

# Request for Proposal

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RFP: Lord Howe Island Tourism Association (LHITA)	
Issue date: 5th September 2024	Closing date: 14th October 2024
<b>Submissions:</b> Must be in English and sent electronically to <a href="mailto:lhita@lordhoweisland.info">lhita@lordhoweisland.info</a> by 14th October 2024	

## Contact details

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# 1. Background

The Lord Howe Island Tourism Association (LHITA) is seeking qualified persons or agencies to undertake Marketing, Partnerships and Public Relations for the Island as a premier tourist destination. We are open to individual or Association submissions provided the submission demonstrates extensive experience in each domain.

Lord Howe Island is not only a premier destination within Australia but also a globally recognised location of exceptional appeal. Aligned with the recently completed Destination Management Plan and refreshed strategic direction we see a significant opportunity to enhance awareness of the island, attract lifelong followers and repeat visitors, and foster a profound connection with this unique destination. This request for proposal presents a rare opportunity to elevate a world-class destination and further enhance the successful candidate's professional profile within the tourism industry.

**Association Overview:** The LHITA is the peak tourism body for Lord Howe Island, representing approximately 50 members. The association is responsible for marketing and promoting the island, industry development, and representing the business interests of the island's tourism industry. The primary funding sources include membership fees and Government funding. LHITA is a not-for-profit Incorporated Association. Its governing Committee comprises seven elected members, and two ex-officio members drawn from the Lord Howe Island Board and Destination North Coast.

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## 2. Project Brief

### PART A – STATEMENT OF REQUIREMENTS (Task 1 & 2)

#### Task 1 Marketing & Partnerships

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**Overview:** The Marketing Specialist will be responsible for developing and implementing a marketing strategy to enhance the island's presence with a focus to capitalise on key partner opportunities and collaborations within the media and travel industry, ensuring that the island's visibility is maximised in alignment with the Destination Management Plan (DMP).

#### Activities:

##### Marketing Strategy Development:

- Develop and execute a comprehensive three-year marketing strategy to promote Lord Howe Island as a premier travel destination.
- Ensure all marketing activities align with the strategic objectives outlined in the DMP.
- Identify and capitalise on key opportunities for media and travel industry engagement

##### Campaign Management:

- Plan, coordinate, and execute marketing campaigns across various platforms, including digital, print, and experiential marketing.
- Monitor and evaluate the effectiveness of marketing campaigns, making data-driven adjustments as needed.
- Ensure cohesive messaging and strategy across all marketing and PR activities.

##### Strategic guidance:

- The association plans on spending up to \$50,000 in the digital refreshment of brand identity, its other avenues of digital presence and possible physical activations to ensure our identity matches our new marketing commitments.
- The committee is open to strategic and other recommendations for the best use of these funds per our intended outcomes.

##### Partnerships and Collaborations

- Seek collaborative relationship with brands, companies or individuals for mutual benefit with strong alignment to the LHI DMP and community values.
- Aim to increase the Island's brand awareness, business revenue, media cachet with these partnerships.
- Use partnerships and affiliations to develop LHI Ambassadors to extend reach of the Island's brand and goodwill.

##### Industry Engagement and Collaboration:

- Engage with travel industry stakeholders, including travel agents, tour
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- operators, and media representatives, to promote Lord Howe Island.
- Represent LHITA at industry events and trade shows to build relationships and promote the island.
- Foster partnerships with travel influencers and content creators to enhance the island's visibility.

#### **Content Creation and Management:**

- Oversee the creation of high-quality marketing content, including social content, brochures, videos, blogs, and other promotional materials.
- Ensure all content is consistent with the island's brand and marketing strategy.
- Work with local businesses to gather content and highlight unique island experiences.

## **Task 2 Public Relations**

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**Overview:** The person or agency will be responsible for managing and delivering all public relations duties for the LHITA, enhancing the island's reputation and visibility through strategic media engagement.

**Context:** During 2023, the LHITA undertook a detailed community and business engagement process to flesh out the common sentiment and goals of the association. The insights from this process were integral to the development of the Destination Management Plan (DMP), a crucial document that steers our strategic direction. With the DMP now finalised, we are looking to capitalise on these key insights in line with our marketing strategy.

