Bank on its "Listing of Ineligible Firms" or "Listing of Firms Letters of Reprimand" posted at [www.worldbank.org](http://www.worldbank.org) (the "World Bank List");
- (j) Exclude any individual or entity determined by the Minister for Foreign Affairs under the Charter of the United Nations Act 1945 and/or listed in regulations made under Division 102 of the Criminal Code Act 1995. Further information about listed persons and entities is available from the Department of Foreign Affairs and Trade website at [www.dfat.gov.au](http://www.dfat.gov.au);
- (k) Exclude any individual or entity excluded by any other donor of development funding on a list similar to the World Bank List; and
- (l) Terminate any negotiations being conducted at any time with any Proponents for any reason.

9.26 Unsuccessful Proponents will have no redress against Abt Associates or IW, regardless of any addition or amendment to any Proposal Conditions in these circumstances.

9.27 This RFP does not give rise to a binding contractual relationship between Abt Associates and any Proponent.

### **Confidentiality**

9.28 The contents of this RFP together with all other information, materials, specifications or other documents provided by Abt Associates or the program, or prepared by respondents specifically for them, shall be treated at all times as confidential by the respondents. Respondents shall not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the respondents' group or use them for any purpose other than for the preparation and submission of a response to this RFP, nor shall respondents publicise the name of Abt Associates or the program, or this project, without the prior written consent of Abt Associates. Abt Associates and the program confirm that they shall treat all information provided to them by the respondent as confidential and further confirm that such information will not be disclosed by them group to any third parties, other than their advisers and consultants.

9.29 Respondents shall ensure that all third parties to whom disclosure is made shall keep any such information, materials, specifications or other documents confidential and not disclose them to any other third party except as set out in clause 9.26.

9.30 Respondents must seek the approval of Abt Associates before providing to third parties any information provided in confidence by Abt Associates or the program or their professional advisers and must maintain a register of all employees and third parties who have access to such information. If so requested by Abt Associates, respondents must make such a register available for immediate inspection by Abt Associates or its duly authorised representatives.

9.31 The names of respondents submitting their interest will not be made available to other respondents. All firms/consultants will be required to maintain confidentiality with respect to their own submission and should not seek details of competing submissions.

### **Warning and Disclaimer**

9.32 Nothing contained in this RFP or any other communication made between Abt Associates or their representatives and any party shall constitute an agreement, contract or representation between Abt Associates and any other party (except for a formal award of contract made in writing by Abt Associates). Receipt by the respondent of this RFP does not imply the existence of a contract or commitment by or with Abt Associates for any purpose and respondents should note that this RFP may not result in the award of any business.

9.33 Abt Associates reserves the right to change any aspect of, or cease, this RFP and subsequent proposal process at any time.

9.34 The information contained in this RFP is subject to constant updating and amendment in the future and is necessarily selective. It does not purport to contain all of the information which a respondent may require. While Abt Associates and the program have taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this RFP are true and accurate in all material respects, Abt Associates and the program do not make any representation or warranty as to the accuracy or completeness or otherwise of this RFP, or the reasonableness of any assumptions on which this document may be based. All information supplied by Abt Associates or the program to the respondents, including that contained in this RFP, is subject to the respondent's own due diligence. Abt Associates and the program accept no liability to respondents whatsoever

and however arising and whether resulting from the use of this RFP, or any omissions from or deficiencies in this document.

9.35 Abt Associates or IW may exclude any respondents from this process who have been found to be in breach of confidentiality and may pursue any remedy or take any other action for breach as it considers appropriate.

## ANNEX 1 – PROPOSAL FORMS, SCHEDULES A – B

### Schedule A: Proposal Submission Form

To Investing in Women,  
[Insert name], on behalf of [insert organisation's or consortium's name],

Address: (Insert Organisation/consortium address)

Phone Number: (Insert Organisation/consortium phone number)

Email Address: (Insert Organisation/consortium email)

