新加坡宗鄉會館聯合總會
Singapore Federation of Chinese Clan Associations

Invitation to Tender
Provision of UI/UX Design and CMS Implementation Services for the SFCCA Website

16 November 2026

Tender closing:

30 November 2026, 6.00 pm (SGT)

Singapore Federation of Chinese Clan Associations (SFCCA) invites proposals for the redesign, development, implementation and ongoing management of its official website and associated event microsite. This document sets out the project requirements, technical specifications, deliverables, submission instructions and evaluation criteria.

1. Background and Project Overview

Singapore Federation of Chinese Clan Associations ("SFCCA" or "the Federation") is the apex body representing Chinese clan associations in Singapore. In addition to its core members, SFCCA includes associate members comprising cultural associations. The Federation seeks to build a vibrant, cohesive and forward-looking Chinese community through educational, cultural and community initiatives.

SFCCA seeks an agency with strong UI/UX design and technical implementation capabilities to revamp its website and establish a cohesive, bilingual and user-centric digital experience that supports community engagement, cultural promotion and organisational outreach. The appointed agency shall also provide website management, maintenance, cybersecurity and search optimisation services.

2. Scope of Services and Deliverables

The appointed agency shall undertake the one-time works in Section 2.1 and Annex A, and the recurring services in Section 2.2. The implementation must include the main website and the event microsite specified in Annex A. All proposed solutions shall be scalable, maintainable, secure and accessible, and shall support English and Chinese content. Any deviations from the mandatory requirements must be expressly identified in the tender proposal.

2.1 One-Time Project Implementation

2.1.1 Discovery, UX/UI Design and Information Architecture

Conduct discovery and stakeholder engagement; review user needs, content taxonomy, navigation and information architecture; develop the sitemap, user journeys, wireframes and high-fidelity responsive mock-ups; and deliver a reusable digital design system and UI kit. The creative direction shall be guided by SFCCA and reflect the Federation's cultural heritage and institutional identity. Both English and Chinese typography, navigation, content hierarchies and text expansion shall be accommodated.

2.1.2 Website Development and CMS Implementation

Develop the approved responsive interfaces, templates and components, including members' directory functionality, publications, events, forms and the event microsite described in Annex A.

Implement a customised CMS; WordPress and Drupal are not permitted. Tenderers shall clearly state the proposed CMS architecture, technology stack, licensing, source-code ownership, support model, ongoing dependencies and portability. The CMS must allow authorised SFCCA staff to create, edit, preview, publish and manage bilingual pages and structured content without coding.

Implement baseline accessibility and cybersecurity safeguards, Google Analytics 4 or an SFCCA-approved equivalent, initial SEO/GEO/AEO configuration, technical testing, UAT support, production deployment, administrator training and documentation.

Provide up to three rounds of consolidated revisions at each agreed key design/project stage, as contemplated in Section 4.1.

2.1.3 Content and Website Migration

Migrate and validate the agreed bilingual webpages, up to 350 existing articles, related images and documents, metadata, member records and other agreed structured data. Include secure migration procedures, content scanning, URL inventory and mapping, 301 redirects, broken-link remediation, and checks for completeness and correct rendering.

SFCCA will supply or approve the bilingual editorial content; unless separately quoted and expressly accepted, translation and substantive copywriting are not part of the mandatory scope.

2.1.4 Pre-launch VAPT

Arrange one comprehensive Vulnerability Assessment and Penetration Test (VAPT), performed by an independent suitably qualified cybersecurity provider before production launch. The scope shall include the website, microsite, CMS, administrative interfaces, APIs, integrations and applicable hosting configurations.

The appointed agency shall remedy vulnerabilities attributable to its work, arrange one round of retesting and submit the assessment and closure reports.

Launch shall not proceed with unresolved Critical or High-risk findings unless SFCCA has approved a documented mitigation and remediation plan in writing.

2.1.5 Quality Assurance, Deployment, Training and Handover

Perform functional, responsive, cross-browser and cross-device testing, support UAT and rectify agreed defects. Provide deployment and rollback plans, CMS administrator training, user and technical guides, editable design source files, relevant source code and assets, credentials and system documentation, and handover to SFCCA and/or its appointed technical partner.

Include a post-launch warranty period; tenderers shall state the duration, coverage, response process and exclusions.

2.2 Recurring Services (Initial One-Year Contract)

The agency shall quote for one year of mandatory recurring services, with separately identified indicative prices for Years 2 and 3 subject to renewal. SFCCA shall retain full administrative access to hosting, DNS, security, analytics and other core service accounts; such accounts shall be held in SFCCA's name wherever practicable. The agency shall not impose unreasonable vendor lock-in.

