



**NORTH CENTRAL**  
Catchment Management Authority

## **Invitation for Expressions of Interest (EOIs)**

### **Specification**

Provision of Communications and Marketing Services

to

The North Central Catchment Management Authority

Contract Number: 2014036

Date: October 2013

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# 1 INTRODUCTION

## Purpose

The North Central Catchment Management Authority (CMA) is seeking proposals from suitably qualified agencies, organisations or individuals (The Consultants) to provide communications and marketing expertise during times of peak workload.

We are seeking to appoint up to two preferred suppliers to support internal processes and staff for a two year period with the potential one year extension.

The purpose of this Specification Brief is to provide the basis for interested parties to prepare their submissions.

## Lodgment of Proposal

<b>HARDCOPY LODGMENT</b> – please provide <u>3 copies</u> .	
Note: please no folders, binding or plastic pockets, only staple in top left hand corner.	
Address:	PO Box 18  Huntly  Victoria 3551  OR  628/634 Midland Highway  Huntly  Victoria 3551
Information to be marked on package containing the EOI	Confidential  Attention: Vanessa Murray, Corporate Support Manager

## Timetable of Proposal

Activity	Date and Time
EOI issued:	2 October 2013
Closing Time:	2.00pm EST
Closing Date:	23 October 2013
<b>NO LATE PROPOSALS WILL BE ACCEPTED</b>	
Intended Completion of Evaluation:	13 November 2013
Intended formal notification of successful Consultants:	18 November 2013
Intended Execution of Agreement(s):	1 December 2013
Intended Commencement of Agreement	1 December 2013

## Structure of Expression of Interest

The EOI consists of the following parts:

- Specification – describes services and/or any other requirements in respect of which the North Central CMA invites expression of interest from interested persons.
- Proposed Contract - contains the terms and conditions in compliance with which the North Central CMA desires the services and or other requirements set out in the Specification, to be provided.
- EOI Specification Response – the response provided by interested parties. The response must address the requirements listed in section four of this specification.

## Evaluation of EOIs

EOIs will be evaluated against the Evaluation Criteria in Section 10.

Unless the Evaluation Criteria explicitly so require, the North Central CMA is not in any way bound to shortlist, to select as successful, or to accept the Quote offering the lowest price.

## Clarification of EOI

Where in the opinion of the North Central CMA, an EOI is unclear, the North Central CMA may seek clarification from the Consultant. Failure to supply clarification to the satisfaction of the North Central CMA may render the EOI liable to disqualification.

The North Central CMA is under no obligation to seek clarification of anything in an EOI and the North Central CMA reserves the right to disregard any clarification that the North Central CMA considers to be unsolicited or otherwise impermissible.

## **Short-listing**

The North Central CMA is in no way bound to include a short-listing stage in its evaluation process.

Should the North Central CMA choose to include a short-listing stage in its evaluation process, the North Central CMA is not, at any time, required to notify Consultants or any person or organisation interested in submitting an EOI.

## **DEFINITION OF TERMS**

The following definition of terms has been adopted for this specification document:

The 'Board' refers to the North Central Catchment Management Authority Board.

The 'North Central Region' refers to the whole area of the North Central Catchment Management Authority region.

'The Consultants' refers to those parties that submit proposals for carrying out the function detailed in this specification.

The 'Specification' refers to this document.

## 2 OVERVIEW OF THE NORTH CENTRAL CATCHMENT MANAGEMENT AUTHORITY

The North Central region is bordered by the Murray River to the north, the Central Highlands to the south and the Mt. Camel range to the east, and covers an area of approximately three million hectares (13% of the State of Victoria), with a population of about 200,000 people. Some 140,000 people live in 50 urban centres, ranging in size from about 100 persons in Marnoo, to almost 60,000 in urban Bendigo.

The region is comprised of the four major river catchments of Campaspe, Loddon, Avoca and Avon-Richardson. The Campaspe and Loddon rivers drain directly into the Murray River. The Avoca River drains into a series of terminal lakes and wetlands (the Avoca Marshes). During flood events it may drain to the Murray River, and by way of effluent stream channels to a further series of terminal lakes. The Avon-Richardson catchment is internally drained, with most surface water draining into Lake Buloke in the north of the catchment.

