

THE LIMESTONE COAST

GRAPE & WINE COUNCIL INC.

Limestone Coast Grape and Wine Council Inc

Tender for

Limestone Coast Mixed Dozen

Interactive Wine Trails

Digital Solution – Itinerary Planning Tool

Request for Tenders

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Structure of this RFT

This RFT is comprised of four sections, being:

1.1 Section A - Background and General Information to Tenderers

1.2 Section B - Conditions of Tendering

1.3 Section C - Project Brief

1.4 Section D - Tender Response Schedules

1. Section A – Background & General Information

1.1 The Limestone Coast Grape and Wine Council Inc (the **Council)** invites Tenders from Tenderers for the provision of digital consumer facing infrastructure, targeting International Wine Tourists that will inform, entice and disperse travellers across the project region, ultimately increasing length of stay and depth of meaningful experience (the **Goods and Services)**. The Council will enter into a Contract for Goods and Services with the successful Tenderer.

1.2 It will create regional wine, food and tourism experiences including trails, tours and itineraries that bring together multiple wine and tourism businesses, associations and other symbiotic organisations to meet the interests of the visitor*: It will:*

1.2.1 deliver, centralise and locally administer digital infrastructure to share and promote tailored and user-created visitor experiences including trails, tours and itineraries,

1.2.2 facilitate both visitors planning their trip to the region and the ability for tourism businesses to connect with visitors,

1.2.3 will act as a data capture tool enabling stakeholders to analyse visitation outcomes so that customer facing experiences can be continuously improved,

1.2.4 increase awareness of the region as a tourism destination as well as create an understanding of the variety and range of activities available across the region,

1.2.5 help attract visitors to the area, convert their interest into sales and disperse and refer them onto other tourism experiences within the region,

1.2.6 be used to engage, educate and entice international visitation by delivering tailored (Free and Independent Traveller) travel itineraries based on preferences to target customers,

1.2.7 create cross-border links (South Australia and Victoria) to channel more tourists already driving the Great Ocean Road, into our region,

1.2.8 link to International social media platforms so that tourists can promote the region via their own networks,

1.2.9 cover the identified project region.

2. Section B – Conditions of Tendering

2.1 Definitions

In this RFT, the following terms shall, unless inconsistent with the context, have the meanings indicated:

2.1.1 A reference to a **clause** is a reference to a clause of this RFT.

2.1.2 **Closing Date** means the time and date specified in clause 3.2.3, or such later time and date as may be notified in writing to Tenderers by the Council.

2.1.3 **Conditions of Tendering** means these Conditions of Tendering as attached to Section B of this RFT.

2.1.4 **Conforming Tender** means a Tender described in clause 3.5.1.

2.1.5 **Contract for Goods and Services** means the contract for the provision of the Goods and Services.

2.1.6 **Nominated Contact Person** means the person named in clause 3.3.1.

2.1.7 **Non-Conforming Tender** means a Tender does not meet the requirements set out in this RFT and/or the Tender Documents.

2.1.8 **Preferred Tenderer** means the Tenderer referred to in clause 3.9.

2.1.9 **RFT** means this Request for Tender.

2.1.10 **Goods and Services** means the Goods and Services sought to be purchased by the Council pursuant to this RFT.

2.1.11 **Project Brief** means the specifications specified in Section C of this RFT.

2.1.12 **Tender** means a tender submitted by a Tenderer pursuant to this RFT.

2.1.13 **Tender Documents** means the documents specified in clause 3.2.1.

2.1.14 **Tender Process** means the process for calling, receiving, evaluating and awarding of Tender(s) as proposed in clauses 3.2.7 and 3.2.8 of these Conditions of Tendering.

2.1.15 **Tender Response Schedules** are the forms attached to Section D of this RFT.

2.1.16 **Tenderer** has the meaning given to it in clause 3.2.2.

2.1.17 **Tenderer's Representative** means the person nominated by a Tenderer under clause 3.3.2.

2.2 Request for Tender

The Council seeks Tenders from Tenderers for the provision of the Goods and Services, which are further described in the Tender Documents.

2.2.1 *Tender Documents*

The Tender Documents are comprised of:

2.2.1.1 these Conditions of Tendering;

2.2.1.2 Project Brief; and

2.2.1.3 the Tender Response Schedules.

2.2.2 *Obtaining a Copy of this RFT*

The Council seeks submission of tenders from suitably qualified tenderers for the provision of the Goods and Services (each such party is a **Tenderer**). Parties obtaining a copy the Tender Documents (in soft copy) will be required to register their name and contact details at the time of issue of the documents.

2.2.3 *Electronic Lodgement of Tenders*

2.2.3.1 Tenders must be lodged electronically via email to projectmanager@limestonecoastwinetrails.com.au (marked confidential) before the Closing Date **5.00pm (ACST) 2nd August 2019** and in accordance with the tender lodgement procedure set out in this clause.

2.2.3.2 Tenders lodged by any other means will not be considered.

2.2.3.3 Tender Format – files must comply with the following:

- Format must be .doc or .pdf
- naming convention – CONFIDENTIAL_MD_DigitalSolutionTender_[TendererName]; and
- have a maximum file size of 15MB

2.2.3.4 Tenderers warrant that they have taken all reasonable steps to ensure that their Tenders are free of viruses or any other matter which would cause harm to the Council's/ email recipients' website or systems.

