

This document supersedes Clause 2.5 (b) of the City of Karratha's Expression of Interest document (EOI 29-15/16).

## 1.1 Scope of work

Provision of visitor information services in the form of:

- a) A friendly and professional face to face welcome with a consistently high quality, unbiased, free information service to provide visitors to the City of Karratha with insights into the region and distribute information about tourist product available in the region.
- b) A comprehensive range of local, regional and state wide brochures, maps and directional information both in hard copy and available electronically;
- c) Information and booking services for accommodation and tours;
- d) Information on attractions, events, retail outlets, local services, road conditions and transport options;
- e) A web presence and digital strategy to educate and attract visitors to the local area;
- f) 24-hour access to information, emergency contact numbers and accommodation options.
- g) Availability of quality souvenirs/merchandise appropriate for the region.
- h) Is open to the public 7 days a week, Monday to Friday from 9am-5pm and weekends and public holidays (excluding Christmas Day and Good Friday) a minimum of three hours between 9am-5pm.
- i) Employs an appropriate number of staff experienced in visitor servicing, tourism or other relevant service delivery area.
- j) Visitor information services to be operated within the Karratha CBD and a presence at a location in either Roebourne, Wickham or Point Samson as a minimum with the proponent to specify venue/s and other additional venues within the municipality.

### 1.1.1 Specific requirements of the contract

- a) It is desirable that provision of visitor information services meet the following:
  - i. Display high profile signage clearly displaying opening hours.
  - ii. Adequate parking available for coaches (>15m), 4WDs (>5.5m), caravans and recreational vehicles (>10m) with width (>2.7m) in close proximity.
  - iii. Provision of water for visitors.
- b) Karratha Visitor Centre must maintain all licences, permits and certificates throughout the duration of the contract.

### 1.1.2 Cost Breakdown

The Karratha Visitor Centre will be funded by \$791,250 for two years for the provision of Visitor Information Services as follows:

Visitor Information Services	Year 1	Year 2
Karratha <i>includes provision for three (3) Booths</i>	\$350,000	\$350,000
Roebourne	\$45,625	\$45,625

### 1.1.3 Key Performance Indicators

Key area	Link the City's RFQ Scope	Proposed KPIs	Target	Reporting
<b>A. Customer Service</b>	1. Visitors of the City of Karratha are provided with accurate and up to date information about tourist products available in the region.	a) Increase in the number of visitors to manned locations.	<ul style="list-style-type: none"> <li>• Increase of 5% to the average number of visitors currently reported by KVC.</li> <li>• 5% increase in the number of visitors to the Roebourne area.</li> </ul>	Quarterly
	2. Visitors would be provided with an impartial, high quality and punctual service.	b) Customer satisfaction	<ul style="list-style-type: none"> <li>• Customer satisfaction surveys being designed and disseminated every quarter on visitors through KVC website, Facebook page and unmanned locations.</li> <li>• Maintain total satisfaction degree of 80% of the total number of people taking the survey with a rating between 4 and 4.5. The number of visitors taking survey shouldn't be at least 10% of total number of visitors.</li> <li>• Receiving testimonials of visitors and promoting them through social media.</li> </ul>	Quarterly
		c) Member satisfaction	<ul style="list-style-type: none"> <li>• Satisfaction surveys designed for the purpose of capturing the satisfaction of members.80% satisfaction rate should be shown.</li> <li>• A procedure for dealing with complaints set by organization.</li> <li>• A log of the complaints and how they were addressed should be kept and reported.</li> </ul>	Yearly
		d) Complaint mechanism	<ul style="list-style-type: none"> <li>• A procedure for dealing with complaints set by organization.</li> <li>• A log of the complaints and how they were addressed should be kept and reported.</li> </ul>	Yearly

