

OVERVIEW OF THE REQUEST FOR QUOTATION

RFQ Name	Consultancy for the impact assessment of the management model of annual licences located within the Macleay Valley Coast Holiday Parks
RFQ Number	TQE20/6
Closing Date and Time	Friday 5 June 2020, 2:00pm AEST

This document is an overview of the RFQ and includes the terms of reference provided to prospective consultants.

**A full version of the RFQ is available on Tenderlink -
<https://www.tenderlink.com/kempsey/>**

Compliant quotes from Consultants will be evaluated against a five mandatory assessment criteria. The weighted assessment criteria include the following (in no particular order of priority):

- Appreciation and understanding of the project requirements
- Relevant experience, skills and past performance on similar projects completed in the last 5 years
- Project skills and resources to complete the project
- Methodology and capacity
- Cost

RFQ Overview

Introduction

Kempsey Shire Council is the Crown Land Manager for the Crown Reserves which host the Macleay Valley Coast Holiday Parks (MVCHP). As such Kempsey Shire Council acts in an ownership capacity to manage the reserves, and Holiday Parks. The five Holiday Parks which make up MVCHP are located at Crescent Head, Hat Head, Grassy Head, Stuarts Point and Horseshoe Bay. The MVCHP are an important provider of accommodation within the region.

Significant investment is required within the MVCHP to replace facilities, refurbish facilities and improve the overall accommodation offering such that the parks remain attractive to holiday makers and continue to maintain and improve current performance. Maintaining and improving the performance of the MVCHP is important for the wider local community as revenue generated is utilised to improve Crown Reserves within Kempsey Shire.

Currently the MVCHPs offer a mix of short term sites (powered and unpowered), ensuited short term sites and cabins. A number of powered short term sites at four of the Holiday Parks are licenced on an annual 'annuals' or permanent basis 'permanents'. The purpose of the consultancy is to provide information and advice on the role of the annuals within the MVCHP from a social and economic perspective and how these sites and their licensees contribute to or otherwise impact access to, and performance of the Holiday Parks and more broadly how they impact the communities and related businesses within the adjacent town villages. This consultancy will inform Council management strategies for the future development and optimal operation of the MVCHP.

As part of the overall MVCHP strategy, a report was submitted to the Elected Council to consider implementing a specific management strategy relating to the annuals and permanents at the MVCHP, refer to Appendix 1.

This report was considered at the December 2019 Council meeting, and during the Council discussion on the proposed policy the following resolution was passed, and the primary focus of this consultancy is to provide the data to fulfil the below Council Resolution:

- 1) *That Council undertake an impact assessment of the impact of changing the management of the annual licence holders and permanent resident sites within Council's holiday parks at Crescent Head, Hat Head, Stuarts Point and Grassy Head. That this impact assessment to consider matters such as:*
 - a) *Holiday park income generation*
 - b) *Holiday park upgrade pathways*
 - c) *Town or village social and business impacts*
- 2) *The development of these impact assessments to include community engagement with all stakeholders.*

As Council has limited options in regards the management of permanent sites, the focus of the impact assessment is on the annual licence sites aspects of the Council Resolution. Council will maintain its strategy of endeavoring to acquire permanent sites when possible.

Contract and Duration

The Contract will commence on the acceptance of a Quotation and, unless extended or terminated earlier in the manner set out in the General Conditions of Contract will continue for a 12-week period.

The key dates are summarised below:

Date	Event
5 June 2020	Quotation Period Closes
9 June 2020	Shortlist Notification
11-12 June 2020	Presentation By Shortlisted Candidates (via online meeting)
22 June 2020	Appointment of Consultant
11 September 2020	Consultant to Provide Final Report

Statement of Requirements

Background Information

Kempsey Shire Council is the Crown Land Manager for the Crown Reserves which host the Macleay Valley Coast Holiday Parks (MVCHP).

Kempsey Shire Council is currently undertaking a significant investment program in the MVCHP which has stimulated a strategical review of many facets of the operation of the holiday parks. Part of the wider set of considerations is the type and mix of accommodation options currently offered and what improvements can be made to match industry expectations.

Currently the MVCHP offer a mix of short terms sites (powered and unpowered and some with ensuite), and cabins. A number of short term powered sites at four of the Holiday Parks are licensed on an annual 'annuals' or permanent basis 'permanents'.

As part of the overall MVCHP strategy a report was submitted to the Elected Council to consider putting in place a specific strategy relating to the annuals and permanents at the MVCHP. This report was considered at the December 2019 Council meeting and as part of that consideration a series of resolutions were passed.

This brief has been issued to act as a key tool to gather the information required to issue a future report to the Elected Council on the future management of the Annual License holders at the MVCHP.

Scope of Works

The scope of the brief is to assist Council in addressing the December 2019 Resolution. As part of the brief it is expected that the successful consultant will analyse and review:

- The economic and social contribution annuals typically make to the MVCHP themselves and also to their adjoining town village communities and businesses. Considering also what the equivalent economic and social contribution would be if some or all of the sites currently occupied by annuals were changed to be short-term sites.
- If a high proportion of 'local' license holders can impact this contribution.
- Industry trends for annual licences (annuals or holiday vans).
- Typical occupation data and licence fees for annuals and for other powered site occupants, vis a vis short term sites generally for each MVCHP (Council will provide occupancy data).
- The expected wider economic impact or benefit of retaining annual licensed sites versus removing annual licensed sites and opening up the sites on a short-term tourist basis.
- Expected net improvement/loss in direct revenue at the Holiday Parks should annual sites be converted to short-term tourist sites.
- Engagement with Stakeholders within the community.

Council has an internal team within the Commercial Business section that can advise and provide information relating to the MVCHP management strategies and performance and specifically with regard to occupancy, locale of owners and typical short term site, cabin and annual site lease revenue for each park.

Without in any way constraining or conditioning the endeavors of the consultant to fulfil the information requirements of the consultancy, all aspects of community engagement related to the deliverables of this project will need to be planned in accordance with Council's Community Engagement Strategy and managed by the consultant working through Council's Commercial Business and Community Partnership teams. The consultant is to provide details as part of their submission, on how they will undertake stakeholder engagement activities if COVID-19 restrictions are still in place.

Council will compile a report based on the information identified within the impact assessment and additional works may be required on an hourly basis to ensure that the report has appropriately conveyed the outcomes of the impact assessments.

The mandatory requirements are the following components:

- a) Research to provide a clear current position of current economic and social benefit of the annual licence holders, and identify the potential social and economic impact or benefits of the proposed future management options.
- b) Stakeholder Engagement activities with appropriate community, stakeholders, representatives, organisations and businesses.
- c) Produce a detailed report setting out the methods and results and recommendations arising from the investigation, and include an Executive Summary.
- d) Presentation of findings and recommendations in person to Elected Council, in Kempsey.
- e) Travel and accommodation costs to be included in the Fee for Service.

The level of economic and social impact analysis undertaken by the consultant should be commensurate with the proposed level and timing of rationalisation of annuals outlined in the December 2019 Council Report. As such, focus should be placed on Hat Head and Crescent Head holiday park and township impacts, with Stuarts Point and Grassy Head only receiving general high-level analysis given that no rationalisation of annual licences are earmarked to occur within the immediate future.