2.2.3.5 Tenderers acknowledge that it is their sole responsibility to ensure that sufficient time has been allowed for Tender lodgement, including time that may be required for any problem analysis and resolution prior to the Closing Date.

2.2.3.6 If Tenderers have any problem uploading their Tender, they must contact the Nominated Contact Person prior to the Closing Date. Any failure to do so will result in the Tender being a Non–Conforming Tender.

2.2.3.7 A Tender is deemed to have been lodged by the Tenderer when the Tender has been received by the Council's server.

2.2.4 ***Late Tenders***

Tenders received after the Closing Date **WILL NOT** be considered or accepted.

2.2.5 ***Extension of Time for the Submission of Tenders***

2.2.5.1 The Council may, in its absolute discretion, no less than two business days before the Closing Date, extend the Closing Date by notice in writing to the Tenderers.

2.2.5.2 A Tenderer may request the Council to extend the Closing Date for the submission of a Tender by written application to the Nominated Contact Person.

(a) Any such requests must be received by the Nominated Contact Person at least five business days prior to the Closing Date and must provide sufficient reasons to support the request.

(b) It is entirely at the Council's discretion as to whether an extension is granted.

2.2.6 ***Tender Validity Period***

2.2.6.1 All Tenders will remain open for acceptance by the Council for a period of not less than three months after the Closing Date.

2.2.6.2 Once submitted, a Tenderer cannot withdraw its Tender without the prior written consent of the Council, unless the Tender is withdrawn in writing before the Closing Date.

2.2.7 ***Proposed Tender Process (indicative)***

- *Tenders received*
- *Tenders collated*
- *Tender assessment by selection committee*
- *Recommendation of successful provider*
- *Sign off by Steering Committee*
- *Negotiation of terms*
- *Offer of contract*

- *Notification to unsuccessful suppliers*

2.2.8 ***Proposed Timing of Tender Process***

The proposed timing for the Tender Process is as follows:

Request for Tenders	17th July 2019
Closing Date	2nd August 2019
Notification to successful Tenderer	9th August 2019 ***(indicative)***
Execution of Contract for Goods and Services	15th August 2019 ***(indicative)***
Commencement of Provision of Goods and Services	19th August 2019 ***(indicative)***

2.2.9 ***Copying Tenders***

Tenderers must not use this RFT or the RFT Documents (including any attached technical and other written information supplied by the Council) for any purpose other than to prepare a Tender. This includes not copying this RFT or the RFT Documents (including any attached technical and other written information supplied by the Council) and providing a copy to any third party not involved in the preparation of a Tender.

2.3 **Communication between the Parties**

2.3.1 ***Enquiries or Requests for Information or Clarification***

2.3.1.1 Any enquiries or requests for information or clarification regarding this RFT or the Tender Documents must be made in writing and addressed to the Nominated Contact Person.

The Nominated Contact Person is Toni Duka, Project Manager – Limestone Coast Mixed Dozen Interactive Wine Trails.

2.3.1.2 The Nominated Contact Person may (but is not obligated to) respond to a Tenderer's enquiries or requests for information or clarification.

2.3.1.3 If the Council provides any information to a Tenderer by way of clarification, then the Council reserves the right to provide that information to other Tenderers.

2.3.1.4 No statement made by the Nominated Contact Person, or any other representative of the Council should be construed as

modifying this RFT or any of the Tender Documents, unless confirmed in writing by the Nominated Contact Person.

2.3.2 ***Tenderer's Contact Person***

2.3.2.1 Tenderers are required to nominate a person to be the authorised contact person and supply an address for the service of any notices for the purpose of this RFT (**Tenderer's Representative**).

2.3.2.2 Each Tenderer must notify the Council of its Tenderer's Representative within 10 business days of obtaining the Tender Documents.

2.3.2.3 All communication with the Tenderer will be via the Tenderer's Representative.

2.3.3 ***Industry Briefing***

2.3.3.1 The Council may conduct an industry briefing. The briefing (if conducted) is intended to provide Tenderers with background information, and Tenderers are not to treat any statements made at the briefing as variations to this RFT.

2.3.3.2 The Council reserves the right to require all Tenderers to attend the industry briefing.

2.3.3.3 Details of the briefing will be provided to Tenderers at least seven business days prior to the briefing. Tenderers may be notified of the industry briefing by email, and Council may post the details of the briefing on the internet.

2.3.3.4 Each attending Tenderer must advise the Nominated Contact Person of the details of that Tenderer's attendees (including name and position) at least two business days before the briefing.

2.3.4 ***Tenderer not to solicit the Council and its employees***

The Tenderer and its representatives must not interfere or attempt to interview or to discuss its Tender with Councillors or employees of the Council, other than the Nominated Contact Person. The Council reserves the right to reject any Tender submitted by a Tenderer which contravenes this clause.

2.4 Tender Preparation

2.4.1 *Tenderers to be informed*

Each Tenderer must, prior to submitting its Tender, become acquainted with the nature and extent of the Goods and Services to be undertaken, and make all necessary examinations, investigations, inspections and deductions.

