

## INVITATION TO BID REQUEST FOR PROPOSAL

Title of Service:	<b>INKLUSI Website Maintenance Service</b>
RFP Ref No.:	INKLUSI RFP-2026/08
Summary of Service Requirements:	INKLUSI utilises <b>inklusi.or.id</b> as its primary communication platform to disseminate information, updates, narratives, and accomplishments to the public and pertinent stakeholders. The website is currently seeking a dedicated individual or firm to provide ongoing maintenance, implement additional layouts, and oversee monitoring activities.
Proposal Submission:	<ol style="list-style-type: none"><li>1. The latest submission is Friday, 15 May 2025, COB (17.00 WIB)</li><li>2. The proposal must consist of:<ol style="list-style-type: none"><li>a) Cover letter</li><li>b) Technical and Financial Proposal</li><li>c) Credentials, maximum 3 examples of applicant's developed websites</li><li>d) CV of the persons in charge in the website maintenance.</li></ol></li><li>3. Proposal addressed to: INKLUSI Procurement, and sent by email to <a href="mailto:procurement@inklusi.or.id">procurement@inklusi.or.id</a></li><li>4. Please write "Proposal for INKLUSI Website Maintenance" as the subject of email.</li></ol>
Terms & Conditions:	<ol style="list-style-type: none"><li>1. This request for proposal is issued by INKLUSI under the terms and conditions, INKLUSI reserves the right to seek quotes from any organisation, accept or reject any quote, to terminate, extend, or vary its selection process for the Services, seek information with any organisation that has not been invited to submit a Quote, terminate negotiations at any time and commence negotiations with any other organisation, evaluate bids as INKLUSI sees appropriate; and negotiate with any one or more organisations.</li><li>2. All Quotes must contain price, terms, delivery date, and tax included.</li><li>3. "Australia-Indonesia Partnership Towards an Inclusive Society (AIPTIS) / Program INKLUSI" is one of the Australia-Indonesia Partnership (Kerjasama Teknik Australia-RI) programs, managed by Cowater International Inc. All payments related to this Purchase Order shall be made by Cowater International Inc. that acts as the paying entity and, where applicable, the tax withholder in accordance with the prevailing Indonesian tax regulations."</li><li>4. The bidder/seller agrees to hold the financial proposal in its offer firm for 60 days from the date specified.</li></ol>
Annexes	Annex A. Terms of Reference Annex B. Template of Cover Letter Annex C. Template of Technical & financial proposal

*Annex A. Terms of Reference*

## TERMS OF REFERENCE

Title of Activity:	Short-Term Consultant (STC) Web Developer for Website Maintenance Service
Contract Period:	The initial service period shall be up to seven (7) months, commencing in June 2026 and ending on 31 December 2026 with option for extension.
Location:	Jakarta, Indonesia

### BACKGROUND

The Australia-Indonesia Partnership Towards an Inclusive Society, or INKLUSI, is working to increase the participation of marginalised groups in, and their benefit from, Indonesia's socio-cultural, economic and political development. INKLUSI works with government and civil society partners to advance their work in gender equality, the rights of persons with disabilities and social inclusion. INKLUSI supports the Government of Indonesia's agenda for inclusion, including through national development plans and the Sustainable Development Goals. INKLUSI is an 8-year (2021-2029) Australian Government program with a budget of up to AUD 120 million. It is partnering with 10 Indonesian civil society organisations, 8 research partner institutions and their networks across 34 provinces, >140 districts and >800 villages in Indonesia.

INKLUSI uses its official website ([www.inklusi.or.id](http://www.inklusi.or.id)) as a primary communications and knowledge-sharing platform to disseminate public information, program updates, research outputs, and learning products to national and international audiences. Following the recent launch of the website, INKLUSI requires ongoing technical maintenance, performance optimisation, security management, and incremental UI/UX improvements to ensure the website remains functional, secure, accessible, and aligned with international good practice.

This brief is to outline a Request for Proposal to provide the additional design, development, implementation, and monitoring of the INKLUSI website. This will include the maintenance of Content Management System (CMS), HTML documents and graphics, SEO management, analytics, review and recommendation of back-end applications, the website's security plan, CMS (WordPress) training for the INKLUSI team, monitoring, and other relevant tasks that will be specified in the following section.

### OBJECTIVES OF THE ASSIGNMENT

The objective of this assignment is to engage a qualified Web Developer to provide continuous website maintenance and technical support services that preserve system integrity, enhance performance, strengthen cybersecurity, and support a positive and accessible user experience for diverse stakeholders.

