

Great Green Way Tourism Inc.

And

Mission Beach Tourism Inc

Request for Tender (RFT) for:

One, several or all Items as described below

Reference number:

Rural Resilience Grant **Great Green Way Tourism Incorporated** and **Mission Beach Tourism Inc.**

Issue Date:

25 March 2013

Place for lodgement:

info@greatgreenwaytourism.com and
manager@missionbeachtourism.com

Tenderers are advised to register tender intention in order to receive any further information such as amendments, addenda, and further conditions that may apply to this RFT.

The Tenderer's Response (Part D) must be completed in the format specified and submitted [insert method by which the tender is to be submitted (eg tender box, electronically)].

Document Structure

Part A – Invitation and Bid Rules

Part B – Requirements and Specification

Part C – Contract Terms and Conditions

Part D – Response Schedule

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BID RULES

Any person on the Management Committees/Board members of Mission Beach Tourism Inc and Great Green Way Tourism Inc wishing to tender is required to declare their involvement in either organisation.

PART A

REQUEST FOR TENDER

1. INVITATION

Interested parties are invited to tender for the provision of the following items in accordance with the instructions.

2. BACKGROUND

Tender is being offered by Great Green Way Tourism Incorporated (GGWT), and Mission Beach Tourism Inc (MBT).

We have come together with the clear understanding that the need to be united as a region is critical to the growth and sustainability of tourism within the Cassowary Coast.

The Cassowary Coast offers a diverse range of tourism products to international, interstate, intrastate and local tourists. By working together we will collectively capture these audiences, identify our regional products and maintain tourism and increase growth of employment.

3. SCOPE

The following information is provided for tenderers' assistance:

Item 1 – Website Development - \$40,000

To produce and maintain the regional position on the web that will link with Tourism Queensland's 'Great Tropical Dive' website and individual destinations websites within the Cassowary Coast. The generic website www.greatgreenway.com.au will be updated and branded in imagery and structure consistent with the Tourism Queensland current brand identity and maintained for 2 years.

The generic website will include:

- **Image Library (High Res downloadable)**
- **Itinerary Planning**
- **Live Updates on weather conditions & road conditions**
- **Smart Phone platform**
- **Social Media**
- **Shared user access platform for local updating**
- **Eco Tourism business opportunities**
- **Regional Events**
- **Public up loadable video and image library**
- **Online Marketing and Promotion of website**

N.B. Refer to supplementary briefing

Item 2 – Australian Tourism Data Warehouse (ATDW) Category for Great Green Way to include journeys category and overlay with Great Green Way ATDW product \$6,000

To increase participation from the Cassowary Coast on ATDW which will increase the wholesale positioning allowing us to share in national and international marketing through TQ and TA.

This will also allow agents to have access to and book more products within our region and promote destination tourism.

N.B. Refer to supplementary briefing

Item 3 – GPS Journeys, tracking drive routes in Great Green Way and GPS tagging - \$5,000

Through the web and smart phone, GPS plotted journey routes and points of interest such as waterfalls, swimming holes and walking trails which will be linked to images. This information will be accessible by local organisations so that in situations of temporary closure information can be updated.

N.B. Refer to supplementary briefing

Item 4 – Destination Vignettes – Vignettes produced to be used individually or together to produce one Regional DVD - \$10,000

Filming and editing of Regional Information to produce edited high definition footage to promote the Cassowary Coast Region. This footage can be used in the production of television advertisements, a regional DVD, YouTube and throughout the website.

N.B. Refer to supplementary briefing

Item 5 – YouTube campaign to push vignettes out to consumers - \$8,000

Use position marketing to promote the vignettes to achieving greater exposure and understanding of the assets in the Cassowary Coast.

Item 6 – Online Skills training with Operators: mentor and training one on one with businesses to improve website optimisation and results - \$15,000

Provide training to individual operations in the following areas:

Google analytics:

Google analytics review that will identify 2 to 3 opportunities in your business' online strategy.

A one-page report highlighting findings with recommendations will be provided.

