



Shire of Collie

Request for Quote (RFQ)

Project Brief – Economic Development & Tourism Strategy and Action Plan

SUBMISSION DETAILS

Request for Quotation	Collie Economic Development & Tourism Strategy – Develop a 2026-2028 Strategy with corresponding Action Plan
Deadline	3:00pm (AWST), Thursday 19 March 2026
Address for Delivery	colshire@collie.wa.gov.au 87 Throssell Street, Collie WA 6225

CONTACT

Project Lead (Internal) – First Contact

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Project Lead (Internal) – Second Contact

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1. BACKGROUND

The Shire of Collie (Shire) Tourism Marketing Strategy & Destination Management Plan was completed in 2021, with many of its actions successfully implemented, contributing to Collie's recognition as a tourism destination. It is not intended that the Tourism Marketing Strategy will be renewed but rather have a tourism component within the Economic Development & Tourism Strategy.

However, the regional environment has evolved, with new opportunities, challenges, and community/stakeholder expectations emerging. To ensure Collie remains future-focused, this project will deliver a new Economic Development & Tourism Strategy & Action Plan that integrates tourism with broader economic development priorities.

To maintain momentum and ensure a coordinated approach, a new Strategy is required with a renewed focus to incorporate economic development as well as tourism, and the creation of a two-year action plan for the Shire of Collie and the broader business community to align with current committed funding.

The Shire of Collie is seeking a suitably qualified consultant to develop an Economic Development & Tourism Strategy and Action Plan to guide the next stage of Collie's economic and tourism journey, with a corresponding two-year Action Plan for implementation.

1. BACKGROUND

The development of a new Strategy and Action Plan is financially supported through our partnership with South32 Worsley Alumina and aligns with the Shire's Corporate Business Plan and Community Strategic Plan.

A further review is anticipated in 2028.

2. PROJECT OBJECTIVES

The consultant will be engaged to:

- Review outcomes of 2021 Tourism Marketing & Destination Strategy and former Council report outlining progress against actions.
- Review Collie's economic profile, key indicators, forecasting and existing strategies.
- Hold an inception meeting with Tourism & Economic Development Coordinator; Director Development Services and CEO to discuss and agree on outputs, timeframes (including milestones) and project methodology.
- Undertake substantive local consultation with stakeholders, operators, community, and government partners through face-to-face; online; phone; email and provide a report summary of the consultation.
- Develop a Strategy that considers current market trends, economic opportunities, and visitor needs, the Shire of Collie's role, available budget and the roles and responsibilities of stakeholders.
- Develop a clear, prioritised two-year Action Plan (July 2026–June 2028) with timeframes, responsibilities, resourcing, and reporting milestones. Action Plan is also to include monitoring and evaluation framework that has measurable KPIs and suggested analytics/data indicators for assessment.
- Ensure alignment with regional and state strategies, including the: Collie Just Transition Plan; South West Regional Futures; South West Development Commission Strategic Plan; Australia's South West Destination Management Plan; and Tourism WA's WAVES 2033. (See 9. Reference Documents).

3. SCOPE OF WORK

The consultant will be expected to deliver the following activities:

- Familiarisation of the 2021 Tourism Strategy and progress to date (detailed in past Council Report)
- Review Collie's economic profile, key indicators, forecasting and existing strategies
- Inception meeting with the Shire of Collie
- Briefing presentation to the Tourism & Economic Development Committee providing an overview and works to be completed
- Stakeholder forum and consultation, including:
 - Minimum two locally facilitated forums/workshops in Collie
 - Online community/business surveys
 - Phone or Online Interviews with key stakeholders (if not completed during the forums) with: Collie Visitor Centre; Collie Chamber of Commerce & Industry; Key Local Businesses; Broader Industry; Department of Biosecurity, Conservation & Attractions; Australia's South West; South West Development Commission; Collie Delivery Unit; Regional Development Australia South West; Members of the Tourism & Economic Development Committee.
 - Report summary of the Consultation Findings from Stakeholder Engagement
 - Workshop with the Shire on findings.