2.4.2 *Evidence of Registration or Licensing*

Each Tenderer must (if applicable) be licensed or registered to supply and perform the Goods and Services.

2.4.3 *Conflict of Interest*

Tenderers must inform Council of any circumstances or relationships which will constitute a conflict or potential conflict of interest if the Tenderer is successful. If any conflict or potential conflict exists, the Tenderer must advise how it proposes to address this.

2.4.4 *Use of Sub-contractors*

Where a Tenderer proposes to use resources from organisations other than the Tenderer itself, substantial information relating to the contractual arrangements for such resources must be detailed in the Tender, together with information on the relevant experience of such other organisation.

2.4.5 *Collusion*

The Tenderer must not collude with any other Tenderers or potential Tenderers.

2.4.6 *Tenderer's confidential information*

2.4.6.1 Subject to clauses 3.4.8.2 and 4, the Council will treat as confidential all Tenders submitted by Tenderers in connection with this RFT.

2.4.6.2 The Council will not be taken to have breached any obligation to keep information provided by Tenderers confidential to the extent that the information:

(a) is disclosed by the Council to its advisers, officers, employees or subcontractors solely in order to conduct the RFT process or to prepare and manage any resultant agreement;

(b) is disclosed to the Council's internal management personnel, Project Steering Committee, technical advisor,

contract staff, Council Board Members or grant organisations solely to enable effective management or auditing of the RFT process;

(c) is disclosed by the Council to the responsible Minister;

(d) is authorised or required by law to be disclosed; or

(e) is in the public domain otherwise than due to a breach of the relevant obligations of confidentiality.

2.5 Tender Documents

2.5.1 *Conforming Tenders*

A Conforming Tender is a Tender which meets all of the requirements set out in this RFT and the Tender Documents.

2.5.2 *Non-Conforming Tenders*

The Council is not required to, but may at its sole discretion, consider an incomplete, informal or a Non-Conforming Tender. Failure to respond to or meet any of the requirements set out in this RFT and the Tender Documents will result in the Tender being deemed a Non-Conforming Tender.

2.5.3 *Content of Tenders*

2.5.3.1 Tenderers are required to complete the Tender Response Schedules and submit them to the Council.

2.5.3.2 Tenderers can also supply any other additional information or documents. The Council may have reference to such additional information or documents in evaluating the Tenders.

2.5.3.3 All prices quoted by Tenderers in their Tender are:

(a) to be in Australian dollars;

(b) to be exclusive GST; and

(c) (if subject to rise and fall) to provide full details of how the rise and fall applies and the method of determining the price.

2.5.3.4 If a Tenderer proposes to provide the Goods and Services on a basis different to that envisaged by the Tender Documents (whether for reasons of innovation, efficiency or otherwise) that proposal should be fully documented and justified with the Tender. The Council does not warrant that any discussion with the Council's Nominated Contact Person prior to the Closing Date

in relation to such a proposal will be taken into account in evaluating the Tenders.

2.6 **Acknowledgement by Tenderers**

Tenderers acknowledge that the Council:

2.6.1 makes no representations and offers no undertakings in issuing this RFT or the Tender Documents;

2.6.2 is not bound to accept the lowest Tender or required to accept any Tender;

2.6.3 may accept all or part of any Tender;

2.6.4 may require one or more Tenderers (but is not obliged to require all) to supply further information and/or attend a conference or interview;

2.6.5 may require one or more Tenderers (but is not obliged to require all) to make presentation(s);

2.6.6 may undertake "due diligence" checks on any Tenderer, including verifying references and/or referees, and undertaking company searches and credit checks;

2.6.7 will not be responsible for any costs or expenses incurred by the Tenderer arising in any way from the preparation and submission of its Tender;

2.6.8 accepts no responsibility for a Tenderer misunderstanding or failing to respond correctly to this RFT;

2.6.9 will not be liable for or pay any expenses or losses incurred by any party whether in the preparation of a Tender or prior to the signing of any Contract for Goods and Services or otherwise; and

2.6.10 will not be bound by any verbal advice given or information furnished by any member, officer or agent of the Council in respect of the Tender Documents or this RFT but will only be bound only by written advice provided by the Nominated Contact Person.

2.7 **Council's Rights**

The Council reserves the right to:

2.7.1 amend, vary, supplement or terminate this RFT at any time;

2.7.2 accept or reject any Tender, including the lowest price tender;

2.7.3 negotiate with any service provider on all or any part of the Goods and Services to be supplied pursuant to this RFT;

2.7.4 vary the timing and process referred to in clauses 3.2.7 and 3.2.8;

2.7.5 postpone or abandon this RFT;

2.7.6 add or remove any Tenderer;

2.7.7 accept or reject any Tenders whether or not they are Conforming Tenders;

2.7.8 accept all or part of any Tender;

2.7.9 negotiate or not negotiate with one or more Tenderers; and/or

2.7.10 discontinue negotiations with any Tenderer.

