

Request for Quote

REQUEST TITLE:

Hutt Lagoon Tourism Sites - Business Opportunity Analysis

CLOSING TIME:

5.00PM Tuesday, 3 August 2021, Western Australia

The Respondent must submit the Offer via email to adam.murszewski@mwdc.wa.gov.au

ISSUED BY THE CUSTOMER:

Mid West Development Commission

under the auspices of the Yamatji Tourism Working Group

REQUIREMENTS

1. STATEMENT OF REQUIREMENTS

The [Yamatji Nation Indigenous Land Use Agreement](#) (Yamatji Nation Agreement) covers more than 48,000 square kilometres of land in the Mid West (**Attachment A**). The ILUA was signed on 24 February 2020, following a Federal Court hearing on 7 February, recognising the native title rights and interests of the Yamatji Nation over significant parcels of land.

The Agreement provides an enduring benefits package to ensure self-determination and long-term economic independence for the people of the Yamatji Nation and comprises the following components: cash; economic development opportunities; cultural heritage protection measures; recognition of native title; housing; governance; land; and conservation estate as well as access to water.

The State Government, through the Mid West Development Commission (MWDC), has committed \$8.92 million to develop tourism ventures in Geraldton and the Mid West region (Tourism Component).

Tourism Component

A Tourism Working Group (TWG) has been established to support delivery of Pink Lake and Lucky Bay planning and infrastructure.

The TWG has also been tasked with developing a broader Yamatji Tourism Strategy at a later date (after this Consultancy). This Strategy will encompass the Tourism components of the Yamatji Nation Agreement and opportunities for Yamatji Nation beyond.

Key elements of the Tourism Component are Pink Lake and Lucky Bay lands (referred to collectively as the Hutt Lagoon Tourism Sites) within the Shire of Northampton (the Shire), south of Kalbarri (**Attachments B and C**). The marine and terrestrial environments at both sites have significant natural attributes. It is envisaged that low-intensity nature-based and cultural tourism may form a central theme in attracting investment and visitation to the site.

Land Transfer Component

Under [Schedule 7 of the Yamatji Nation Agreement](#), the Hutt Lagoon Tourism Sites, defined as Lucky Bay and Pink Lake Lands, will be transferred to Bundi Yamatji Aboriginal Corporation (BYAC) via conferral of a management order by the Minister of Lands. Development and management of these lands going forward will be in accordance with management plan(s) to be adopted.

Yamatji Southern Regional Corporation (YSRC) is the regional entity responsible for implementing the Yamatji Nation Agreement. Under the terms of the ILUA Implementation Schedule, funds will be provided to the YSRC to plan, develop and maintain tourism facilities and sustainable management arrangements at both sites. This will occur in consultation with BYAC, as the Yamatji Landholding Body, and Yamatji Enterprises Limited (YEL) as the TWG representative.

1.1 The Hutt Lagoon Tourism Sites

Current situation - Pink Lake

Pink Lake (Hutt Lagoon) at Port Gregory is located just over 1 hours' drive north of Geraldton or 40 minutes south of Kalbarri. The Pink Lake covers roughly 70 square kilometres, with most of the lagoon lying a few metres below sea level. It is separated from the Indian Ocean by a beach barrier ridge and barrier dune system.

Pink Lake boasts a pink hue created by the presence of carotenoid-producing algae, *Dunaliella salina*, which is a source of beta-carotene, a food-colouring agent and a source of Vitamin A. The lake's colour changes through the spectrum of red to bubble-gum pink to lilac purple, depending on the time of day, season (time of year) and amount of cloud cover when you visit.

There is an unsealed and informal Pink Lake 'lookout' on Port Gregory Road, where most visitors park. There are no other visitor facilities or services at the site. In addition to self-guided tours / visits, there are also scenic flight from Geraldton or Kalbarri, guided buggy tours from Port Gregory or guided coach tours from Geraldton or Kalbarri.

Development of infrastructure at Pink Lake

\$5.45 million will be invested over 10 years to develop infrastructure at Pink Lake.

During negotiations for the Yamatji Nation Agreement, a master-planning exercise was undertaken by the former 'Pink Lake Working Group', which included Yamatji representatives, the Shire, the City of Greater Geraldton, the Indigenous Land and Sea Corporation, MWDC, Mid West Chamber of Commerce and Industry, Port Gregory Progress Association and BASF, which operates a beta carotene facility on the east side of the lagoon.

