



A guide to Better Brisbane Proposals (market led proposals)

Brisbane City Council is committed to supporting businesses to nurture innovation, helping to build a strong local economy and more jobs for people across Brisbane.

This guide will help you assess the suitability of your proposal and guide you through the Better Brisbane Proposal process.



Dedicated to a better Brisbane

What is a Better Brisbane Proposal (market led proposal)?

A Better Brisbane Proposal is one that represents value for money and contributes to the [Brisbane Vision 2031](#). It is a proposal that will solve a Brisbane problem, address an opportunity for Brisbane or enhance services that Council provides.

For Council to directly engage a supplier through a Better Brisbane Proposal, it must consider if:

- the outcome is fair to the supply market
- the proposal is advantageous for Brisbane
- value for money can be demonstrated and substantiated.

To decide if your proposal is worth submitting please consider the following essential questions.

- How is your proposal unique and clearly different from competitors?
- What benefits or innovation would Council gain for Brisbane by entering into an arrangement with you?
- How does your proposal demonstrate value for money?
- Can the proposal be readily implemented?

What is not a Better Brisbane Proposal (market led proposal)?

A Better Brisbane Proposal (market led proposal) cannot be considered where any of the following conditions exist.

- The proposed goods or services are readily available in the market.
- A request for a government grant or government funding.
- Council has issued an expression of interest or request for tender.
- Value for Brisbane cannot be substantiated.
- The proposal cannot be delivered.

Proposals will also not be considered if Council considers that the open market is the most appropriate channel for the receipt of proposals.

Council's commitment to you

Council will:

- treat you fairly
- respect the confidentiality of your information and intellectual property
- provide a written outcome within a reasonable timeframe
- bear its own costs in assessing your proposal, unless agreed by both parties.

When submitting a Better Brisbane Proposal (market led proposal), you should be prepared to cover your own costs to attend a presentation and provide proof of concept or undertake a trial of your proposal.

How do I lodge a proposal?

Contact Council to discuss your proposal and underlying assumptions. This will assist you to develop your proposal and for us to identify the relevant business units within Council so that we can effectively evaluate your proposal.

If you are ready to submit your proposal, visit [Lodge a Better Brisbane Proposal \(market led proposal\)](#) to submit your proposal online.

What should be included?

To complete your submission, prepare to answer the following questions. Each question will allow up to a 500-word response.

- A summary of what you are proposing.
- What problem would be solved or what opportunity would be addressed.
- How your proposal contributes to the [Brisbane Vision](#).
- How you will deliver your proposal and anticipated timeframes.
- Your corporate structure and contact details.
- Information about the status of any intellectual property.
- Why your proposal offers value for money to Council.

Proposals with information and communication technology (ICT)

The following should be factored into your proposal. Council has a scenario and risk-based approach to information security.

- Where confidential information or Internet-facing systems are involved, this may require that vendors have:
 - information security policies that align to industry good practice and assurance over security control effectiveness
 - secure software development practices (eg OWASP)
 - software vulnerability management - security patching, vulnerability scanning, penetration testing, etc
 - security monitoring, incident response and notification of Council about incidents
 - compliance with Privacy Laws (for personal information) and PCI DSS (for credit cards, online payments) is also required.
- Council is committed to meeting Level AA of the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.
- Council operates in a 24 hour, seven days a week customer service environment.

What will Council do once we receive a proposal?

You will be contacted by a Council officer and may be invited to discuss your proposal. An assessment will determine if your proposal is suitable for Council. If your proposal is suitable, Council will work with you to further your idea.

Council retains the sole discretion to decide if a proposal meets the requirements of a Better Brisbane Proposal (market led proposal).

How soon will Council respond?

Council aims to provide feedback on your proposal within 10 working days. If more time is required, we will contact you.

For more information

Visit [Selling to Council](#) to find out about Council's Supplier Portal, tenders (including how to access and submit tenders) and [Supplier events](#).

Call Council on 07 3403 8888 or Council's Business Hotline on 133BNE (133 263).

Email: betterbrisbaneproposals@brisbane.qld.gov.au

For more information on Council's procurement policies, please refer to our [Procurement Policy and Plan](#).