Key area	Link the City's RFQ Scope	Proposed KPIs	Target	Reporting
<b>B. Promotion and Information</b>	1. A comprehensive range of local, regional and state wide brochures, maps and directional information in hard copy and electronically.	a) Supply and manage the distribution of brochures and other up to date, relevant information on the district to relevant tourism operations in WA and interstate as required.	<ul style="list-style-type: none"> <li>Supply a list of tourist operators receiving brochures.</li> </ul>	Yearly
		b) In conjunction with others, develop and maintain the 'Pilbara Coast Holiday Planner'.	<ul style="list-style-type: none"> <li>Karratha tourist areas and business are well presented in the planner with up to date information and pictures.</li> </ul>	Yearly
		c) Develop and operate major marketing/promotional activities and/or events per annum.	<ul style="list-style-type: none"> <li>12 activities and events organized per year.</li> <li>Number of people who attended events.</li> <li>Satisfaction of customers and members should be reported.</li> <li>Events and activities should aim at raising the tourism profile of the City of Karratha.</li> </ul>	Quarterly
		d) Acknowledgement of the City as principal sponsor in all promotional material.	<ul style="list-style-type: none"> <li>City of Karratha contribution has to be acknowledged in all events and promotion materials through banners and logos.</li> </ul>	Quarterly
<b>C. Digital Presence</b>	2. A web presence and digital strategy to educate and attract visitors to the local area.	a) KVC website regularly updated providing visitors with information on different tourism aspects of the City of Karratha and regions solely.	<ul style="list-style-type: none"> <li>Increase in the number of website visits. (website hits).</li> <li>Increase in the number of bookings done through the website.</li> </ul>	Quarterly
	3. 24-hour access to information, emergency contact numbers and accommodation options.	b) App development and upgrades.	<ul style="list-style-type: none"> <li>Rating and reviews on the app indicating majority rating of 4.</li> </ul>	Quarterly

Key area	Link the City's RFQ Scope	Proposed KPIs	Target	Reporting
<b>D. Industry Liaison/Input</b>	1. Information and booking services for accommodation and tours.	a) Increase in tour sales revenue compared to 2016.	<ul style="list-style-type: none"> <li>\$10,000 per annum</li> </ul>	Quarterly
	2. Information on attractions, events, retail outlets, local services, road conditions and transport options.	b) Increase in accommodation bookings compared to 2016.	<ul style="list-style-type: none"> <li>20,000 per annum</li> </ul>	Quarterly
		c) Increasing in number of members.	<ul style="list-style-type: none"> <li>10% increase in members.</li> </ul>	Quarterly
		d) Evidence that members are being regularly updated on Tourism related programs, projects and initiatives within the District	<ul style="list-style-type: none"> <li>Information populated through regular correspondences with members or member newsletters.</li> </ul>	Quarterly
		e) Engagement with the City on Tourism and visitor servicing related initiatives.	<ul style="list-style-type: none"> <li>Attending the tourism advisory group meetings</li> </ul>	Quarterly f2f with report
<b>E. Service Standard</b>	3. Visitor information services to be operated within the Karratha CBD and regions.	a) Service 100% operational.	<ul style="list-style-type: none"> <li>Service provided during agreed hours.</li> <li>Premises accessible to people with special needs.</li> <li>Hygiene is highly considered in both Karratha and Roebourne facilities.</li> <li>Water provided to visitors.</li> </ul>	Quarterly
		b) Maintenance of accreditation.	<ul style="list-style-type: none"> <li>All accreditation and licenses required being sought including the airport permission for the booth.</li> </ul>	Yearly
<b>F. Governance and Financial Performance</b>		a) Develop, maintain and submit an organisational strategic plan and operational plan.		Yearly
		b) Regular Board Meetings held in accordance with constitution.	<ul style="list-style-type: none"> <li>Operation and financial performance</li> </ul>	Quarterly
		c) Monthly financial statements including income and expenditure with explanation of any variances of +15%.	<ul style="list-style-type: none"> <li>Reporting on strategic issues impacting visitor servicing.</li> </ul>	Quarterly