



## Introduction and Background

Brisbane is the Capital of Queensland, Australia and a key gateway destination to Queensland and Australia. In 2020, Brisbane Airport Corporation will open a second runway that will see Brisbane's aviation capacity double, delivering Australia's largest capacity for any airport in the country.

In order to drive strong aviation and tourism outcomes, Brisbane Airport and the city's economic development agency Brisbane Marketing, (the Brisbane Consortium), have formalised a three-year Enhanced Destination Marketing Program (EDMP), which identifies key international priority markets and enables activity to be undertaken that will support direct emerging aviation capacity in to Brisbane and drive increased visitation to the region.

Tourism is a significant driver of Brisbane's economy, contributing \$8.5 billion to GDP and employing a total 64,700 people, or 5.5% of total jobs in the region. With over \$12B of tourism and transport projects currently under construction the region is experiencing a once in a generation boom in the visitor economy.

Information on Brisbane's brand, as well as key statistical resources can be found at the following links:

[https://www.visitbrisbane.com.au/information/industry-toolbox?sc\\_lang=en-au](https://www.visitbrisbane.com.au/information/industry-toolbox?sc_lang=en-au)

<https://teq.queensland.com/research-and-insights/domestic-research/regional-summaries/brisbane>

## Scope of Work

The Brisbane Consortium is seeking to appoint a full-service Third-Party representation agency to deliver an integrated market representation arrangement to develop and implement multi-faceted strategies that will increase awareness of the Brisbane region and drive conversion for passenger and visitation growth. The scope of the requirements will include (but is not limited to) delivering strategic and creative trade engagement and distribution and marketing communications including PR planning, advice and implementation of activities.

Working with key trade, airline, media and tourism industry partners, the successful applicant, in partnership with the consortium, will undertake activities including, but not limited to:

**Airline cooperative marketing:** delivering marketing and sales activation programs with key aviation partners and unlocking airline marketing assets for Destination Brisbane with the goal of increasing incremental year on year sales through Brisbane Airport

**Travel Trade marketing partnerships:** sourcing, negotiating and implementing co-operative marketing campaigns with key industry and trade partners including OTAs; undertaking destination briefings and training for wholesalers, tour operators and retailers; representation at key trade and consumer events; assisting Brisbane product visiting the market and coordinating sales missions as required

**Integrated Marketing programs:** Delivery of agreed marketing activity including digital and social, consumer, media and public relations activities

**Market Intelligence and Insights Reporting:** Capturing aviation market development, opportunities and insights and providing regular reports to the consortium

**Other activity:** The consortium welcomes other proposed activities that would assist in delivering the objectives of the project

It will be required for the successful Tenderer to provide appropriate infrastructure (including but not limited to workplace, tools, staff and resources) in order to deliver on the implementation of the Brisbane Consortium’s Strategic Plan for distribution and marketing communications, including PR for the market

**Indicative Budgets:**

*Following is an indicative budget to be used as a baseline for developing a Proposal – this budget is not necessarily reflective of the actual and final budget to be made available in the Americas market. Please identify from within this budget, how you would allocate funds against each activity/element to cover:*

Market/s	Potential Locations	Activity/Elements to cover	Proposed Budget, Year 1 (1 July 2019-30 June 2020)
USA and Canada	Los Angeles, Chicago, San Francisco, Vancouver	1. Retainer/OPEX 2. Airline/Trade/OTA marketing co-op 3. Content/distribution	\$750,000 AUD

## Proposal Requirements

**Document Requirements:**

All proposals should:

1. Provide details of relevant knowledge and experience in airline co-op and destination marketing
2. Outline ability to proactively source leads from partners, and to liaise with/maintain open communication with key Destination Australia partners, including but not limited to Tourism Australia and Tourism and Events Queensland
3. Provide a well-considered proposal of marketing activity for The Brisbane Consortium’s consideration in the first 12 months of operation including key recommended partnerships, events, projects and campaigns that the consortium should consider, including indicative budgets, as per the budget table above
4. Provide details of staff proposed to be involved in the project, their proposed roles/ titles and experience
5. Outline business success delivering similar services and key benefits you can deliver to the Brisbane Consortium
6. Declare and provide a full list of other clients currently represented
7. Outline the strategic approach to achieving Consortium objectives including activities, performance measures, methods of reporting, proposed costs and financial control

8. Provide a full breakdown of your remuneration / retainer proposal including anticipated cost allocations for the term of the agreement including required annual fee in Australian Dollars (AUD) and a breakdown of any additional charges you would apply
9. Outline your proposed business location
10. Provision of the contact details of three (3) clients as referees.