3. SCOPE OF WORK

- First Draft Strategy and Action Plan
 - Presentation to the Shire on the First Draft – Review and Feedback provided
- Final Draft Strategy and Action Plan
 - Update strategy based on feedback provided
- Presentation - Online/in-person presentation on the Strategy and Action Plan to Council
- Final Strategy and Action Plan
 - Update based on submissions from public advertising. Final documents are to include:
 - One-page Summary
 - Economic Development & Tourism Strategy (2026–2028)
 - Two-year Action Plan with Evaluation indicators

4. DELIVERABLES

The following deliverables are required:

- Review of the 2021 Tourism Strategy and Council Report
- Economic Profile of Collie
- Inception Meeting with the Shire of Collie
- Presentation to the Tourism & Economic Development Committee
- Stakeholder Forums; Interviews and Engagement
- Report summarising consultation findings and workshop with Shire on results
- One-page Summary of Strategy
- First Draft Economic & Tourism Development Strategy (2026–2028)
 - Introduction and About the Strategy – Purpose, Scope and Vision
 - Economic Profile of Collie
 - Strategic Considerations, Environment Scan and SWOT
 - Strategic Framework
- First Draft Action Plan (2026–2028)
 - Including Monitoring & Evaluation Framework (with suggested analytics/data indicators for assessment)
- Presentation to the Shire on First Draft
- Final Draft Strategy and Action Plan
- Presentation to Council on the Strategy and Action Plan
- Final Strategy and Action Plan

5. PROJECT TIMELINE

March 2026	Request for Quote (RFQ) Issued
19 March 2026	Quotes Due
March 2026	Consultant Appointment
7-10 April 2026	Inception Meeting with Shire of Collie
April 2026	Review of 2021 Strategy & Council Report
	Economic profiling of Collie
	Stakeholder Forum and Consultation
May 2026	First Draft Strategy & Action Plan Submitted
	Presentation to Shire on First Draft
	Review and feedback provided
	Final Draft Submitted
9 June 2026	Consultant Presentation to Council (if required)
June 2026	Public Advertising
June 2026	Final Strategy & Action Plan (inclusive of public submissions)

6. BUDGET

A reasonable budget is available for this project. Please quote inclusive of all consultant fees, travel, facilitation, and incidental costs.

Please specify whether graphic design costs for the final documents are included or provide them separately.

7. PROPOSAL REQUIREMENTS

Quotes should include:

- Your proposed approach to the project, including the methodology for delivery and consultation and incorporating client feedback
- Proposed work plan and timelines
- Capability and relevant project experience (provide examples), including what team members will be working on the project
- Breakdown of fees, including the number of hours allocated

8. EVALUATION CRITERIA

Quotes will be assessed on the following criteria:

- Relevant experience and demonstrated outcomes from the examples provided
- Quality of methodology and approach
- Value for money
- Capacity to deliver within the timeline

Shortlisting and interviews may/may not occur, based on responses.

9. REFERENCE DOCUMENTS (FOR VOLUNTARY REVIEW)

Internal

- [Collie Tourism Marketing Strategy and Destination Management Plan](#) – Commissioned by the Shire of Collie in 2020 and completed by DTM Tourism in 2021.
- [Collie Tourism Marketing Strategy and Destination Management Update Report](#) – Completed by the Shire of Collie Tourism & Marketing Coordinator and presented to Council in June 2025.

External

- [Collie Just Transition Plan 2026-2030](#)
- [Economic Development Action Plan for Collie and Bunbury Regions 2020-2026](#)
- [Regional Development Australia South West SW Futures 2025-26](#)
- [Australia's South West Strategic Plan](#)
- [Australia's South West Destination Management Plan](#)

The Shire will assistance with access to the other informing documents to the successful applicant.