

Request for Proposal

Experience Design Mentoring Program, 2021

1.0 Purpose

Tourism and Events Queensland (TEQ) is inviting offers from qualified contractors to deliver business to business industry experience design mentoring to culturalise TEQ's recently developed experience design industry tool: 'The Ultimate Transformational Experience Guide: 7 steps to creating better value for your guests and your business'.

The Transformational Experience Guide was developed to support industry to understand and embrace the principles of transformational travel and Queensland's 'travel for good' brand direction. While it was developed as a self-assessment tool, our experience with the industry demonstrates that the most effective results are realised through one-on-one mentoring. As such, TEQ is establishing a mentoring program to assist operators across the state to improve their experience delivery by delivering exceptional consumer and transformational experiences, thus fulfilling the Queensland brand promise.

1.1 Objectives

The objective of this experience design mentoring program is to equip Queensland's tourism industry with the knowledge and tools to enable them to enhance their experience delivery to meet the needs of the new traveller.

The broader objectives of the Experience Design Framework are:

1. For Queensland to be known for delivering cutting edge and innovative transformational travel experiences that consistently exceed guest expectations;
2. To guide operators to deliver transformational visitor experiences that embrace and bring to life the Queensland 'travel for good' brand direction;
3. To create an integrated range of educational opportunities, resources and programs that are understood and adopted across the tourism network (government, industry etc.), make a difference, drive results, and have a 'travel for good' impact on our tourism industry; and, as a result:
4. Contribute to growth through regional economic impact, overnight visitor expenditure (OVE), and visitation to Queensland.

2.0 Background

Over the past few years TEQ has undertaken comprehensive research to identify global consumer drivers as a basis for a consumer-led, evidence-based marketing approach. The findings led the organisation to a new marketing direction and brand strategy for Queensland, which showcases Hero Experiences that best define the Queensland story and represent where the State has a competitive advantage. The five experience pillars which have been identified through consumer research as categories that set Queensland apart, include;

- Reef, Islands and Beaches
- Natural Encounters
- Adventure & Discovery
- Lifestyle, Culture and People
- Events

TEQ recognises that our growth opportunity lies in delivering personalised consumer-centred marketing activity and transformational travel experiences that meet our target segments' needs, goals and pain points at the right time, in the right way through the right channel. Success of TEQ's Consumer-Centred Global Marketing Strategy is dependent on realising the promise of our consumer 'travel for good' value proposition which is ***"To connect travellers with a place that will floor them with diverse and rich epic wonder. Where they will leave restored and renewed. A place that will change them, and eventually, the world."***

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2.1 Queensland Brand and Experience Design Strategy

Following a review of Queensland's Brand strategy, TEQ identified the need to evolve its global strategy. Strategic challenges such as rising consumer expectations in an increasingly fragmented and competitive market, and the evolving needs of these customers, were key changes in the consumer landscape considerations. This strategic review of the Queensland Brand has enabled TEQ to identify and now move to claim a purpose-led, distinct and relevant future proofed global position that will drive meaningful consumer engagement.

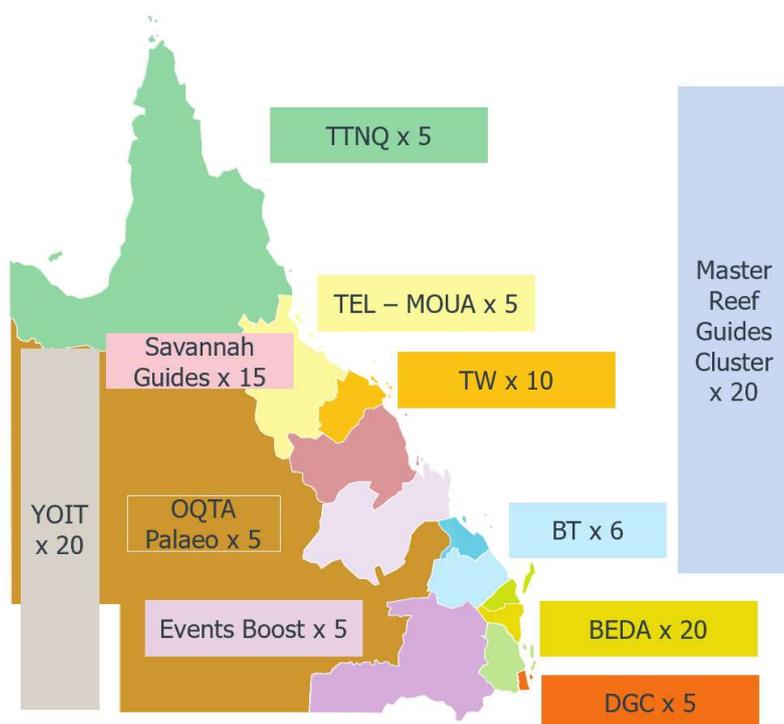
The implementation of the brand strategy commenced in 2020 through an evolution of Queensland's externally facing communication across consumer, industry and trade channels; transformation of TEQ's digital capability; and the development of a robust, comprehensive experience design framework.

