REQUEST FOR QUOTATION

Request for Quotation (RFQ)	Our Unbeaten Tracks — Connecting the Capes
Contact	Stuart Hicks
Organisation	Margaret River Busselton Tourism Association (MRBTA)
Email	Pip.close@margaretriver.com
Date	12 August 2020
Issued on behalf of the Round Table Stakeholder Group	Our Unbeaten Track Initiative

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BACKGROUND

1. The *Unbeaten Tracks* Round Table.

   1.1. The *Unbeaten Tracks* Round Table is an unincorporated group of key public and private stakeholder bodies that share a commitment to promoting a collaboratively-devised, government-supported network plan for the development and maintenance of the Key Trails in the Capes Region contained in the City of Busselton and the Shire of Augusta Margaret River.
   1.2. The *Unbeaten Tracks* initiative is guided by a Charter which has been adopted by the member bodies. It is attached here as *Annex 1*.
   1.3. The initiative is independently chaired by Mr Stuart Hicks. Ms Pip Close acts as executive officer.

2. The situation

   2.1. The *Unbeaten Tracks* Round Table members are mindful of a range of considerations, including that—
   - The Key Trails of the Capes region are currently in various states of disrepair or are incomplete.
   - None of the Key Trails systematically connect; they form no network.
   - There is no master plan and no resourcing strategy for the Key Trails
   - The Key Trails closely follow the trails established by the Wadandi people many thousands of years ago, and must honour and respect that heritage.
   - Relevant upcoming regional milestones include:
     - Commencement of interstate air services through Busselton-Margaret River Regional Airport anticipatedin late 2020.
     - The quarter centenary (400-year anniversary) of the visit of the Leeuwin in 1622.

- Increasing resident and visitor populations place major pressure on the environment and the conservation estate of the region.
- A draft Regional Trails Strategy has been prepared for CapeROC and will provide useful background.

3. This is a brief for an appropriately qualified and experienced consultant to undertake work to assist and guide the *Unbeaten Tracks* Round Table to identify and promote.

STRATEGIC PARTNERS – Key local stakeholder groups

- South West Boojara Working party
- City of Busselton
- Shire of Augusta Margaret River
- South West Development Commission
- Margaret River Busselton Tourist Association
- Friends of the Cape to Cape Track
- Meelup Regional Park Committee
- Department of Biodiversity, Conservation & Attractions (Blackwood District)
- Nature Conservation Margaret River Region, GeoCatch, Lower Blackwood LCDC
- Australia's South West
- Busselton Jetty Inc
- Department of Local Government, Sport and Cultural Industries
- Regional Development Australia (RDA) South West
- Main Roads South West

SCOPE OF WORKS - THE BRIEF

4. Purpose of the Work

4.1. The work specified in these terms of reference requires the researching and writing a draft Master Plan and associated overarching business case document which will be able to be used—

4.1.1. To inform the deliberations of the chair and members of the Round Table

4.1.2. To establish a rationale for the completion, interconnection, maintenance and promotion of the Unbeaten Tracks network

4.1.3. And, at their discretion, for all or parts of the document or documents to be made available to other parties or the public.

4.1.4. To assist with funding applications

4.1.5. To identify and explain a prioritised plan for development and investment

4.1.6. To identify likely costs

5. Requirements of the Work

5.1. To provide a document or documents which—

5.1.1.1. Offers a comprehensive, credible, factually-based response to the issues that affect the future of the Key Trails in the Capes region (see 5.2 below).

5.1.1.2. Provides a detailed draft master plan for the progressive development and maintenance of the Key Trails into an interlinked network of consistently fit-for-purpose trails and tracks, catering for various levels of mobility.

5.1.1.3. Proposes consistent, integrated, best-practice information and guidance to users of the network, in such forms as signage, maps, interpretation, guide-books, smartphone apps, and the like.

5.1.1.4. Provides a range of attractive, professional infographics that may assist in conveying the consultant's work to principal stakeholders and the community.

5.1.1.5. Outlines the level of investment required to carry out each stage of the master plan (cash and staff resources).

5.1.1.6. Identifies environmental and Aboriginal heritage issues and strategies to address them.

5.1.1.7. Indicates the potential impact on the regional, state and national economy, including tourism industry, should the master plan be carried out to completion.

