



**LANDCORP**

**REGIONAL CENTRES DEVELOPMENT PLAN**

**PHASE 2 – REGIONAL CENTRES**

**REGISTRATION OF INTEREST FOR  
SPECIALIST CONSULTANCY  
SERVICES:  
GROWTH PLANS**



**LANDCORP**

## REFER ENQUIRIES BY EMAIL TO:

Name:	Holly Stanley
Email:	<a href="mailto:Holly.Stanley@landcorp.com.au">Holly.Stanley@landcorp.com.au</a>

## REGISTRATION OF INTEREST (ROI)

All registrations of interest are to be made by providing the required information using the following web address:

[www.landcorp.com.au/Our-Work/Regional-Centres/](http://www.landcorp.com.au/Our-Work/Regional-Centres/)

## TIMETABLE

ROI issued	October 2015
Briefing	N/A
End of period for clarification	N/A
Closing date	This ROI will remain open and current until 31 December 2016

## THE STRUCTURE OF THIS BRIEF

**Section (1) Introduction** provides an overview of the opportunity presented in, and the objectives of this Brief;

**Section (2) Background** contains background information associated with the Project;

**Section (3) Specification** describes the Services related to this registration of interest;

**Section (4) Registration Details** specifies the information to be provided by the consultant

## DISCLAIMER

The information contained in this document is general in nature and provided as reference material only. It should not be relied upon by Registrants if invited to participate in further procurement processes. Registrants should not rely upon their participation in this ROI process in order to be informed of opportunities in relation to Regional Centre Development Plans.

# SECTION 1 - INTRODUCTION

## THE OPPORTUNITY

LandCorp is assisting the State Government, in particular the Regional Development Council and the Department of Regional Development, in delivering Regional Centres Development Plan Phase Two – Regional Centres (RCDP2) in collaboration with the respective Regional Development Commissions and Local Authorities.

In broad terms RCDP2 supports the long term economic and population growth of the Regional Centres and SuperTowns identified in the Western Australian 2013 State Planning Strategy. In addition, and also the subject of this Registration of Interest, it involves the preparation of Growth Plans for nine Regional Centres and their catchment areas. The first four Regional Centres are Broome, Greater Bunbury, Geraldton and Kalgoorlie. In the second stage of the process Growth Plans will be prepared for the Regional Centres of Albany, Busselton, Carnarvon, Kununurra and Mandurah.

Growth Plans are “place-based” socio-economic development strategies that address a Regional Centre and its catchment area, and provide a vehicle for communities to set the direction for their future growth. The aim of a Growth Plan is to strengthen a Regional Centre’s strategic positioning, attract business and investment, support the growth of competitive industries, and build a better place to live for existing and new residents. In addition, each Regional Centre will be able to develop a place brand and a marketing prospectus to support marketing of the opportunities to live, work and invest that are identified in the Growth Plans.

Growth Plan Partnerships have been established in Broome, Greater Bunbury, Geraldton and Kalgoorlie and are responsible for developing and implementing Growth Plans. Development of Growth Plans will commence in October 2015 and conclude in October 2016, and work will be coordinated by an already appointed Lead Growth Plan Consultant (the "Lead Consultant") for each. The Lead Growth Plan Consultant will rely on specialist advice delivered by various subject matter experts (the "consultant(s)").

**LandCorp is now seeking Registrations of Interest to establish a register of consultants that may be suitable to deliver the core specialist services needed to prepare a Growth Plan. The register will be a non-exclusive register (meaning that consultants not on the register but considered suitable may also be used) and will be active until completion of the project (expected to be October 2016), but may be extended beyond that date. The purpose of the register will be to establish a database of consultants that may be approached to provide quotes to undertake specific tasks during the course of the development of the Growth Plan if the consultants experience and capability suits the specified tasks. Consultants should be aware that addition to the register will not guarantee work, as the scope of work will be matched to consultant/s with the most suitable skills, their availability and capacity at the time.**

Please also note the register is non-exclusive and other consultants, not included in the register of specialist services, may be procured throughout the life of the project. The use and selection of such other specialist services consultants shall be at LandCorp's sole discretion.