2.2.1 Website Management, Maintenance and Support

Provide ongoing CMS and software maintenance; timely security patches and dependency updates; functionality and performance monitoring; fault investigation and troubleshooting; technical support; backup and restoration services; and coordination with SFCCA and its appointed service providers.

Include periodic checks of website accessibility, broken links, forms, integrations, page performance and content integrity.

Provide a monthly website hygiene and maintenance report outlining checks performed, incidents, risks, vulnerabilities, patch status, uptime, fixes and recommended actions.

2.2.2 Hosting and Managed Security

Manage the solution within SFCCA's existing AWS cloud account, subject to technical assessment and SFCCA approval of any changes. The proposed hosting architecture shall support high availability, containerisation and auto-scaling, where appropriate. Mandatory services shall include:

- Domain and DNS administration; SSL/TLS certificate provision and renewals.
- Content Delivery Network (CDN), Web Application Firewall (WAF), DDoS protection and applicable protective configuration.
- Website availability, malware, file-integrity and security-event monitoring; appropriate logging and escalation.
- Multi-factor authentication (MFA), role-based administrative access and account access controls.
- Daily off-site backups, protected backup retention, periodic restoration tests and disaster recovery arrangements.
- Management and renewal of mandatory software, licenses and third-party components within the quoted recurring fee, subject to explicitly stated usage assumptions.

2.2.3 24/7 Monitoring, Incident Response and Disaster Recovery

Provide 24/7 automated website and security monitoring with a documented on-call escalation and incident response process. The agency shall propose a Service Level Agreement (SLA) covering availability, severity classification, response and resolution times, patching timelines, escalation, incident communications, backup retention and restoration. For critical website

outages, the required Recovery Time Objective (RTO) is two hours; tenderers shall state how this will be achieved and propose an appropriate Recovery Point Objective (RPO).

SFCCA must be notified within 30 minutes of detection of an actual or suspected cybersecurity incident affecting the website. Include incident investigation, containment, remediation, recovery and post-incident reporting.

2.2.4 Ongoing SEO, GEO and AEO

Provide ongoing technical Search Engine Optimisation (SEO), Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO). Services shall include keyword and visibility tracking, technical reviews, metadata and structured-data updates, indexing checks, content optimisation recommendations and monitoring of applicable traditional and AI-driven discovery channels.

Provide a monthly report with available search traffic and engagement metrics, organic search visibility, technical issues, actions completed, trends and prioritised recommendations. AI-search visibility metrics shall be described with the data source and measurement limitations.

3. Intellectual Property, Data and Handover Rights

Upon full payment, SFCCA shall own all approved final bespoke designs, copy and assets commissioned under this tender, and the custom-developed source code, configuration and database content specifically created for SFCCA, except for identified pre-existing agency materials, open-source components and third-party licensed software. The agency shall identify these exceptions and grant or procure sufficient ongoing rights for SFCCA to operate, maintain, modify and transfer the solution.

The agency warrants that its deliverables will be original or properly licensed and shall not knowingly infringe third-party intellectual property rights. SFCCA shall retain ownership and control of its website content, personal data, domain and relevant accounts. At expiry or termination, the agency shall provide reasonably usable exports of content, database, code and configuration, applicable documentation and orderly transition assistance at the stated rates, without unreasonable technical restrictions.

4. Budget Caps and Pricing

4.1 One-Time Project Fee

The total **one-time fee** shall not exceed **S$55,000 inclusive of GST**. This is an all-inclusive cap for the following mandatory work: discovery and strategy; UX/UI design; main website and microsite development; customised CMS implementation; website and article migration; initial SEO/GEO/AEO and analytics configuration; security hardening; independent pre-launch VAPT, remediation and one retest; QA, UAT and deployment; administrator training and technical handover; up to three rounds of consolidated revisions at each agreed key stage; and post-launch warranty support.

The agency shall specify the warranty duration, assumptions, exclusions, third-party fees, usage allowances and rates for additional work. No mandatory costs may be excluded from the capped fee.

4.2 Recurring Services Fee

The total annual recurring fee shall not exceed **S$42,000 inclusive of GST**. It shall include mandatory website management and support, AWS hosting management and relevant infrastructure charges, monitoring, security protections, maintenance and licence renewals, daily off-site backups, incident response and recovery, annual independent VAPT and retest, ongoing SEO/GEO/AEO, and monthly reporting. Any mandatory third-party charge must be included in the capped fee subject to stated usage allowances.

