



REQUEST FOR QUOTE

Title: Shire of Denmark Tourism Strategy

Closes: 5pm, Monday 14 December 2020

1 REQUIREMENT

The Shire of Denmark invites applications from consultants to develop a Tourism Strategy for the purposes of growing the local economy through tourism visitation. The objective of the strategy is to guide Council, staff, business and the community on the most effective ways to support, service and extend visitations to the Shire, explore new opportunities and emerging trends in tourism and guide in the future usage of the Denmark Visitor Centre.

To achieve this the consultant will be expected to:

- liaise with industry, government and the community through stakeholder and community meetings.
- obtain data and research specific to Denmark.
- Identify emerging and future trends to guide recommendations.

2 SCOPE OF WORKS

2.1 Background:

The Shire of Denmark is located on the south coast of Western Australia, approximately 50km west of Albany and 400km south of Perth. The Shire had a population of 5,845 as at 2016, and this is projected to increase to 8,250 by the year 2031. (Australian Bureau of Statistics, 2016 Census of Community Profiles & Western Australia Tomorrow Population report 2016 - 2031).

For the past 12 years Denmark Tourism Incorporated, and later the Amazing South Coast Tourism Incorporated (ASTCI), have operated and managed the Denmark Visitor Centre. The Shire has provided cash and in-kind contributions towards the Visitors Centre operations.

On August 1 2020 the Denmark Visitor Centre closed as the ASCTI divested itself of visitor servicing in the region to concentrate on destination marketing activity.

2.2 Project Structure

The Project Control Group (PCG) acts as an advisory body to the consultant, providing governance to the project, and comprises the following members:

Name	Role	Organisation
Angela Simpson	Advisor, Team Leader	Corporate Planning Officer, Shire of Denmark
David Schober	Principal Representative	Chief Executive Officer (Act), Shire of Denmark

2.3 Services

- (1) Identify what role Local Governments of similar profile to Denmark, play in supporting local tourism.
- (2) Investigate how much similar Local Governments invest in tourism, and provide recommendation on the level of future investment by the Shire of Denmark.
- (3) Investigate and provide recommendations on future visitor servicing strategies, considering factors such as;
 - Changing trends in visitor bookings,
 - Changing trends in visitor behaviour and expectations,
 - Use of the Denmark Visitor Centre in supporting visitor experiences,
 - Stakeholder and partnership opportunities.
- (4) Investigate and report on community and industry expectations matched against the Shire’s Strategic Community Plan aspirations, objectives and funding limitations.
- (5) Identify Stakeholder and partnership opportunities that align with the recommendations on future visitor servicing strategies
- (6) Investigate and provide recommendations on how the strategy links to the Amazing South Coast Tourism Incorporated, including reference to and supporting Regional and State tourism strategies.
- (7) Investigate and provide recommendations on the use of the Denmark Visitor Centre in supporting the tourism strategy.
- (8) Acknowledge, reference and identify opportunities previous proposals, presented to the Shire of Denmark from the Not for Profit sector, offer the strategy.

Consultation

1. It is recognised that the consultation of the residents and ratepayers within the Shire of Denmark and key stakeholders is important to the strategy’s development.
2. The Shire of Denmark is committed to ensuring that the consultation is transparent throughout all phases of the study.

Key Stakeholders (this list is a guide only and is not limited to these groups)

	Organisation	Relationship
Shire Councillors	Shire of Denmark	Approving authority
Shire staff	Shire of Denmark	
Denmark Chamber of Commerce CEO and Board	Denmark Chamber of Commerce	Representing local business community
Denmark Tourism Incorporated Board	Denmark Tourism Incorporated	Tourism advocacy NFP
Greenskills Executive staff and Board	Greenskills, Denmark	Environmental and tourism advocacy NFP
Tourism and hospitality businesses	Local business	Supplier
Amazing South Coast Tourism Inc Board and staff	ASCTI	Regional advocate and destination marketing
GSCORE CEO	Great Southern Centre for	Training provider and

Shire of Denmark

	Outdoor Recreation	reference
Community	Individual	Volunteer, end user, advocate
Visitors	Individual	End user

Consultant Responsibility

As part of the agreed program, the Consultant will:

1. formally report to the PCG and discuss the outcome of each identified step of the project.
2. be responsible for calling all necessary meetings and arranging venues.
3. assign the copyright and intellectual property rights of all material developed in addressing the scope of works to become the exclusive property of the Shire of Denmark.
4. immediately disclose any potential conflict of interest arising during the course of this study to the Project Manager.
5. provide a preliminary draft report to the PCG for comment and feedback by March 1, 2021.
6. formally present to Council on the findings of the Study at Final Draft stage.

3 EVALUATION CRITERIA

Offers will be evaluated on the below criteria and respective weightings:

Cost	20%	
Demonstrated High Levels of Corporate Social Responsibility (CSR)*	5%	
Demonstrated understanding of the process	20%	
Demonstrated experience and expertise in the field of master planning within the tourism sector (identify the key personnel on the project)	25%	
Proposed timeline and approach	20%	
Knowledge and or experience of local tourism issues	10%	
Total	100%	

Please ensure that the above criteria are addressed in your submission.

