



INVITATION FOR EXPRESSIONS OF INTEREST

CAPE YORK TOURISM INFORMATION STRATEGY

Torres Cape Indigenous Council Alliance (TCICA) invites expressions of interest from individuals, consultants and small businesses interested in delivering the Cape York Tourism Information Strategy.

The project is focused on developing a practical, regionally differentiated approach to tourism information and signage across Cape York, recognising that the Cape is not a single destination but a diverse region of communities, landscapes, cultures and visitor experiences.

TCICA welcomes applications from established consultants as well as Cape York-based professionals, emerging consultants and small or start-up businesses with relevant skills and regional knowledge. Applicants do not need to demonstrate experience delivering an identical project.

About the Role

This is a short-term, project-based engagement requiring an immediate start and delivery of the final Strategy in November 2026.

The successful applicant will lead the research, engagement and preparation of the Cape York Tourism Information Strategy and an associated implementation plan.

TCICA will retain overall project governance and will actively support delivery through its established relationships with member councils and regional stakeholders. TCICA can assist with introductions, stakeholder coordination, access to existing information and previous work, regional engagement and opportunities to utilise existing TCICA meetings and networks.

Member councils can also provide important local knowledge and connections to communities, Traditional Owners, tourism operators and other relevant stakeholders.

TCICA recognises the compressed delivery timeframe and is open to structuring the project around the strengths of the successful applicant.

The opportunity may therefore suit an experienced consultant, a locally based professional looking to establish or grow a consultancy, or a small business with strong regional, tourism, engagement, research or strategic planning capability.

Scope of Services

Working closely with TCICA, the successful applicant will be responsible for leading the development of the Cape York Tourism Information Strategy.

The scope will include:

- reviewing existing tourism strategies, signage, visitor information services, relevant policies and previous regional work;
- reviewing key tourism corridors and the way visitors currently access and navigate tourism information across Cape York;
- consolidating available tourism information, data and local knowledge;
- engaging with TCICA member councils and relevant council officers;
- engaging with communities, Traditional Owners, tourism operators, ranger groups and other relevant regional stakeholders;
- identifying gaps, opportunities and regional priorities for tourism information and signage;



- considering how tourism information can better reflect distinct communities, places, cultures and visitor experiences across Cape York;
- identifying opportunities to improve visitor navigation, dispersal and length of stay across the region;
- developing a practical framework for a coordinated but regionally differentiated approach to tourism information and signage;
- identifying implementation priorities, responsibilities, indicative costs and opportunities for future investment;
- preparing a draft Cape York Tourism Information Strategy for review by TCICA and relevant stakeholders; and
- incorporating feedback and preparing the final Strategy and implementation plan.

The project is strategy focused. It does not include the physical installation of tourism signage.

TCICA will work with the successful applicant at commencement to establish a practical work program for the available delivery period and identify which administrative, coordination and engagement activities can be supported directly by TCICA.

Engagement

- Engagement type: Independent contractor
- Term: To 30 November 2026 (aligned with funding)
- Hours: Flexible
- Location: Remote, with travel across Torres and Cape as required
- Reporting to: TCICA Senior Executive Officer

The contractor will operate as an independent supplier and will be responsible for delivery of agreed services and outputs, working closely with TCICA Senior Executive Officer

About TCICA

The Torres Cape Indigenous Council Alliance (TCICA) is a regional alliance of 15 local governments across Cape York, Torres Strait, Gulf of Carpentaria and Palm Island. TCICA provides a collective forum for member councils to identify shared priorities, strengthen regional collaboration and advocate on matters affecting their communities.

TCICA works with governments, industry and regional partners to support practical initiatives that strengthen the sustainability, capability and economic development of the region.

Skills and Experience

Applicants should demonstrate a combination of the following:

- strong research, analysis and written communication skills;
- ability to turn research and stakeholder input into a clear and practical strategy;
- experience in tourism, regional development, economic development, community development, strategic planning, communications or a related area;
- ability to engage confidently and respectfully with councils, communities, Traditional Owners, businesses and other stakeholders;
- ability to manage a project and deliver quality outputs within a compressed timeframe;
- understanding of, or demonstrated ability to work effectively in, remote and regional communities;
- strong organisational skills and ability to work independently;



- practical understanding of the challenges of travel, communication and engagement across Cape York; and
- capacity to work collaboratively with TCICA and utilise the support available through the organisation and its member councils.

Experience working in Cape York and/or with Aboriginal and Torres Strait Islander communities will be highly regarded.

Formal tertiary qualifications may be beneficial but are not essential where an applicant can demonstrate relevant capability, experience and regional knowledge.

TCICA particularly encourages applications from Cape York and Far North Queensland-based individuals and businesses, Aboriginal and Torres Strait Islander businesses, emerging consultants and small businesses with the capability and commitment to deliver the project.

Submission Requirements

Interested applicants are invited to submit:

1. Brief proposal (maximum 2 pages) outlining:
 - a. relevant skills and experience;
 - b. proposed approach to delivering the project;
 - c. understanding of the Cape York context;
 - d. availability and capacity to commence promptly and complete the project within the required timeframe.
2. Resume or capability statement.
3. Proposed project fee, including:
 - a. a fixed fee for delivery of the agreed scope and final Strategy;
 - b. any assumptions about what is included in the fee; and
 - c. any anticipated additional costs, including travel.
4. Two referees.
5. Confirmation of:
 - a. ABN, or ability to establish appropriate business arrangements prior to engagement;
 - b. appropriate insurances, or ability to obtain them; and
 - c. capacity to enter into a TCICA Contract for Services.

Applications should be emailed to lucy.deemal@tcica.com.au by **5.00pm Friday 18 September 2026**.

Contract Requirements

The successful contractor will be required to:

- Enter into a TCICA Contract for Services
- Hold appropriate insurances, including:
 - Public liability
 - Professional indemnity
- Comply with all relevant legislative, WHS, and policy requirements
- Operate as an independent contractor (not an employee)

Contact

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