5.1.1.8. Proposes a preferred future arrangement for asset management and responsibilities.

5.2. The *Unbeaten Tracks* Round Table has identified a range of issues for consideration. These are summarised in *Table 1* below. While these should receive attention in the consultant's work, it is anticipated that additional issues may be identified arising from the consultant's consultations and analysis.

6. 'Key Trails' Definition

6.1. The 'Key Trails' of the Capes region comprise:

- The Cape-to-Cape Track
- The Wadandi Track
- Caves Road
- The Meelup Track
- The Cape Leeuwin Trail
- The Busselton jetty
- The Augusta-Busselton Heritage Track
- Cycle-walk trails that connect Busselton to Dunsborough, and Margaret River to Prevelly

as identified on the map at *Annex 2*.

In addition, the extension of a trail (whether or not named as part of the Wadandi Tack) should be considered from Busselton to Ludlow.

6.2. Only by explicit agreement may this definition be altered.

6.3. The interface of the Key Trails network with other existing or proposed regional trails is of relevance and should be taken into account. This includes the work currently being undertaken for the City of Busselton and the Shire of Augusta-Margaret River.

7. Consultation

7.1. In undertaking the work the consultant with seek and take account of the views of all *Unbeaten Tracks* Round Table members.

7.1.1. *Unbeaten Tracks* Round Table members undertake to provide the consultant all such information that the consultant might reasonably request.

7.2. The consultant will also seek and take account of the widest representative range of other views and information as might bear relevance to the brief, in particular from:

- Aboriginal representative groups and individuals
- Current and potential track and trail users, individual or corporate
- Relevant government agencies and representatives

8. Elements of the Work

8.1. Literature survey, including

8.1.1. Tracks & trails strategies, policies, blueprints and the like

8.1.2. Relevant best practice for networked tracks & trails

8.2. Analysis of issues

8.3. Capital investment and maintenance program

8.4. Programmed costs

8.5. Detailed benefits, described and quantified

8.6. Timings

8.7. Approvals required

8.8. Prioritisation

8.9. Organisation & co-ordination

Table 1.

Our Unbeaten Tracks — Connecting the Capes

Objective	The Issue	Proposed Outcome
1. Recreation Trails	Unbeaten Track includes three of the four most popular trails in the SW. Well-used, high-traffic, in parts seriously degraded & unusable.	The most important and best used Trails system in the State, fit for purpose, supporting **regional health & wellbeing**.
2. Indigenous	Unbeaten Track includes ancient Wadandi tracks. Aboriginal engagement, training & employment opportunities are neglected.	**Active participation of Aboriginal people** in the ongoing operation and maintenance of the Trails.
3. Jobs	Hospitality & tourism is the biggest industry in the Capes region.	A key **boost to employment** in the region.
4. Environment	Consolidation & integration of Key Trails focuses traffic away from sensitive & degraded areas in order to facilitate environmental management.	**Environment protection** through orderly entry and use of the natural environment.
5. Conservation	Trails wind in and out of National Parks & Reserves, particularly the Leeuwin-Naturaliste National Park, the highest-used National Park in the state. Popularity is placing extreme pressure on the conservation estate.	Contribution to the **sustenance of the National Parks** at trail entries in the face of extreme seasonal patronage.
6. Tourism	Fragmented, inadequately-defined tourist offering in the region. Inadequately developed eco-tourism.	A **unifying connection** between all key tourist offerings in the region. Greatly enhanced facility around which **future tourist offerings** can be made.
7. Air service promotion	With the opening of the Busselton-Margaret River airport, urgent need for unique signature attractions for the region.	A unique, credible **tourist attraction** beyond "beaches & wineries" to support the interstate air tourist market.
8. Network	Existing tracks do not join. There is no trails network.	**Fill the missing links** to provide an all-mobilities network.

9. Info & heritage	Very little information & guidance on trails and their access to European and Indigenous heritage is available. No route and facility guidance is provided	Appropriate **information, signage, guidance and interpretation** provided for the network. Trails promoted effectively to local residents and visitors to the region to encourage use and support.
10. Resourcing	Existing trails are under-resourced, both for capital and ongoing maintenance.	Programmed support to **prevent ongoing degradation, to enable completion and maintenance** of Trails.
11. Planning & prioritisation	Existing tracks are each managed under a different structure, different accountabilities & stakeholders, each independently seeking to sustain themselves, competing with each other, with longstanding unfulfilled plans.	An integrated **master plan** for the key Trails.
12. Bushfires & Emergencies	Popular trails raise questions of their management in case of bushfires & emergencies	A **bushfire & emergency plan**.