- (a) Offer to undertake the Scope of Services for WGE Tools and Services Market Research as defined in the Request for Proposal (RFP) documentation on the terms described in the RFP and the particulars and price set out in the enclosed proposal submission including the Financial Proposal;
- (b) In consideration of Investing in Women promising to consider our proposal, will keep this offer open for a period of a hundred and eighty (180) calendar days after the close of proposals;
- (c) State that we have not prepared our submission with the benefit of information obtained from current or former employees of Investing in Women or Abt Associates, or DFAT in circumstances that constitute a breach of confidentiality or fidelity on the part of that person; or with the benefit of information otherwise improperly obtained;
- (d) State that we have not prepared our submission with the benefit of any information obtained from any other potential Proponent or competitor for the services outlined in this RFP;
- (e) Understand that Abt Associates has no liability to pay the Proponent, or any other person, and is not liable for any compensation on the basis of any quantum meruit or any other contractual, quasi contractual or restitutionary grounds whatsoever as a consequence of any matter or thing relating to, or incidental to the Proponent's participation in this RFP;
- (f) Confirm that the nominated personnel within this proposal are available for the duration specified in our proposal, which aligns with the requirements of the Terms of Reference;
- (g) Confirm that we are not aware of any present, or potential Conflict of Interest that exists as a result of us submitting this proposal, or entering into an agreement with Abt Associates for the provision of these services;
- (h) Confirm that we have disclosed below (to the best of our knowledge) any matter that may materially affect our performance of the contract, including but not limited to: security, probity or integrity issue, including current or pending investigations or enquiries by any government, law enforcement, or regulatory body; financial capacity and viability to perform the services; and
- (i) Nominate the following person as our representative for executive negotiations:

**Representative's Name:** \_\_\_\_\_

**Position Title:** \_\_\_\_\_

**DATED** this \_\_\_\_\_ day of \_\_\_\_\_, 2024

**SIGNED** for and on behalf of

(Insert Organisation Name)

---

Signature of Authorised Signatory

Name of Authorised Signatory

In the presence of:

---

Signature of Witness

Name of Witness

### Schedule B – Workplace Gender Equality Tools and Services Proposal

Proponents must provide detailed responses covering the information as set out in section 1-3 below.

**PLEASE NOTE:** The response should not exceed **8 pages** (excluding allowable Annexes).

**Submissions that exceed this page limit will not be considered.**

The following template must be followed:

1. ORGANISATION DETAILS <sup>3</sup>	
Name of Organisation	
Registered legal entity number <sup>4</sup>	
Place of registration	
<b>Contact Details:</b>	
Name of Representative	
Position Title	
Office Address	
Phone/Fax	
Email	
Social Media	
2. PROJECT PROPOSAL: SUMMARY INFORMATION	
Proposed Project Name:	
Proposed Start Date:	
Proposed End Date:	
Total Amount (AUD) proposed:	
3. PROPOSAL DETAILS (max. 7 pages)	
A. Proposal for Workplace Gender Equality Tools and Services Market Research	
This section should cover the following: <ol style="list-style-type: none"><li>1. A methodologically sound market research plan (including methods and sampling), designed to credibly capture and reflect current demand and support for WGE tools and services (<b>Note:</b> This plan will be relied on as the basis for the market research plan deliverable);</li></ol>	

<sup>3</sup> In case of a consortium, each partner organization should complete the Organisation details. You must identify the 'lead organisation'. Only the lead organisation can enter into an agreement with Abt Associates. The application must identify all other members of the proposed group.

<sup>4</sup> Attach a copy of your business registration to your proposal submission.

2. An outline and justification of the sampling frame, including why it is seen as broadly representative of the universe of firms being targeted and/or effective in responding to the assignment key objectives;
3. Demonstrable market research capability, including capacity to conduct quantitative and qualitative primary data collection and analyse data;
4. Demonstrable capacity to produce high quality market research reports, based on quantitative and qualitative analysis, in English.
5. References: The proponent includes reference for three (3) contracts for market research delivered in the past 2 years. Please include the following information:
  - Client name and address
  - Contact name, email and telephone number
  - Brief project description
  - Contract value
  - Duration of Contract

**B. Organisational capability to deliver**

This section should cover the following:

1. The proponents demonstrated, relevant market research expertise in SE Asian countries, particularly in Vietnam, including for service-oriented businesses targeting private sector customers;
2. The proponent’s presence in Vietnam, and relevant private sector networks;
3. The proponent’s management capability and ability to adhere to DFAT’s safeguarding requirements.

**C. Nominated Personnel**

Nominate appropriate key personnel as per the table below and attach their Curriculum Vitae as Annex 1. If you intend to recruit consultants or subcontractors, these roles should be included.

**Note:** Attached CVs should not exceed **2 pages per person**. Any pages beyond this limit will be disregarded. **No more than 6 CVs** should be provided.

Role	Name
e.g. Team Leader	

**D. Workplan**

The workplan should outline at a minimum:

1. Key market research activities as outlined in the market research approach and plan;
2. Resourcing, including key leads and input days;
3. Anticipated scheduling of activities and key deliverables.

**E. Financial Proposal**

The Financial Proposal should cover:

- A brief description of the Deliverable/Activity/Service;
- Unit Type;
- No. of Units;
- Cost per Unit (AUD)
- Total cost

The Financial Proposal should clearly reflect the market research approach and workplan, including person input days. The proposal should demonstrate value for money.

**Note:** The contract with the selected proponent will be milestone based, with milestone payments made on IW acceptance of key deliverables.