2.8 **Tender Evaluation**

2.8.1 In assessing Tenders, the Council will have regard to, but not necessarily be limited to, the following criteria (not listed in any order of priority):

2.8.1.1 demonstrated ability to deliver the key essential and desirable functionalities;

2.8.1.2 degree of compliance with the requirements set out in this RFT and the Tender Documents; and

2.8.1.3 the level of risk associated with negotiation of an acceptable Contract for Goods and Services;

2.8.1.4 insurance;

2.8.1.5 the tendered prices, including the proposed pricing structure;

2.8.1.6 such other matters that Council considers relevant, including:

(a) details of current and previous relevant experience in the provision of the Goods and Services;

(b) the provision of any aspect of the Goods and Services by sub-contractors (if applicable);

(c) financial resources;

(d) staff resources; and

(e) current and future contracts/workload.

2.8.2 ***Use of Tender Documents***

The Council may use, retain and copy any information contained in the Tenders for the evaluation of Tenders and for the finalisation of the provisions of the Contract for Goods and Services.

2.8.3 ***Debriefing of Tenderers***

If requested, Tenderers may be debriefed against the Council's evaluation criteria. Tenderers will not be provided with information concerning other Tenderers, apart from publicly available information. No comparison with other Tenders will be made.

2.9 **Acceptance of Tender**

2.9.1 The Council reserves the right to negotiate different terms and conditions for the Contract for Goods and Services with any one or more Tenderers (each referred to as a **Preferred Tenderer**).

2.9.2 The Council and the Preferred Tenderer may (if required) enter into negotiations for the award and execution of a Contract for Goods and Services.

2.9.3 If, despite their best endeavours and acting in good faith, the Council and the Preferred Tenderer are unable to negotiate and agree on the terms of the Contract for Goods and Services, the Council reserves the right to negotiate with any other parties, including other Tenderers, for the provision of the Goods and Services.

2.9.4 The successful Tenderer will be notified in writing by the Council of the Council's acceptance of its Tender. The successful Tenderer must not make any oral or written public statements in relation to the awarding of a Contract for Goods and Services until written notice is received by the Tenderer.

2.9.5 The notification of the acceptance of Tender by the Council creates an obligation on the Council and the successful Tenderer to enter into the Contract for Goods and Services (subject to any variations agreed pursuant to this clause 3.9).

2.9.6 The successful Tenderer acknowledges and agrees that all intellectual property created by the successful Tenderer arising out of the provision of the Goods and Services belongs to the Council, and the successful Tenderer will do all reasonable things necessary to assist the Council in the protection and transfer of ownership of the intellectual property resulting from the provision of the Goods and Services.

2.10 **Unsuccessful Tenders**

Unsuccessful Tenderers must, if required by the Council, return the Tender Documents to the Council, once they have been advised that their Tender is unsuccessful.

2.11 **No Legal Requirement**

The issue of this RFT or any response to it does not commit, obligate or otherwise create a legal obligation on the Council to purchase the Goods and Services from the Tenderers.

3. Governing Law

3.1 This RFT is governed by the law in South Australia.

3.2 The parties irrevocably submit to the exclusive jurisdiction of the courts in South Australia.

4. Section C – Project Brief for the Goods and Services

PROJECT BRIEF

The Project

The Mixed Dozen Project is bringing together wine associations, three levels of government, tourism bodies and other cooperative organisations to build the region's capabilities and confidence in delivering wine tourism experiences to International Visitors and best customers. The project is auspiced by the Limestone Coast Grape and Wine Council Inc, with funding from at least ten other agencies. Project implementation is overseen by a Steering Committee made up of key stakeholders and is being delivered by a contract Project Manager.

The project footprint is centrally located between Melbourne and Adelaide straddling the South Australia and Victorian border. It covers eight wine regions and sits across nine Local Government zones. Whilst the focus of the project area is in the Limestone Coast, our Victorian partnerships are critical to the project's success.

The region has over 47 cellar doors, along with a multitude of associated businesses that form part of the package of interest for International Wine Tourists (including food, wine events, experiences, accommodations, tours, other tourist attractions (nature-based, arts and culture).

In terms of tourism, the region is predominantly a self-drive destination which leverages off the famous Melbourne to Adelaide Touring Route – one of Australia's most prolific self-drive itineraries. With high-volume access points for international visitors in both Melbourne & Adelaide.

The Limestone Coast sits neatly between some of Australia's leading icons, the Great Ocean Road and Kangaroo Island. It is not surprising that Limestone Coast enjoys the highest international visitation outside of Adelaide in South Australia, with 46,000 visitors staying 260,000 nights, year ending September 2017 IVS.

- The Great Ocean Road attracts 220,000 International visitors, staying 1,039,000 nights, year ending June 2017.
- The Grampians attracts 52,000 international visitors, staying 386,000 nights, year ending June 2017.

Overarching project objectives:

- To bring together wine associations and other symbiotic organisations to build their capabilities and confidence to better target, attract and host international wine visitors.
- Increase awareness of the region and the range of activities available. Promote the region in line with its brand values.
- The project will deliver digital consumer facing infrastructure, targeting International Wine Tourists that will inform, entice and disperse travellers across the region, ultimately increasing length of stay and depth of meaningful experience.
- It will create regional wine, food and tourism experiences including trails, tours and itineraries that bring together multiple wine and tourism businesses, associations and other symbiotic organisations to meet the interests of the visitor.