Search Engine Optimisation:

Mini keyword analysis which will include the alignment of 3 pages with the most profitable keywords. This includes writing meta titles and description for those pages. It also includes a duplicate content check and high level review of the search effectiveness of the remaining pages. A one-page report highlighting findings and including new page titles and descriptions will be provided to allow the operator to update the meta titles and descriptions. You will either be able to do this yourself by logging into your content management system or ask your web developer to do it if you are not able to edit your content.

Local search setup:

Review and improvement of your business’ existing local search setup on Google Places. If the listing is not setup accurately we will improve it to the required standards. If the listing is setup accurately we will further improve the business’ local search visibility by submitting it to 3 free relevant local search sites. A one-page report highlighting findings with recommendations will be provided.

Facebook fan page setup:

Setup or review of your business’ Facebook fan page. A one-page report highlighting findings and recommendations will be provided.

Website health check review:

Review of the business’ website on key elements following the “attract – convert – relate” methodology used in the grant training program. A one-page report highlighting findings with recommendations will be provided.

Consultation (via GoToMeeting.com):

45-min consultation on the topic(s) of your choice via phone and computer screen sharing session. The session can be recorded for you to review in your own time.

4. CONTACT OFFICER

The only people authorised by the Principal to communicate with tenderers is the Contact Persons. Therefore, tenderers cannot rely on communications with any other person. Any communication with the Contact Persons should be in writing and addressed them.

The Contact Person is:

Name:	Amelia Slade	or	Angi Matveyeff
Organisation:	Great Green Way Tourism Incorporated		Mission Beach Tourism Incorporated
Address:	Bruce Hwy, Cardwell		Porters Promenade, Mission Beach
Telephone:	(07) 4066 8601		(07) 4068 7099
Email:	amelia@greatgreenwaytourism.com		manager@missionbeachtourism.com

Tenderers must nominate a contact person for the tender at the time of submitting the tender.

5. BRIEFINGS AND SITE VISITS

A condition of tender is that the Principal Representative has an understanding and is familiar with the Great Green Way Region.

6. SUBMISSION FORMAT

Tenderers are requested to prepare the tender as stated in the bid rules in addition to the following:

- Email tenders to both info@greatgreenwaytourism.com and manager@missionbeachtourism.com.

7. SUBMISSION LODGEMENT

The tender Closing Time is 22nd April 2013 at 5.00pm.

All tender responses must:

Be submitted electronically, using Rural Resilience Grant Tender as the subject line and to the Contact Officers email addresses as indicated above. All necessary documents need to be attached as each tender response will be regarded as full and complete. If tenders need to modify any part of a group of documents that constitute a tender response, the whole tender must be re-submitted.

All electronic copies must be virus checked before electronic lodgement.

Tenders are encouraged to submit their electronic tender at least two hours before the tender closing time.

8. LAST QUERIES DATE

If there are parts of the document that tenderers do not understand, tenderers should contact the nominated Contact Officer detailed in the bid document prior to the last queries date.

The Last Queries Date is 19th April 2013.

9. TENDER SHORTLIST PROCESS

The Principal reserves the right to short-list a limited number of tenderers, based on its initial value-for-money assessment, and continue detailed evaluation of this smaller group of tenderers to the exclusion of all others.

10. SECONDARY EVALUATION PROCESS

There are occasions when a secondary evaluation process is required. The Principal may request presentations by tenderers, where appropriate, of the bid but need not make the same request of all tenderers. This may occur as a part of the original plan or be necessary to differentiate between short listed submissions.

A secondary process may include, but not be limited to:

- Presentation of the intended project / methodology;
- Clarification of particular aspects of the submission;
- Additional information on some aspect of the tender;
- Responses to additional requirements; or
- Negotiations on personnel, project delivery, milestones and price.

Short listed suppliers will be notified of the secondary process.

10. EVALUATION CRITERIA

Tenders will be evaluated against the following general criteria:

- Prior performance
- Demonstrated experience in this requirement
- Level of compliance with specification and statement of requirements
- Management approach, capability and capacity (including quality systems, risk management approach, methodology, customer service, innovation, proposed work plan, availability of resources)
- Price / cost
- Level of agreement with draft contract
- Level of compliance with government policies (environmental, industry participation policy, OHSW etc)

Tenders shall provide supporting information to enable these criteria to be assessed, by completing every section of the tender response.