Now the implementation of the Yamatji Nation Agreement has commenced, the TWG aims to develop visitor infrastructure at Pink Lake and Port Gregory that will link tourism along the coast up to the Lucky Bay site and Kalbarri, forming part of a broader tourism plan.

Current situation - Lucky Bay

Lucky Bay has an established beachfront nature-based camping area only a few minutes off the George Grey Drive between Port Gregory and Kalbarri (roughly 30 minutes south of Kalbarri). The majority of the site and beaches are accessible by four-wheel-drives (4WD) only, particularly the beaches themselves.

The Department of Biodiversity, Conservation and Attractions (DBCA) is currently providing management services over the 80 established campsites nestled amongst the sand dunes in preparation for transfer of the management to BYAC from the State. The campsites were previously run by the Shire of Northampton until 2020.

A caretaker facility for the Lucky Bay campground area is positioned at the entry near Halfway Bay. On 'Lucky Bay Land', there are two new ablutions, four shade structures, a dump point and signage. There is no fresh water available.

There are a number of fishing shacks scattered across the Halfway Bay and on Lucky Bay Land, used for a variety permanent or occasional uses. Approximately five shacks have been identified on Lucky Bay Land.

Development of infrastructure at Lucky Bay

\$3.47 million will be invested over five years for planning, construction and operational support for the project.

The Lucky Bay reserve will be transferred to BYAC, subject to tenure and an approved management plan, which is currently in development by YSRC.

Camping facilities in the Lucky Bay Campsite will be upgraded to ensure eligibility for the Camping with Custodians Program, run by Tourism WA. The program would allow visitors to stay at Lucky Bay and to learn more about Aboriginal culture. This would create income, employment and training opportunities and provide a chance to showcase local Aboriginal lifestyle and culture.

2. Objective

To inform further planning, management and investment decisions at the Hutt Lagoon Tourism Sites, the TWG seeks commercial guidance to ensure funds are utilised in a manner that offers the best chance of future economic returns and sustainability for the Yamatji Nation. It is envisaged that this Consultancy will precede and inform any required considerations identified for the development of management plans over both sites.

3. Scope of Works

3.1 Audit

Undertake an audit of existing tourism business offerings in the Hutt Lagoon Tourism Sites specifically to:

- a. Understand their strengths and weaknesses from a visitor's perspective; and
- b. Show how they relate, and should inform, new Yamatji tourism business models and commercial product offerings.

3.2 Market Analysis

Provide a snapshot of the wider WA tourism market to understand current consumer preferences (attractions and experiences), particularly relating to remote and regional visitation and cultural tourism offerings.

Develop a desktop analysis of the Mid West regional tourism market to:

- a. Identify target market(s) and visitor profile(s);
- b. Indicate how the TWG might best position YSRC's brand to achieve a competitive point-of-difference within the WA market; and
- c. Recommend how the TWG should develop unique visitor experiences that will capitalise on trends, spending patterns, market gaps and comparative advantages.

3.3 Opportunities analysis

Produce a high-level overview of key tourism offerings in the Mid West to identify market gaps and indicate opportunities for the TWG to develop:

- a. Visitor infrastructure at Pink Lake and Lucky Bay that will be commercially feasible and sustainable;
- b. Camping with Custodian tourism offering(s) at Lucky Bay;
- c. Unique tourism offerings and experiences on Yamatji Nation land assets within Hutt Lagoon Tourism Sites;
- d. Possible linkages to other tourism assets / offerings in the region;
- e. Opportunities for the integration of the Hutt Lagoon Tourism Sites into the broader WA Aboriginal Tourism Action Plan for 2021 – 2025; and
- f. Opportunities to encompass Yamatji Land Estate assets to complement the Hutt Lagoon Tourism Sites (e.g. at Port Gregory).

Indicative opportunities / priorities will be presented through an **Interim Report** for consideration with options that are fully cognisant of the following:

- a. Environmental and other natural values of the areas, including any statutory approvals required;
- b. Aboriginal cultural and heritage values of the planning area, including any statutory approvals required;
- c. Suitable business types, reflecting the cultural and environmental sensitivities that will be indicated in the management plan for both sites;
- d. The current visitor profile and visitation patterns of the area to establish viability considerations;
- e. Likely strengths or comparative advantages of the Pink Lake and Lucky Bay areas and key points of difference for discerning visitors;
- f. An overview of existing infrastructure, condition, suitability and any required development / upgrades needed to support / facilitate new business opportunities e.g. ablutions, technology, water etc (including indicative cost estimates for necessary upgrades);
- g. Accessibility and seasonally issues, as it impacts the site;
- h. Investor interest in the area;
- i. Estimated development costs; and
- j. Estimated return on investment forecasts for each option.