The complete list of specialist consultant categories can be found on the ROI website which is [www.landcorp.com.au/Our-Work/Regional-Centres/](http://www.landcorp.com.au/Our-Work/Regional-Centres/)

The consultants should initially be available to provide services during the period November 2015 to October 2016, and then as needed thereafter.

Further detail outlining the scope of work is set out in the Scope of Services in Section 3.

# SECTION 2 - BACKGROUND

## 2.1 REGIONAL CENTRES DEVELOPMENT PLAN (RCDP)

The Western Australian State Government has developed a strong vision and agenda for the growth of Western Australia’s Regional Centres and SuperTowns, and is reinforced through the State Planning Strategy and Regional Investment Blueprints (Blueprints), and through Pilbara Cities and the RCDP.

Regional Centres and SuperTowns are critically important to the Western Australian economy, providing a focal point for economic activity and opportunity across a range of industries. As the Western Australian economy moves to a new phase of growth, an established, resilient and growing network of Regional Centres and SuperTowns will improve the capacity of the state to respond to economic transitions and service regional communities.

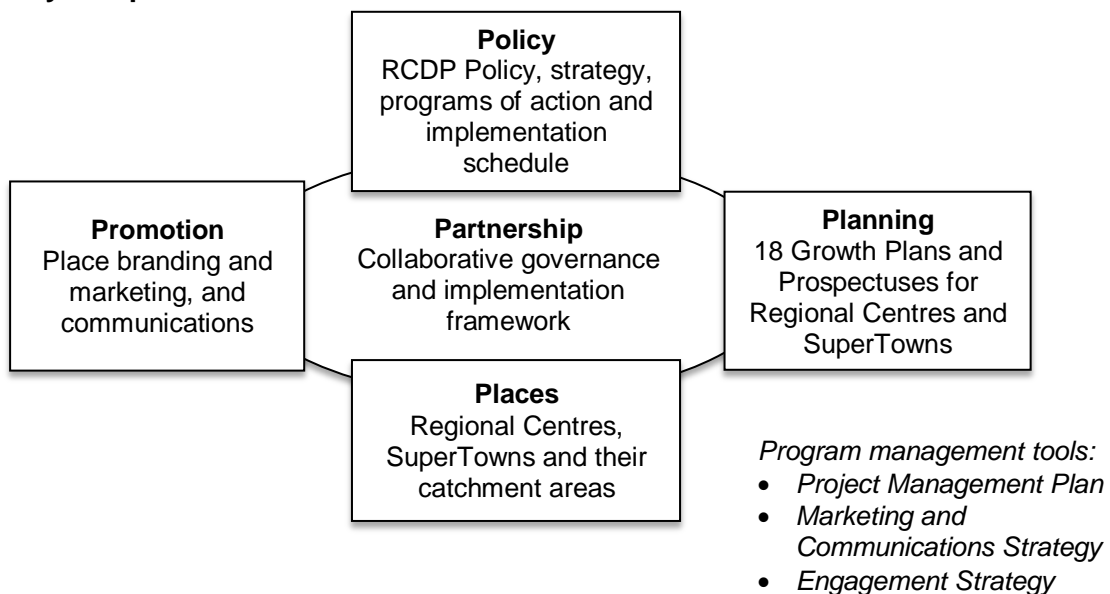
The RCDP responds to the notion that Regional Centres and SuperTowns must be “Ready for Business” and aims to enable those centres to maximise their potential. Each centre boasts a different set of competitive advantages and a different pathway to sustainable growth. In every case however, there is an imperative to identify the best opportunities to attract business, investment and skilled workforce, and to position local communities and economies to realise these opportunities.

To turn these aspirations into reality, local decision-makers and businesses must be supported to assess their capacity and capability, identify barriers blocking economic development, and formulate robust, authoritative economic development strategies through their Growth Plans to set a clear, agreed development agenda. To support this place based approach, RCDP facilitates collaborative action across multiple levels and sectors.

