



**Review of Council's Involvement in  
Economic Development and Tourism Development  
Consultancy Brief**

*Invitation to Quote AQXXXXX*

*Close: XXXXX 4pm (EST)*

**1. Project Client:**

For the purposes of this project, the "client" is the Tweed Shire Council. The project will be responsible to the Manager Business and Economic Development.

**2. Background:**

Twenty years ago Tweed Shire Council focused all of its resources towards economic development and tourism development internally. This included staffing and running the visitor information centres itself. Under increasing criticism regarding the level of performance and associated costs motivated Council to undertake an initial review of these arrangements. This review was conducted by the Hunter Valley Research Foundation into tourism within the Tweed. As a result of this work Council established the Tweed and Coolangatta Tourism Inc (TACTIC) now Tweed Tourism. This was followed by a review of Council's resources committed to economic development which led to the establishment of the Tweed Economic Development Corp. (TEDC).

To maintain consistency and continuity four year agreements were established with each organisation to stabilise funding and guarantee performance. Both organisation's agreements are an attachment to this brief.

Both TEDC and Tweed Tourism's agreements will cease on 1 July 2010. Both of these agreements require Council to meet with the respective organisation prior to the expiration of the agreements. This review is intended to inform Council on how these organisations are performing and whether Council is achieving value for money.

**3. TEDC - Key Undertakings**

In accordance with the four year agreement TEDC key undertakings to Tweed Shire Council are:

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- (a) to advise, liaise and inform Tweed Shire Council planning and policy decisions which have the potential to impact on the Tweed economy,
- (b) to promote employment growth through business investment/growth, attraction and expansion,
- (c) to undertake promotion and marketing of the Tweed as a business/investment location, and
- (d) in partnership with Tweed Shire Council, create the climate and culture for economic growth through effective, sustainable, strategic economic planning.

### **4. Tweed Tourism – Key Undertakings**

In accordance with the four year agreement Tweed Tourism key undertakings to Tweed Shire Council are:

- (a) to advise on tourism development,
- (b) to undertake tourism promotion and marketing,
- (c) to provide visitor information services, including operation and staffing of approved information visitor centres, and
- (d) to provide an effective and efficient web site and printed materials.

### **5. Purpose and Scope of Study**

The project aims to undertake an independent expert review of how Tweed Shire Council currently facilitates and supports economic and tourism development.

The review will inform Council of the effectiveness of arrangements, research and make recommendations in regard to the vision, goals and objectives for Tweed Shire post 2010 and provide economic development and tourism delivery options.

This Review is intended to be an advisory document to Council.

### **6. Terms of Reference**

In making recommendations the consultant must:

- (a) Research and report on each organisation's success in delivering the key undertakings as outlined in 3. and 4. above,

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- (b) Determine in consultation with Councillors and Council staff a vision, goals and objectives to deliver and promote economic and tourism development in Tweed Shire post June 2010.
- (c) Provide in some detail an analysis of a number of delivery models, including continuation of the current arrangements that could appropriate deliver the vision, goals and objectives as outlined in (b) above.
- (d) Make recommendations in regard to appropriate funding levels required to support the delivery of those objectives.

## **7. Project Submissions**

In responding to this invitation, proposals should include the following information:-

- A profile of the firm, including curriculum vitae of each nominated project officer, insurance covers etc.
- Relevant experience of the applicant and the nominated project officers,
- An all-inclusive total cost estimate for the project, including an indicative breakdown of the cost components. The nominated total cost will include all expenses and disbursements, including communications, travel, meals and accommodation and provision of report,
- Expected timeframe to complete project.

## **8. Applicant Assessment**

The suitability of consultants to satisfactorily complete the task will be objectively assessed by the Steering Committee after taking the following criteria into account:-

- Expected effectiveness, efficiency, project risk and value for money. The lowest quotation need not be successful,
- The capacity to undertake the required work to a suitable standard within the time available,
- Demonstrated capacity to produce a professionally presented report.

## **9. Project Budget**

This project has been allocated a budget of approximately \$XXXXXXX.

## **10. Project Direction**

Responsibility for the management and direction of this review will rest with the Manager Business and Economic Development, with whom the consultant will liaise on a regular basis during the preparation of the document.

## **11. Progress Meetings**

Unless otherwise agreed, project meetings will be held at Murwillumbah. The number of project meetings with Council officers will be determined at the initial briefing of the successful consultant, however for the purposes of responding to this brief the following ;

- Attend one (1) initial project briefing with the Client,
- Attend one (1) interview with the Board and General Manager of Tweed Tourism,
- Attend one (1) interview with the Board and Executive Officer of Tweed Economic Development Corporation,
- Attend one (1) meeting with the Client to deliver the draft report,
- Attend one (1) Council Workshop to present final report.

It is envisioned that in preparing their recommendations the consultants will also speak to the chambers of commerce, Department of State and Regional Development and the Department of Infrastructure, Transport, Regional Development and Local Government / Regional Partnerships Program.

The expenses for attending these meetings should form part of the total cost of the consultancy. The consultant should inform the Client of progress throughout the preparation of the document.

## **12. Project Timeframes**

This project will need to achieve the following milestones within the timeframes established below;

- |                                      |                 |
|--------------------------------------|-----------------|
| • Inception Meeting:                 | Early July 2009 |
| • Meetings with TEDC / Tweed Tourism | July 2009       |
| • Present Draft Report               | September 2009  |
| • Final Report Presented to Council  | September 2009  |

## **13. Terms of Engagement**

The consultancy will be awarded on terms agreed between the Management Committee and the consultant.

Payment terms will be:-

- ◇ 1/2 on presentation of the draft report,
- ◇ 1/2 on presentation of the final report.

## **14. Project Funding**

The project will be fully funded by Tweed Shire Council.

**15. Confidentiality**

All work arising, during and out of, or obtained in respect of the consultancy will remain confidential unless or until released by a decision of Tweed Shire Council or the Steering Committee. The Consultant will protect and respect the confidentiality of all information at all times.

The contents of the project will be treated as “commercial in confidence”. No information is to be passed on to any party or person outside the Consultants’ organization without prior authorisation from the Steering Committee.

Consultants will be required to sign Council’s standard confidentiality agreement. People involved in the project, and any consultants’ staff or sub-contractors who may need to come into contact with project information, are bound by confidentiality and may also be required to sign a confidentiality agreement.

**16. Copyright and Intellectual Property:**

Copyright to reports compiled for the project, including all intellectual property arising from the Consultants’ work, will vest in Tweed Shire Council from the date of commencement.

**17. Standard Agreement**

Prior to the inception meeting the successful consultant will be required to sign Council’s standard consultancy agreement. Copies of this have been included as part of this consultancy brief.

**18. Reporting and Study Completion**

Following acceptance of the draft report, three (3) hard copies and an electronic copy of the final report should be provided to the Steering Committee.

All maps, diagrams, drawings and graphic attachments to the report shall be submitted in an agreed digital format upon finalisation of the report.

**19. Applications**

Tenders close on XXXXXXXXX at 4pm (EST) and should be specifically marked:

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**Attention: TENDER BOX**

Tweed Shire Council  
PO Box 816  
Murwillumbah NSW 2484

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The envelope will also need to contain the following details;

*Company Name:* (Your company name)  
*Description of Tender:* Economic / Tourism Review  
*Closing Date:* XXXXXXXX  
*Tender No.:* XXXXXXXX

### **20. Further Information from**

Mark Tickle  
Economic & Corporate Planner  
Business & Economic Development Unit  
Tweed Shire Council  
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