*CSR includes supporting people with disability or special needs, or contributions to the community such as sponsorships or donations; employment strategies and programs for Indigenous people; sustainable business practices and supplying Australian made products.

4 CONTRACT CONDITIONS

Please refer to APPENDIX B – General Conditions of Contract for the Engagement of Consultants.

5 SPECIAL CONDITIONS

Price

Prices quoted are to be on a lump sum basis. All prices for services offered are to be fixed for the term of the Contract. Quoted prices must include Goods and Services Tax (GST). Unless otherwise indicated prices quoted must include all applicable levies, duties, taxes and charges. Any charge not stated in the Quotation as being additional will not be allowed as a charge for any transaction under any resultant Contract.

Contract Duration

The Contract will be complete on supply of the goods and/or services as negotiated and agreed with the Shire. However, in the event of the successful Contractor failing in any manner to carry out the Contract to the Shire's satisfaction, the Shire may forthwith terminate the Contract by written notice to the contractor.

The Shire reserves the right to claim cost/time penalties should the Contract not be completed on time, if it can be shown that the Shire has made every reasonable effort to maintain the schedule agreed by both parties at the commencement of the Contract.

Recordkeeping

All manuals, drawings, computer programs or other records supplied by the Principal to the Contractor during the course of the Contract shall be returned to the Principal upon termination or completion of the Contract.

The Contractor shall ensure that all records relevant to, or created in the course of this Contract are held in a safe and secure manner, in line with industry best practices, i.e. backups completed, paper records are to be held in a fire proof environment.

The Principal will be provided access to all records held by the Contractor associated with this Contract within twenty four (24) hours of written request. Such requests will be in the support of Contract performance measuring, general information resource for the Principal, or to meet Freedom of Information legislation requirements.

Indemnity

The successful Contractor shall indemnify and keep indemnified the Shire against:

- (a) Any liability under the Workers' Compensation and Injury Management Act 1981, and its subsequent amendments.
- (b) Any other law in force or which during the term of this Contract may come into force, under which any person is entitled to claim or sue for compensation or recover any damages from the Local Government.

Warranty and Service

Contractors shall state in their quotation the period of warranty and guarantee conditions that apply against defects for the goods offered, together with any after-sales services provided.

Disability & Inclusion Plan

Please refer to the following link which will apply if the Contract involves the supply of services to the public:

<https://www.denmark.wa.gov.au/documents/10490/disability-and-inclusion-plan-nov-2018-2023>

Regional Price Preference Policy

Please refer to the following link for our P040216 Regional Price Preference Policy:

https://www.denmark.wa.gov.au/profiles/denmark/assets/clientdata/documents/governance_documents/general_documents/policy_manual_-_vjun20.pdf

Note: Please familiarise yourself with this policy and indicate if you are claiming either the Regional Business Preference or Regional Content Preference on the response form.

6 RESPONSE FORM

6.1 Pricing

Schedule of Rates

The Price Schedule is to be completed in full and in the format as detailed below. Suppliers not wishing to submit prices for an Item should insert "N/A" into the box. Failure to follow instructions implicitly may render the Offer invalid.

Suppliers should attach any relevant clarifications to the submission.

Fixed Price Items

ITEM	DESCRIPTION	PRICE \$ (Inc. GST)
1.		
2.		
3.		
4.		
5.		
TOTAL LUMP SUM PRICE (INC. GST)		\$

Additional Hourly Rates

ITEM	ADDITIONAL HOURLY RATES	PRICE \$ (Inc. GST)
1.		
2.		
3.		
4.		
5.		
TOTAL LUMP SUM PRICE (INC. GST)		\$

6.2 Company Information/Authorisation

I hereby submit a Quote for the development of a Tourism Strategy and have noted any identified Special Conditions:				
Company:				
Address:				
Phone:				
ABN:				
Print Name:				
Signed:				
Date:				
Claiming the Regional Business Preference:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

6.3 How to Submit

Submissions must be marked with the relevant Project Number, to the attention of the Requesting Officer and submitted through one of the following methods:

Hand delivery: 953 South Coast Hwy, Denmark WA 6333
Email: enquiries@denmark.wa.gov.au

For all electronic submissions - it is the Respondent's responsibility to allow sufficient time to ensure that their submission has been successfully transmitted and to follow up that the Shire of Denmark has received all documents. Files should be in PDF format and combined into one attachment where possible. A drop box link is also acceptable.

For all hard copy submissions - documents are not to be bound, hole-punched or stapled and must be capable of being photocopied.

Only those submissions received by the Requesting Officer at the time of closing will be considered. The Shire of Denmark will accept no responsibility for submissions not received on time.

Offers may be for all or part of the requirements and may be accepted by the Shire either wholly or in part. The Shire of Denmark is not bound to accept the lowest Quote and may reject any or all Quotes submitted.