## Selection Criteria

Proposals will be evaluated according to the following criteria:

1. Demonstration of active established business operations in the US including all required insurances (public liability and professional indemnity) and workers compensation cover
2. Demonstrated expertise in providing input into tourism strategy development for the Americas
3. The quality of the proposal and identification of a well-defined and considered proposed activity plan for Destination Brisbane
4. Demonstrated ability to implement Marketing Communications and PR Activities, including development of annual PR strategy, content generation and publishing, identification and securing of high impact media and influencers
5. Evidence of existing relationships with key distribution partners in-market, and the ability to secure, manage and implement cooperative marketing campaigns and activities with them
6. Demonstrated proficiency in provision of requisite support services, including but not limited to, campaign and PR activity measurement and reporting, social media and digital expertise, budget tracking and management, translation services, and logistics management.

## Contract Period

The successful applicant will be appointed up to June 2021. A review will be undertaken annually to assess performance against identified performance measures which will be stated in the representative contract. The successful applicant will be required to enter in to a Service Level Agreement with The Consortium for the provision of Third-Party Representation services and agree to a 2-year + 1-year contract.

### Timeframe:

Tenders are due by close of business **Monday 20 May 2019**, the successful team will be appointed so that work can commence in July 2019.

## Timeframe and Lodgement

### Please lodge your Quotation to:

Steven Battle  
Project Manager, The Brisbane Consortium  
sbattle@brisbanemarketing.com.au

### The deadline for lodgement of the RFP is:

- Close of business Monday 20 May 2019 (Eastern Australia time)
- RFP Responses received after the closing time will not be considered.

### Finalist Tenderer Assessment:

- Finalist tenderers will be required to undergo further interviews prior to official appointment in person and / or via Skype during 10-30 June 2019

- A Proposal must remain open for acceptance for at least 90 days from the Closing Time
- The Proposal must be in English and cost measurements must be expressed in Australian Dollars (AUD), unless specified otherwise
- The Proposal must include all requirements outlined in the Proposal Requirements section of this document
- Indicative timeframe for RFP:

Description of key milestones	Timing
Issue of RFP	15 April 2019
Question and Answer Close	6 May 2019
Closing date for Proposal Submission	20 May 2019
Shortlist, notify and interview preferred Respondent(s)	from 3 June 2019
Contract negotiations	17 June-30 June 2019
Execution of contract	1 July 2019
Commencement of services	1 July 2019

## Participation in the RFP process

- This RFP and the content within it does not constitute the making of an offer of any kind or indicate any contractual obligation owed by the Brisbane Consortium, to the Respondent nor does it provide any encouragement for the Respondent to expend funds or other resources in reliance of any offer it may believe has been made to it within this RFP
- Nothing in this RFP should be construed as giving rise to any contractual obligation, right, claim, or any other legal relationship (express or implied) whatsoever between the Brisbane Consortium and any Respondent a result of this RFP being issued, or the Proposal in Response being submitted
- No legal relationship will be created until a formal written contract is executed with Brisbane Marketing or Brisbane Airport Corporation.

The Brisbane Consortium reserves the right, at any time to:

- Alter, amend or vary this RFP and the process outlined in this RFP
- Suspend or terminate this RFP process or any part of it
- Negotiate or not negotiate with any one or more potential Respondents, and discontinue negotiations at any time; and
- Add to, alter, delete or exclude any of the requirements to be provided by the preferred Tenderer.

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- The Brisbane Consortium will assess Proposals to identify the offer that it considers best represents overall value for money and is fully capable of meeting The Brisbane Consortium's requirements
  - The Brisbane Consortium may select any number of preferred Respondents with whom it will negotiate with a view to selecting a contractor
  - During those negotiations The Brisbane Consortium may seek variations to a Proposal, or supplementary information, to address any variation to the Statement of Requirement.

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- Respondents must treat this submission as confidential and must keep confidential any confidential information provided for the purpose of preparing the Response, including personal information
  - The Brisbane Consortium will treat all submissions (including this Response) received prior to and during the procurement process confidential. Once a contract has been awarded, the terms of the contract, including parts of the contract drawn from the respondent's submission, are not confidential unless The Brisbane Consortium has determined and identified in the contract that specific information is to be kept confidential
  - The Respondent should also be aware that The Brisbane Consortium has a number of public accountability and public disclosure requirements that may lead to the requirement for it to disclose information of the Respondent from this submission, including information of the successful Respondent under any contract they enter into with The Brisbane Consortium.