

11 April 2024

## Request for Proposal

### Review of Destination Management Plan

Richmond Valley Council is inviting qualified consultants to submit proposals for the review of its destination management plan. Council is committed to enhancing the sustainable development and management of its destination, ensuring economic, social, and environmental viability.

The Richmond Valley is located in the heart of a rich agricultural belt and embraces the towns of Broadwater, Casino, Coraki, Evans Head, Rappville and Woodburn, and other delightful coastal and hinterland communities.

Visitors to the Richmond Valley have unlimited options and offerings of diverse experiences. These include four-wheel driving, camping, bushwalking, photography, birdwatching, and water activities such as fishing, boating, skiing, kayaking and paddle boarding.

The Valley is full of vibrant festivals throughout the year, such as the Primex Field Days, the Casino Beef Week Festival, Casino Truck Show, the Coraki Assault Water Ski Race, the Woodburn Riverside Festival and the Evans Head Fishing Classic and Evans Head Malibu Classic.

In line with other North Coast local government areas, the Richmond Valley visitor economy has been growing incrementally over the past five years. Tourism is estimated to contribute \$78 million direct visitor expenditure to the Richmond visitor economy per year. Domestic daytrips account for 59 percent of visitors to the region and domestic overnight visitors account for 40 percent of visitors. Increasing direct visitor expenditure and overnight visitation is, therefore, important to growing the area's visitor economy.

The primary objective of this review is to evaluate the effectiveness of the current destination management plan and propose strategic recommendations for its enhancement. Specifically, the review should focus on the following areas:

- Development of a revised destination management framework with clear goals, objectives and action plans.
- Assessment of the destination's carrying capacity and sustainability.
- Identification of opportunities for diversification and product development.

The scope of work for the review shall include, but not limited to:

- Conducting stakeholder consultations and workshops.
- Identifying key issues and opportunities.
- Developing a comprehensive report with findings and recommendations.

Interested consultants are requested to submit proposals addressing the following:

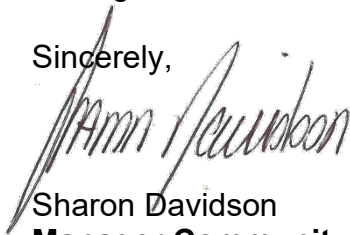
- Relevant experience in destination management and tourism planning.
- Methodology and approach for conducting the review.
- Proposed timeline and deliverables.
- Budget proposal, including all costs associated with the review.

Proposals must be submitted electronically no later than Friday 26 April to [sdavidson@rvc.nsw.gov.au](mailto:sdavidson@rvc.nsw.gov.au)

For further information please contact me anytime on 0419 401 214.

We look forward to receiving your proposal and working together to enhance the management and sustainability of our destination.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sharon Davidson', written over a light blue horizontal line.

Sharon Davidson  
**Manager Community Connection**