Tenderers shall provide a line-item breakdown by service; annual and relevant monthly rates; Year 1 committed pricing and indicative Year 2 and Year 3 renewal pricing; SLA and support arrangements; all usage limits; anticipated price increases; additional hourly/day rates; and itemised third-party or usage-based charges. Optional services shall be separately priced and excluded from assessment of compliance with the mandatory budget cap.

4.3 Pricing Compliance

Proposals exceeding either the **S$55,000** one-time budget cap or the **S$42,000** annual recurring budget cap may not be considered. Any mandatory cost not separately identified shall be deemed included in the fee quoted. Tenderers shall identify GST clearly and provide total inclusive amounts.

5. Proposal Submission Requirements

a. Company Profile

Agency background, financial and operational capacity, relevant cultural/community sector projects and demonstrable website/CMS delivery experience.

b. Creative and Technical Proposal

Creative vision, UX methodology, bilingual design approach, proposed sitemap and user engagement strategy; CMS technology and architecture; AWS deployment model; accessibility, analytics, SEO/GEO/AEO, integrations and cybersecurity approach.

c. Project Plan

Detailed programme covering discovery, design, development, migration, testing, VAPT, UAT, training, launch, warranty and critical dependencies. Include milestones, responsibilities and proposed go-live date.

d. Itemised Fee Proposal

Clearly separated implementation and recurring service prices, mandatory and optional elements, third-party and licence charges, Year 1–3 recurring prices, assumptions, exclusions and proposed payment milestones subject to SFCCA approval.

e. Portfolio and References

Representative responsive website and CMS projects with relevant outcomes, preferably for heritage, cultural, non-profit or membership organisations.

f. Project Team

Named key staff, responsibilities, relevant qualifications, proposed project manager and subcontractors, including the independent VAPT provider.

g. Operations and SLA

Proposed support model, 24/7 monitoring approach, incident severity matrix, response/restoration targets, two-hour RTO solution, proposed RPO, reporting samples and exit/handover arrangements.

h. Compliance Statement

A requirement-by-requirement response to Sections 2–4 and Annex A, explicitly identifying all deviations, exclusions, capacity limits and dependencies.

6. Tender Submission Instructions

6.1 Submission Title and Address

Email submissions to corpcomm@sfcca.sg with the subject line "Provision of UI/UX Design and CMS Implementation Services for SFCCA Website".

6.2 Closing Date

30 November 2026, 6.00 pm (SGT). Late or incomplete submissions may not be considered.

6.3 Tender Preparation Costs

SFCCA will not reimburse any costs incurred in preparing proposals, concepts or mock-ups and shall not be liable for proposals or services that are not commissioned.

6.4 Presentations and Outcome

Shortlisted tenderers may be invited for a presentation and/or interview. Tenderers will be informed of the outcome by **21 December 2026.**

6.5 Evaluation Criteria

Proposals will be assessed holistically against the following criteria; SFCCA may seek clarification or demonstrations where appropriate:

- Strategic alignment and creative/UI/UX quality, including bilingual usability and accessibility.
- Technical capability, customised CMS usability, security architecture, scalability and integration with SFCCA's AWS environment.
- Cybersecurity, resilience, 24/7 monitoring, service levels and long-term maintenance and handover arrangements.
- Methodology, implementation plan, migration, quality assurance and project-team capacity.
- Relevant experience and track record, including references for similar projects.
- Cost competitiveness, whole-of-life value, transparency and compliance with both budget caps.

7. Enquiries and Closing

For enquiries, please contact Ms Deanna Koh / Ms Vanessa Lim at corpcomm@sfcca.sg or 6643 6489 / 6643 6477.

SFCCA thanks tenderers for their interest and looks forward to receiving their proposals.

Secretariat
Singapore Federation of Chinese Clan Associations
16 November 2026

Annex A – Detailed Scope of Work and Deliverables

The appointed agency shall perform all work below in accordance with Section 2. The scope counts specify the project quantities on which tenderers shall base their quotations.

For avoidance of doubt, the up-to-35-page limit refers to up to 35 distinct main website pages in the base language, with their corresponding Chinese-language implementations; reusable article/event/member templates and article instances shall be priced as separately described in this Annex.

Tenderers must provide a page inventory and explicitly identify any different counting methodology or other assumptions. The event microsite of up to eight pages is additional to the main website page allowance.