3.4 Recommendations

Following consultation on the **Interim Report**, develop an 'options analysis' and provide recommendations on the most prospective business and development option over the Hutt Lagoon Tourism Sites.

This **Business Case** should include:

- a. Economic, environmental and social impacts;
- b. Yamatji cultural and economic priorities;
- c. Discussion of tourism sector best practice;
- d. Suggested tourism 'node' location(s) and development scenarios;
- e. Discussion of contemporary tools available to create unique offerings and add authenticity or points of difference e.g. virtual / augmented reality;
- f. Practical requirements and challenges and how these effect development potential i.e. servicing constraints, approvals, tenure, access, ongoing management and liabilities etc; and
- g. Recommendations on the next steps for each option for TWG consideration.

4. Methodology

Respondents are requested to provide a detailed methodology, outlining the data sources, analysis techniques and modelling tools they propose to use in preparing the analysis.

The Respondent should be aware that engagement with and support from the 'Right People for Right Country' is crucial. An indicative stakeholder engagement plan including the following will be looked upon favourably:

- Initial engagement with TWG to confirm scope and planning.
- Consultation meeting with representatives from the 'Right People for Right Country', nominated representatives of YSRC, BYAC, TWG and other relevant stakeholders.
- Feedback meeting with TWG and any relevant stakeholders including representatives from 'Right People for Right Country' to discuss input into the **Interim Report** options process.
- Final engagement and recommendations put forward to the TWG, through a **Business Case**, for consideration.

5. Timing and Deliverables

It is expected that this Project will be completed within 12 weeks of engagement. Proposals must include a proposed timeline based on the milestones provided, which will be negotiated with the preferred Respondent before inception.

Suggested timelines should consider the following.

- Engagement with the TWG (refer 6)
- Consultation with stakeholders identified by TWG, including 'Right People for Right Country' (refer 4)
- Consultation with other identified stakeholders e.g. DBCA, Shire of Northampton, Main Roads WA, Tourism WA, WAITOC etc
- Submission of the following to the TWG for revision and feedback
 - Interim Report (initial findings, observations from audit and market analysis, opportunities analysis etc)
 - Draft final Business Case, including a schedule of stakeholder engagement activity, proposed actions and most prospective tourism model option
- Submission of a final Business Case to the TWG, including (at a minimum)
 - Completed schedule of stakeholder engagement outcomes
 - Indicative map(s) showing preferred sites
 - Recommendations for tourism business development models for YSRC to consider for investment.

6. Tourism Working Group

Ultimate (future) delivery the Pink Lake and Lucky Bay projects is being overseen by a Tourism Working Group (TWG) comprising YSRC Board members, MWDC, Department of Planning, Lands and Heritage (DPLH), Department of Premier and Cabinet (DPC) and Tourism WA (TWA). The Respondent will report to this TWG.

The primary contact for this Consultancy will be MWDC.

7. Organisational Experience and Capacity

The Respondent must:

- Identify proposed team members and indicate their relevant skills and experiences;
- Indicate expected team member contributions to the project; and
- Indicate quality assurance practices and demonstrate how the expectations of the TWG will be assured.

8. Reference materials

- Yamatji Nation ILUA, with particular reference to Schedule 7 – Tourism Land
- Draft Pink Lake Masterplan (refer 1.1)
- Draft Pink Lake / Lucky Bay Project Agreements
- [The Jina: Western Australian Aboriginal Tourism Action Plan 2021 - 2025](#)
- [Camping with Custodians guidelines](#)
- [Mid West Recovery Plan – Driving Tourism in the Mid West Region](#)
- [Shire of Northampton Coastal Management Strategy \(2017\)](#)
- [Mid West Tourism Development Strategy](#)
- Shire of Northampton planning framework

9. Delivery and Acceptance

Milestone Description	Notional Delivery Date
Milestone 1: Inception meeting	September 2021
Milestone 2: Presentation of a draft Interim Report based on sections 3.1-3.3 of this Scope	October 2021
Milestone 3: Presentation of a draft Business Case	November 2021
Milestone 4: Delivery of final Business Case	November 2021

10. PRICING

Lump Sum Fees

Please complete the table below indicating suggested lump sum prices for each proposed stage. These lump sum prices must include any taxes, duties and any other government charges which may be imposed or levied in Australia or overseas.

