



# Request for Quotation & Project Brief

## **PROVISION OF CONSULTANCY SERVICES FOR DEVELOPMENT OF REPORT INTO GROWING THE VISITOR ECONOMY - NEW MARKET OPPORTUNITIES IN RECREATIONAL FISHING**

**Closes: 5pm Friday 31 of August 2018**

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**Contact Details:**

**East Gippsland Shire**

**Stephen Kleinitz, Senior Economic Development Coordinator**

**Telephone (03) 5153 9500**



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## **GROWING THE VISITOR ECONOMY - NEW MARKET OPPORTUNITIES IN RECREATIONAL FISHING**

### **PURPOSE**

The purpose of this project is to grow the economic value of the visiting recreational fishing market in East Gippsland by investigating opportunities in existing experiences and markets as well as facilitating the expansion into new markets and influencing the creation of new employment opportunities in the visitor economy.

### **BACKGROUND**

We have identified two emerging recreational fishing tourism markets that could significantly increase the economic output that recreational fishing tourism has in East Gippsland and Victoria:

1. Offshore Recreational and Sport Game-Fishing: In its infancy in Lakes Entrance. Traditionally these fishermen invest significant resources and travel to the south coast of NSW to deep sea fish in the Tasman/Bass Strait.

East Gippsland has seen an exponential growth over the last 18-months due to technological advances in watercraft and boating equipment along with maintenance of The Bar/Entrance at Lakes Entrance providing safer all-season access to the coastal shelf in Bass Strait off Lakes Entrance.

2. Crabbing: The Gippsland Lakes host a large population of native and introduced crustacean species (crabs) which are attracting an increase in Asian (particularly Chinese) visitors to Lakes Entrance area. In many Asian countries, these crustaceans are considered a luxury item and specific locations in the Gippsland Lakes and Lakes Entrance are already experiencing large numbers of participants engaging in this fishing activity.

Currently, we have limited knowledge about the behaviours, demographics and expectations of these two markets and fishing style – offshore game fishing & crabbing. The economic value of these markets has not been adequately researched or understood, that will enable us to fully understand their growth potential. We also wish to understand the enabling factors that will influence market growth including industry development, infrastructure and cultural awareness.

East Gippsland offers a unique opportunity for this market development, already being one of Victoria's largest recreational fishing destinations, second only to Port Phillip Bay in terms of participation and economic value. East Gippsland also has other significant tourism resources to support these growing markets i.e. tourism accommodation.

#### *Offshore Game Fishing already strong*

In a study conducted by ABARES in August 2012 based on similar Australian east coast destinations, it was estimated that recreational game fishers (non-tournament) spend between \$2,500 and \$4,400 on average, per trip. This represents a significant opportunity for East Gippsland to attract a higher value visitor than previously supported in the region.

We also know that there are no locations for game fishing in eastern Victoria. There is an opportunity to bring current fishermen from southern NSW, ACT and other NSW areas to East Gippsland. This does not include the intra-state Victorian visitor whose numbers are growing rapidly and heading interstate for off-shore game fishing experiences



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## *Growing International Tourism*

The East Gippsland International Tourism Action Plan, 2016 -2018 identifies a rapidly emerging new market of visitors, primarily of Asian origin seeking recreational fishing experiences, with a primary focus on crabs and crustaceans.

Based on forecasts published by Tourism Victoria, domestic and international visitation to East Gippsland and Lakes Entrance is expected to increase by an estimated 2.8% per annum from 2016 to 2026. There is an immediate need to understand these new markets so the governing agencies and private investors are best equipped to meet market needs, influence growth and create a sustainable and lasting industry.

## *Growing Number of Domestic Fishing Tourists*

According to Tourism Research Australia (TRA), approximately 67,500 domestic overnight visitors to Lakes Entrance engaged in recreational fishing activities in the 2016 calendar year. This equates to 22% of total overnight visitation, which is significant considering only 6% of total overnight visitors to Regional Victoria engage in the activity. East Gippsland is already a significant destination for visitors who fish.

A study prepared by Ernst & Young in 2015, assessed the economic contribution of recreational fishing in Gippsland generated \$381m in direct output and supports 2,422 (FTE) ongoing jobs, and accounts for 15% of the total state value of the industry. To capture and accommodate projected growth in visitation in Victoria, continued investment in industry and infrastructure to support growth is required.

## *Seasonality*

It is noted that Lakes Entrance and East Gippsland are a very seasonal tourism destinations. Both off-shore game fishing and crabbing offer a great opportunity to increase off-peak tourism, leveraging current spare capacity of visitor economy assets, both public and private.

This project is in line with the Target One Million policy of the Victorian Government & VR Fish Victoria, and the Visit Victoria's Visitor Economy Strategy.

The project also supports the recommendations and findings in the following local and State Government reports.

- Recreation Vessel Registration Analysis to 2018 - Gippsland Ports;
- Target One Million Plan, VR Fisheries;
- East Gippsland Shire Council Plan;
- East Gippsland Foreshore Management Plan;
- East Gippsland Shire Economic Development Strategy;
- East Gippsland International Tourism Action Plan 2016-2018; and
- Bullock Island Master Plan.

## **PROJECT OBJECTIVES**

This report will create a shared vision for recreational fishing tourism in East Gippsland, and articulate the growth opportunities in new visitor economy markets, as well as identify the steps required to influence future growth.



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The output of this project will be to develop a set of recommendations that will enable Lakes Entrance and East Gippsland to facilitate growth of the recreational fishing market by better understanding the needs and sustainability of new and emerging markets.

Outcomes resulting from this project will be the following immediate and long-term objectives aimed at creating growth in the recreational fishing tourism market, delivering an increase in jobs within the East Gippsland visitor economy.

