

PAHSMA Ticketing Solution Project – Response to Tenderer Questions

Last updated on: 28/10/2024

Date received 15/10/2024	Tenderer Question #1 What is the key reasons for going to market and what are the key metrics for project success?
Response posted 15/10/2024	PAHSMA Response #1 Current solution was implemented 14 years ago. PAHSMA is looking to test the market and leverage the latest technologies. We are looking to increase online sales by making it easier, faster and more reliable. 50% of bookings are made in person on the day which is expensive in staff costs. We are looking to grow agent sales and take advantage of international visitors. We want to optimise the visitor journey with both pre and post visit interactions. Keen to improve integration with other systems (finance and POS).
Date received 15/10/2024	Tenderer Question #2 What payment processing options are being considered, there can be big differences in costs?
Response posted 15/10/2024	PAHSMA Response #2 We will be evaluating responses based on total cost of ownership. We have recently switched to CBA payment gateway and would need strong justification to change this but would consider changing if there was a strong case for change.

<p>Date received 15/10/2024</p>	<p>Tenderer Question #3 What's the current method of integration to the finance system? Is there any middleware being used?</p>
<p>Response posted 15/10/2024</p>	<p>PAHSMA Response #3 There is limited integration or middleware being used. PAHSMA is currently using file export and manual upload into TechnologyOne. We are seeking improvement with debtor invoicing and stock/supplier invoice management. Our current export process for debtor (travel) agent invoicing works OK, but we would like to consider the possibility of managing debtors and issuing invoices from within the ticketing system itself.</p> <p>We currently have no real integration between supplier ordering, stock receiving and selling stock in the current ticket/POS system.</p> <p>Supplier accounts payable is handled entirely separately in our finance software. Stock reports are issued from the current ticket/POS system and the information is used for month end stock journals in the finance system.</p>
<p>Date received 15/10/2024</p>	<p>Question #4 What is the project timeline</p>
<p>Response posted 15/10/2024</p>	<p>PAHSMA Response #4 We expect to select the preferred supplier before Christmas. This will provide time to complete planning and implementation prior to the busy summer season (around August 2025).</p>
<p>Date received 28/10/2024</p>	<p>Question #5 A response requires a submission of "Attachment 4: Tender Form". This document has only been included as an attachment within PAHSMA Ticketing Solution Request for Tender PDF but not as it's own document. Are you able to please provide a Word Document of Attachment 4: Tender Form or advise if we are to separate this from the PDF and apply with this form as its own attachment?</p>

<p>Response posted 28/10/2024</p>	<p>PAHSMA Response #5</p> <p>“Attachment 4: Tender Form” needs to remain part of the RFT document. Please open the RFT document in MS Word and then you may fill in the Tender form but please do not change any other details in the RFT document.</p>
<p>Date received 28/10/2024</p>	<p>Question #6</p> <p>Are we permitted to supply additional documentation with our submission as appendixes? I would potentially look to submit the following documents:</p> <ul style="list-style-type: none"> a. A longer form response to highlight features and elaborate on response areas within the functional or non-functional attachments b. A cover letter by way of introduction and commentary around our submission c. Opportunity to present case studies or overview of our history and background with similar organisations
<p>Response posted 28/10/2024</p>	<p>PAHSMA Response #6</p> <p>With regard to a. and b. : Yes, you are free to add information relevant to the RFT as additional attachments.</p> <p>With regard to c. : All tenderers not excluded from the evaluation (see Clause 9.1 of the RFT) will be invited to provide a product demonstration. This will provide an opportunity for tenderers to provide a brief history and background of their organisations, if they wish.</p>
<p>Date received 30/10/2024</p>	<p>Question #7</p> <p>In the briefing session there was a powerpoint presentation that had details (I think) about the number of POS positions, retail sales, etc. Is it possible to provide a copy of the power point presentation that was used?</p>

Response posted
31/10/2024

PAHSMA Response #7

It is not possible to share the presentation. However, the details below are provided in response:

Physical terminals at present. These may increase over time.

	Front of house PCs (ticketing software, used as POS, connected to Eftpos, some on wifi)	Back of house PCs (ticketing software, used for booking / stock management)
Port Arthur Historic Site		
Ticketing counter	8	2
Reservations		6
Retail	3	2
Port Cafe	3	2
Asylum cafe	2	
1830 Restaurant	2	
Food truck	1	
Cascade Female Factory Historic Site		
Ticketing / Retail counter	3	4
Administration		
Finance dept		4
Warehouse		1

There are approximately 100 registered operational and administrative users of the system, which include. Typical number of concurrent users are:

- up to 5 administrative users
- up to 10 ticketing operators
- up to 5 food and beverage operators
- up to 5 retail operators

Expected number of financial transactions are:

- >600 in a single hour
- >3000 in a single day
- >60,000 in a single month

PAHSMA has up to 370,000 visitors per year. Suitable system should be able to manage upwards of 500,000 tickets.