### TARGET AUDIENCE

The INKLUSI website serves a broad audience including, but not limited to: the Government of Australia (particularly the Department of Foreign Affairs and Trade in Canberra and Jakarta); Government of Indonesia ministries and agencies; INKLUSI partners and civil society organisations; researchers and consultants; and members of the international development community with a particular interest in gender equality, women's empowerment, inclusion, community-driven development, civil society programs, and inclusive development programs.

Website content is delivered in both Indonesian and English.

## SCOPE OF ASSIGNMENT

The INKLUSI website ([www.inklusi.or.id](http://www.inklusi.or.id)) is already established and operational. This assignment focuses on improving its performance, enhancing and adjusting the current UI/UX design, strengthening maintenance, and ensuring optimal functionality.

### Specific tasks are stated below:

- 1. Website Maintenance and Technical Support**  
Provide ongoing maintenance, including routine updates, bug fixing, troubleshooting, and technical support. Ensure regular backups and system reliability to minimise downtime.
- 2. Website Security Management**  
Implement and maintain robust security measures, including monitoring vulnerabilities, applying security patches, and ensuring data protection to safeguard the website from potential threats.
- 3. Content Management**  
Manage and update website content to ensure it remains relevant, accurate, and well organised, including support for content uploads, editing, and formatting.
- 4. Layout Management and UI/UX Enhancement**  
Manage and refine the website layout and interface, including adjustments to structure, navigation, and design elements. Ensure the website is user-friendly, accessible for person with disabilities, and aligned with good UI/UX and digital accessibility standards.
- 5. Performance Monitoring and Optimisation**  
Monitor website performance, including loading speed and responsiveness, and implement improvements to enhance user experience across devices.
- 6. Digital Newsletter Management (Mailchimp)**  
Support the development and design of digital newsletters through Mailchimp, including layout preparation, integration of website content (e.g. articles), and mailing list management. Ensure the newsletter system is well connected with the website and supports seamless content distribution.
- 7. Traffic Monitoring and Analytics**  
Track website analytics and user traffic to generate insights and support data-driven decision-making.
- 8. Search Engine Optimization (SEO)**  
Develop and implement SEO strategies, including on-page optimization, keyword management, metadata improvement, and technical SEO, to increase visibility and search engine ranking.
- 9. Domain and Hosting Management**  
Manage domain and hosting services, ensuring stability, uptime, and proper configuration, including coordination with hosting providers when needed.

## PERIOD OF CONTRACT

The initial service period shall be seven (7) months, commencing in June 2026 (estimated contract signing date) and ending on 31 December 2026. The contract may be extended for additional periods up to the duration of the INKLUSI Program period.

Any extension of the service period shall be subject to satisfactory performance of the Consultant, the continued need for the services, and availability of budget. The extension, if any, must be formally agreed in writing by both parties prior to the expiry of the initial service period and shall be in accordance with applicable procurement regulations and internal approval requirements.

No automatic extension is implied under this Contract.

## LOCATION

The services may be performed by the Consultant on a home-based (remote) basis. However, the Consultant shall be fully responsible for ensuring continuous availability, effective and timely communication, and smooth coordination with INKLUSI communications team to support the proper implementation and completion of the services.

## WORK MANAGEMENT AND REPORTING

The overall consultancy shall be managed by the INKLUSI Communications Team. For an organisation applicant, a designated Communications Officer shall serve as the primary focal point and the contract supervisor for the “Web Developer for Website Maintenance Services” assignment.

The web developer, whether an individual consultant or team, shall coordinate and meet regularly with the Communications Team in accordance with the agreed Deliverables and Timeline.

## INDICATIVE TIMELINE AND DELIVERABLES

### 1. Kick off and handover phase

No	Activity	Indicative Month
a.	<b>Kick-off and Handover</b> - Initial meeting with INKLUSI Communications Team - Handover from previous website developer. - Transfer of access, documentation, and credentials - Verification and setup of full website backup and systems	June 2026

### 2. Monthly Tasks

No	Activity	Indicative Month
a.	<b>Website Maintenance and Technical Support</b> Routine updates, bug fixing, troubleshooting, technical support, and regular backups to ensure system reliability	June – December 2026 (monthly)
b.	<b>Website Security Management</b> Ongoing security monitoring, vulnerability checks, patch updates, and data protection measures	June – December 2026 (monthly)
c.	<b>Traffic Monitoring and Analytics</b> Monitor website traffic, analyse user behaviour, and generate insights/reporting	June – December 2026 (monthly)

