



## **EXPRESSION OF INTEREST**

### **Wide Bay Burnett Social Media**

#### **Background:**

The Wide Bay Burnett Regional Organisation of Councils Inc (WBBROC) is an incorporated body representing the interests of Councils within the Wide Bay Burnett Region including Bundaberg, Fraser Coast, Gympie, South Burnett, Cherbourg and North Burnett.

The Wide Bay Burnett Region has a desirable living environment, affordable housing and an array of highly successful industry sectors such as agriculture, horticulture, engineering manufacturing, aviation etc. Further to this, the region faces many challenges including a rapidly ageing population, low household income, above average unemployment and a poorly skilled workforce. Until 2011 there has been no body or organisation that has taken responsibility for coordinating region-wide economic development efforts from a “strategic” or “whole of region” viewpoint. It is believed that this has been a significant factor in the region continuing to under-perform compared to other regions.

Earlier research by National Institute of Economic and Industry Research (NIEIR) highlighted the many challenges facing the region which led to WBBROC adopting the following goals as a way of improving the economic and social aspects of the region:

- Stopping the exodus of skilled/young families
- Attracting skilled families to the region
- Attracting Global Knowledge Businesses and Workers
- Growing inter-regional trade and export performance
- Improving the use of resources through regional integration and coordination

With this in mind the Councils established a Regional Economic Development Advisory Committee (REDAC) within WBBROC with membership comprising Council Economic Development Officers and representatives from business and industry, Department of State Development, Infrastructure and Planning and Regional Development Australia (Wide Bay Burnett). In 2012 REDAC completed a project that identified a range of regional priority projects that if implemented had the potential to make a significant impact on the economy of the Region. These regional priority projects focus on the following concepts:

1. ‘Liveable Cities – Liveable Towns’
2. Digital Economy Support
3. Rural Innovation Centre
4. Experiential/Outdoor/Eco-Tourism
5. Economic Scenario Planning.

The “Liveable Cities / Liveable Towns” regional priority project aims to develop initiatives across the WBB cities and towns to build a more distinctive WBB regional identity. Delivering on this concept will promote the WBB region as a highly viable and attractive region to:

- Encourage skilled families to relocate to the region and live a regional lifestyle of lower cost, security, health, family and strong community connections.
- Gain employment in a wide range of industries including Agriculture/ Horticulture, Engineering Manufacture, Mining, Tourism and Knowledge Based Services, to name a few.
- Invest and re-invest in business and industry development offering lower costs of production, market access, a ready pool of potential labour supply, supporting infrastructure.

The project is being broadly modelled on the Evocities program concept established in NSW but will be naturally tailored to the circumstances of the WBB region.

## **The Proposal**

Stage 1 of delivering on the “Liveable Cities / Liveable Towns” regional priority project involves implementing the Regional Marketing in a Digital Economy Project that will produce:

- a regional brand with associated tag line
- associated digital tools for the brand including a website for the WBB to promote the 6 council regions in a similar fashion as the Evocities concept.
- development of associated digital presence on Facebook and Twitter is also envisaged, and
- a marketing and communications plan, including a potential launch of the brand in an appropriate manner.

A new regional brand “The Perfect Place At Your Perfect Pace” has been endorsed and announced and an associated Marketing & Communication Plan has been developed and endorsed.

## **The Contract**

Funding has been allocated by WBBROC to seek the services of a professional organisation or individual to develop key social marketing tools as part of one of the region’s priority projects - the Liveable Cities/Liveable Towns.

The purpose of this Expression of Interest (EOI) is to seek interested applications from professional organisations or individuals to develop the associated digital tools including, but not necessarily limited to:

1. Development of a website, including tools such as search engine optimisation and development of associated Facebook page, AND/OR
2. Provision of 12 months social media/maintenance/content management support to WBBROC to ensure maximum usage of the abovementioned tools is achieved.

To support development of the website a Content Plan and Wireframes document, along with the PDF designs have been developed (refer attached) and domain name registered. Interested

applicants should note that development of the associated content for the website will be responsibility of WBBROC/REDAC.

### **Intended Timing**

Once commenced, it is planned that the development stages of the project will be completed, at the latest, by mid November 2013 after which time 12 months social media support will commence. Decisions will then be made concerning future sustainability etc.

### **Proposed Methodology**

Consultants should detail the methodology to be undertaken but should include at least the following:

- A statement as to the consultants' understanding of the Brief
- Details of the methodology to be used, consistent with the objectives and methodology as detailed in this brief
- A description of the proposed tasks
- A project timetable
- A statement of the consultant's expertise relevant to the successful completion of this project
- A total fee for one or two parts of the project as detailed on page 2 and a breakdown by staff time, and
- If quoting on the development of the website (no.1) include details regarding the monthly website hosting and maintenance costs once the website is developed.

### **Deliverables Expected**

1. A project plan detailing development of the website (using the Content Plan and Wireframes document, along with the PDF designs provided) and associated Facebook page.
2. Development of a website that can be modified/updated by WBBROC with no assistance from the website developer.
3. Development of a website including, but not limited to tools, such as search optimisation tools.
4. Development of a website that displays Facebook feed which is updated automatically.
5. Details regarding monthly website hosting and maintenance costs once website is developed and casual rates for any website maintenance/changes.
6. 12 months social media/maintenance/content management support for the abovementioned tools to ensure maximum usage is achieved.
7. Establishment of positive relationships with key partners and stakeholders.

### **Consultant Personnel**

Consultants should advise of the composition of the consultant team, their roles and relevant experience. Referees able to support relevant experience and outcomes should be given.

Consultants should demonstrate expertise in:

- Website development
- Marketing.

## **Fees & Expenses**

All proposals should give a fixed overall cost for the project broken down into consultant fees, travel, accommodation and other expenses including all disbursements (inc GST).

## **Terms of Payment**

A program of payments against the abovementioned deliverables should be provided including a final project payment on presentation of a final report at the end of the contract engagement.

## **Project Management and Reporting Lines**

Consultants will report through REDAC'S Priority Project Officer to the Liveable Cities/Liveable Towns Project Team appointed by WBBREDAC.

## **Lodgement of Tenders**

Tenders should address the prescribed criteria and forward their submissions to the address detailed below by **Wednesday 25 September 2013**. Email or hard copy submissions will be accepted.

## **Consideration of Tenders**

Responses to this Project Brief will be considered by the Steering Committee. Short-listed respondents may be requested to present their submission in person at a time and place mutually agreeable to both parties. Neither the lowest price nor any tender need be selected by the Steering Committee.

## **Insurance**

Respondents should provide details of Professional Indemnity and Public Liability insurance.

## **Contact Details**

For further information interested persons should contact:

Peta Jamieson  
Priority Projects Officer  
Regional Economic Development Advisory Committee  
Wide Bay Burnett Regional Organisation of Councils

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