**Call for Proposals**

Experienced Aboriginal and Torres Strait Islander-owned Cultural Businesses

**INVITATION**

The Western Australian Museum invites you to be part of the new WA Museum in the Perth Cultural Centre.

We are calling for proposals from organisations and individuals able to deliver authentic and engaging Aboriginal and Torres Strait Islander experiences and programs within the new WA Museum’s spaces, both inside the building’s public spaces and galleries, and the associated outdoor precinct. The WA Museum is looking for experienced and credentialled operators who can engage wide audiences in experiences that promote understanding, and respect for Aboriginal and Torres Strait Islander culture and in doing so promote understanding and reconciliation.

We are looking for innovative operators who can suggest suitable programs. These might include such events as tours, performances, workshops, or bush tucker demonstrations.

The new WA Museum has been developed with a people-first principle and has involved the participation of over 50,000 people, including many Aboriginal and Torres Strait Islander people.

Help us ensure that our new Western Australian Museum represents the stories of Western Australia and all its people, and that those stories are accessible to everyone.

**ABOUT THE NEW WA MUSEUM**

The new WA Museum is a world class museum that places itself at the heart of our State and seeks to reflect the spirit of our people. Developed with a ‘people first approach,’ it features Western Australians sharing their stories, in their own voices.

The State’s unique collection will come alive with innovative new exhibitions across eight galleries showcasing a range of extraordinary stories. The displays include a mix of significant and fascinating objects, interactive and multimedia experiences, and new ways of engaging with Western Australia's unique plants, animals, people and places.

Built on Whadjuk Nyoongar Country, the new WA Museum is also a central hub for important stories shared by the diverse Aboriginal and Torres Strait Islander peoples of Western Australia. It is an inviting and inclusive space where all visitors will be inspired to explore their identity and culture whilst contributing to the diversity and creativity of our world.

We have been working with a committee of Aboriginal and Torres Strait Islander representatives, curators and community consultants across Western Australia to ensure that Aboriginal and Torres Strait Islander culture and history is respectfully and broadly represented in the whole Museum. Additionally, there is a dedicated exhibition space, Ngalang Koort Boodja Wirn, that sits prominently at the entrance to the building, providing a gateway to both the Museum and the State, as well as a Welcome to Country soundscape which welcomes all visitors on to Whadjuk Nyoongar Country.

**ABOUT THE EXPERIENCES**

To complement the stories and collections and the Museum’s calendar of programs, the WA Museum wishes to partner with Aboriginal and Torres Strait Islander-owned cultural businesses, cultural facilitators and tour operators who are interested in the opportunity to deliver authentic experiences within the stunning new spaces of the new WA Museum in Perth.

One of the largest developments of its kind worldwide, the new WA Museum will be a significant landmark for Western Australia and a destination for local people as well as interstate and international tourists. This unique and unprecedented opportunity will allow your business to benefit from association with the brand and reach of the WA Museum.

If you already have a thriving cultural tourism business that you wish to expand or are interested in developing a business in this area, then the WA Museum could be the perfect partner. We believe in the importance of values, language, a shared purpose, knowledge and wisdom, and are keen to host a variety of experiences.

We are looking for a regular program, commencing when the new WA Museum opens on 21 November 2020. Exact times are to be arranged, but you will need to be able to confirm availability within the agreed schedule. The new WA Museum boasts several exciting options for spaces where these experiences can take place (subject to discussion and availability).

Duties and responsibilities include:

* Being confident and skilled in developing and delivering high quality authentic experiences for a range of audiences;
* Maintaining a physically, emotionally and culturally safe environment for participants;
* Ability to adapt to different participants’ needs

The Museum will work with the successful contractor to jointly promote the experiences through its selected marketing channels, including our website, and will also work with cultural tourism outlets to promote both the Museum and any relevant associated third party programs.

This RFP is open only to Aboriginal and Torres Strait Islander owned businesses.

**THE SELECTION PROCESS**

STAGES OF INVITATION

This is a two-stage process:

**Stage 1 – Requests for Proposal**

This stage allows applicants to demonstrate their experience, skills and suitability and to provide a proposed concept for an ongoing Aboriginal and Torres Strait Islander cultural program within the new WA Museum.

**Stage 2 – Invitation for detailed proposals and agreement**

Applicants selected from the RFP will be invited to provide a detailed proposal (Stage 2). At this stage they will have the opportunity to discuss their concept further with the aim of refining the terms of agreement, including use of Museum spaces and equipment, marketing and promotion, business plan and submission of required documentation to operate.

Successful applicants will need to provide copies of Certificate of Currency for Public Liability (not less than $10 million), Certificate of Currency for Workers’ Compensation (not less than $50 million) current National Police Clearance, Working with Children Check (if required) and First Aid certificates for all personnel.

The agreement offer will be for a non-exclusive arrangement within the WA Museum. Conditions related to the length of license, fee structure and reporting requirements will be negotiated with each successful applicant.

**REQUEST FOR PROPOSAL**

EVALUATION CRITERIA AND PROPOSAL REQUIREMENTS

The WA Museum will assess all Requests for Proposals against weighted criteria as set out below. Once assessed, a Museum representative will contact all applicants within four working weeks to advise of the status of their application. Applicants considered suitable will be invited to State 2 discussions.

**Evaluation Criterion 1 – The Proposal**

Proposal (Weighted Evaluation Criterion – 50%)

Responses to this evaluation criterion should demonstrate that the proposal makes a positive contribution to the visitor experience. Respondents should identify the target audience, describe the proposal in detail and identify how the proposal creatively engages with the audience.

The Respondent should outline your proposal and type of experience / program you would run at the Museum, including the nature, duration and frequency of programs and sessions, projected cost per session, equipment you may supply or require, ticketing or booking requirements, minimum and maximum number of participants, target audiences etc.

**Evaluation Criterion 2 – Plan of Action**

Plan of Action (Weighted Evaluation Criterion – 25%)

Responses to this evaluation criterion should demonstrate the suitability of the Respondent’s plan of action to deliver the experience / program. The Respondent must describe the proposed plan of action to deliver the experience/program, including identifying the budget and risks associated.

In assessing the response, the Museum will consider and evaluate how the Respondent can demonstrate that the proposed plan of action will allow them to deliver the experience/program.

**Evaluation Criterion 3 – Relevant Experience and Past Performance**

Relevant Experience and Past Performance (Weighted Evaluation Criterion – 25%)

Responses to this evaluation criterion should demonstrate the respondent’s skills and experience to deliver the proposal. The Respondent must provide evidence of relevant experience and past performance, including evidence of existing audience or social reach.

In assessing the response, the Museum will consider and evaluate how the Respondent can demonstrate that their skills and experience will allow for creative engagement of audiences.

The information submitted is then scored as follows:

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| **Evaluation Scoring of Criteria** | |
| Scoring Criteria | Score |
| Not acceptable; has not met the minimum requirement | 0 |
| Has only met some minimum requirements and may not be acceptable | 1-4 |
| Acceptable | 5 |
| Acceptable; has met all requirements and exceeded some | 6-9 |
| Acceptable; has far exceeded all requirements | 10 |

**CONTACTS and SUBMISSION**

If you would like further information about this invitation, please contact Ana Doria Buchan [ana.doriabuchan@museum.wa.gov.au](mailto:ana.doriabuchan@museum.wa.gov.au)

To submit your proposal, complete the online form by 5pm (WST), 11 September 2020. Late proposals will not be accepted.