



# Request for Quotation

**Quotation:** Development of the East Gippsland Shire Council's Economic Development and Tourism *Strategic Plan 2019 - 2022.*

**Closing date:** *12 noon Monday 1 October 2018*

**Delivery by email:** **Attn: John Morton**  
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## **BACKGROUND**

### **Purpose of the Plan**

The purpose of the consultancy work is to support the East Gippsland Shire in the development of an “Economic Development and Tourism Strategy” for East Gippsland in consultation with key stakeholders, and to document a detailed four-year action plan for the East Gippsland Shire Council, 2019 - 2022.

### **East Gippsland Shire’s Council Plan**

The Economic Development and Tourism Strategy will complement the East Gippsland Shire Council Plan as a primary informer to future activities for Council; it can also be a primary informer and/or guide for other organisations.

The four-year Council Plan supports Council’s long-term plan to develop a thriving, vibrant and livable East Gippsland. The Council Plan states that:

*“East Gippsland is a region of economic opportunity with strong industry sectors, a skilled workforce and local jobs.*

*East Gippsland will be regarded as a region of opportunity by excelling in its chosen fields. New businesses and industries will find the necessary infrastructure, people and environment to flourish. Leading transport and telecommunications infrastructure will connect East Gippsland to the world.*

*Our reputation as a destination of opportunity will be a key to attracting international investment so that our businesses and industry are competitive in global markets. We will support our businesses by ensuring they receive good information, connections and services. Our entrepreneurs and businesses will thrive.*

*We will be known as an adventure destination. We host innovative local, national and global events that are attracted to our unique natural environment. Sporting, cultural, knowledge and business events will attract investment, stimulate the economy.*

*East Gippsland is a great place to visit. We welcome all international and domestic visitors. Our breathtakingly beautiful natural environment and reputation as a food destination offer unforgettable experiences and adventures for people of all interests, ages and abilities.”*

The East Gippsland Shire Council Plan can be found on Council’s [website](#).

### **East Gippsland Profile**

Background information on East Gippsland can be found on our [website](#) and in past reports, including the past Economic Development Strategy.

### **Economic Development**

Background information on The East Gippsland Economy can be found on our [website](#), including and community information can be found on our [ID Profile](#) subsite.

## 1. Project Brief

The aim of this project is to deliver an East Gippsland Shire Economic Development and Tourism Strategy, which will:

- Identify the perceived economic health of industry;
- Identify and analyse industry and broader issues that impact on economic development;
- Identify strategies and/or opportunities that will support an environment where ideas and innovations can be developed within and across industry segments;
- Identify a range of quantified options that enhance our competitive advantages; and
- Inform and document a four-year action plan, that fits within the framework of the broader Council Plan.

### Key Project Principals

The successful consultant will need to adopt processes that:

- Are easily understood and practical;
- Are realistic and outcome oriented;
- Is built upon strong and sound consultation within the area and with key stakeholders, so that relevant local stakeholder has agreement and buy-in on delivery of the Plan;
- Provides stakeholders with the information needed to successfully implement the Plan;
- Investigates innovative approaches to the way the Plan could be developed and implemented;
- Aligns and integrates with existing stakeholder plans, particularly those that relate to economic development. This includes broader objectives of East Gippsland Marketing Inc (EGMI) campaigns that seek to promote the region as a place to “Live, Visit & Invest”;
- Does not “re-invent the research wheel”, but interprets and integrates existing research available through known public and private research sources, stakeholders and Council;
- Has regard for existing collaborative programs and proposed initiatives; and
- Builds on the knowledge and expertise that will be made available from the stakeholders and Council.

There are currently several organisations delivering a mix of economic development activities in East Gippsland, these include:

- Council;
- East Gippsland Marketing Inc (EGMI); and
- Business and Tourism East Gippsland (BTEG).

We are currently (and separately) reviewing the structures and roles of these organisations to maximise efficacy of future resources. The analyses and review of Structures is outside the scope of this report.

The successful applicant will need to consider that the current structures are being reviewed and may not be the structures in the future. Each of the current organisations delivering economic development activities needs to be consulted through the report development process, however the final report must be written in such a way as to allow the actions to be delivered, even if the current structure is not in place into the future.

### **Proposed Deliverables**

These will include, but are not limited to the following tasks:

**Desk Top Research and Literature Review:** Interpreting and integrating existing domestic and international research and information of relevance to the project.

Undertake a review of relevant available background literature and reports.

This research should also include a review of the existing economic strategies and evaluation of actions and achievements.

**Asset Audit:** Areas of focus could include; Economic, demographic labour force profile, Identification of the regions key economic drivers, restrictions and impediments to economic development, an assessment of physical infrastructure and major projects relevant to the region's economic development, Gap analysis, and consultation with other economic development organizations.

**Business and Stakeholder Consultation:** Consultation with stakeholders not limited too internal council departments, business groups, businesses, other government and non-government agencies is expected to be an open and transparent process.

A report on the consultation process outcomes will be required.

**Council's Role in Economic Development and Tourism:** Advise Council on its role, and identify a range of criteria suitable for use in assisting Council to determine any changes in its level and areas of involvement in economic development.

Identify key economic activity areas where the deployment of Council's and/or Stakeholders economic development resources are the most beneficial.

**Action Plan:** Develop a four-year action plan with measurable short, medium and longer-term milestones within each industry sector that provide detail direction and steps for Council and stakeholders to realise the vision and goals of the plan.

Detailed profile of the East Gippsland economy

White Papers on key growth sectors including Ag/food, visitor economy.

