

ALBANY CHARTER COACH PROJECT

REQUEST FOR PROPOSAL PROSPECTUS
AND EVALUATION GUIDELINES



WESTERN
AUSTRALIA
WALKING ON A DREAM

♀ STIRLING RANGE NATIONAL PARK, GREAT SOUTHERN | KOI KYEUNU-RUFF

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the Traditional Custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to Country, culture and community.

We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

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PROSPECTUS

1.0 OPPORTUNITY

The Western Australian Government, through Tourism WA, is seeking proposals from suitably qualified operators to establish and operate a sustainable Albany-based coach charter service from 2027 onwards.

The opportunity is supported by up to **\$1 million in establishment funding** through Royalties for Regions and is underpinned by identified demand from tourism, cruise visitation, major events, schools, community groups and regional transport users.

The project has been developed following market analysis, stakeholder consultation and business case assessment, which confirmed the need for long-term charter coach capacity in the Great Southern region.

The identified preferred model is a **Regional Charter Service with a Local Albany Base**, under which the successful proponent would establish a permanent or substantive operational presence in Albany and provide reliable charter coach services from 2027 onwards.

The successful operator will be expected to:

- Support tourism and cruise shore excursion requirements.
- Service schools, community organisations and sporting groups.
- Support regional events and festivals.
- Improve regional transport availability and connectivity.
- Provide support to Esperance and surrounding regions where commercially viable.
- Deliver a commercially sustainable operation beyond the Government funding period.

This presents an opportunity to secure a long-term position in a proven regional market while supporting tourism growth, community connectivity and economic development across the Great Southern.

WHY THIS OPPORTUNITY EXISTS

The Western Australian Government has identified a clear market opportunity to support a locally based large coach charter capacity in Albany, with potential service coverage extending across the Great Southern. Albany has historically benefited from long-standing local coach service capability, including experience across school transport, community transport and charter coach services. A recent change in the local market has created an opportunity for a suitably qualified operator to establish, expand or reposition coach services in the region. Tourism WA is seeking proposals that demonstrate a sustainable commercial model and clear tourism benefit, including improved visitor access, group travel capacity, event servicing and support for the regional visitor economy.

The opportunity is underpinned by identified demand across multiple service markets, including:

- Cruise shore excursion transport in Albany and Esperance.
- Regional visitor touring and access to major attractions.
- Major events, festivals, commemorations and sporting events.
- School excursions, camps and education-related travel.
- Seniors' groups, community organisations and social participation activities.
- Corporate, workforce, airport and project-related transport.
- Regional charter services across surrounding towns and communities.

Business case modelling indicates that a locally based Albany operation would provide broader public value by supporting visitor economy outcomes, protecting cruise and event servicing capacity, improving access for community users, reducing dependence on relocation subsidies, and supporting regional employment.

Government funding is therefore intended to de-risk the establishment phase and encourage private sector investment in a sustainable regional coach charter operation. The funding is not intended to subsidise an ongoing government service, but to support the creation or expansion of a commercially viable business capable of servicing tourism, community, event and commercial markets beyond the funding period.

The Albany Charter Coach Project aligns with the Western Australian Government's priorities for regional development, economic diversification and visitor economy growth. Albany is a significant regional centre and plays an important role in supporting employment, liveability, service delivery and economic activity across the Great Southern.

The project supports these objectives by addressing an identified transport service gap that will exist from the beginning of 2027 and enabling the re-establishment of locally based charter coach capacity. Reliable coach services are an important enabler of cruise tourism, regional touring, major events, school and community transport, workforce mobility and access to surrounding communities.

The initiative also supports broader regional development outcomes by improving transport accessibility, strengthening community participation, supporting visitor dispersal and contributing to a more resilient regional economy. For the tourism sector, local coach capacity is critical to shore excursions, organised group travel, event transport and access to regional attractions.

Government establishment assistance is intended to support a market-led solution that strengthens Albany's regional transport capacity and enables a commercially sustainable service beyond the funding period.