#### **Activities:**

##### **Public Relations Planning:**

- Develop and execute an annual PR plan in alignment with the LHITA's Destination Management Plan, strategic goals, annual marketing plan and community engagement insights.
- Execute PR activity that align with the marketing strategy and community engagement insights.
- Provide strategic PR counsel to the LHITA committee, ensuring alignment with the Destination Management Plan (DMP) and marketing strategy.

##### **Media Relations:**

- Manage publicity and media relations, including the relaying of media materials such as pitches and press releases.
- Oversee media fan management and amplification, ensuring high-quality media coverage.
- Ensure the PR activities resonate with the community and business insights gained from the recent engagement process.

##### **Digital Marketing and Social Media:**

- Develop and manage social media strategy in line with the LHITA's tone of voice and strategic goals.
  - Develop and manage digital marketing campaigns, including SEO, SEM, email marketing, and social media in line with the LHITA's tone of voice and strategic goals.
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- Ensure the island's social media presence is strong, engaging, and aligned with the LHITA's tone of voice and strategic goals.
- Analyse digital marketing metrics and provide regular reports to the LHITA committee.
- Liaise with associated businesses to gather content and ensure a cohesive social media presence.
- Monitor and respond to social media interactions to maintain positive engagement with followers.

#### **Community and Business Engagement:**

- Ensure the correct filtering and direction of media enquiries to the correct recipients within our organisation.
- Utilise insights from the community and business engagement document to inform PR activities and ensure they align with the common sentiments and goals of the association.
- Although Agency will most likely be off island, be available for engagement with local businesses and the community to foster positive relationships and collaborative PR efforts.

#### **Account Management:**

- Ensure PR initiatives are in line with the overall marketing strategy and contribute to the island's visibility and reputation.
- Effective organisational practices for image cataloguing, back of house systems for members accessing communal resources.

### **Key Performance Indicators (KPIs):**

#### **Marketing Strategy Execution:**

- Successful development and execution of a comprehensive marketing strategy that align with the Destination Management Plan (DMP) and strategic goals of LHITA.
- Achievement of defined milestones and deliverables within the planned timelines.
- Clear matching of the proposal set out by Destination North Coast and the Association.

#### **Campaign Effectiveness:**

- Increase in brand awareness and visibility of Lord Howe Island measured by metrics such as website traffic, social media engagement, and media coverage and airport internet survey.
- Achievement of targeted conversion rates for marketing campaigns, leading to increased bookings and inquiries.
- Higher rate of quality media and brands seeking collaboration and alignment.

#### **Digital Marketing and Social Media Performance:**

- Growth in social media followers, engagement rates, and overall reach.
- Improved website metrics, including increased visitor sessions, reduced bounce rates, and higher conversion rates from digital marketing efforts.
- Effective use of SEO and SEM strategies, resulting in higher search engine rankings and increased organic traffic.

#### **Industry Engagement and Partnerships:**

- Successful engagement with travel industry stakeholders, resulting in new partnerships and collaborative marketing opportunities.
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- Positive feedback from industry events and trade shows, including measurable outcomes such as new business leads or media coverage.
- Effective collaboration with travel influencers and content creators, leading to increased exposure and positive endorsements.

#### **Content Creation and Management:**

- Timely production and dissemination of high-quality marketing content, including brochures, videos, blogs, and other promotional materials.
- Consistency in brand messaging and alignment with the island's marketing strategy across all content.
- Positive feedback and engagement from stakeholders and target audiences on produced content.
- Leadership of the extended team to ensure an efficient and smooth working environment.

#### **Media/PR Activity**

- Successful execution of media campaigns that reflect the community and business insights.
- Increased media coverage and positive publicity for Lord Howe Island.
- Effective management of media families and reporting of results.
- Positive engagement and feedback from local businesses and the community.
- Growth in social media followers and engagement rates.

#### **Budget Management and Cost Efficiency**

- Effective management of the marketing budget, ensuring all activities are conducted within the allocated budget.
- Identification and implementation of cost-saving measures that do not compromise the quality or impact of marketing activities.
- Transparent and timely reporting on budget utilisation and cost savings to the LHITA committee through the Executive Officer.