Closer examination of emerging opportunities and identification the most likely priorities for investment (as per key questions)

Policy setting to encourage growth (segmented into Local Govt, Federal and State)

Key infrastructure priorities – segmented into Local Govt, State, Federal and Private

**Key project questions and Ideas to be considered:**

*The following list of questions arose when we undertook some initial consultation with Councils Economic Development Advisory Board and other stakeholders.*

Discuss the following elements:

How can we use the liveability of the region to leverage jobs and growth;

How can we attract and retain “millennials”;

Discuss education, training, trade skills and higher learning as a driver of the regional economy;

Identify opportunities in manufacturing technology e.g. ZCG Scalar;

Opportunities coming from the use of technologies (including “connecting”) and Smart community concepts;

Examine and quantify the opportunities to the east and north (value proposition of Destination Gippsland);

Build on the strengths of existing growth industries (food, fibre, agriculture);

Recommendations to revitalise existing strong (albeit static) industry sectors;

Opportunities from visitor numbers trending up, with traditional accommodation and destinations not benefitting;

How does the social and cultural context impact on economic growth and development;

What would be the benefits of changing status to Regional City;

Potential constraints and opportunities in construction;

Opportunities for key destination investments;

The role of events in driving visitation jobs and growth;

Growth/retention of school camps;

Value adding across sectors... value add to what has been value added;

The role of industry networking in creating growth;

The role of business parks as industry hubs; and

The growth opportunities with increasing diversification to visitor economy market.

## 2. STEERING COMMITTEE & TIMELINE

### Steering Committee

A Steering Committee will be formed to oversee the development of the Plan. The committee will include Council Officers and may also include members from East Gippsland Shire Council's Economic Development Advisory Board.

### Anticipated Timeline/Milestones

Anticipated milestones of the project are as follows, the week order of these will be negotiable with the successful applicant:

Consultant appointed (First payment)	Week 1
Project Initiation Meeting	Week 2
Draft Plan Submitted (for review by Steering Committee)	Week 12
Draft Plan Feedback Provided	Week 14
Final Plan Submitted	Week 16
Steering Committee approves final Plan (final payment)	Week 18

## 3. KEY SELECTION CRITERIA

All valid responses will be evaluated in accordance with the criteria set out below. The evaluation criteria are intended to give those that respond to the brief an indication of the major factors that will be considered in evaluating the responses received. Responses should provide sufficient information to enable all responses to be given proper consideration.

The method for evaluation of responses to be employed by the Evaluation Panel will be based on the following criteria:

Qualitative Evaluation Criteria	Weight
Organisational Capacity and Experience	15 %
Demonstrated Capability, Track record including references	15%
Methodology	25%
Value for Money	45%
TOTAL	100%

On top of addressing the Key Principles, we encourage applicants to address the following points when submitting applications:

- Successful completion of equivalent Strategies / Action Plans.
- Qualifications, experience & skills.

Approach, methodology & outputs.

Demonstrated ability to communicate effectively with a broad range of stakeholders.

Understanding and appreciation of the objectives.

Ability to meet timeframes or a proposed timeline for the project, if different.

Indication of availability to commence the project from notification of contract award

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.

This is an open tender process where the Steering Committee will review all submissions.

The Committee is entitled to negotiate with the successful consultant

The successful Consultant will liaise with the Manager – Economic Development on day to day issues.

### **Value for Money**

The evaluation of quotations will look at value for money. Each applicant will be expected to supply all financial details requested, including total cost.

It is anticipated that this project would have an estimated value in the range of \$40,000.

## **4. Response to the Brief**

Written response to the brief must be provided by the time indicated on the front page of this brief.

On top of addressing the key selection criteria, all submissions must include:

All the following elements”

Legal Entity of Respondent: *(Company, sole trader or partnership name)*

Registered Business/Trading name *(if different to above)*

*Business Address & Postal Address (if different)*

*ABN & CAN.*

*Is the business registered for GST?*

*Contact Details: Phone, email, website*

*Main Contact person: Names, Title, Phone, Email*

Company Principal/Directors

Names of Staff to undertake the project their relevant expertise and experience and the components of the work program to which the personnel will be allocated.

Previous experience with similar projects, a minimum of three other examples must be provided. These must be by the staff who will work on this project.

Schedule of hourly rates for all staff undertaking project work

An indication of the number of hours/days each nominated staff member will devote to each component of the project.

Lump sum fee (exclusive of GST) to undertaken the project, including consumables.

A minimum of three references

## **Insurance**

Proof of insurance cover of \$10 million for Public Liability and \$5 million for Professional Indemnity will be required from the selected consultant.

## **Payment Schedule**

A suitable payment schedule will be negotiated with the successful consultant(s) upon appointment. Generally, this will be:

- 40% at Signing of Contract
- 40% after Draft endorsed by Steering Committee; and
- 20% at completion of the project, including the final report, endorsed by the Steering Committee.

## **Lodgement of Quotations**

Quotations should be lodged by 12 noon on Monday 1<sup>st</sup> October 2018 via to email to: [economic.development@eqipps.vic.gov.au](mailto:economic.development@eqipps.vic.gov.au) .

## **Closing Time and Date**

All quotes must be received by the time indicated on the front page of this brief.

## **Submissions**

Council reserves the right to accept or reject any quotation.

The lowest or any quotation may not necessarily be accepted.

Canvassing any Councilor or Officer of Council will disqualify the quotation from consideration.

## **Late quotations**

Quotations must be lodged by the closing time.

The closing time may be extended by the Council in its absolute discretion by providing written notice.