Aim of digital consumer facing infrastructure:

- To deliver, centralise and locally administer digital infrastructure to share and promote tailored and user-created visitor experiences including trails, tours and itineraries.
- To facilitate both visitors planning their trip to the region and the ability for tourism businesses to connect with visitors.
- That the digital infrastructure will act as a data capture tool enabling stakeholders to analyse visitation outcomes so that customer facing experiences can be continuously improved.

Our primary focus is to create a tool that will:

- Increase awareness of the region as a tourism destination as well as create an understanding of the variety and range of activities available across the region.
- Help attract visitors to the area, convert their interest into sales and disperse and refer them onto other tourism experiences within the region.
- Be used to engage, educate and entice international visitation by delivering tailored (FIT) travel itineraries based on preferences to target customers.
- Create cross-border links to channel more tourists already driving the Great Ocean Road, into our region.
- Link to International social media platforms so that tourists can promote the region via their own networks.

Key Functionalities:

Essential

The platform will:

Link to Australian Tourism Data Warehouse (ATDW) (www.atdw.com.au) for content updates. Platform must include API adaptor for ATDW and take agreed regular updates dependent on data extracted from ATDW. - Specify how you will link to this platform - Specify examples of where you've done this previously - Outline the relationship with ATDW to explore options for integration
Provide directions, distances and travel times (can be through linking to an existing map platform), needs to be accessible off-line
Highlight set travel itineraries (determined by region, determined by visitor popularity)
Provide the opportunity for visitors to personalise/ customise travel itineraries
Allow visitors to filter available experiences to narrow the choices and preferences (provide examples of possible filtering capacity)
Be inclusive and comprehensive – a central access point for visitors to the region
Provide the capacity for quality content and images to be displayed, with an inbuilt easy to use tool to facilitate this
Be and innovative, state of the art platform and tools with a high consideration for ease of use and future proofing
Target the best-customers (identified target market) and encourage this market to plan a visit to the region
Have the ability to link to business "socials" and to be tagged through visitor "socials"
Link to individual business websites
Collect data regarding regional visitors (such as demographics, origin - other) and provide a platform to report this back the region and to business
Provide the opportunity to market the region as a whole
Drive increased length of stay
Consider access to wi-fi in regional areas and provide the capacity to be available off-line – testing in region
Be based on true and tested mobile technology, device responsive with significant functional consideration to be given to mobile user experience
Provide a function for regional notifications to visitors e.g. Region wide events, biosecurity, emergency information.
Provide a secure operating environment, using a proven platform
Provide options for a sustainable on-going operational model
Regional events calendar – that will: - Link to ATDW (outline how), - Plug into business and other sites (outline functionality), - Be easily viewed for the consumer - Can be filtered

Desirable (could be delivered in a staged process)

It is desirable that the platform provides the following functionality, either in the current process or is identified (and budgeted) as a possibility in a later stage:

Book-ability function - Specify the functionality - Specify the business model options
Selling of product
Ability to translate to other languages
Comparison to data from other regions
Last minute deals and promotions from businesses
Linking of platform to neighbouring regions
Ability to communicate back to business through emails/newsletter etc.
Live chat – autobot chat

Budget

The total budget for the digital solution is $55,000.

Budget specifications

- Proposals need to specifically outline on-going options and inclusions/exclusions

Timeline

The original timeline for the completion of this component of the project was September 2019, due to delays in other areas of the project the initiation of this component has been delayed. However, the project still needs to deliver in a timely manner.

It is currently proposed that it would be ideal if the platform was delivered and operational by end of October, early-November 2019.

Target Market – our 'focus' customer:

Limestone Coast - *Most Likely International Wine Tourist*

Limestone Coast Mixed Dozen Interactive Wine Trails

Target Market - *Most Likely International Wine Tourist*

Current Demand

18% of the market are International Wine Tourists

Demographics

Origin – UK or US

Male (51%) or Female (40%)

Aged 25-34 or 45-54

Bachelor Degree (42%) and 30% will have post-grad qualifications

Higher than Average Income (58%) or Average Income (39%)



Holiday patterns and travel behaviors

International Wine Tourists are most likely to:

- holiday more than twice per year (39.5%) or Annually (30%)
- holiday for 2 weeks (44%) or 3-4 weeks (30%)
- travel with a partner or a spouse (63% or with family/friends (23%)
- Hire a vehicle (72%)
- be travelling for the primary purpose of a holiday (72%)
- Be first time visitors (72%) – however 23% state they have visited previously.
- be travelling for an entire holiday length of 3 weeks (30%), 2 weeks (21%), 5 weeks (16%), or 1 weeks (14%).
- be staying in the region for 1-4 days (81%), around 50% stay 2-3 days.

Important information sources (for more than half) are:

- Other Internet Research
- Social Media

Other sources (about half of the IWT)

- Recommendations by friends/relatives or other word of mouth
- Travel agent

The least important sources of information for planning a trip were identified as:

- Previous experience
- Magazines and newspaper articles
- Television, radio, travel shows, tourism commercials
- Visitor Information Centre
- Hotel or other business personnel

That is not to say these are not important for increasing destination awareness or for information during a trip.

International Wine Tourists are most likely to pre-book their trip (83%) and if they do, are most likely to do so in person at a travel agent or direct with accommodation on the internet.