#### **Reporting and Analytics:**

- LHITA would request a quarterly report detailing the impact of strategy and any substantial campaigns that may have taken place during reporting periods.
- Regular reporting on marketing activities, campaign outcomes, and key performance metrics to the LHITA committee.
- Use of data and analytics to inform marketing strategies and make data-driven decisions.
- Continuous improvement based on feedback and performance analysis, leading to enhanced marketing effectiveness over time.

#### **Budget**

The indicative budget range for Marketing services is \$60,000 per annum. Requirements:

- Proven experience in marketing, partnership development and management, public relations, media management, and social media strategy, preferably in the tourism industry.
  - Exceptional marketing strategy and campaign management skills
  - Experience in digital marketing and social media marketing/management
  - Strong communication and relationship-building skills.
  - Ability to integrate community and business insights into PR and social media activities.
  - Strong financial management, analytical and reporting skills
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- Flexibility to travel to Lord Howe Island as needed.

## 3. PART B – TENDERING CONDITIONS

### Introduction

This Request for Proposals (RFP) is issued by the Lord Howe Island Tourism Association (LHITA).

This RFP seeks tenders from suppliers to supply to the Association the Goods/Services described in the Statement of Requirements in these Tendering Conditions and Statement of Requirements.

### Contract and Duration

The Association proposes to enter into a contract with the successful Tenderer(s) for the provision of the Goods/Services. The Contract will be of a yearly nature with each year being reviewed pre reengagement.

### Appointment of Suppliers

The Association reserves the right to appoint more than one supplier under the proposed Contract to provide the Goods/Services

### Parts of RFT

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This RFT comprises the following:

- (a)Part A – Statement of Requirements

This provides a detailed description of the Goods/Services to be provided by the successful Tenderer(s) including specification, service levels and performance framework. Taken together the accepted parts of the Tender, it will form part of the Contract.

- (b)Part B - Tendering Conditions

This provides the terms, conditions and processes governing the tender phase of the RFT.

- (c)Part C – Tenderer Response Form

### Inconsistencies

If there is inconsistency among any of the parts of this RFT, then the order of precedence will be:

- (d) Part D - Statement of Requirements; then
- (e) Part A - Form of Agreement; then
- (f) Part B - Tendering Conditions.

### Information Supplied

The information contained in the Statement of Requirements has been provided with due care and is intended only for the Tenderer's guidance, but is not guaranteed as being accurate for future needs and expenditure by the Association

## 2. Tender Preparation

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### Tenderer to inform itself

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Before submitting its Tender, a Tenderer must:

- (a) examine all information relevant to the risks and contingencies and other circumstances having an effect on its Tender; and
- (b) satisfy itself:
  - (i) that the Tender, including the price offered is correct; and
  - (ii) that it is financially and practically viable for it to enter into and perform the proposed Contract.

#### **Assumptions made by Tenderer**

Where a Tenderer has made assumptions in preparing its Tender, such assumptions must be set out in a supporting statement and submitted with the Tender.

### **3. Eligibility to Tender**

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#### **Legal Entity of Tenderer**

Tenders must be submitted by a legal entity or, if a joint Tender, by legal entities, with the capacity to enter into a contract. The Association may ask a Tenderer to provide evidence of its legal status or capacity to contract. If Tenders from entities propose to contract in their capacity as trustees, such evidence may include copies of the relevant trust deeds. Any evidence requested is to be provided within three working days of the request.

If a Tender is to be jointly submitted by more than one legal entity, a reference to the Tenderer in this RFT means all legal entities submitting the joint response. If the legal entities to a joint Tender are successful, the Contract must be entered into by all legal entities to the joint response.

#### **Financial Capability of Tenderer**

The Association reserves the right to reject any Tender if the Association judges the Tenderer not to have appropriate financial capability.

Where the Association forms the view that the Tenderer does not have the appropriate financial capability, the Association reserves the right to make acceptance of any Tender conditional upon the Tenderer entering into a bank, parent company or personal guarantee, or an unconditional performance bond in a form satisfactory to the Association.

#### **ABN Requirements**

Tenderers must have an Australian Business Number (ABN) and be registered for GST.

#### **Subcontractors**

If any part of the Goods/Services is to be supplied by a subcontractor, the Tenderer must identify the subcontractor and clearly state which part of the Goods/Services are to be provided by the subcontractor. If the Tenderer is successful, the Contract would be entered into by the Tenderer and the Tenderer will be responsible for the subcontractor's performance of the Contract.