The region is agriculturally diverse. Irrigation areas cover much of the lower Loddon and Campaspe riverine plains, with horticulture and dairying as the main enterprises. Improved irrigation technology and tradable water entitlements have encouraged the rapid expansion of horticulture outside traditional irrigation areas. Dryland agricultural areas are characterised by broadacre land uses, such as cropping and grazing. Land close to the major centres is being increasingly developed for horticulture, viticulture, new and emerging agricultural commodities, and “lifestyle” farming. Intensive animal production industries are also represented.

The most intensive forest operations are concentrated in foothill forests and softwood plantations in the south. A range of products, including firewood, posts and poles, furniture timbers, honey and Eucalyptus oil, are obtained from forests and woodlands in the north.

Approximately 13% of the region is public land, with much of this reserved and managed for specific purposes including state and regional parks, flora reserves and reference areas.

The region was once Australia’s premier gold-mining area, and several gold-mining ventures are currently active, mostly in the Bendigo area.

### **3 North Central CMA'S BOARD**

The Board is responsible for the overall corporate governance of the NCCMA. This involves:

- The adoption and monitoring of corporate strategies, plans, policies and performance
- Review of senior management performance and remuneration
- Effective management and monitoring of major risks be that financial or other asset related risks
- Ensuring the business complies with the law and regulations, as well as conforming to high standards of financial and ethical behaviour
- The provision of an effective means of communication between the External Auditor, Internal Auditor, Management and other internal advisory committees

The Board meets monthly on a formal basis, with informal meetings in between to discuss specific issues and projects as required.

### **4 SCOPE & OBJECTIVES OF CONSULTANT**

In preparing a response to this Specification, Consultants should recognise, but not be limited by, the below criteria. Consultants will be required to demonstrate a proven track record in these areas. It is anticipated that the scope of the services to be provided will cover:

- Meticulously proofreading and editing a broad range of written material. It is anticipated that this service will be a major component of the contract.
- Coordinating, writing and preparing a range of reports and publications. This may involve working with North Central CMA staff and external designers to develop reports such as, but not limited to, the Corporate Plan and Annual Report.
- Liaising with stakeholders to write media releases and advertorials.
- Assist in coordinating events or facilitating workshops. The majority of events will be coordinated internally. It is anticipated and that this service will be a minor component of the contract.

In accordance with the above-stated scope it is expected that the Consultant will have the following:

- Qualifications and extensive experience in the communications, marketing and community engagement fields.
- Excellent written and verbal communication skills.
- Strong interpersonal skills.
- Ability to meet tight timeframes.

- Ability to provide these services for the period of the contract.
- Knowledge of the natural resource management industry would be beneficial.

The corporate department of the organisation estimates that its spend through the proposed contract is up to \$35,000 per annum. In addition, it is possible that internal project managers may utilise this arrangement for project purposes.

## 5 ROLE OF THE CONSULTANT

The role, authority and responsibility of the Consultant will comprise of as-needed support to internal communications and marketing, during peak workload periods.

## 6 STATEMENT OF REQUIREMENTS

REQUIREMENTS	Description of Requirements
Outputs	<ul style="list-style-type: none"> <li>• Refer to sections four and five</li> </ul>
Performance Measures	<ul style="list-style-type: none"> <li>• Quality and consistency of services provided must be in accordance with this Specification and North Central CMA requirements.</li> </ul>
Management of Contract	<ul style="list-style-type: none"> <li>• Designation of a Project Manager and a primary point of contact by the Consultant.</li> <li>• Invoices must be sent to the North Central CMA and addressed to the Corporate Support Manager at P.O. Box 18, HUNTLY VIC 3551.</li> <li>• Invoices must comply with North Central CMA account requirements, and include the following information: <ul style="list-style-type: none"> <li>➤ Purchase order or contract number</li> <li>➤ Project/job name</li> <li>➤ Itemised quantity and unit costs</li> </ul> </li> </ul>
Term of Contract	<ul style="list-style-type: none"> <li>• The term of this Contract shall be from 1 December 2013 to 1 December 2015</li> </ul>



## **7 CONSULTANTS PROPOSAL & DOCUMENTS**

Proposals will need to clearly demonstrate that the Consultant has the necessary capacity, skills and experience to achieve the EOI objectives.

