



**Australia – Papua New Guinea
Economic Partnership**

Strongim Hub, Strongim Bisnis

Industry Briefing Presentation

Date: 4 April 2025

Presented by: Pillar 3 – Efficient & Inclusive Markets Team

INTRODUCTION



- The Australia-Papua New Guinea Economic Partnership (APEP), in partnership with the Government of Papua New Guinea, is driving inclusive economic growth by addressing systemic challenges and expanding opportunities for women, marginalized groups, and rural communities.
 - The APEP Efficient and Inclusive Markets (EIM) work stream seeks to address common bottlenecks within the system, at both macro and micro levels, to deliver inclusive growth and increase economic opportunities for women, marginalised groups, and rural populations.
 - The **Strongim Hub, Strongim Bisnis project** will build the capacity of up to five business service providers ("SME Hubs") in PNG and expand Micro, Small and Medium Enterprise (MSME) access to relevant, high quality technical advice, training and support, essential for business growth. The successful subcontractor will be supported by a local delivery partner identified by APEP.
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Project Objectives

Strongim Hub, Strongim Bisnis aims to foster economic growth and enhance the quality and accessibility of business support services for MSMEs across PNG by working with privately-operated SME hubs to improve the quality, relevance and sustainability of services offered.

Key outcomes will include:

- **Enhanced Hub Capacity:** SME hubs are better equipped to deliver a wide range of services to support the growth and resilience of MSMEs across PNG, with a strong emphasis on Gender Equity, Disability and Social Inclusion (GEDSI).
- **Delivery of Targeted Projects:** Participating hubs implement bespoke Capacity Development Plans and access funding and support needed to deliver short-term, high-impact projects focused on improving service delivery for MSMEs.
- **Evidence-Based Policy Support:** Establishment of a Community of Practice, and the collection of reliable data and insights from hubs, inform policies and/or approaches that promote a more supportive and inclusive environment for MSMEs.




Definition of an SME Hub

An organisation providing various business development services to support MSMEs including, but not limited to:

- Access to physical workspace or retail space;
- Access to business information or professional services, delivered in person or online;
- Subsidised or subscription-based services e.g., printing, internet, meeting rooms, logistics, and administrative support;
- Networking opportunities and access to markets (domestic or international); and
- Skills training programs such as entrepreneurship, business formalisation, marketing, and soft skills.

Proposals should consider dissemination and engagement methods to ensure that the EOI reaches as many potential participating hubs as possible (i.e. not limited only to those that identify as ‘a hub’ in name but any enterprise support organisations that offer the above services).



Local Delivery Partner (LDP)

- APEP has identified an experienced and well-connected local delivery partner that will be contracted to us (APEP) directly.
- The LDP will assume a support role to the subcontractor, based on an agreed number of input days, focused on the following:
 - Provision of locally-sensitive and contextualised advisory services
 - Facilitation of stakeholder engagements (including networking & peer-led events)
 - Supporting project monitoring and data collection processes
 - Advising on inclusive participation methods, approaches and partnerships
 - Contributing to project reporting and the development of recommendations

Further details of the LDP will be shared with the successful bidder during contract negotiations.

Request for Proposals - Overview

APEP is seeking to engage a firm to work with key stakeholders to:

- Design and deliver a public Expression of Interest (EOI), to identify five hubs to participate in the project.
- Carry out assessments of participating hubs and utilize findings to prepare bespoke Capacity Development Plans to address known capacity gaps, aligned with key project and hub priorities.
- Provide targeted, tailored technical advisory support to participating hubs focused on improving MSME services, aligned to approved Capacity Development Plans, organizational goals and localized market needs

The subcontractor will also facilitate a small funding application process, in which participating hubs will access funding for short-term, high-impact projects focused on immediate improvements to MSME business services or, in some instances, to meet operational needs.