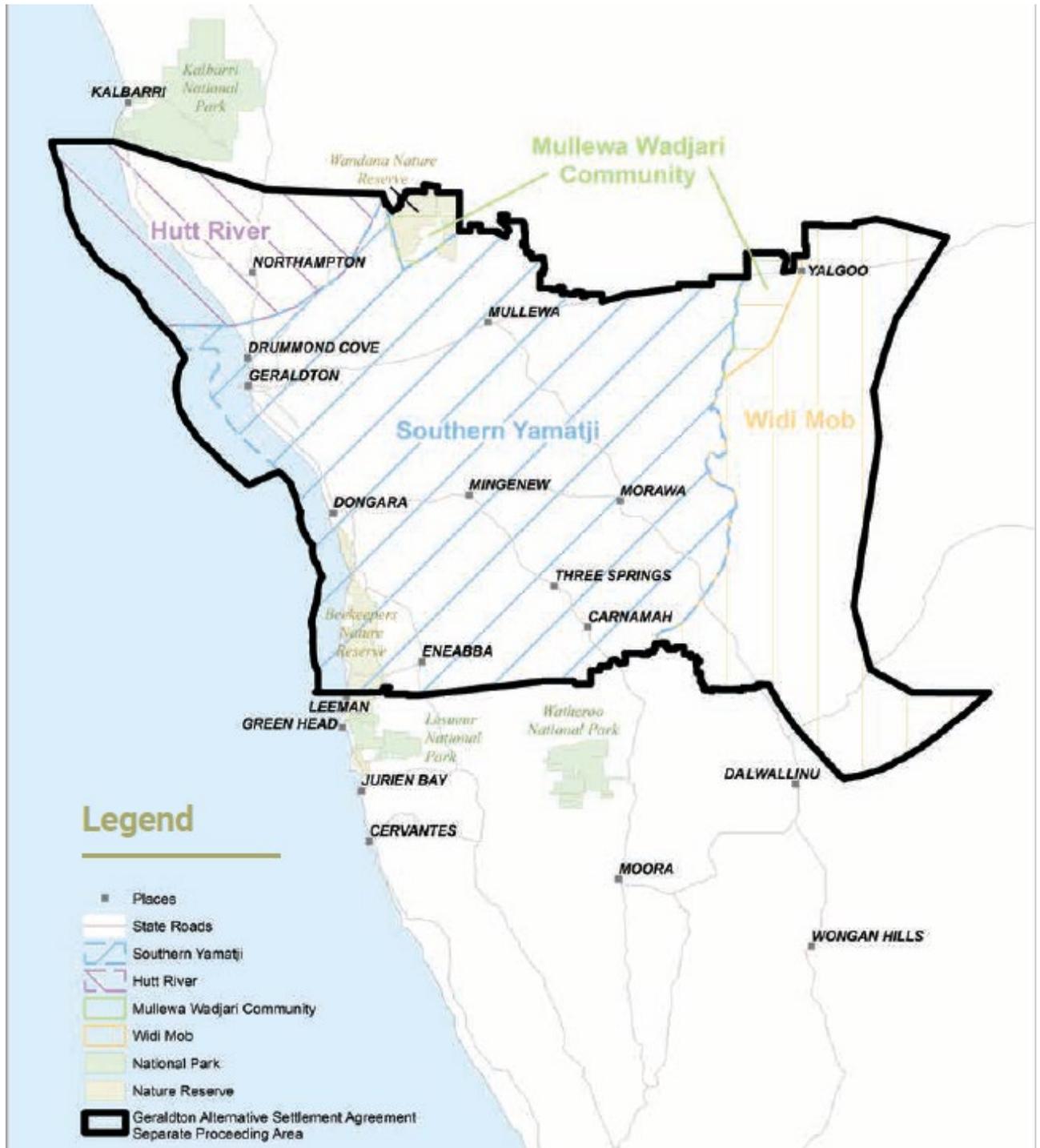
The lump sum price must include all expected travel and disbursements. No additional costs can be incurred unless by written prior agreement of the TWG.

An hourly rate should be indicated for any agreed additional work.

