

# BUNDANON

## **Development of Feasibility Study and Business Case for a Cultural Boat Tour from Nowra to Bundanon and surrounds.**

### **REQUEST FOR QUOTATION – Feasibility Study and Business Case**

This request for quotation (RFQ) overview is provided to specialised consultants interested in the **development of a Feasibility Study and Business Case** for a boat experience from Nowra to the newly opened Bundanon <https://www.bundanon.com.au/>.

#### ***Background***

Tourism is a key economic driver in the Shoalhaven. Tourism in the region has been significantly impacted by the 2019/20 Bushfires, COVID-19 and the recent storms resulting in declines in economic growth and job losses. It is anticipated that the new Bundanon museum and associated experiences will further enhance the South Coast as a premier tourism destination.

#### ***Bundanon Overview***

On 19 March 2022, the new Bundanon art museum officially opened its doors to the public: a \$34m gallery that becomes one of just eight National Collecting Institutions (NCIs) recognised by the Federal government.

Six of those eight institutions are in the nation's capital, including the Australian National Gallery and the Australian National Museum. Bundanon is the only NCI in regional Australia.

Perched on the shores of the Shoalhaven River, with Morton National Park as a backdrop, Bundanon is positioned to become a regional tourism destination. Bundanon is home to the historic homestead, Arthur Boyd's studies and the Bundanon Art Collection which comprises over 3,600 items with work by Arthur Boyd, Sidney Nolan, John Perceval, Joy Hester and Charles Blackman.

The Federal government (which contributed \$22.5m) and NSW government (\$10.3m) have invested in Bundanon as well as philanthropic contributions, with the vision of it becoming a regional tourism destination in its own right.

Rachel Kent left her position as the Museum of Contemporary Art's long-serving head curator to lead the Bundanon venture.

"I think this makes a really bold statement about this particular area; it is a serious investment in the south coast and the Shoalhaven Illawarra region," she said. "What it will do is offer a new vision around destination tourism."

Kent draws an ambitious comparison between Bundanon and world-renowned art destinations such as the Dia Beacon in upstate New York and Japan's cluster of art islands in the Seto Inland Sea, where art and architecture are embedded into the landscape.

Extracts from - <https://www.theguardian.com/culture/2022/feb/17/bundanon-art-museum-arthur-boyds-estate-reimagined-in-architectural-feat>

### ***Project Summary and Desired Outcome***

Bundanon Trust, in partnership with Regional NSW, Destination Sydney Surrounds South and Shoalhaven City Council requires consultancy services to develop a Feasibility Study and Business Case (including recommendations on business structure) to inform an EOI process for a commercial operation for a ferry service from Nowra to Bundanon.

There is one long road into Bundanon that can create a bottleneck. Due to predicted high levels of visitation, there is a recognised opportunity to run a ferry service from Nowra to Bundanon. This option will not only take pressure off road infrastructure and on-site carparking but also give visitors a different tourism experience. The opportunity to run from Nowra to Bundanon as well as incorporate tours from Bundanon should be explored as part of this project.

It is proposed the boat tour will:

- Provide an alternative entry and exit route to Bundanon
- Provide visitors with a cultural tour of the river and country
- Enable Aboriginal businesses to share their culture with visitors
- Result in job creation and economic growth for the region
- Result in visitor economy growth to the region and to Bundanon

### ***Project scope***

This project will include but is not limited to:

- Stage 1: Desktop review of domestic and international best practice case-studies
- Stage 2: Stakeholder consultation
- Stage 3: Development of a business case and feasibility

A broad outline of each stage is outlined below. Further detail will be provided upon commencement of the contract.

#### Stage 1: Desktop review

Conduct a desktop review of domestic and international case studies of approaches for delivering and operating the boat tour. Identify best practice and what could be suitable in the Shoalhaven. This includes First Nations owned and or operated business models.

The desktop review will also be required to include information regarding the regulatory environment under which the ferry would be required to operate, including approvals and licences.

#### Stage 2: Stakeholder consultation

Consult with relevant stakeholders as agreed in inception meeting.

#### Stage 3: Feasibility study and business case development

Develop a final feasibility study and business case.

- The business case will be informed by the findings of the desktop review and stakeholder consultations
- The business case will include:
  - o Rationale for investment
  - o Feasibility of and options to run a boat tour including regulatory and legal requirements such as licensing, boat sizes, maximum number of people on boat, approvals to run tours on public waterways, frequency of trips, number of passengers, cost per trip and other possible river experiences.
- Implementations and operational plan
  - o Proposed costs
  - o Industry, community, and stakeholder support
  - o Risks

#### Supporting information

Extensive visitation predictions and data will be provided.

#### ***Requirements, Timeframe and Milestone Payments***

The deliverables required are to be delivered in digital format via email to the Project Control Group (PCG). The deliverables are detailed below, please provide estimated delivery dates as part of the proposal.

The contractor must meet with the PCG at the commencement of the contract for an inception meeting. The contractor must provide project updates to the PCG on a weekly basis or as otherwise determined by the PCG.

The contractor is required to keep the PCG informed of progress, status of works and deliverables, and completions of key milestones and deliverables over the course of the work.

Formal reporting should occur at full completion of the draft business case, via a presentation to the PCG and other identified stakeholders, describing the process of the work, contents of the deliverables and key findings/recommendations.

The schedule of milestone payments is conditional upon the satisfactory acceptance of deliverables by the PCG.

Delivery period for the project is approximately 4 weeks, with a desired project completion of early May 2022.

#### ***Budget***

Between \$6,000 - \$10,000 (excluding GST) will be available for the Project Consultant, which is the allocation for this RFQ.

As a non-for-profit organisation (with support from both State and Federal Government) Bundanon's preference will be given to in-kind services if available.

The PCG will be responsible for facilitating support to the contractor, such as data, stakeholder access and further explanation of client requirements. This project may require travel for the Contractor and this will not be reimbursed by Bundanon. Any travel and accommodation costs must be included in the total fee in the Contractor's proposal.

### ***Mandatory Consultant Requirements***

The Consultants must:

- have an Australian Business Number or Australian Company Number
- hold Public Liability Insurance to a minimum of \$20 million
- hold reasonable Workers Compensation cover for their business size and nature

### ***Proposal Assessment***

Proposals will be assessed against the following criteria:

30%	Relevant experience in relation to feasibility and business case development
30%	Understanding of Ferry / Boat experiences and their link to visitor economy outcomes
20%	Understanding of the brief and demonstration of previous success with similar projects
15%	Value for money (not necessarily the lowest price)
5%	Location (ideally based in NSW, but not essential)

### ***Payment Schedule***

The payment schedule will be as follows:

- 20% on contract / statement of work execution and inception meeting
- 50% following conclusion of research, data analysis, stakeholder consultation and summary report
- 30% following review of draft documents and the receipt of final Feasibility Study and Business Case

### ***Submission and Contact Details***

Please provide your proposal and any relevant supporting documentation via email by 5pm **Sunday 10<sup>th</sup> April 2022** to:

Mark Johnson  
Chief Operating Officer  
Bundanon  
E: [Mark@bundanon.com.au](mailto:Mark@bundanon.com.au)  
M: 0408 647 397  
Please submit any questions via email.