9. Ambit

9.1. While other tracks and trails in the region, existing or future, may be important, they do not form the focus of the current work, which concentrates solely on a network of the Key Trails, as outlined schematically in the map at *Annex 2*.

ADMINISTRATION

10. Accountable Officer

10.1. The *Unbeaten Tracks* initiative will be represented by its chair, Mr Stuart Hicks. Enquiries or clarifications regarding the work specified by these terms of reference should be directed to Mr Hicks, who, at his sole discretion, may request advice, information, guidance or other engagement from appropriate other individuals or organisations if he deems it appropriate.

10.2. Mr Hicks will be contactable at 041 993 5366 and shicks@ingemar.com.au. He will be available for meetings in person at Margaret River, and, by arrangement, elsewhere if appropriate.

11. Contract Manager

11.1. The terms, conditions, payments and arrangements of this contract will be administered by the Margaret River Busselton Tourist Association (MRBTA) by its Tourism Business and Product Development Specialist, Ms Pip Close.

11.2. Technical issues and consultation that pertain to the actual work and delivery of the contract are the responsibility of the Accountable Officer, as above.

12. Schedule of Work

12.1. Upon appointment, the selected consultant will meet with Mr Hicks to consider and agree a detailed schedule of work.

12.2. The agreed schedule will include *inter alia*,

12.2.1. Major proposed milestones

12.2.2. A schedule of progress reports to Mr Hicks in alignment with the agreed milestones

12.2.3. An agreed date by which a penultimate draft of the document(s) will be provided to Mr Hicks.

12.2.4. The consultant will provide a personal briefing on the penultimate draft document(s) to Mr Hicks in the first instance and then to the Round table members assembled together.

12.2.5. It is envisaged that any amendments, amplifications, additions or clarifications necessary to be made to the penultimate draft will be completed within four weeks of the events described in 12.2.4 above.

13. Progress Reports

13.1. If agreed to be appropriate, the consultant may meet with the Round Table members altogether during the progress of the work.

14. Confidentiality

14.1. The consultant will respect the confidentiality of discussions or information that occur or are provided in confidence.

15. Documentation

15.1. Three hard copies and a high-quality electronic version of the document(s) shall be provided to Mr Hicks at the conclusion of the work.

EVALUATION PROCESS

The evaluation methodology used in respect of this RFQ will include:

- compliance with all requirements of the RFQ. Submissions that have not addressed all requirements may be deemed as invalid by the evaluation panel and excluded from detailed assessment;

- assessment against the General and Qualitative Criteria set out in this RFQ. Submissions that have not addressed all the assessment criteria in the order given may be deemed as invalid by the evaluation panel and excluded from detailed assessment;

- fee schedule and overall budget quotation exclusive of GST.

The Stakeholder Committee will assess all compliant RFQ submissions and reserves the right to request clarification of submissions from Respondents and/or to request Respondents make a presentation to the evaluation panel prior to a preferred Respondent/s being recommended.
The preferred Respondent/s will be invited to enter into a contract with MRBTA.
All proponents will be notified of the outcome of the RFQ process in writing by MRBTA.

SELECTION CRITERIA

The respondents are required to provide sufficient information against each of the criteria detailed below. The evaluation panel will make a value judgement in accordance with the evaluation process in order to determine the quotation which is most advantageous to the Principal.

NOTE: It is essential that Respondents address each criterion.

A) Demonstrated Understanding
Respondents should detail the process they intend to use to achieve the requirements of the brief. Areas could include:
(a) A demonstrated understanding of the scope of work.
(b) A project schedule/timeline;
(c) The process for the delivery of the works;

Supply details and provide an outline of your proposed methodology in an attachment labelled **"Demonstrated Understanding"**.

B) Relevant Experience
Respondents should describe their experience in completing/supplying similar requirements. Respondents must, as a minimum, address the following information in an attachment and label it **"Relevant Experience"** to include:
(a) Details of similar work;
(b) Names and contact details of suitable referees;

(c) Experience that demonstrates sound judgement and discretion; and
(d) Competency by providing a track record of achievement.