### 3. Ongoing Tasks

No	Activity	Indicative Month
a.	<b>Performance Monitoring and Optimisation</b> Monitor and improve website speed, responsiveness, and overall performance	June – December 2026 (ongoing)
b.	<b>Search Engine Optimisation (SEO)</b> Ongoing SEO improvements including on-page, metadata, and technical optimisation	June – December 2026 (ongoing)

No	Activity	Indicative Month
c.	<b>Domain and Hosting Management</b> Ensure domain and hosting stability, uptime monitoring, and coordination with providers	June – December 2026 (ongoing)

#### 4. As Needed / Periodic Tasks

No	Activity	Indicative Month
a.	<b>Content Management</b> Content updates, uploads, editing, and formatting to ensure accuracy and relevance	June – December 2026 (as needed)
b.	<b>Layout Management and UI/UX Enhancement</b> Minor layout adjustments, navigation improvements, and UI/UX refinements to enhance accessibility and usability	June – December 2026 (as needed)
c.	<b>Digital Newsletter Management (Mailchimp)</b> Support newsletter development, layout, website content integration, and mailing list management	June – December 2026 (periodic 3 monthly)

## MINIMUM QUALIFICATIONS & EXPERIENCE OF CONSULTANT

### 1. Technical Competence

- Strong track record of delivering user-friendly, accessible, and well-designed websites.
- Ability to develop custom-coded web solutions using HTML5, CSS3/SASS, JavaScript, and WordPress/PHP.
- Extensive experience with WordPress CMS, including development, customization, plugin management, and secure configuration (both commercial and open-source systems).
- Ability to perform both front-end and back-end/database programming.
- Experience in developing responsive websites for desktops, mobile, and tablet devices.
- Strong experience in website security, including managing secure environments, backups, and risk mitigation.
- Hands-on experience with hosting and infrastructure tools such as cPanel, Cloudflare, and other web security systems.
- Experience integrating third-party tools and platforms (e.g. Mailchimp, social media, analytics), including API development and integration.
- Experience using extensible web authoring tools.
- Ability to maintain and optimize website performance, including speed, stability, and troubleshooting.
- Experience in SEO optimisation to improve website visibility and performance.

### 2. Education and Experience

- Bachelor’s degree or higher in Information Technology, Computer Science, or a related field (essential).
- Proven experience in community engagement through websites and digital platforms.
- Experience designing and managing websites for international organizations, particularly those working in Indonesia, is highly desirable.
- Familiarity with INKLUSI’s mission, program context, and stakeholders is an advantage.

### 3. Professional Attitude and Work Ethics

- Highly responsive and reliable (critical requirement): must respond promptly to communications, technical issues, and requests, including urgent matters. Delayed responses are not acceptable given the critical nature of the role.
- Strong sense of accountability, with a proven track record of delivering outputs on time.
- Proactive, solution-oriented, and strong communication skills, with the ability to understand client needs, and propose effective solutions.
- The Consultant agrees to fully comply with and adhere to the following policies:
  - Cowater Declaration of Code of Conduct; [Cowater Harmonized Code of Conduct](#)
  - Declaration of Anti-Corruption
  - DFAT's Preventing Sexual Exploitation, Abuse and Harassment Policy (PSEAH); and
  - [DFAT Preventing Sexual Exploitation, Abuse and Harassment Policy](#)
  - Child Protection Code of Conduct; [DFAT Child Protection Policy](#)

INKLUSI is funded by the Australian Government and Managed by Cowater International. We are an equal opportunity employer, basing employment on merit and qualifications as they relate to professional experience and position expectations. Cowater does not discriminate against any employee or applicant on the basis of race, religion, sex, gender identity, disability, age, or any other basis protected by law. We encourage women, men, people with diverse backgrounds and people living with disabilities to apply.

