

CAPE YORK TOURISM INFORMATION STRATEGY

EXPRESSION OF INTEREST – FREQUENTLY ASKED QUESTIONS

What is the project?

TCICA has received funding through the Queensland Government's Remote Area Board Program to develop a Cape York Tourism Information Strategy and implementation plan.

The project will review existing tourism information, signage and visitor information services; engage with councils, communities and tourism stakeholders; and develop a coordinated but place-based approach to tourism information across Cape York.

The project is focused on strategy and future implementation planning. It does not involve the physical installation of signage.

What is the timeframe?

The project has a compressed delivery timeframe.

The successful applicant will be expected to commence as soon as possible following appointment, with the completed Cape York Tourism Information Strategy required in November 2026.

TCICA understands the timeframe is tight and will work closely with the successful applicant to establish a realistic work program and facilitate engagement.

Do I need to be an established consulting business?

No, however Applicants will need to be able to enter into a Contract for Services with TCICA before commencing the engagement.

TCICA welcomes applications from established consultants, small businesses, emerging consultants and suitably experienced individuals interested in establishing or growing their own consultancy or project-based business.

Do I need to be a tourism consultant?

Not necessarily.

Relevant experience may come from tourism, regional or economic development, community engagement, strategic planning, research, communications, local government or related fields.

TCICA is particularly interested in applicants who can engage effectively, undertake research and analysis, and turn regional input into a practical and well-written Strategy.

Do I need to be based in Cape York?

No. However, a strong knowledge of Cape York and experience living or working in the region will be highly regarded.

TCICA particularly encourages applications from Cape York and Far North Queensland-based individuals and businesses.

What support will TCICA provide?

The successful applicant will not be expected to undertake the project in isolation.

TCICA can support the project through:

- introductions and connections with member councils;
- coordination with council officers and regional stakeholders;
- access to relevant existing TCICA information and previous work;
- assistance scheduling consultations and meetings;
- opportunities to engage through existing TCICA meetings and networks;
- regional knowledge and advice; and
- project administration support where agreed.

The respective responsibilities of TCICA and the successful applicant will be confirmed as part of the project work plan.

Will administrative support be available?

Potentially, yes.

TCICA is considering providing dedicated administrative support to assist with activities such as stakeholder scheduling, meeting coordination, maintaining project records, travel arrangements and document administration.

Applicants should focus their proposal on the professional skills and contribution they can bring to the project rather than assuming they must personally undertake every administrative component.

Is regional travel required?

Some regional travel and face-to-face engagement is anticipated, although TCICA will work with the successful applicant to determine where travel will provide the greatest value.

Existing TCICA meetings, council networks and online engagement may also be used to reduce unnecessary travel.

Applicants should identify their anticipated travel requirements and assumptions separately from their proposed project fee.

What should I include in my project fee?

Applicants should propose a fixed fee for their professional services to deliver the agreed scope. The proposal should clearly identify what is included in that fee and any assumptions made.

Anticipated travel or other significant project expenses should be identified separately so that TCICA can determine the most appropriate arrangements with the successful applicant.

Is there a set consultant budget?

TCICA has an overall project budget that also needs to support regional engagement, travel, project administration, project management and preparation of the final Strategy.

Applicants are therefore encouraged to propose a fee they consider reasonable for their proposed approach rather than attempting to utilise the full project budget.

Can a team or partnership apply?

Yes.

TCICA is open to proposals from individuals, businesses or collaborative teams where the proposed arrangement provides the skills required to deliver the project.

The proposal should identify who will lead the engagement and the respective roles of any other people involved.

Can I contact TCICA before applying?

Yes.

Potential applicants are encouraged to contact **Lucy Deemal, Senior Executive Officer, TCICA** if they would like to discuss the project, its scope or the support available before submitting an EOI.

Questions that may assist other applicants may also be added to this FAQ during the EOI period.

Contact

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