**Call for Proposals**

from Experienced Health & Well-being Instructors

to deliver Health & Wellness Programs at

the new Western Australian Museum

**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 health and well-being experiences and programs within the new WA Museum spaces. Whether it is yoga, Pilates and dance, to meditation and Tai Chi– come and help create an amazing community hub for wellness in the cultural heart of the city.

**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 a huge range of collections, and includes many examples of 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.

Within the stories shared, the ways Western Australians care for themselves and each other is highlighted. Sharing culture, identity, standing together as communities and the ways we promote health and well-being within ourselves and our Country are recurring themes.

**ABOUT THE WELLNESS SESSIONS**

To complement the stories and collections and the Museum’s calendar of programs, the WA Museum is inviting suitable partners to join in delivering a variety of unique, high quality, wellness experiences and programs within the stunning new spaces of the new WA Museum.

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 locals and visitors to this State. In its first year of operation we expect around 800,000 people to experience the Museum. This is the opportunity to take your business to the next level by working within this incredible new facility.

This unique and unprecedented opportunity will allow your business to benefit from association with the brand and reach of the new WA Museum, whilst providing your customers with an incredible backdrop to develop their knowledge and creativity.

We are looking for regular, weekday and / or weekend sessions, commencing when the new WA Museum opens on 21 November 2020. Times and locations within the Museum can be discussed in the Stage 2 Request for Proposal, however, you will need to be able to confirm availability within the agreed schedule. The WA 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 WA Museum and any relevant associated third-party programs.

We are open to proposals detailing new ideas in the wellness sector, but all instructors should:

* Be confident and experienced in delivering high quality wellness experiences for the general public, from beginners to those who are more advanced
* Maintain a safe environment for participants, staff, personnel and regular Museum visitors
* Have excellent people skills and the confidence and independence to adapt to different participant’s needs

We particularly welcome proposals from Aboriginal and/or Torres Strait Islander owned businesses.

**THE SELECTION PROCESS**

STAGES OF INVITATION

**Stage 1 – Request for Proposals**

This will allow applicants to demonstrate their experience, skills, suitability and proposed concept for an ongoing wellness program within the new WA Museum.

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

Applicants selected from the RFP will be invited to Stage 2 and invited 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 applications 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 WA 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.