RCDP provides regional communities with the tools to plan for and promote their economic growth and to embed a more advanced, strategic and integrated approach to economic development across Western Australia.

Accordingly, the expansion of RCDP through RCDP2 now facilitates activity across Western Australia at program and local levels, and provides the opportunity to leverage the advantages of regional centres as a network. Figure 1 illustrates the key components of RCDP, some of which will be delivered through RCDP2.

**Figure 1 – Key components of the RCDP Framework**



The development of the Policy and the implementation framework as a first step provides the opportunity to set a clear direction and approach and promote buy-in to a unified agenda. It also ensures program stakeholders have a clear understanding of the role of a Growth Plan and how to apply it effectively to attract business and investment from a variety of public and private sources.

## 2.2 RCDP Vision and Strategic Objectives

Western Australia's network of competitive, growing and resilient strategic regional centres will continue to grow and diversify with each one offering unique opportunities for the State, its regions and people to flourish.

Driven by their talented people, these centres will achieve growth by building on their competitive and collaborative advantages to realise global opportunities. Strategic regional centres will be empowered, innovative and globally engaged, placing them in a strong position to lead and support long run regional growth with the support and enabling action of the Western Australian Government.

### Objectives

Three objectives have been identified to realise the vision for strategic regional centres.

They are:

- |  | Performance measures  |
|--|---|
| 1. Strengthen the capabilities of Western Australia's strategic regional centres to drive long run investment, business and employment growth. | <ul style="list-style-type: none"><li>• Business Growth</li><li>• Investment Growth</li></ul>     |
| 2. Accommodate regional population growth that is generated by Western Australia's long run economic growth.                                   | <ul style="list-style-type: none"><li>• Population Share</li><li>• Population Retention</li></ul> |
| 3. Support the efficient and effective delivery of the Western Australian Government's regional development effort in investment.              | <ul style="list-style-type: none"><li>• Project Delivery</li><li>• Leveraged Investment</li></ul> |

## 2.3 RCDP2 DELIVERABLES

To support continuation and expansion of RCDP, the RCDP2 project will deliver the following through various partnerships with consultancy support where required:

1. Program Management Tools
  - 1.1. Project Management Plan
  - 1.2. Marketing and Communications Strategy
  - 1.3. Engagement Strategy
  - 1.4. Collaborative governance structure
2. A policy and an implementation framework, which provides a platform to support regional centre growth and the development and implementation of complementary Growth Plans, and includes:
  - 2.1. Growth Plan Toolkit (including a standard implementation schedule template and prioritisation tool) and training module, which provides guidance and training on how to develop and implement a Growth Plan, and an assessment module to scope requirements to develop a Growth Plan and ensure high quality and credible Growth Plans are produced.
  - 2.2. State-wide program level implementation schedule (post Growth Plan preparation) and State-wide program level programs of action (finalised post Growth Plan preparation).
3. Nine Growth Plan Partnerships (x4 in stage 1 and x5 in stage 2), which are strategic economic partnerships established through MOUs that are responsible for developing and implementing Growth Plans. These are led by the Local Governments and Regional Development Commissions of the Regional Centre, and provide capacity, support and coordination.

4. Nine Growth Plans and Prospectuses (x4 in stage 1 and x5 in stage 2), which provide integrated community, economic and spatial development strategies, implementation plans and marketing material.
5. Place branding and marketing strategy, which provides market segment research, a place brand architecture and marketing platform to support competitive identity and regional attraction activity.

The figure below illustrates the delivery schedule for the RCDP2 key deliverables.

**Figure 1 – RCDP2 Delivery Schedule**

RCDP2 DELIVERY SCHEDULE							
2015				2016			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Stage 1 Centre selection							
Policy and Toolkit							
		Growth Plan and Prospectus 1					
		Growth Plan and Prospectus 2					
		Growth Plan and Prospectus 3					
		Growth Plan and Prospectus 4					
						Branding and marketing	

## 2.4 CONSULTANT TEAM STRUCTURE

The diagram below illustrates the basic team structure as it relates to the delivery of the RCDP2 project.

