

OBJECTIVE

To create a self-guided Tourism Development Toolkit which will inspire and support the development of new and existing sustainable tourism experiences which are suitable for the Free and Independent Traveller (FIT) and align to the new Townsville North Queensland brand position.

ABOUT TOWNSVILLE ENTERPRISE

Townsville Enterprise is the peak Economic Development organisation, Regional Tourism Organisation and Convention Bureau for Townsville North Queensland. It is a not-for-profit, apolitical, membership-based organisation that exists to connect, grow, and promote Townsville North Queensland. For the past 31 years Townsville Enterprise has been a key driver in attracting major investment to the region. It ensures that the Local Government Areas of Hinchinbrook, Charters Towers, Burdekin, Palm Island and Townsville, as the commercial hub of Northern Australia, benefit from investment and economic prosperity, tourism opportunities and events.

Townsville Enterprise is an apolitical, not for profit incorporated association overseen by a Board of Directors and supported by a Tourism and Events Strategic Advisory Committee and Economic Development Strategic Advisory Committee. There are also a number of subcommittees that have been set up to further support the strategic direction of the organisation.

TOWNSVILLE NORTH QUEENSLAND INDUSTRY DEVELOPMENT TOOLKIT

As the Destination Management Organisation for the Townsville North Queensland region, Townsville Enterprise is committed to supporting local tourism businesses to continually exceed customer expectations and enhance their capacity. Experience Development is critical in supporting the regions visitor economy growth strategy. Townsville Enterprise is seeking an expert consultant to support the development and implementation of a self-guided and practical tourism development toolkit, which will provide best practice guidelines, working templates and information that operators can access to use at any time to enhance their experience and business practices.

The Tourism Development Toolkit will be established to inspire and support the development of new and existing tourism experiences. The toolkit will consist of several modules which could include the following key topics (ordered in priority):

- Tourism Business Essentials (Provision of Business Plans, Marketing templates, Permits)
- Listing on the Australian Tourism Data Warehouse
- Becoming a Best of Queensland Experience
- Optimising social media and online presence (including reviews)
- How to set up online Bookings and Packaging
- Demonstrating Quality and Excellence (Reviews, Accreditation, Awards)
- Becoming International and Trade Ready, Understanding Distribution Channels
- Insurance and Risk
- Sustainability (Ecotourism)
- Accessibility and Inclusive Tourism

- Tourism Industry and Consumer Trends
- Aligning to the destination and state brand
- Additional Resources (Grants and Funding, Online Guides and Checklists)

In addition, the project will also consist of the following deliverables:

- Development of a series of Case Studies of local tourism operators that follow best practice guidelines to deliver exceptional tourism experiences. Where relevant this should be completed in consultation with the regions local tourism industry and other relevant stakeholders including the Local Councils.
- 4 x Weekly 1 hour Webinar Series that operators can join to learn more about the different modules and the best ways to apply the toolkit to their individual businesses.

KEY REQUIREMENTS

The successful tenderer will be expected to work closely with Townsville Enterprise and deliver the following outcomes:

- Creation of at least 5 of the self-paced modules in PDF format which will allow operators to self-assess and implement changes to enhance their business.
- Engage with stakeholders to create a series of Case Studies relevant to the topics in the Toolkit
- Deliver a Webinar Series focusing on the modules to be held across 4 weeks.

Proposals should provide an indication of preference and experience in which (and how many) proposed modules will be developed by the consultant.

INTELLECTUAL PROPERTY

All information collected and presented, as part of this research shall remain the property of Townsville Enterprise Limited.

PUBLIC LIABILITY AND OTHER PROFESSIONAL INDEMNITY INSURANCE

The Consultant will be required to provide evidence of insurance for public liability of \$10 million and professional indemnity of \$10 million minimum.

REQUIREMENTS

The following requirements are considered necessary for the successful consultant:

1. Demonstrated experience in tourism industry development
2. In depth knowledge of tourism distribution channels, marketing, and business development
3. Strong knowledge of Townsville North Queensland region and tourism product offerings
4. Strong network within the tourism and events industry
5. Proven experience and outcomes from delivering similar projects

The successful tenderer will be required to work with the Director Visitor Economy and Marketing and the Townsville Enterprise team to roll out the program.

AWARDED CONTRACT

A single contract is proposed. The successful tenderer may, subject to the agreement of Townsville Enterprise, subcontract an element of the contract to a recognised expert. Intention to subcontract any element of the contract should be identified within the tender submitted.

It is expected that the contract shall be completed by 30 April 2023

TIMESCALE

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| • Tender issued on: | 12 December 2022 |
| • Tender close on: | 20 January 2023 |
| • Tender awarded by: | 25 January 2023 |
| • Project commencement: | 1 February 2023 |
| • Milestone 1 (Toolkit Completed): | 31 March 2023 |
| • Commencement of Webinar Series: | 1 April 2023 |
| • Project and contract completion: | 30 April 2023 |

YOUR RESPONSE

Tenderers are invited to submit proposals detailing:

- Business details and project team
- How the Tenderer will ensure the proposal requirements are met through a comprehensive methodology including timelines
- The relevant experience specifically outlining experience in accordance with the proposed modules
- A detailed costs proposal including all expenses
- All proposals should be less than \$10,000 (ex GST)

- Any specific qualitative or quantitative inputs or resources that you could bring to support or enhance the project scope
- At least two references
- Please limit your response to no more than 5 pages (excluding attachments or diagrams)

EVALUATION CRITERIA

Responses to this Tender EOI will be evaluated using the Evaluation Criteria in the table below:

Methodology	30%
Prior Experience	30%
The breadth and quality of any inputs (e.g., public, and proprietary data and intelligence) that the Responder offers to provide to inform the Deliverables	10%
Value for money (please note budget provided)	15%
Local Content	10%
Membership of Townsville Enterprise	5%

DELIVERABLES

The appointed Consultant will be required to produce the following as an outcome from this Contract by 30 April 2023:

- Tourism Development Toolkit – At least 5 Modules in PDF format
- Series of at least 3 case studies
- Webinar Series (4x 1 hour)

CONFIDENTIALITY AND COPYRIGHT

It is essential that absolute confidentiality is maintained throughout the process. Careful consideration must be given to this when developing the consultation process and design of the final report.

SUBMISSIONS

Questions pertaining to this request to proposal should be emailed for written response. An electronic copy of the proposal should also be emailed to: megan.hawke@tel.com.au by COB 20 January 2023.