



Call for Expression of Interest (EOI) Website co-design, development and KM Services

The Ministry of Marine Resources (MMR) is calling for Expressions of Interest from Knowledge Management and Website Development experts. MMR is seeking to explore the market for suitable qualified and experienced service providers.

OVERVIEW

Title: Knowledge Management and Website Development Services

Purpose: To develop a practical knowledge management (KM) strategy and initial implementation approach for MMR; and co-design, develop and launch an official MMR public website and related digital content systems.

This activity supports implementation of the Cook Islands [National Digital Strategy 2024–2030](#) and [National ICT Policy 2023–2027](#), including improved digital government capability, safe and inclusive access for Pa Enua, and greater transparency in the marine sector.

Background

MMR is responsible for the conservation, management and development of living and non-living marine resources in Cook Islands fishery waters. As part of its digital first approach to communications, MMR requires a modern public website and supporting KM arrangements to improve access to information and services, support transparency, and better organise and secure the separation between non-public and public domain institutional knowledge.

MMR has commenced an internal KM audit and draft website wireframe. Following this EOI process, any potential successful bid will review, validate and build on this existing work rather than starting from scratch.

Scope of services

The following services are sought, working with the MMR IT and Communications leads and the MMR Digital Working Group:

1. **KM strategy and implementation support**
 - Review and refine MMR's internal KM audit and draft wireframe.
 - Finalise and roll out MMR KM strategy including governance, roles and responsibilities, content standards, lifecycle and archiving, and practical implementation actions.
 - Provide initial KM training and capacity-building for MMR staff.
2. **Website information architecture and co-design**
 - Translate KM findings and the draft wireframe into a final information architecture (including site map, navigation, page hierarchy, content types and visual direction)
 - Facilitate co-design sessions with the MMR Communications Consultant, IT Consultant and MMR Digital Working Group.
3. **Website co-design, development and configuration**

- Build the public website on an agreed CMS/platform suitable for MMR's skills, budget, security needs and maintenance capacity.
 - Configure hosting, domain, DNS, SSL/TLS, backups, monitoring, administrator access controls and analytics.
 - Ensure mobile-first, low-bandwidth performance including for Pa Enea (outer island) users, and meet accessibility expectations (target WCAG 2.2 AA where practicable).
- 4. Content migration, testing and launch**
- Support migration and quality review of priority content (organisational information, publications, forms, grants, fisheries and water quality data, news, vacancies, procurement notices).
 - Undertake functional, performance, security and accessibility testing prior to launch.
 - Support public launch and provide handover documentation and staff training.

Expected deliverables

The expected deliverables would include:

1. Inception report and costed workplan.
2. Supported review of MMR phase one docs KM audit and wireframe, with agreed recommendations.
3. Finalised KM strategy and initial implementation plan.
4. Finalised website information architecture and co-design package.
5. Developed and configured website ready for content migration.
6. Priority content migrated and quality-checked.
7. Website launched; MMR staff trained; handover completed.

Functional requirements

The website must:

1. Be informed and led by the KM framework and strategy and be a secure, public-facing site with clear navigation, search and priority pathways to high-demand content.
2. Include a document repository with categories, metadata and search/filter capability.
3. Support online or downloadable forms with accessible labels and clear submission instructions.
4. Allow staff to update news, events, vacancies and programme pages without developer support.
5. Support maps and embedded geospatial content or future API-based integrations (e.g. ArcGIS).
6. Provide analytics reporting on traffic, popular content, search terms and user journeys.
7. Be compatible with current versions of Chrome, Edge, Safari and Firefox on desktop and mobile devices.

Non-functional and compliance requirements

The solution and services must:

1. **Value for money and compliance**
 - Comply with any rules, regulations and policy frameworks governing digital, IT, and cybersecurity industries in the Cook Islands and regionally.
 - Provide clear pricing in NZD, VAT exclusive and inclusive, with ongoing support/hosting costs separated.
2. **Security and privacy**
 - Implement secure administration, least-privilege access, multi-factor authentication where supported, SSL/TLS, backups, updates and audit logging.
 - Use privacy-conscious analytics and avoid unnecessary collection of personal information.

3. Accessibility and inclusion

- Target WCAG 2.2 AA where practicable and provide guidance for accessible documents and media.
- Prioritise mobile-first, low-bandwidth access and culturally appropriate content, with particular attention to Pa Enea users and other underserved groups.

4. Maintainability and capacity-building

- Use a platform that MMR staff can manage with clear documentation, training and support arrangements.
- Provide training that strengthens MMR's internal digital capability in line with the National Digital Strategy's talent development objectives and the objectives for this project.

Required expertise

Expert individuals or teams must show:

Essential:

- Demonstrated co-design experience in developing and implementing projects of this nature
- Demonstrated experience in knowledge management, information architecture, digital content systems or organisational knowledge processes.
- Demonstrated experience delivering public-facing websites for government, public sector, non-profit or service-focused organisations.
- Strong knowledge of UX/UI, information architecture, plain-language content design and mobile-first responsive design.
- Experience implementing secure administration, performance optimisation and low-bandwidth access.
- Demonstrated workforce training and project/activity management skills.

Desirable:

- Familiarity with Cook Islands Government systems and procedures.
- Experience working in Pacific Island Countries and/or Small Island Developing States.
- Experience supporting public sector or natural resource agencies with digital communications or knowledge systems.

EOI Submission

EOI release date: 31 August 2026

Deadline for submissions: 4pm – 18 September 2026. Deliver to MMR office in Tutakimoa or email to info@mmr.gov.ck.

Contact person: Lisa Williams L.Williams@mmr.gov.ck

Submissions must include:

- A company/consultant overview with relevant organisational and personnel experience.
 - Technical Proposal
 - A proposed methodology, workplan and timeline aligned to the deliverables above.
 - Recommended platform and hosting approach, with rationale and estimated ongoing costs.
 - Examples of similar KM documents and websites delivered, with references.
 - A risk and maintenance approach, including security, backups, updates and long-term support.
 - Reference, CVs or profiles of personnel assigned to the work, along with portfolio of relevant work.
 - A financial proposal broken down by activity, personnel and recurring platform/hosting costs.
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