

Project Brief: Visitor Engagement Blueprint - Tasmania

Introduction

Tourism 21 – The Tasmanian Visitor Economy Strategy 2015-2020 identifies Investment in Quality Infrastructure as one of four priorities to guide the growth and development of Tasmania's visitor economy. A critical action identified to deliver against this priority is for Government and Industry to work together to develop and implement a Tasmanian Visitor Engagement Strategy.

Tasmania's four Regional Tourism Organisations (RTOs); Cradle Coast Tourism, Destination Southern Tasmania, East Coast Regional Tourism Organisation, Tourism Northern Tasmania are seeking to partner with the State Government via Department of State Growth (DSG) and Tourism Tasmania (TTas) as well as the Tourism Industry Council of Tasmania (TICT) to deliver upon this critical action through the design and implementation of a Engagement Blueprint.

The Visitor Engagement Blueprint will identify how visitors can seamlessly, intuitively be guided around the State in ways that increase the quality of their experience through how they engage with Tasmanians, landscapes, experiences and stories and as a consequence deliver better social and economic returns to the State.

It is proposed this blueprint will bring together and add to learnings from existing projects and plans under a state-wide umbrella including:

- Destination Management Plans
- Destination Action Plans
- Great Eastern Drive
- Visitor Centre Reviews
- Regional tourism infrastructure audits
- Reviews of touring route and other visitor signage
- the Gateway Airport Welcome project
- Sense T visitor tracking project; and
- Evidenced best practice case-studies from other parts of the world

The outcome we seek

We are seeking to commission a consultant who is not afraid to challenge the status-quo, a consultant who can illustrate through their work how they have created a 'paradigm shift' in thinking and behaviour, and a consultant that can identify how their creative thinking and reporting has been implemented and retained well beyond the period of their consultation.

The Visitor Engagement Blueprint must identify seamless, innovative and intuitive ways for visitors to be guided around the State. It must be brave in its planning and consultation, creative in its recommendations and both challenging and ultimately rewarding for the Tasmanian Tourism industry and its visitor market.

The project must provide for a 'paradigm shift' in how Tasmania is experienced by all visitors and the blueprint should set a template that will foster a bold, brave and innovative culture within the Tasmanian visitor economy

Why is it important?

Tasmania is exceeding many expectations with respect to the visitor economy. Visitor numbers from all markets continue to soar, and stretch targets set by the industry are quickly been exceeded. It is critical in this period of sustained growth that government and industry work to enhance visitor experiences and maintain the positive momentum the visitor economy is currently generating.

Tourism 21 identifies the investment in quality visitor infrastructure as one of four key priorities that will increase:

- Visitor numbers ,
- visitor yield,
- dispersal of visitors through to regionally based economies and
- visitor satisfaction

A Visitor Engagement Blueprint will identify how the State as a whole should coordinate and invest in current and future initiatives, that ensure visitors can move between areas consistently and without confusion and/or misdirection.

The Project

Develop a blueprint that activates this Tourism 21 priority by endorsing innovative ways of building /recreating and implementing visitor engagement across the State.

From challenging this work against not only accepted practice but also futurist thinking of what will be relevant in the next 10 years, State-wide projects will be identified, refined in ways that enable funding to be sought for integrated action to be taken.

Examples of actual projects that could be guided by the Blueprint could include:

- A state-wide intuitive system of wayfinding (inc. directional road, as well as interpretative signage).
- A renewed, world's best system of visitor information provision (inc. visitor centres, websites, print collateral, and other) aligned to Tasmania's character
- Enhanced Port of Entry, Port of Departure visitor interaction to enhance referral/social media sharing plus contemporary visitor intelligence capture
- Digital initiatives that will establish Tasmania as a destination that leads the world in the delivery of online/social media communications to all visitors
- Other considerations as identified, proposed within the project which will drive a 'paradigm shift' in thinking and actions.

The project partners will negotiate a process, including timeframes and outcomes with the selected consultant, and the following will serve as a discussion starter for this project. Please be aware in submitting an expression of interest that time frames are critical and once agreed upon it will be expected that they will be adhered to.