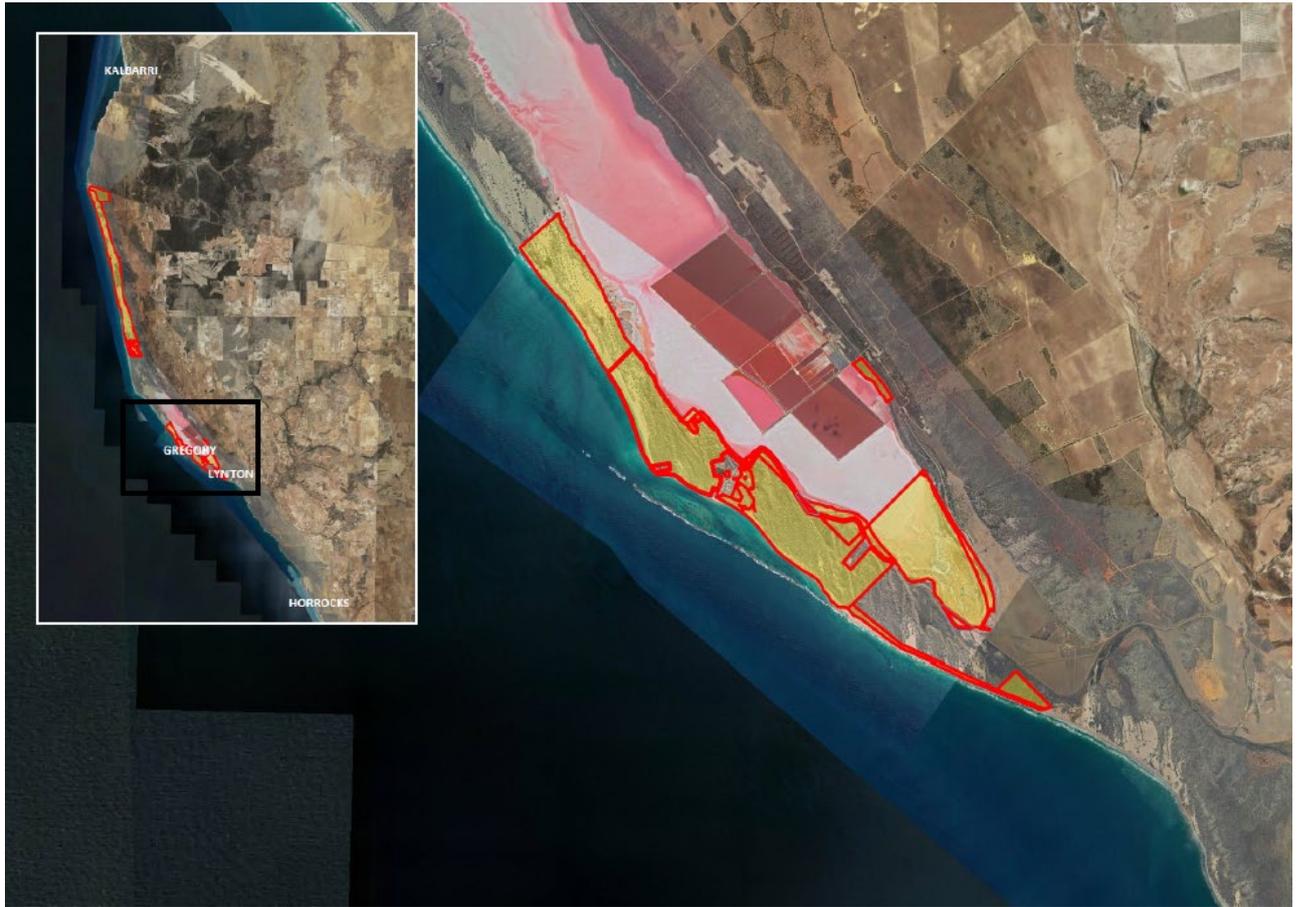
Any necessary third party costs associated with consultation / engagement will be borne by the YSRC.

Description	Total cost (GST Inclusive)
Milestone 1: Inception meeting	\$
Milestone 2: Presentation of a draft Interim Report based on sections 3.1-3.3 of this Scope	\$
Milestone 3: Presentation of a draft Business Case	\$
Milestone 4: Delivery of final Business Case	\$
Total Lump Sum Price	\$

Attachment A – Yamatji Nation ILUA area



Attachment B – Pink Lake Land



Attachment C – Lucky Bay Land