Who Is Our "Most Likely" International Wine Tourist?

Current Demand

Wine consumption & purchase patterns

International Wine Tourists are most likely to:

- consume wine every day (23%) or 2-3 times per week (23%)
- visit 1-3 Cellar Doors (63%), however 18.5% will also visit 4-5 and the remaining 18.5% will visit more than 5.
- purchase wine to enjoy during their holidays (77%) - Around 16% will purchase wine to take home. Less than 5% will order wine to be delivered home.
- 14% of International Wine Tourists did not / will not purchase any wine.



International Wine tourists indicate that they are likely to purchase wine from region again once home (37%)

Activities & Locations visited

Most likely to prefer, as their top ranked activities:

- Wine tourism
- Nature
- Recreation

History ranks very low

Have visited the following wine regions:

- Robe (not a lot of difference between wine and non-wine)
- Coonawarra (definite preference for wine tourist)
- Mount Gambier (greater % of non-wine internationals visit though)
- Southern Grampians

Great Ocean Road, Melbourne and Adelaide are also very likely to have been visited by the International Wine Tourist (and equally so).

93% of international wine tourists undertook wine tasting (higher than domestic wine tourists at 87%).

Activities

	you did in the region	you would've liked to do if available
Wine tasting	93%	42%
Eat at a winery cafe/restaurant	60.5%	35%
Winery tour	46.5%	46%
Purchase food at winery	49%	30%
Sample food at the winery	30%	51%
Meet the wine maker	26%	33%
Wine and food matching	13%	39.5%
Vineyard walking tour	12%	19%
Customized wine tasting	9%	35%
Cooking class	7%	33%
Specialized/customized wine tasting	5%	33%
Winery walking trails	5%	14%
Wine and art experience	5%	30%
Wine and music events	5%	37%
Wine blending/making class	2%	30%
Scenic flights	2%	23%
Winery cycling tour	-	26%
Attend a private function	-	12%
Winery cycling trails	-	23%

The top 4 activities undertaken when in the region are:

- Wine tasting
- Eat at a winery cafe/restaurant
- Winery tour
- Purchase food at winery

The top four activities they would've liked to do if available were:

- Sample food at a winery
- Winery tour
- Wine tasting
- Wine and food matching

Most Important factors when visiting a cellar door/winery are:

- To taste wine (4.8/5)
- Learn more about wine (4/5)
- Experience Food AND wine (4.1/5)

Followed by:

- Quality of tourism services around the winery, e.g. accommodation, restaurants, shopping, activities – attractions (3.9/5)
- Discover local grape varieties (3.9/5)
- Easy to travel to (3.8/5)
- Purchase wine (3.8/5)

Who Is Our "Most Likely" International Wine Tourist? Current Demand

Satisfaction and likelihood to Recommend

- International Wine Tourists have the highest Satisfaction rating across all groups at (INWT are the lowest satisfaction, however still rank an average of 9.28/10) — 9.79 / 10
- International Wine Tourists are also Extremely Likely to recommend the destination to family and friends (the highest ranking group – although the other grouping are also extremely likely lowest at 9.41/10) — 9.91 / 10
- International Wine Tourists are highly likely to visit the region again scoring – non-wine international tourists gave an average of 6.25 (the lowest ranking group) - whilst the most likely were domestic wine tourists ranking a mean of 9.7/10. — 8 / 10



Itinerary Planning Tool

International Wine Tourists are very likely to use an ITP tool, if available:

4.21/5

International Wine Tourists are very likely to use an itinerary planning tool for (in order of preference):

- Calculation of distance (4.92)
- Calculation of travel times by considering contextual factors like traffic, road works etc (4.83)
- Finding travel directions (4.83)
- Find events on at that time (4.58)
- Suggested travel itineraries (4.33)

They are also likely to use it for:

- Subscribe to receive travel deals and special offers (4.25)
- Making on-line bookings (4.08)
- Designing a personalized trip – itinerary (3.83)
- Subscribe to receive travel alerts (3.83)

There was a significant difference between non-wine and wine tourists in both markets regarding likelihood to use an itinerary planning tool.



5. Section D – Tender Response Schedules

SECTION D – TENDER RESPONSE SCHEDULES FOR GOODS AND SERVICES

*********NOTE:** *Tender responses must use the attached tables to reply to the tender documentation**********

Additional information should be attached separately

Schedule 1 - Tender Form – Formal Offer

I/We _____ (**Tenderer**) on _____

having read, understood and fully informed myself/ourselves/itself of the contents, requirements and obligations of the Request for Tender, do hereby tender to provide and complete the Goods and Services described in the Project Brief, as per RFT in accordance with the amounts set out in the Tender Return Schedules attached.

The Tenderer:

1. is subject to the terms and conditions set out in the Conditions of Tendering;

2. irrevocably offers to perform the Goods and Services on the terms of the Contract and the Project Brief, as per RFT which form part of the Tender Documents subject only to the variations set out in Schedule 4 – Documentation (Statement of Conformity);

3. confirms that this Tender has been prepared without any consultation, communication, agreement or other arrangement with any competitor regarding:

    3.1 prices or methods, factors or formulae used to calculate prices;

    3.2 the intention or decision to submit a Tender, or the terms of the Tender;

    3.3 the submission of a Non Conforming Tender; and

    3.4 the quality, quantity, specifications or particulars of the Goods and Services; and

4. holds this offer open and capable of acceptance by the Council for a period of 90 days from the closing date.