Outcomes and information from the report will be used to assist the entire Gippsland region on trends, visitation, impacts and issues for other fishing communities.

## METHODOLOGY

In undertaking the report, the consultant is expected to undertake the following steps:

1. Project Initiation Meeting with the Steering Committee;
2. Undertake both desktop review and research/consultation to define the following:
  - Current overall value and/or volume of the visiting recreational fishing market visitor to East Gippsland; and
  - Undertake research into the demographics, behaviours and expectations of visitor profiles as growth opportunities, including information sourcing and responsiveness to marketing messages. (We anticipate this will be primary research, and may need to be conducted on sites with the identified markets).
  - Consultation with major partners on current and future impacts (positive and negative) of the markets, including Gippsland Ports (as a provider of berthing and jetties for different user groups), East Gippsland Shire Council, Catchment Management Authority, LEFCOL, VR Fish, VFA and DELWP.
3. Estimate and quantify the:
  - potential direct and indirect economic value of these new markets;
  - growth potential over the next 5-10 years; and
  - direct impact on jobs growth in the visitor economy because of these new market opportunities;
4. Outline industry development needs to capitalise and encourage growth, including:
  - Practical approaches to cultural awareness;
  - Small and larger industry investment to service market needs; and
  - New tourism product opportunities.
5. Outline Government agency role and opportunities to encourage growth and service the growing markets, including:
  - Hard infrastructure such as fish cleaning, launch and retrieval, waste services, parking, platforms, weigh stations etc; and
  - Soft infrastructure or other government supplied services; and
  - Understand potential impacts on agencies including Fisheries, VicPol (Water), Coast Guard, Gippsland Ports and Council.
6. Identify the information gaps, including:
  - Investor and investment support;
  - Industry;
  - visitor information needs, for safety & regulation; and
  - market awareness.



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7. Identify various aspects impacting sustainability and access to supply of species. Although important, due to the potential amount of work this could be, it can be done as a desktop review to highlights where and what the main impacts on tourism opportunities are likely to be due to changes in supply. Make recommendations on potential areas to monitor, major impacts, or where further research would aid ongoing management.
8. Provide recommendations that outline a 5-10-year plan that include timing and estimated costs for each activity that will:
  - impact market growth;
  - considers infrastructure;
  - investment attraction;
  - industry development; and
  - marketing.
9. Draft a report for the Steering Committee, review feedback; and
10. Provide Final Report.

## **DELIVERABLES**

East Gippsland Shire requires clear demonstration of delivery of all aspects outlined in the Objectives.

## **FUNDING**

Applicants are invited to quote on the project as outlined.

We are aware that similar project around Australia are valued at between \$35,000 to \$50,000.

## **REPORTING**

The project will be managed by East Gippsland Shire Council and delivered in partnership with a Steering Committee who may assist in development of the tender documents, selection of a research consultant, monitoring of report production and final report.

Through the duration of the project, Councils Senior Economic Development Officer will be the day-to day contact, however this brief, the draft report and final report will need to be approved by the Committee.

## **TIMELINE**

It is anticipated that the project will commence in late August and be completed by early 2019.



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## SUBMISSIONS

The contact throughout the submission period is Stephen Kleinitz at East Gippsland Shire Council, (03) 5153 9500, [stephenk@egipps.vic.gov.au](mailto:stephenk@egipps.vic.gov.au)

Final submissions are to be sent to [economic.development@egipps.vic.gov.au](mailto:economic.development@egipps.vic.gov.au)

All submissions must include:

- Company name(s), address, Principal / Directors, ABN, Contact details
- Staff proposed to undertake the project including a schedule of hourly rates
- Previous experience with similar designs will be highly regarded
- Current commitments and details
- Demonstrated understanding of the consultancy brief
- Outline of proposed approach in addressing the project's objectives and scope and the expertise available to deal with the issues involved.
- A proposed timetable for the project, including key points for meetings with the key stakeholders and provision for appropriate time for these groups to respond to draft material
- Lump sum fee (exclusive of GST) to undertake the project, including consumables, disbursements and outgoings

## PRICING and COMPLETION TIMEFRAME

The Lump Sum Fee is:

\$..... (Fee excluding GST)

The Lump Sum Fee:

- Must include all costs, disbursements and outgoings.
- Is not subject to rise and fall in the cost of labour, materials, or any other items and is subject to variation only in accordance with the Contract.
- Must provide a breakdown of tasks and fees that together describe how the Lump Sum Fee was derived to a detail that allows Council to clearly evaluate how a Respondent calculated the final Lump Sum Fee.

## INSURANCE

Proof of insurance cover of \$20 million for Public Liability and \$5 million for Professional Indemnity will be required from the selected consultant.

## SELECTION CRITERIA

The underlying principle behind any selection process is seeking the best 'Value for Money'. 'Value for money' will be assessed based on the combined outcomes of the assessments of the qualitative criteria and price quotation listed below. In assessing 'value for money' major factors to be considered include; the quality of the proposed service, the cost and risk profile of the consultant in terms of their demonstrated experience and capability to



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undertake the task as described. It is possible that the lowest price may not be the successful offer.

<b>CAPACITY</b>	<b>WEIGHTING</b>
Availability and experience of key personnel and the organisation, as well as current commitments	30%
<b>CAPABILITY</b>	<b>WEIGHTING</b>
Understanding of project requirements and outcomes to be delivered; including staging and technical requirements, and/or challenges and opportunities to be addressed Ability and previous experience to complete similar projects to required standard Ability to meet with project timelines and milestones	30%
<b>FINANCIAL</b>	<b>WEIGHTING</b>
Quote price and / or schedule of rates (if applicable)	40.0%