The key output of the experience design framework was the creation of the **Transformational Experience Guide** (see attachment 1), aimed to help Queensland tourism operators and event proponents better understand what guests want from their travel and any specific changes they might need to make to their operation and experience offering. The Guide provides operators/event proponents with insights and knowledge about:

- What Queensland's new brand means in practice;
- the changing needs and expectations of travellers;
- the Five Stages of Travel guests go through;
- how to design and deliver exceptional transformational experiences through each of the stages;
- how to deepen engagement with guests; and
- ways to differentiate your experience through innovation and enhancing your competitive advantage.

In addition to the Guide targeted at industry, an accompanying **Manual for Mentors** (see attachment 2) has been developed to provide guidance to mentors (TEQ, Regional Tourism Organisations or third party preferred suppliers) who will work with the tourism and events industry to help them design and deliver transformational guest experiences.

The focus for 2021 is to culturalise the Guide through a pilot mentoring program across the state aiming to connect with 110+ operators in 10+ clusters across the 13 tourism regions.



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3.0 Project Scope

The Experience Design Mentoring Program will provide tourism operators and event proponents with access to a mentor to assist them in interpreting the Guide and identifying areas for improvement within their experience delivery. Given the breadth of operators across the state, TEQ will be appointing a selection of contractors to form a preferred supplier pool for mentoring. As there will be number of different contractors delivering this mentoring across the state, TEQ wishes to ensure/optimize a standardised model of delivery to ensure consistency.

Prior to becoming involved in the mentoring, it is a pre-requisite that operators have attended an introductory presentation on the Guide via TEQ/their RTO and have read the Guide.

Once an operator has qualified to be in the preferred supplier pool they will then be in a position to be selected to mentor an operator or group of operators, however no work is guaranteed. The matching of mentors to mentees will be at TEQ/RTO and operator discretion and a key determinant beyond experience and capability, will be to have in-destination mentors to enhance the scope for face-to-face communications and avoid the cost and time of travel.

It is envisaged that the mentoring process for each cohort of operators will start with an introduction to the Guide by TEQ in region, and at this stage it is expected that the successful contract mentor would attend this presentation to meet their mentees. The following represents our current thinking of what would be involved in the mentoring program (over a two month period), however, we remain open to recommendations on the best approach:

Timing	Deliverable	Hours
Week 1	1) Preparation work including a basic review of operator's website and social media and Best of Queensland Experiences Program Report (provided by TEQ) using a standardised template provided;	1
Week 1	2) Attendance at the cohort presentation by TEQ and meet and greet with mentees;	2
Week 2	3) An initial face-to-face meeting – to discuss the details of the Guide, review the mentee's Guide self-assessment results and identify key areas of focus;	1
Week 4-6	4) One-two follow up video conference meetings to review progress and identification of three-five actions to enhance the mentee's visitor experience/s	2
Week 6-8	5) A brief report on the outcomes of the mentoring using a standardised template provided.	1
TOTAL		7

The mentoring roll-out will not be a one-size fits all approach. Some of the operators may be keen to work together as a cohort while some may prefer all communications to be individual. TEQ will ascertain these nuances and provide guidance on the preferred approach for each operator. At this stage it is envisaged that the mentoring program as outlined above would constitute a total of around seven (7) hours, however again we remain open to recommendations on the most effective and efficient timing.