Scope of Work

The subcontractor will be responsible for the following:

- Design and promote a public EOI process to identify five participating hubs.
- Conduct Organizational Capacity Assessments and develop Capacity Development Plans for each hub
- Prepare funding application templates and support hubs to draft submissions, ensuring alignment to project objectives, Capacity Development Plans, market needs, and operational requirements.
- Provide technical advisory and capacity building support to the hubs as they implement the Capacity Development Plans and deliver short-term projects (if approved).
- Drive the establishment of a community of practice among the participating hubs, with a view to encouraging broader future membership. This will include hosting three peer-led networking events.

Note:

- APEP will manage payment of all funding to the hubs.
- The sub-contractor will advise APEP during the review of applications for funding.

Key Details

Key Dates:

- RFP Issue Date: 28 March 2025
- Industry Briefing: 4 April 2025, 2PM PNG Time
- Q&A Closing Date: 9 April 2025, 5PM PNG Time
- Proposal Submission Deadline: 14 April 2025, 5PM PNG Time
 - Lodgement by email to: png.tenders@amspng.org
- Services Period: May – December 2025

Contact for Queries:

Procurement Manager, Abt Global

Email: png.tenders@amspng.org



Deliverable & Timeline

#	Deliverable	Due Date
1	Final work plan & Design of Organizational Capacity Assessment	30 May 2025
2	Design and delivery of Public Expression of Interest Templates for : - Capacity Development Plans - Funding Applications	30 June 2025
3	Final Organisational Capacity Assessment Report Final Capacity Development Plans, approved by each partner hub	30 July 2025
4	Progress Report on delivery of Technical Support services to 5 partner hubs	3 October 2025
5	Completion of comprehensive, final report <i>Capturing data collated on MSME needs, SME hub capabilities, gaps and opportunities, as well as design recommendations for continuation of support beyond this pilot</i>	5 December 2025






Eligibility Criteria

Who can apply?

- Organizations registered in Papua New Guinea or internationally.
- Must be legally registered and permitted to operate in PNG.
- Name, email, and phone number of the person nominated to represent the organization for this Request For Proposal.
- Responses from individuals will not be considered.

Supporting Documents Required:

- Business registration certificates.
 - Company profile and past experiences.
 - CVs of proposed personnel.
 - Insurance coverage details.
 - Conflict of interest declaration.
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Proposal Submission Requirements

Technical Proposal:

- Approach and methodology to deliver project objectives.
- Implementation plan and stakeholder engagement strategy.

Financial Proposal:

- Budget breakdown, including professional fees and operational costs in either PGK or AUD.
- Any cost-sharing or co-funding options proposed.

Submission Guidelines:

All proposals must be sent to png.tenders@amspng.org before 14 April 2025, 5PM PNG Time.





Value For Money Considerations

Assessment of proposals will consider DFAT value for money principles:

- **Economy** - cost consciousness; competition
- **Efficiency** - evidence-based decision making; proportionality
- **Effectiveness** - performance, risk management; results; innovation
- **Ethics** - accountability; transparency





Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Criterion Weighting (%)

- Proposed approach, methodology & implementation plan (40%)
- Experience & qualifications of personnel (30%)
- Stakeholder engagement strategy (20%)
- Value for money (10%)

Selection will be based on best value for money, feasibility, and impact.






Contract & Compliance

- Successful applicants will enter a contract with Abt Global.
- Payments will be made on a milestone completion schedule.

Contractors must comply with:

- PNG employment and business laws.
 - Workplace health and safety standards.
 - Child protection & safeguarding policies.
 - Anti-corruption and ethical conduct regulations.
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Next Steps and Q&A

1. Review RFP documentation and submit any requests for clarification before 09 April 2025, 5PM PNG Time.
2. Prepare and submit proposals before 14 April 2025, 5PM PNG Time.
3. Shortlisted applicants may be invited to present to the panel or enter discussions with APEP.
4. Contract award expected by early April 2025.

Questions & Discussion:

(Invite attendees to ask questions and provide clarifications.)



Thank you for your attendance.



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