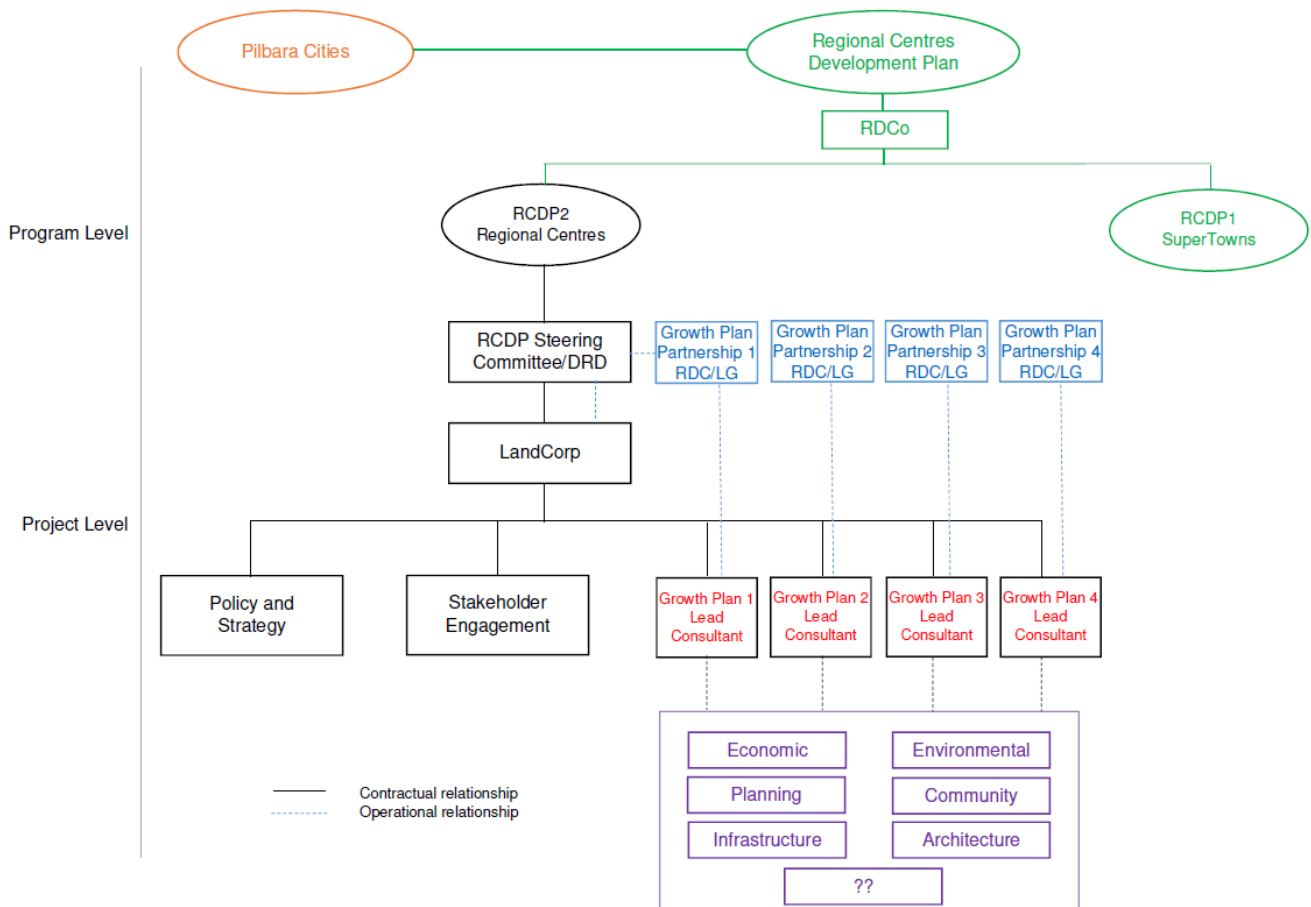
At a program level the Regional Centres Development Plan (RCDP) consists of SuperTowns/RCDP1 and this project, being Regional Centres / RCDP2.