3.1 Reporting

TEQ and the RTOs are keen to be closely involved with this program to be able to understand and share learnings and report on progress and outcomes. As such, the successful contractor will be required to report back to TEQ after initial consultation and complete a simple report regarding the operator's level of understanding and areas of focus. In addition, it is expected that a representative from TEQ or the relevant RTO will be involved in all or some of the mentoring meetings to ensure there is an ongoing relationship between the mentee and the RTO/TEQ once the formal mentoring program is complete.

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4.0 Brief Requirements and Deliverables

The submission must include complete details of all inclusions and exclusions of the supplier's proposal for undertaking the program of work and should be provided to the nominated officer below in electronic format (e.g. MS Word, MS PowerPoint, Adobe Acrobat).

Specifically, the submission must include:

1. A recommendation for how the program of work will be completed, including a rationale for the recommended approach, the proposed program of work, key deliverables and milestones.
2. An hourly rate for all aspects of the project as well as a daily rate for instances where the operator may need to travel.
3. Details of who will serve as mentors including their relevant qualifications, experience and technical skills.
4. Details of similar projects and relevant experience undertaken in recent years including names of clients for whom similar work has been undertaken and from whom references may be obtained.
5. Names and contact details of three recent clients who can act as referees on your behalf.

Timings

Proposals are required to provide an example timeline outlining the time required for each operator / operator cohort. While an indicative time for mentoring was indicated above at seven (7) hours, your proposal should outline your thoughts and recommendations about the average time required to effectively mentor an operator on the content and implications of the guide.

Budget

Please provide an inclusive and itemised budget for the delivery of this project. Any travel costs will be negotiated separately based on the location of the mentor and the mentee.

Intellectual Property

All information collected and presented as part of this Request for Proposal shall be the property of Tourism and Events Queensland.

Confidentiality

Contractors must not copy, divulge (other than as required by law) or misuse any confidential information provided to the contractor by Tourism and Events Queensland or the tourism operators.

Proposals

Contractors are invited to submit their written proposal in soft copy by **5:00pm, Friday 19th February** to procurement@queensland.com

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Content of Submission (checklist)

Submissions should include the following elements:	✓
A description of how the work will be completed, including a rationale for the approach, program of work and key milestones.	
Demonstration of experience and capability to conduct this project, which should include details of similar, recent projects conducted and details of the experience and qualifications of those who will work on the project	
Names and contact details of three clients who can act as referees on your behalf	
Proposed budget, including breakdown of time (in hourly rate) and administration expenses.	
Documentary evidence of satisfactory professional insurance for Workers Compensation, Professional Indemnity and Public Liability	

Submission Evaluation

All submissions will be evaluated according to the following criteria*:
Relevant Experience (previous work of this type with the Regional Tourism Network)
Track Record (reputation for work competence, capacity)
Capability and Technical Skills (people, systems, specific abilities, face-to-face capability)
Methodology (how project is to be tackled, scope of work)
Time (proposed timeframe and likelihood of achievement)
Price (hourly rate) **

*Please note TEQ's preference is to utilise Queensland based suppliers.

** Requests for retainer payments will not be accepted.

It is expected that potential contractors are fully conversant with the content of the Guide prior to their submission. Should you wish to have a briefing on the Guide, please liaise with Alex Perpich directly to arrange a suitable time.

No guarantee of work

TEQ does not guarantee a volume of work for contractors under this program. The volume of work awarded to a contractor will depend upon (amongst other matters):

- (i) how they respond to TEQ requirements specified on this Request for Proposal
- (ii) their general performance as assessed by TEQ;
- (ii) their demonstrated expertise, qualifications and experience in the type of services required by TEQ;

Selection of contractors for specific operator mentees shall be at TEQ and the relevant RTO's discretion.

Other Information

Meetings between the Contractor and Project Team may occur throughout the project, where required. The contractor will liaise with the following TEQ staff:

David Morgans

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Alex Perpich

Tourism Specialist, Partnerships

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Contact and Enquiries

Further information regarding the project can be directed to: procurement@queensland.com

Attachments

1. Transformational Experience Guide
2. Manual for Mentors