Scope clarification: Vendors shall state the chosen CMS product/architecture, whether event registration is an embedded form, native module or integration, any expected third-party services or costs, and the precise boundary of Virtual History Gallery integration (link/entry experience versus redevelopment). The existing gallery itself is not presumed to be rebuilt.

A. Main Website Design and Development

Scope of Work	Deliverables
• Conduct discovery workshops, requirements gathering and stakeholder coordination. • Refine the sitemap, content taxonomy, navigation and user journeys. • Develop homepage concepts, wireframes and responsive high-fidelity design treatments for inner pages. • Design and develop up to 35 main website pages in accordance with the approved bilingual structure. • Implement a customised CMS (excluding WordPress and Drupal), intuitive page editor and reusable components. • Build article, event and publication templates; publication archive; contact forms; and approved navigation. • Implement baseline accessibility, initial technical SEO/GEO/AEO, Open Graph configuration, analytics and security controls. • Complete QA, UAT support, production deployment and handover.	• Approved sitemap and information architecture. • One approved homepage design direction and corresponding inner-page treatments. • Up to 35 responsive main website pages and their corresponding Chinese implementations. • Customised CMS, reusable templates and page editor. • Dynamic article/event/publication templates, archive and contact forms. • Baseline search optimisation and analytics configuration. • Tested and launched main website.

B. Event Microsite Development

Scope of Work	Deliverables
• Plan, design and develop one event microsite of up to eight pages, additional to the main website allowance. • Apply the approved main website UI/UX direction while allowing event-specific branding. • Provide CMS editing for event pages and content. • Implement registration-page structure, dynamic programme schedule, media gallery and SEO-friendly URLs. • Optimise for mobile; test, support UAT and deploy. •	• One fully responsive microsite (up to eight pages). • CMS access and editable microsite templates. • Event registration page and supporting structure. • Dynamic programme schedule and media gallery. • SEO-friendly implementation and tested launch.

C. Members' Directory and Search

Scope of Work	Deliverables
• Design a directory integrated with the main website. • Implement keyword search and filters by locality and kinship. • Configure categorisation, indexing and a dynamic profile template. • Optimise performance and usability across devices.	• One directory landing page and one search-results page. • One reusable member profile template. • Functional keyword search, advanced filters and categorisation.

D. Article and Content Migration

Scope of Work	Deliverables
• Migrate up to 350 existing articles, metadata and associated media. • Define categories and migrate relevant taxonomy. • Create URL mapping, preserve URLs where possible and implement 301 redirects. • Verify completeness and rendering; fix migration-related broken links and errors.	• Up to 350 migrated articles and associated media. • Article categorisation, taxonomy and metadata. • URL mapping and applicable 301 redirects. • Verified migration and rectification of identified migration defects.

E. Virtual History Gallery Integration

Scope of Work	Deliverables
• Integrate access to the existing Virtual History Gallery within the revised sitemap. • Create a dedicated entry page and relevant calls to action. • Test responsive navigation and accessibility of entry points.	• One Virtual History Gallery entry/integration page. • Navigation links and calls to action. • Responsive access to the existing gallery.

F. Open Graph and Social Sharing

Scope of Work	Deliverables
• Configure Open Graph metadata for applicable main pages and dynamic articles. • Standardise titles, descriptions and social preview images. • Test rendering of shared-page previews on relevant platforms.	• Page-level and dynamic-article Open Graph configuration. • Standardised social preview metadata. • Validated previews on relevant platforms.

G. Bilingual English and Chinese Implementation

Scope of Work	Deliverables
• Implement bilingual website architecture and CMS content management. • Provide language switching between corresponding English and Chinese pages. • Implement Chinese-language support for up to 35 main website pages using SFCCA-supplied or approved copy. • Ensure typography, layout and responsive rendering for both languages; test language switching.	• Bilingual architecture and CMS workflows. • Chinese implementations of up to 35 main pages. • Functional language switcher. • Responsive, tested bilingual pages.

H. Project Management, Security, Testing and Handover

Scope of Work	Deliverables
• Coordinate project governance, progress updates, milestones and consolidated revision rounds. • Perform QA, cross-device/browser testing and UAT support. • Arrange independent pre-launch VAPT and rectify findings, including one retest. • Provide production deployment, administrator training and written documentation. • Hand over editable assets, approved code, credentials, database exports and technical materials. • Provide agreed post-launch warranty defect rectification.	• Project plan, milestones and progress records. • QA/UAT evidence and production rollout documentation. • Independent pre-launch VAPT, retest and closure report. • Administrator training and user/technical guides. • Editable design files, code and handover package. • Post-launch warranty support.