The undersigned undertakes that if selected as the successful Tenderer, I/we/it will execute and be bound by a Contract in accordance with the Conditions of Tendering.

If the Tenderer is a company, it must execute this Tender as follows:

Executed by **[Insert Company name]** pursuant to section 127 of the *Corporations Act 2001*	
Signature of Director	Signature of Director/Company Secretary (*Please delete as applicable)*
Name of Director (print)	Name of Director/Company Secretary (print)
OR	
Signature of Sole Director and Sole Company Secretary	
Name of Sole Director and Sole Company Secretary (print)	
OR **Signed** for **[Insert name of Representative]** by an authorised representative in the presence of:	
Signature of witness	Signature of authorised representative
Name of witness (print)	Name of authorised representative (print) Position of authorised representative (print)

If the Tenderer is an individual, the document must be executed as follows:

Signed by [insert name] in the presence of:	
.....	.....
Signature of witness	Tenderer
.....	
Name of witness (print)	

If the Tenderer is a partnership, the Tender must be executed as follows:

Partner 1:

Signed sealed and delivered by [insert name] in the presence of:	
.....	.....
Signature of witness	Signature of partner
.....	
Name of witness (print)	
.....	
Address of witness (print)	

Partner 2:

Signed sealed and delivered by [insert name] in the presence of:	
.....	.....
Signature of witness	Signature of partner
.....	
Name of witness (print)	
.....	
Address of witness (print)	

Schedule 2 - Tenderer's Details

	Tender Response
Name of Tenderer State in full the name(s) of the person(s) or the registered name(s) of the company(s) and trading names.	
ABN number	
Contact person Nominate a contact person for this tender to deal with any questions or queries that may arise.	
Registered address	
Postal address	
Telephone	
Mobile	
Email	
Tender conditions Tenderer to sign that it has read and understood this RFT and the Conditions of Tender.	
Amendments to Tender Documents Tenderer to indicate the amendments it requests.	

Schedule 3 – Financial Capacity

1. Banker's Name: .....

   Address: .....

   .....

2. Annual turnover for: 2018/19 (budgeted): $ .....
   2017/18: $ .....
   2016/17: $ .....

3. The limits of the bank overdraft facilities:

4. What is the issued capital of the Tenderer's Company: $ .....

5. Net asset value of the Tenderer's Company: $ .....

6. For the most recent financial year:

   6.1 average cash balance at the Tenderer's Bank: $ .....

   6.2 value of sundry debtors at balance date: $ .....

   6.3 value of sundry creditors indicating the amount applicable:

1 to 30 days:	$.....	.....%)	% of total
31 to 60 days:	$.....	.....%)	sundry
61 and over days:	$.....	.....%)	creditors

7. To assist in the evaluation of your financial capability please attach copies of audited profit and loss accounts, balance sheets and statement of cash flows for the last two financial years, as certified by a public accountant.

8. What percentage of the Tenderer's South Australian business does this tender represent in terms of turnover?

   _____ %

Schedule 4 –Documentation

	Tender Response
Licences and Accreditation Outline any licences and/or accreditation that are relevant to this tender.	

Insurance Public and products liability insurance (min $10M) • Extent of cover • Per incident • In aggregate • Expiry date • Name of insurer • Policy no.	
Professional indemnity insurance • Extent of cover • Per incident • In aggregate • Expiry date • Name of insurer • Policy no.	

Quality Control What quality assurance mechanisms and processes do you have in place to ensure requirements are met, consistency and quality outcomes?	

Conflict of Interest Provide details of any interest, relationship or	

clients which may or do give rise to a conflict of interest and the issue about which that conflict or potential conflict does or may arise.	

Risk Mitigation What do you see as the risks to successfully achieving this project? What processes to you have in place to mitigate risks throughout the project.	

Referees Details of at least three references for similar work and information on the approximate date when work was completed, and the approximate value of work undertaken.	
Client Name: Address: Contact Name: Telephone: Date of Work: Value of Work:	
Client Name: Address: Contact Name: Telephone: Date of Work: Value of Work:	
Client Name: Address: Contact Name: Telephone:	

Date of Work: Value of Work:	

Schedule 5 - Statement of Conformity

If the Tender does not comply with all the requirements of the Tender Documents, the Tenderer must list below all areas of non-conformity, partial conformity or alternative offer and the reasons therefore.

The Tender must be read to disregard and render void any area of the Tender which is non-conforming, partially conforming or an alternative offer except to the extent detailed in this Schedule.

If any non-compliance is determined to be unacceptable, the Tender may not be further considered.