#### **No Agreement**

The issue of, and response to this request for tender does not constitute an offer by the LHITA to acquire any Goods or Services or create any obligation on the LHITA to enter into any commitment to purchase any particular Goods or Services

#### **Conflict of Interests**

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The Tenderer should not have any conflicts of interest, nor any anticipated conflicts of interest in entering into the Contract, which have not otherwise been disclosed in writing to the Association prior to, or at the time of, lodging its Tender.

#### **Costs of Tenderer participating in the RFT**

The Tenderer acknowledges that the Association will not be liable to it for any expenses or costs incurred by it as a result of its participation in this RFT, including where the RFT has been discontinued. The Tenderer participates in the RFT at its own risk and cost.

## **4. Tender Process**

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### **Conditions of tender**

Each Tender must be submitted in accordance with:

- (a) these Tendering Conditions;
- (b) the requirements set out in the Statement of Requirements;
- (c) all other attachments to this RFT; and
- (d) any additional terms and conditions that the Association may provide to Tenderers in connection with this RFT.

Otherwise the Association may not consider the Tender or may reject the Tender on that basis.

### **Provisional RFT Program**

Given below is the Association's provisional RFT program. The Association may, at its absolute discretion, amend the provisional RFT program.

### **Submissions:**

Must be in English and sent electronically to [lhita@lordhoweisland.info](mailto:lhita@lordhoweisland.info) by 18th September 2024

The Association may, in its discretion, extend the Closing Date and Closing Time.

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## 4. Timeline

RFP issued	5th September 2024
Receipt of supplier intentions to participate in RFP	30th September 2024
End date for any RFP supplier clarifications	11th of October 2024
RFP close date	14th of October 2024
Supplier meetings (if required)	21st October 2024
Evaluation of responses and select supplier	28th of October 2024
Commencement of engagement	30th of October 2024

## 5.

### 5. Evaluation Criteria

**INFORMATION SUPPLIED AGAINST THE STATEMENT OF REQUIREMENTS (PART A) IN THE TENDER RESPONSE FORM (PART C) WILL CONTRIBUTE TO THE ASSESSMENT AGAINST EACH CRITERION.**

<b>Criteria</b>	<b>Weighting</b>
Understanding of the Brief / originality/ Methodology	30%
Expertise, Experience and Track Record	40%
Insurances	Pass/ Fail
Cost-effectiveness and Value for Money	30%

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**The assessments against each criteria include but are not limited to those listed above.**

### **Presentations by Tenderer**

The Association may in its discretion, and as part of the evaluation process, invite any or some of the Tenderers to make presentations regarding their Tender.

The Tenderer shall make any presentations at its own cost. However, receiving a presentation by a Tenderer in no way represents a commitment by the Association to accept any aspect of the Tender. All information obtained during the course of presentation or site inspection may be taken into consideration in the evaluation of Tenders.

### **Acceptance or Rejection of Tenders**

The Association is not bound to accept the lowest priced Tender.

If the Association rejects all the Tenders received, it may invite fresh Tenders based on the same or different criteria (specifications and details contained in Alternative Tenders will not be used as the basis for the calling of new tenders).

The Association expressly reserves the right to accept, in its discretion, either or both of the following any Alternative Tender or part of an Alternative Tender, when submitted with a Conforming Tender; and any other Non-Conforming Tender or part of a Non-Conforming Tender (not, in either case, being an Alternative Tender or part of an Alternative Tender) that, in the Association's opinion, is substantially a Conforming Tender.

### **Post Tender Negotiations**

Before making any determination as to acceptance or rejection of Tenders, the Association may, at its discretion, elect to conduct negotiations with preferred Tenderers, including those who have submitted Alternative Tenders or who have submitted Conforming Tenders, to mutually improve outcomes.

The Association may at its absolute discretion elect to conduct post Tender negotiations with more than one Tenderer.

**Method of Acceptance** Acceptance of a Tender or part of a Tender will be subject to the execution of a Contract based on the Form of Agreement. Until the Agency and the successful Tenderer(s) execute a Contract, there will be no legally enforceable agreement concluded between them.

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