**Annex. B. Template of Proposal Cover Letter**

<Insert Organisation's Letter Head>

<Insert Date>

**Cowater International Inc. for Australian-Indonesia Partnership Towards an Inclusive Society (AIPTIS) / Program INKLUSI**

Jl. Patra Kuningan IX No. 6  
Kel. Kuningan Timur, Kec. Setiabudi, Jakarta Selatan 12950, INDONESIA  
Attn. to: INKLUSI Procurement,  
Email: procurement@INKLUSI.or.id

I/We, the undersigned, declare that:

a) I/We have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities in accordance with the Request for Quotation / Proposal *<insert RFP reference number and service title>*, and hereby confirm our interest to participate in through the submission of the quotation / proposal which is attached hereto.

b) My/Our company data:

Name	
Address:	
E-mail address:	
Phone Number / Fax No.:	

c) I/We confirm that our Quotation is made in full conformity with the RFQ and its attached Specification/Requirement or services.

d) I/We hereby confirm that we are available for the entire duration of the assignment, and we shall perform the services in the manner described in our proposed approach / methodology which we have described in annex 1.

e) My/Our proposal shall be valid for a period of 30 (thirty) days from the date of proposal submission, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

f) I/We hereby confirm that I/we will fully comply with and adhere to the following policies:

- Cowater Declaration of Code of Conduct; [Cowater Harmonized Code of Conduct](#)
- Declaration of Anti-Corruption
- DFAT's Preventing Sexual Exploitation, Abuse and Harassment Policy (PSEAH); and
- [DFAT Preventing Sexual Exploitation, Abuse and Harassment Policy](#)
- Child Protection Code of Conduct; [DFAT Child Protection Policy](#)

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Annex A. Technical Proposal  
B. Financial Proposal

**Annex. C. Template of Technical & Financial Proposal**

**TECHNICAL PROPOSAL**

**1. GENERAL INFORMATION**

Title of Activity:	
RFQ Reference Number:	
Name of Proposing Organization / Individual:	
Address:	
Telephone:	
Facsimile:	
Email:	
Total Budget Proposed:	

**2. PROPOSED WORK PLAN AND APPROACH**

**2.1. Provide a description of work plan and approach / methodology for how to achieve the required scope of work.**

*<insert your description here>*

**2.2. Provide a detailed description of timeline, deliverables and reporting of how the management for the requested goods /services /works will be implemented.**

*<insert your description here>*

**2.3. Provide names, position, gender, qualifications, and experience of team members who will undertake this project using the table format below (*applicable for organisation*)**

No.	Name	Position / Role	Gender	Diffability	Qualification	Experience
1						
2						
3	...					

**3. SPECIALIZED CONSULTANT'S KNOWLEDGE AND EXPERIENCE MOST SIMILAR WITH THE REQUIRED SERVICE AS DESCRIBED IN THE TOR**

*[Provide summary of organization / Individual expertise and experience that meets the required qualifications]*

No.	Project Title	Employer / Client	Service Period
1			[Period of contract]
2			[Period of contract]
3	...		

*\*) Note: Please add the website link(s) that have been developed.*

## FINANCIAL PROPOSAL

### 1. Basis of Payment

No.	Description	QTY	UNIT	Daily Rate (IDR / AUD)	Total Amount (IDR/AUD)
<b>A. PERSONNEL FEE.</b>					
1	[Name]		Days		
2	[Name]		Days		
<b>Sub Total (Personnel Fee)</b>					
<b>B. MANAGEMENT FEE.</b>					
1	Calculated as percentage to the total personnel fee	%			
<b>Sub Total (Management Fee)</b>					
<b>Total Lump Sum Fee (Personnel &amp; Management Fee):</b>					
<b>C. EXPENSES (REIMBURSABLE) <i>If required</i></b>					
1	Internet package				
2	Other reimbursable expenses				
<b>Total Expenses (Reimbursable):</b>					
<b>TOTAL PROPOSED BUDGET:</b>					

#### **Terms & Conditions:**

1. Management if is applicable only for organizations.
2. All fees and reimbursable expenses shall be quoted and payable in either (IDR) or (AUD (please select the currency on financial proposal table).
3. Lump Sum fees (Personnel and Management Fees) are subject to taxes (Income tax, VAT), duties, levies, or governmental charges.
4. Any taxes required to be withheld under applicable Indonesian laws and regulations (including, without limitation, withholding income tax) shall be deducted by Cowater from the amounts payable to the Consultant and remitted to the relevant tax authority in accordance with applicable law.
5. Cowater shall provide the Consultant with reasonable documentation or evidence of tax withholding and remittance, as required for the Consultant's tax reporting purposes
6. *[please add other terms and conditions as requested by the Consultant]*

### 2. Payment Terms

No	Payment Description	Amount	Due Date
<b>TOTAL AMOUNT</b>			

#### **Terms & Conditions of Fee and Payment Terms:**

1. *[Please describe any payment terms / conditions as requested by consultant]*
2. ...

Sign : \_\_\_\_\_  
 Name : \_\_\_\_\_, [Title] \_\_\_\_\_  
 Date : \_\_\_\_\_