

Project Brief

Expressions of Interest

Tender for Consultancy Services

National Trust of Western Australia property brochures

Closing date: 5.00 pm Wednesday 24 March 2021



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Author:

This consultant brief was prepared by an officer of the National Trust of Western Australia

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Introduction:

The National Trust of Western Australia [the National Trust] seeks expressions of interest from suitably experienced consultants to research, write and manage the design and printing of property brochures for visitors for seven National Trust places.

The National Trust aspires to awaken the community to the value of heritage. It is a statutory authority that works under an Act of Parliament, and is also recognised as a not for profit, community based organisation and a registered charity. The National Trust works both for Government and for the community.

Background:

The National Trust manages over 60 properties across the state. A number of these are open to the public for viewing, others are leased on a commercial or cost recovery lease and others are waiting for funding to realise their potential.

There is a desire to have a simple property brochure to introduce the key themes and stories to paying visitors to our places open for a heritage experience. Over the years a number of versions of the property brochure have been developed reflecting the approach taken to the presentation of those places at the time.

The National Trust has received funding through Lotterywest to review property brochures and prepare a more contemporary product reflecting the aspirations of the Trust in relation to the visitor experience. The property brochure typically includes a cover page, a basic text of approx. 500 words introducing the history of the site including its Aboriginal connections, a plan of the site, images and basic information about the Trust. This project provides the opportunity to review the existing approach and ensure an engaging but informative welcome and souvenir of the site.

It is not anticipated that further primary research will be needed to prepare these documents as there are a number of documents which provide the necessary information ranging from conservation and interpretation plans to previous property brochures and booklets.

The design of the brochures will be guided by National Trust style manual.

Properties included in this project include

Ellensbrook, Margaret River

Old Observatory, West Perth

Old Blythewood, Pinjarra

Samson House, Fremantle

Strawberry Hill, Albany

York Courthouse Complex, York

Wonnerup, Busselton

Project Aims:

The National Trust wishes to provide a well-considered experience for those who work in and visit National Trust places that will contribute to their understanding of the heritage values associated with them. Through connecting audiences with stories it is possible to reveal unexpected insights

into a place and its people that many have not previously considered or otherwise take for granted.

The property brochure project will support the National Trust's work in communicating the values of its places and increase community engagement.

Project Scope:

The consultants will:

- review existing brochures for the identified properties
- review existing relevant primary and secondary sources
- confirm the approach (content and design) to the property brochures which provides consistency but allows for the nuances and character of individual properties to be recognised and is within the National Trust's brand guidelines
- prepare draft text, including any proposed maps, plans and images for approval by NTWA staff
- prepare design options for consideration and confirmation
- manage preparation of final art work and printing of brochures
- editable design files to be available to the National Trust for future use.

Copyright:

Copyright of all original material produced during the course of the project will remain with the National Trust of Western Australia. Permission to use already copyrighted material must be obtained and appropriately acknowledged.

Project Timing:

This project will commence as soon as possible on appointment and will be due for completion by the end of May 2021.

Insurance Requirements:

The consultants are expected to hold Professional Indemnity Insurance to the value of \$5 million and Public Liability Insurance to the value of \$10 million.

Key References:

A range of documents are available for each property including conservation and interpretation plans, previous site booklets and brochures, tourist brochures and the like.

Project Budget:

The budget for the project, including research, content preparation, design and printing is \$6000 ex gst.

Submissions should itemise expenditure of the various elements against this budget.

Form of Contract:

National Trust short form contract for consultancy/contract services. NOTE: Payment terms are 30 days from acceptable completion of work being invoiced.

Information Required:

Submissions should demonstrate the applicant's knowledge, expertise and experience in projects of this nature, particularly in relation to heritage places.

Submissions must be limited to 10 pages and will be evaluated against the following criteria:

1. Response to the brief and proposed approach to the project
2. Demonstrated expertise and experience of the various members of the team in relation to the project
3. Understanding of the tasks and outcomes, particularly in relation to the requirements of heritage places
4. Value for money

The following details must be included within the submission:

- Name of the consultants, business address and relevant contact details
- Details of services offered
- Availability for work within the identified timeframe
- Confirmation of total fee including travel and other disbursements
- Hourly rates for any additional works outside the agreed scope
- Names and contact details of two referees who have had recent dealings with the consultant for similar work
- Levels of professional indemnity and public liability insurance and the name of the company that holds the policy

Submissions:

All submissions should be clearly marked 'National Trust of Western Australia property brochures' and submitted no later than 5pm Wednesday 24 March 2021 at the following address:

National Trust of Western Australia
The Old Observatory
4 Havelock Street
WEST PERTH WA 6005
Email: trust@ntwa.com.au

Email proposals received by the nominated closing date and time will be accepted provided that they are completed, signed, legible and include all necessary information required to be submitted as part of the proposal.

Project Manager:

Anne Brake, Senior Manager, Marketing and Community Services

Telephone: 9321 6088 Email: anne.brake@ntwa.com.au

The Trust acknowledges its properties are situated on Aboriginal land across the state and recognises Aboriginal people remain the cultural and spiritual custodians of their land and continue to practise their values, languages, beliefs and knowledge. The Trust is committed to working with Aboriginal people to ensure these practices are recognised and included in the conservation and interpretation of its properties, and that Aboriginal people are consulted and involved in the development of Trust projects and programs.