### **Compliance to Specification**

- Provide details of the Consultant's compliance to the Specification. Clearly identify any areas where the Consultant does not comply.
- An interpretation of the Consultant's understanding of the services required.

### **Knowledge of and experience in the industry**

- Demonstrated knowledge and experience in the industry, in particular as it applies to the type of work expected in this Specification.

### **Staff Resources**

- The name of the designated Project Manager and primary point of contact.
- Experience, qualifications and technical skills of the staff who are proposed to provide the required services, including all sub consultants.

### **Previous and current work**

- Outline of the range of similar services that the Consultant has undertaken.
- Demonstrated ability to deliver the agreed outcomes within time constraints.

### **Costs**

- The proposal from the consultant shall include the cost of all services provided by the Consultant. This will include but is not limited to, hourly/daily rates and any other expenses incurred by the Consultant and how they will be billed to the Authority.

### **References**

- Provide the names of at least two referees who may be contacted in respect to previous relevant work.

### **Conflict of Interest**

- Provide details of any interests which may or do give rise to a conflict of interest.
- Provide details of any strategy for preventing conflicts of interest.

## **8 TERMS OF ENGAGEMENT**

Terms of engagement shall include the following:

- The terms of engagement will be based on the conditions in the North Central CMA Contract to carry out communications and marketing services.
- The Consultant will be required to enter a contract with the North Central CMA. The contract will contain costs of all components of the EOI.
- This Specification and the Consultant's Proposal will form part of the contract documentation.
- The Specification will be clarified and refined as necessary with the successful Consultant.
- Fees shall include the cost of all services provided by the Consultant, attendance at meetings and all expenses incurred by the Consultant.
- Any variation to this Specification shall be agreed between the North Central CMA and the Consultant prior to engagement, or if changes within the terms of the Specification are required during the service period, these shall be as agreed by the North Central CMA and prior to the relevant work being undertaken by the Consultant.
- All reports and documents produced in conformity with the Specification shall be the property of the North Central CMA and shall remain strictly confidential until such time as the North Central CMA stipulates.

### **Audit of and other access to Consultant's records**

The Consultant shall permit an accountant, auditor or North Central CMA employee on behalf of the North Central CMA from time to time during ordinary business hours and upon reasonable notice, to inspect and verify all records maintained by the Consultant for the purposes of this Agreement. The Consultant, its servants, agents and subcontractors shall give all reasonable assistance to any person authorised to undertake such audit or inspection. Any information provided or to which an accountant or auditor has access under this clause shall be treated as confidential information and shall not be used other than for the purposes of this Agreement or disclosed other than as required at law or to meet any requirements of the Parliament of Victoria.

### **Confidentiality Obligations**

The confidentiality obligations of the parties shall not extend to:

- (a) Information already in the public domain other than due to a breach of this Agreement;
- (b) Any disclosure required by law;
- (c) Any disclosure reasonably required in order to comply with a request for information made by the Auditor-General for Victoria.

## 9 LOCATION AT WHICH SERVICES WILL BE PROVIDED

Whilst the services referred to in this Specification will be required within the bounds of the area indicated in Figure 1: Map of the North Central CMA region (below), a majority of the services are to be provided at the North Central CMA offices located at Midland Highway, Huntly.



Figure 1: Map of the North Central CMA region

## FURTHER INFORMATION

Consultants requiring further information can contact Vanessa Murray, Corporate Support Manager, at the North Central CMA on (03) 5448 7124 or via email [vanessa.murray@nccma.vic.gov.au](mailto:vanessa.murray@nccma.vic.gov.au).

## 10 EVALUATION CRITERIA

EVALUATION CRITERIA	WEIGHTINGS
1.1 Compliance to Specifications	20
1.2 Capacity to Deliver	20
1.3 Past Performance and Current Work	25
1.4 Customer Service	10
1.5 Value for money	25
<b>Total</b>	<b>100</b>