The Regional Development Council (RDCo), supported by the Department of Regional Development (Project Coordinator), is the lead agency responsible for delivering RCDP2. LandCorp is assisting RDCo, the Department and Growth Plan Partnerships as the project manager, and is responsible for procuring and managing consultants for this project.

At a program level the consultant team is made up of the Project Manager (LandCorp) and a team of previously appointed consultants consisting of MacroPlan Dimasi (Policy and Strategy), GHD (Stakeholder Engagement) and the Lead Growth Plan Consultants who will prepare the Growth Plans. The Lead Growth Plan Consultants are:

- Creating Communities Pty Ltd – Broome
- Priority Management – Greater Bunbury
- Localise Pty Ltd – Geraldton
- Parson Brinckerhoff Australia Pty Ltd - Kalgoorlie

To support the Growth Plan Partnerships, LandCorp, in conjunction with the Growth Plan Consultants, will establish a delivery team for each Growth Plan capable of providing specialist advice.



## **SECTION 3 – SPECIFICATION**

### **3.1 INTRODUCTION**

Growth Plan development consultants are needed who can suitably:

- Perform the scope of services set out below;
- Demonstrate commitment and ability to work in collaboration with LandCorp, RDCo, Department of Regional Development, Regional Development Commissions and Local Governments over the term of the agreed Contract to continuously seek improvements in value, efficiency and productivity in connection to the provision of the Services;
- Work with the Lead Consultant to continuously identify opportunities for improvements in the quality and level of service provided to the project.

### **3.2 SCOPE OF SERVICES**

The scope of consultant work will essentially be to provide expert advice in a range of speciality fields required to prepare the Growth Plans for each of the Regional Centres. The initial four Regional Centres are Broome, Greater Bunbury, Geraldton and Kalgoorlie.

Growth Plans are “place-based” socio-economic development strategies that address a Regional Centre and its catchment area, and provide a vehicle for communities to set the direction for their future growth. The aim of a Growth Plan is to strengthen a Regional Centre’s strategic positioning, attract business and investment, support the growth of competitive industries and build a better place to live for existing and new residents.

The Lead Consultants (already appointed) for each Regional Centre will be reviewing the requirements for developing the Growth Plans, and will then, in consultation with the core team, prepare detailed scopes of work to be delivered by the various subject matter experts.

Consultants (that satisfy mandatory Terms & Conditions criteria) with the best matching skills, capability & experience will be offered the opportunity to provide quotes once the scope of work has been defined. It is expected various bodies of work will be commissioned between November 2015 and October 2016.

It is likely that additional work will be required that has not been identified at this point and not included in any of the categories. Such work will be commissioned as and when required in accordance with LandCorp’s procurement policy.

The currently anticipated list of categories requiring expert advice can be found on [www.landcorp.com.au/Our-Work/Regional-Centres/](http://www.landcorp.com.au/Our-Work/Regional-Centres/)

Consultants should clearly identify their area(s) of expertise in their submission to this ROI.

### **3.3 DELIVERABLES**

The consultants will:

- a) Have a clear understanding of the objectives of the Regional Centres project and the requirements of a successful Growth Plan;
- b) Deliver the scope of work to the quality outlined in the detail scope of work (to be provided in future).
- c) Deliver the scope of work within the timeframe provided in the detailed scope of work (to be provided in future)



## **SECTION 4 – REGISTRATION DETAILS**

### **4.1 COMPLIANCE CRITERIA**

Consultants will be required to provide details of the following mandatory compliance information, by completing the online registration form.

1. Name, place of registration, ABN/ACN and contact details
2. Insurance details
3. Supplier categories
4. Local knowledge & experience