An example of the project process and time frame is as follows:

Stage 1. April	Procurement of Professional Consultants Request for Quote (output) Consultant selection (Outcome)
Stage 2. May	Research and Planning Work Plan Development (output) Desktop Research & Case Study Review (Output) Initial discussion paper of concepts (Output) Steering Committee endorses 'concepts' in discussion paper (Outcome)
Stage 3. May/June	Primary Stakeholder Consultation Communication of discussion paper to key stakeholders (Outcome) Council/industry/Government interviews (Outcome) Revision of discussion paper and validation of concepts (Outcome/Output)
Stage 4. July	Recommendations & Blueprint Draft Blueprint developed (Output) Consultation with Steering committee & primary stakeholders (Outcome) Visitor Engagement Blueprint published - Friday 29 July 2016 (Output)
Stage 5. August/ September	Stakeholder Consultation Council/industry/community forums (Outcome) Physical review of priority projects in each region (outcome) Final communication with steering committee (outcome) Visitor Engagement Blueprint published (Output) Qualification of next steps and time-line for actions confirmed (output)

The project will be achieved via a consultative and inclusive process, ensuring community leaders, councils, industry participants and broader stakeholder groups can contribute to the delivery of projects defined by the Blueprint.

Governance & Resourcing

To ensure transparent and consistent process is followed, and the functional delivery of the project, a Project Steering Committee has been formed, consisting of senior managers from:

1. Regional Tourism Organisations of Tasmania (4)
 - i. Tourism Northern Tasmania
 - ii. Destination Southern Tasmania
 - iii. East Coast Tourism
 - iv. Cradle Coast Tourism
2. Dept. State Growth
3. Tourism Tasmania, and
4. Tourism Industry Council of Tasmania (advisory)

Project Budget

The budget for commissioning the Visitor Engagement Blueprint for Tasmania is anticipated to be no more than **\$65,000 (+gst)**.

Consultancy Requirements

Quotes are invited from creative and professional consultants who are immediately available to work on the above project. It is expected that the consultancy will be able to commence the contract within one (1) week of signing.

Interested Individuals/organisations must provide information indicating that they are qualified to be considered for the assignment, and applicants must provide copies of:

- qualifications,
- description of similar assignments including long term outcomes
- experience in similar conditions,
- availability of appropriate skills with relevant qualifications and
- must also satisfy the following requirements:

1. Methodology & Capability

Quotes for service are to include:

- project methodology
- project schedule showing all milestones and any/all consultation
- demonstration of experience and capability to conduct the consultancy
- experience of all staff/team proposed to deliver project should be provided, identifying the project leader and any other person involved on the project team and the level of involvement each will have.
- a constant team leader is required for all face-to-face meetings, and should be the primary leader for the project.
- ability to deliver on time, with maximum lead time/notice of industry and partner's meetings

2. Skills & Experience

It is envisaged the successful applicant will have:

- a demonstrated track record of delivering 'paradigm shifting' projects for clients, that when delivered have lived up to their potential
- a demonstrated high level understanding of the tourism field and contemporary tourism and tourism industry issues, particularly in Tasmania.
- an understanding of network and governance structures in the tourism industry and regional tourism organisations
- a demonstrated high level ability to present publicly, to all levels of industry and government a simple, clear, strategic message
- a demonstrated high level of negotiation for small and public meetings, including facilitation and presentation skills
- an understanding of nature based tourism and land use planning relating to tourism
- demonstrated public relations and communications ability
- the ability to provide independent and unencumbered advice
- a high level ability to provide written reporting

Intellectual Property & Confidentiality

All information collected and presented, shall be the property of State Government of Tasmania. The consultant will not copy, divulge (other than as required by law) or misuse any confidential information provided to the consultant by the Steering Committee or other agencies or bodies.

Conflict of Interest

The consultant shall immediately give written notification to the CEO of Destination Southern Tasmania of any matter which may give rise to an actual or potential conflict of interest during the quotation process or the contract period.

Mandatory Information Required:

Three hard copies and an electronic copy (in PDF format) of your submission are required containing the following information:-

1. Completed and signed Quotation with full breakdown of project costs
2. A proposed schedule of progress payments linked to the achievement of key contract milestones.
3. Completed and signed Schedule of guaranteed information covering:-
 - Schedule of plan of approach, processes and timetable to complete.
 - Schedule of experience
 - Schedule of staff and employees

Please include details of Public Liability and Professional Indemnity insurances held by the lead consultant that covers all team members.

Formal quotes for service must be received by **no later than 5.00pm on Thursday 21 April 2016.**

Term of Contract

This contract is to be commenced by 1st May 2016 (or earlier if possible), and completion will be within 4 months of commencement date.

Detailed quotes for service addressing all of the points above must be addressed and delivered to the following address

Ms. Melinda Anderson
Chief Executive Officer
Destination Southern Tasmania.
PO Box 184,
BATTERY POINT
TAS 7004

For further information, please feel free to contact Melinda Anderson

Phone: (03) 6223 5650, Email: melinda@southerntasmania.com.au