C) Price Schedule
Respondents should complete the price schedule

d) Submission deadline
All RPQ's need to be submitted in soft copy to pip.close@margaretriver.com by COB Sunday 13th September 2020.

Annex 1.

Our Unbeaten Track

Charter

Name

This initiative is code-named **Our Unbeaten Track.**

Objective

The initiative aims to build and sustain a coalition of relevant stakeholders with a shared interest in a high quality network of key tracks and trails in the Capes region within the City of Busselton and the Shire of Augusta Margaret River, in order to develop and maintain them for appropriate future use by residents and visitors.
A collaboration of these stakeholders will best ensure a network which

- Contributes to a healthy, engaged community by better promoting & providing for outdoor activity
- Gives sensitive access to the diversity of the region's natural environment & promote understanding and care for it, with quality fit-for-purpose facilities and maintenance
- Provides a sophisticated cohesive linkage to the stories, Indigenous and European heritage, interests and attractions of the region that will assist visitors and build community respect and participation
- Attracts funding support to support current investment plans

The belief of the members of the Our Unbeaten Track initiative is that an integrated approach to the tracks & trails of the region together with the power of a concerted regional effort can significantly contribute to—

- Improving healthy recreational facilities for people who live & work here
- Attraction of visitors to the region
- Unifying access to the region's natural & historical legacy
- Engaging and celebrating indigenous heritage
- Promoting environmental care and sustainability
- Promoting regional employment
- Activating economic opportunities, and
- Accessing revenue source for maintenance & development of the trails

Membership

The Wadandi people are recognised and respected as the traditional owners of the land through which Our Unbeaten Track travels. The track owes it's origin and history to the trails of the Wadandi people. Advice and guidance will be sought from Wadandi Traditional Custodians at each stage as we seek to progress **Our Unbeaten Track** initiative.

The **Our Unbeaten Track** initiative is governed by an alliance of senior representatives from all key local stakeholder groups—

- South West Boojara working party
- Department of Local Government, Sport and Cultural Industries
- Department of Biodiversity, Conservation & Attractions (Blackwood District)
- City of Busselton
- Shire of Augusta Margaret River
- South West Development Commission
- Margaret River Busselton Tourist Association
- Friends of the Cape to Cape Track
- Meelup Regional Park Committee
- Nature Conservation Margaret River Region, GeoCatch, Lower Blackwood LCDC
- Australia's South West
- Busselton Jetty Inc
- Regional Development Australia (RDA) South West
- Main Roads South West

It will be convened by an independent chair. Mr Stuart Hicks AO has been invited to play this role. The administrative costs of convening the group will be born by MRBTA in the first instance.

The initiative does not seek to take any of the responsibilities for tracks and trails away from any of the member groups. Rather, the initiative aims only to augment and support members' endeavours by providing an avenue for a more sophisticated, cohesive and co-ordinated approach to planning and resourcing of those responsibilities, with a direct benefit for present and future users.

Network Coverage

The focus of the initiative is on the following key tracks/trails (as identified in the WA Cape strategy) and as depicted on the attached map:

- Cape to Cape Track
- Wadandi Track
- Meelup Reserve Trail
- Caves Tourist Road
- Augusta-Busselton Heritage Trail
- Busselton Jetty
- Leeuwin Trail
- Dual path between Dunsborough and Busselton
- and the associated and desirable connections between them.

Annex 2.

Cape Naturaliste
Sugarloaf Rock
Leeuwin-Naturaliste National Park
Dunsborough
Geographe Bay
Yallingup
Canal Rocks
CAVES RD
Busselton
BUSSELL HWY
BUSSELTON BYPASS
VASSE HWY
BUSSELL HWY
CAVES RD
BUSSELL HWY
Gracetown
Cowaramup
CAVES RD
Margaret River
Margaret River Mouth
Witchcliffe
BUSSELL HWY
Leeuwin-Naturaliste National Park
Indian Ocean
CAVES RD
Blackwood River
Molloy Island
Hardy Inlet
Augusta
Flinders Bay
Cape Leeuwin
Southern Ocean
N
KEY
Walking
Cycling
Driving
Busselton Jetty
Meelup Reserve Trail
Dunsborough Foreshore
Cape to Cape Track
Caves Road
Wadandi Track
Heritage Trail
Margaret River to Prevelly Trail
Augusta to Cape Leeuwin Track