NC = Non-conforming
PC = Partial conforming
AO = Alternate offer

Area of non-conformity and reason	NC/PC/AO

Schedule 6 - Delivering Functionality

Essential

Essential functionality	Tender response
Link to Australian Tourism Data Warehouse (ATDW) (www.atdw.com.au) for content updates. Platform must include API adaptor for ATDW and take agreed regular updates dependent on data extracted from ATDW. - Specify how you will link to this platform - Specify examples of where you've done this previously - Outline the relationship with ATDW to explore options for integration	
Provide directions, distances and travel times (can be through linking to an existing map platform), needs to be accessible off-line	
Highlight set travel itineraries (determined by region, determined by visitor popularity)	
Provide the opportunity for visitors to personalise/ customise travel itineraries	
Allow visitors to filter available experiences to narrow the choices and preferences (provide examples of possible filtering capacity)	
Be inclusive and comprehensive – a central access point for visitors to the region	
Provide the capacity for quality content and images to be displayed, with an inbuilt easy to use tool to facilitate this	
Be and innovative, state of the art platform and tools with a high consideration for ease of use and future proofing	
Target the best-customers (identified target market) and encourage this market to plan a visit to the region	
Have the ability to link to business "socials" and to be tagged through visitor "socials"	
Link to individual business websites	
Collect data regarding regional visitors (such as demographics, origin - other) and provide a platform to report this back the region and to business	

Provide the opportunity to market the region as a whole	
Drive increased length of stay	
Consider access to wi-fi in regional areas and provide the capacity to be available off-line – testing in region	
Be based on true and tested mobile technology, device responsive with significant functional consideration to be given to mobile user experience	
Provide a function for regional notifications to visitors e.g. Region wide events, biosecurity, emergency information.	
Provide a secure operating environment, using a proven platform	
Provide options for a sustainable on-going operational model	
Regional events calendar – that will: - Link to ATDW (outline how), - Plug into business and other sites (outline functionality), - Be easily viewed for the consumer - Can be filtered	

Desirable Functionality (could be delivered in a staged process)

It is desirable that the platform provides the following functionality, either in the current process or is identified and budgeted) as a possibility in a later stage:

Desirable functionality	Tender Response
Book-ability function - Specify the functionality - Specify the business model options	
Selling of product, e-commerce functionality	
Ability to translate to other languages	
Comparison to data from other regions	
Last minute deals and promotions from businesses	
Linking of platform to neighbouring regions	
Ability to communicate back to business through emails/newsletter etc.	
Live chat – autobot chat	

Schedule 7 - Organisation Structure, Facilities, Resources and Experience

	Tender Response
Organisation structure Provide details of the staff and the organisation structure proposed to be used for performance of the Goods and Services. Details must include but not be limited to: • Company structure to be used to support the Goods and Services including size and location of office, organisation structure • Number of staff proposed to be used and their qualifications and experience	

Proposed subcontractors Provide details in the Table below the proposed major sub-contractors or other representatives to be employed or engaged by the Tenderer. The Tenderer must define the scope and extent of Goods and Services to be provided by sub-contractors.	
Subcontractor's name and address **Goods and Services to be provided** **Item(s)** *[Add another row if necessary]*	
Contingency arrangements Provide details of contingency arrangements should any facilities or sites required to facilitate the Contract become unavailable in the short and long term.	

	Tender Response
Experience - Past Projects For how many years has the Tenderer engaged in the type of work required by the Contract?	
Has the Tenderer had an appointment terminated on a project in the last five years. If yes, please provide brief details.	
Has the Tenderer terminated a project in the last five years? If yes, please provide brief details.	
Has the Tenderer refused to continue providing Goods and Services under a contract in the last five years unless the terms or payments were	

changed from those which were originally agreed? If yes, please provide brief details.	
Experience & Capacity - Current contracts Provide details of current contracts in a government environment including the range of Goods and Services provided.	
Capacity - Other Commitments Provide details of other work commitments expected to continue during this Contract.	

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Schedule 8 - Schedule of works

	Tender response
Implementation Schedule Tenderers must provide a comprehensive project plan that encompasses all activities required and timelines for each activity from Contract execution to Contract 'start date' Start Work Date Soft Launch Date Review Date Go Live Date Official Launch Date Handover Date	
Provide proposed TimeLine and phases included in this. Identify where risks are and where dependencies on customer to provide information would be.	
How can the process be stepped out - onboarding at stages to bring business along for the journey?	

What are the opportunities for scalability following initial implementation (in functionality and uptake across region)?	
What are the options for ongoing operational model and options for resourcing	

Value Added Goods and Services Provide details of any other benefits you can offer to improve the level of service or value of your Tender.	

Improvement and Innovation Provide details of ideas and systems that are proposed for improved performance.	

On-going sustainability The options for maintenance of the solution and the cost structures associated with this. Ongoing operational model (& options) needs to be explicitly outlined, including options for resourcing (time & funds). Identify the size and capacity of tool to hold information before deletes have to occur.	

Schedule 9 - Pricing

All prices must be listed exclusive of GST

Provide a breakdown of the costs for the Goods and Services and/or each type of Good/Service (if applicable) and/or breakdown of fixed and variable costs (if applicable).

	Fixed Costs	**Variable Costs**
Delivery of base platform infrastructure		
Costs to Council per year (if applicable)		
Costs to individual business per year (if applicable) - specify who collects these		

Costs to visitors to use (if applicable) - specify who collects these		
Outline different pricing models and options for ongoing maintenance and upgrades		

Do you have any other proposed financial structures that might contribute to the ongoing viability of the tool?	

ATTACHMENTS

List any additional attachments provided with your submission: