

# REQUEST FOR PROPOSAL

## Central Highlands – The Geo Trail – Interpretive signage design & installation

<b>Agency</b>	Central Highlands Development Corporation (CHDC) ABN 89 078 752 048
<b>Contact</b>	All enquiries directed to:  Roger John Visitor Economy Coordinator <a href="mailto:rjohn@chdc.com.au">rjohn@chdc.com.au</a> 0434 144 394
<b>Issue Date</b>	12.00pm, 18 September 2024
<b>Closing Date</b>	5.00pm, 04 October 2024
<b>Lodgement</b>	Proposals must be submitted electronically to <a href="mailto:rjohn@chdc.com.au">rjohn@chdc.com.au</a> .
<b>Proposal Validity</b>	Proposals must remain valid for a six-month period.
<b>Proposal Review</b>	Proposals will be reviewed by representatives from CHDC.

## INVITATION

CHDC invites proposals from relevant agencies to develop and install interpretive materials suitable for 50 roadside signs, and online content that can support the region's geo trails and leverage the goals of the state's Towards Tourism 2032 strategy to grow regional tourism.

## CENTRAL HIGHLANDS DEVELOPMENT CORPORATION

CHDC is a not-for-profit organisation and the lead economic and tourism development agency for the Central Highlands region of Queensland, Australia. We actively partner with industry, business, government, and communities to drive growth, enable innovation, build capability and deliver economic outcomes.

## BACKGROUND

A central tenet of the Towards Tourism 2032 strategy and Building Bush Tourism initiative is to enhance the user accessibility of tourism products on offer in Queensland. The objective of this project is to create visually enhanced tourism trail signage that links interpretive infrastructure and refreshes historic and geologically important sites across the Central Highlands or as branded for our visitor economy Central Queensland Highlands (CQH).

The project must do this in such a way that additional information can be connected online to physical infrastructure, primarily using simple QR codes and Wayfinding signage, the Emerald Visitor Information Centre, and services through the Central Queensland Highlands website.

The integrated physical and online nature of the project anticipates that the signage/geo markers will provide a prompt for visitors to either stop to take in the scene, connect with the Visitor Information Centre, or use that location to connect with assistive or language technology that will help them along their drive journey.

The need for this project has been identified within the Central Highlands Visitor Economy Strategy to align with Towards Tourism 2032 and focuses on using interpretive signage in creating waypoints.

- Waypoints will offer consistent markers where visitors can better link with tourism information or assistive technologies, it is expected that this feature can be enhanced as additional mobile towers are added to the local network. In understanding this requirement proposals will need to be dual published in HTML and PDF formats.

This project is supported by the Central Highlands Regional Council (CHRC), the Central Highlands Development Corporation (CHDC), and Queensland Country Tourism (QCT)

## SCOPE

### Stage 1 Design of Interpretive Signage

- Set design **objectives** that are specific, measurable, and time-bound.
- Develop a profile of the **signage**, including **field inspection** of existing signs, geographic location, and potential to improve engagement.
- Gather **strategic inputs** from stakeholders to leverage the unique set of benefits and experiences that Geo trails offer in the region.
- Create a theme for **messaging** using the “explore more” **tagline** that overarches and brings together existing trail signage, including **Dig the Tropic** and **Sapphire Treasure** trails, that helps promote services, including the Emerald Visitor Information Centre.
- Develop, **nuance, and realign existing material** for the development of the supporting web application content and smartphone PDF. Noting consideration for existing intellectual property like for example “Dig the Tropic”.
- Present designs of Interpretive signage for approval in HTML and PDF Content.

### Stage 2 Production of Interpretive Signage in HTML and PDF format

- Finalise **HTML and PDF content** (additional photo/audio content is welcome for online augmentation) Note. CHDC has an extensive video and image library which may also be utilised.
- **Print** completed designs on appropriate support material ready for installation, please note that maximum UV protection will be required.
- **Transport** completed signs from printer to Emerald CHDC/CHRC storage facility before bulk installation.

### Stage 3 Installation of Interpretive Signage

- Installer to **Transport** signs from CHDC/CHRC storage facility to the installation site.
- **Manage risk** and local traffic requirements during physical signage installation.
- Install, and **report** on the completed installation of signs.

## DELIVERABLES

- Design of Interpretive Signage in HTML and PDF format
- Production of Interpretive Signage
- Installation of Interpretive Signage

### Project Stage

Stage 1 Design of Interpretive Signage  
Stage 2 Production of Interpretive Signage  
Stage 3 Installation of Interpretive Signage

### Consultancy

Proposal  
Proposal  
Proposal

## TIMELINE

Issue Date 12.00pm, 18 September 2024  
Closing Date 5.00pm, 4 October 2024  
Evaluation of Proposals Early October  
Agreement Commences Late October 2024 or as soon thereafter.

## SUBMISSION REQUIREMENTS

1. Company profile highlighting relevant experience.
2. Public Liability, Professional Indemnity Insurances
3. Proposed methodology and approach.
4. Timeline and work plan outlining the project milestones.
5. Financial proposal, including a breakdown of costs for each stage.
6. References from previous clients for similar projects.
7. Any additional information you believe would strengthen your proposal.

## PROCUREMENT

Please submit your proposal electronically to [rjohn@chdc.com.au](mailto:rjohn@chdc.com.au) no later than **5.00pm, 4 October 2024**. Late submissions will not be considered.

- Proposals must remain valid for a six-month period.
- Evaluation of proposals will be conducted by CHDC representatives against the criteria outlined below.
- CHDC, at its sole discretion, may shortlist proposals and conduct interviews as deemed necessary.
- CHDC may accept none, one or more of the proposals submitted.
- On approval, CHDC will schedule an inception meeting to discuss the proposed project delivery.

### Evaluation Criteria

Budget and value for money  
Capability and experience  
Methodology  
Local content (Central Highlands)

### Weighting

30%  
30%  
20%  
20%