Further financial details can also be found in the [2022-23-PAHSMA-Annual-Report.pdf](#)

Additional background information regarding the **Port Arthur Historic Site**:

- Up to 50% of our visitors, book on the day at the ticket counter. Up to 20% book through the reservations call centre. We would like to shift more of our bookings to online.
- Bookings come in many forms – independent travelers, groups booked via tour/ travel agents, school education groups, special arrangements with local tourism operators, and special one-off events.
- Some bookings attract GST, some bookings pay commissions, some bookings have special prices.
- Payments are made either online via the gateway or in person via eftpos. We use Commonwealth Bank of Australia.
- In peak season we can have 3000+ vehicle-based visitors on any given day.
- Over the summer we also host visits from large cruise ships (up to 3000 capacity) in our harbour.
- 2023/24 our ticketing team took in over \$11m worth of revenue.
- January is our busiest month with approx. 58 000 visitors.
- On peak season days the cafes can sell up to \$122 000 of product per week through 5 500 transactions. The bulk of the transactions happen at 1pm with 1 100 transactions in that hour.
- On cruise ship days the gift shop can sell up to \$16 000 of products per day through 550 transactions. The bulk of the transactions happen from 1pm – 4pm.
- We currently use *Technology One* to manage PAHSMA finances.

Additional background information regarding the **Cascade Female Factory Historic Site:**

- Cascade Female Factory is a smaller Hobart based operation with only 35 000 visitors p.a. Visitation includes the introductory tour. 2400 of the 35 000 visitors also take up the opportunity to participate in the additional Notorious Strumpets tour.
- Importantly, entry and tour tickets, retail and snack purchases are processed together at the same POS terminals.
- There are no physical barriers (such as turnstiles) at this site.
- It is possible that this site could be a test site for the ticketing solution prior to going live at Port Arthur.

Additional background information regarding the **Coal Mines Historic Site:**

- This site doesn't have staffed visitor services and does not use a ticketing system as entry is free.

<p>Date received 30/10/2024</p>	<p>Question #8</p> <p>As an additional question (if it is not answered within the power point file – or the power point file cannot be provided) – how many turnstiles and access control points are there for each of the 3 locations?</p>
<p>Response posted 31/10/2024</p>	<p>PAHSMA Response #8</p> <p>Visitor tickets are scanned at 4 turnstiles for entry to the grounds and gardens and can be scanned at the harbour cruise also.</p> <p>There are no turnstiles at the other two sites.</p>
<p>Date received 31/10/2024</p>	<p>Question #9</p> <ol style="list-style-type: none"> 1. In addition to the 4 turnstiles, are there any other access control/scanning devices (e.g. handheld scanners, scanning posts, etc) in use across the three sites? 2. Assuming we are to integrate with the existing hardware – could you please supply the make and model for these devices (including turnstiles, handheld scanners, other).
<p>Response posted 01/11/2024</p>	<p>PAHSMA Response #9</p> <p>In response to 1. – There are no access control devices at the Female Factory or Coal Mine sites.</p> <p>In response to 2. – The turnstile gates are Axess AX500 Smart Gate NG. These are fully networked and designed to be integrated easily as they are widely used at ski fields, stadiums etc. If tenderers solution is not compatible with these devices, please advise recommended compatible hardware and software options.</p> <p>Additional note: Although we don't currently have mobile scanning devices or scanning posts beyond the Port Arthur site entrance, we do want to implement these as part of the future ticketing solution. Tenderers should include details of what hardware and software options are compatible with their proposed solution.</p>

<p>Date received 04/11/2024</p>	<p>Question #10 If we are to select "fully comply" in the functional requirements - does this require further justification in the Participants Comments Column? "Each requirement with a selected response of Yes, with configuration/customisation/workaround will require a written response to substantiate or clarify their selection." This suggests a written response is required if fully comply is not chosen. Could you please clarify what is required here?</p>
<p>Response posted 05/11/2024</p>	<p>PAHSMA Response #10 The available options are: <ol style="list-style-type: none"> 1. Yes, out of the box 2. Yes, with configuration 3. Yes, with customisation 4. Partially/possible with workaround 5. No A written response is only required for options 2,3 and 4. Vendors are free to add a response when selecting option 1 if they wish to provide additional information, but that is not mandatory.</p>
<p>Date received 04/11/2024</p>	<p>Question #11 All data must reside entirely within Australia - can you please define reside? ie. hosted, or physically stored, etc. I understand this is a "must have".</p>
<p>Response posted 05/11/2024</p>	<p>PAHSMA Response #11 Reside means physically stored. This is to ensure that the data is subject to Australia's data protection laws and regulations.</p>
<p>Date received 04/11/2024</p>	<p>Question #12 Some reqs in the Ticketing and Reservations sheets are related to Food and Bev - if we are not applying to service this business function, how does this impact our Tender submission?</p>

<p>Response posted 05/11/2024</p>	<p>PAHSMA Response #12 Please respond to these requirements in this manner: Ability to Meet: No Comment: Not applicable</p>
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