

## **Request for Proposal – Low Cost Camping Review**

**Project Brief:** Invitation to submit a proposal and quote to deliver a review of low-cost camping opportunity within Greater Geelong and The Bellarine.

**Submissions close 5pm, Thursday 18<sup>th</sup> November**

---

Proposals (along with any supporting documentation) are to be received by no later than the close of business (5:00pm) on Thursday 18<sup>th</sup> November.

For further information or to submit your proposal, please contact:

Brendan Sanders

Business Manager

Tourism Greater Geelong and The Bellarine (TGGB)

[bsanders@tourismgeelongbellarine.com.au](mailto:bsanders@tourismgeelongbellarine.com.au)

TGGB will evaluate all proposals in collaboration with this projects funding partners based on merit and experience. TGGB reserves the right to obtain additional information. TGGB's decision is final, and no further correspondence will be entered into.

## **Background**

In November 2013, Council passed a motion to promote Greater Geelong in partnership with the tourism industry as a destination that welcomes Recreation Vehicles (RV) to the city and highlights the facilities and experiences that encourages visitation and increased length of stay. Council also recognised the opportunity to better cater for the needs of RV users visiting the City of Greater Geelong by providing dedicated short term parking options and welcome information packs that provides details of overnight and long stay options in the 26 commercial parks located throughout the Municipality. The Council Report included an assessment of RV issues and opportunities and an RV Friendly Town Review.

Since that time there has been short term parking options (three locations) reserved for caravans/RV motorhomes in Central Geelong and a welcome brochure produced by Tourism Greater Geelong and The Bellarine highlighting the facilities and experiences available in the region.

While the Greater Geelong region is well serviced by commercial parks there has been an identified need to update the assessment from 2013 to consider the provision of low-cost camping in the north of Geelong including a publicly accessible dump point.

With the north of Geelong hosting a growing number of major events including the Australian International Airshow, Lara Food and Wine Festival and soon to welcome the arrival of the Spirit of Tasmania, there are concerns from residents regarding overnight parking of cars, caravans and RV's prior to loading onto the ship and unregulated 'pop-up' sites. An updated assessment should consider a low-cost caravan/RV site to service this market.

The updated assessment would also need to engage with all stakeholders including caravan, camping and RV associations, caravan park sector, local community and businesses and RV users/potential visitors to the region and consider the potential tourism dollars this could inject to the north of Geelong.

## **Attachments**

- Recreational Vehicle (RV) Friendly City - Implications and Considerations
- Recreational Vehicle Friendly Town Review 2013

## **Expected scope of work:**

Undertake an update to the 2013 assessment of RV users' issues and opportunities and deliver a review into the opportunities for low cost camping within the region with a specific focus on the north of Geelong, which will consider:

- recommendations to better service the needs of low-cost camping including caravan/RV parking, and dump points with focus on specific sites for parking servicing the Spirit of Tasmania services;
- an updated market assessment of the potential of the caravan/RV sector to consider the opportunities with the Spirit of Tasmania to better service this future market;
- including a demand and supply analysis of RV, caravan and camping facilities to identify any market gaps not currently serviced by the caravan park sector or public amenities;
- investigating the feasibility of a low-cost camping park to be established in the north of Geelong including a location for such park and options relating to an operational model;
- an audit of publicly accessible dump points including potential sites and engagement with the Campervan and Motorhome Club of Australia (CMCA) to determine the criteria to apply for the subsidy for a dump point;
- engagement with all stakeholders relating to RV's including caravan, camping and RV associations, caravan park sector, local community and businesses and RV users/potential visitors to the region.

## **Timeframes and Budgets**

The total budget for this project, including all project delivery costs is \$50,000.

An itemised budget outlining costs against specific deliverables outlined in the scope of works may be supplied, particularly if they exceed the allocated project budget so the Project Control Group can assess and prioritise.

The successful candidate will be appointed by Monday 25 November for work to commence ASAP. Final report due by 31 January 2022.

### **EOI Responses**

- Agency submissions should identify overall cost of project including itemised breakdown of deliverables.
- Demonstrated understanding of the current landscape, needs and potential opportunity
- Expertise in tourism research, destination development and product gap analysis
- Capability to deliver
- Sound stakeholder engagement processes.
- Details of similar projects worked on.
- A suggested schedule of implementation.

### **Criteria for selection**

The evaluation panel will use the following criteria to select the successful consultant:

- Demonstrated ability and track record.
- Ability to deliver on the scope of work
- Value for money.
- Relevant/related experience of the consultant/consultant's team.
- Ability to work within specified timeframes.

### **Selection Panel**

The selection panel will consist of three Tourism Greater Geelong and The Bellarine executives.

### **Copyright**

Project funding partners will become the sole owner of any material produced or any intellectual property, produced by the successful consultant as part of the contract.

### **Project Termination and/or Variation of Project**

Tourism Greater Geelong and The Bellarine may, in its sole discretion, at any time, vary or deviate from the processes outlined in this brief, or terminate the briefing process or any negotiations being conducted at that time with any person.

Tourism Greater Geelong and The Bellarine reserves the right, in its sole discretion, to suspend, terminate or abandon this project at any time.

If this condition is invoked Tourism Greater Geelong and The Bellarine will provide 30 days' notice of the changed conditions or termination of the project.

### **Deadline**

Final report due 31 January 2022.

To discuss the brief please contact Brendan Sanders (contact details below). We will also require a detailed realistic timeline to complete this project to the highest standard.

### **Contact**

Brendan Sanders

0418 739 069

[bsanders@tourismgeelongbellarine.com.au](mailto:bsanders@tourismgeelongbellarine.com.au)

Level 1, 48 brougham Street, Geelong 3220

Business Manager

Tourism Greater Geelong and The Bellarine