2.0 GOVERNMENT COMMITMENT

A State Government contribution of up to \$1 million is available to support a successful proponent in establishing or expanding a sustainable Albany-based charter coach operation.

The funding may be used to:

- Support the establishment or expansion of an Albany-based charter coach operation.
- Facilitate fleet acquisition, expansion or upgrade activities.
- Support depot establishment and related operational infrastructure.
- Assist with workforce recruitment, training and mobilisation.
- Accelerate commencement and service readiness.
- Encourage and leverage private sector investment in the region.

The funding is not intended to provide an ongoing operational subsidy. Successful proponents must demonstrate long-term viability beyond the funding period.

Funding will be provided through a formal Funding Agreement and will be released through milestone-based payments linked to the achievement of agreed project deliverables and outcomes.

While the final funding schedule will be determined through negotiations with the successful proponent, proponents should anticipate that funding may be distributed over an implementation and operational transition period of up to 18 months. Milestones may include, but not limited to, activities such as establishment of an Albany operating base, fleet acquisition, workforce mobilisation, commencement of services and achievement of agreed operational outcomes.

Proponents should ensure their financial modelling and cashflow forecasts demonstrate the capacity to deliver the project under a milestone-based funding arrangement.



3.0 MARKET OPPORTUNITY

STRATEGIC LOCATION

Albany is designated as a primary regional hub for the Great Southern under the Western Australian Government's Seven Cities Vision strategy launched in April 2026.

The region offers:

- Strong and growing tourism demand across the Great Southern.
- Ongoing cruise visitation and shore excursion opportunities.
- A growing calendar of major events, festivals and regional celebrations.
- Significant community, education and group transport requirements.
- Access to surrounding regional markets, including Denmark, Mount Barker, Katanning, Bremer Bay and Esperance.

- Strong partnerships across tourism, local government, industry and community sectors.
- Availability of commercial and industrial land suitable for depot, fleet storage and operational facilities.
- Access to an established regional workforce, including tourism, hospitality, transport and trade sectors.

Albany also serves as an operational base for servicing the broader Great Southern region and provides connectivity to a range of tourism, community and commercial markets.

TOURISM AND THE VISITOR ECONOMY

Albany and the Great Southern region represent a significant and diverse transport market, underpinned by tourism, community transport, major events, education travel and business travel requirements. Albany has an established visitor economy that supports demand for reliable group transport, including cruise shore excursions, regional touring, events, school and community movements, and access to major attractions.

Visitor data for the City of Albany shows that, in 2025, Albany recorded approximately 404,000 overnight trips, comprising 362,000 domestic trips and 42,000 international trips. These visitors generated approximately 1.589 million visitor nights and \$431 million in total visitor expenditure. Source: City of Albany Overnight Visitor Factsheet 2025, prepared by Tourism WA.

Accordingly, this prospectus uses the 2024 Tourism WA figures as the latest complete baseline for total overnight visitors, visitor nights and visitor spend, supported by 2024/25 international visitor data to indicate recent recovery momentum. Proponents should treat these figures as market context and undertake their own commercial due diligence when preparing a service model.

The Great Southern visitor economy is also supported by a strong calendar of cultural, sporting, business and community events that generate transport demand throughout the year. Combined with growing visitation to regional attractions and destinations, these activities provide opportunities for charter operators to develop diversified and sustainable revenue streams.

Cruise tourism contributed more than \$368 million annually to the Western Australian economy and supported over 1,100 full-time equivalent jobs in 2024-25. Cruise vessels visiting Western Australia typically include multiple ports of call as part of their itinerary.

Albany plays an important role in the State's cruise tourism sector, providing a well-positioned and attractive regional destination for cruise vessels travelling between Western Australia and South Australia.

During the 2025-26 cruise season, Albany received 14 cruise ship visits. For the 2026-27 cruise season (October to April), 13 cruise vessels are currently scheduled to call at Albany.

Beyond cruise tourism, a locally based charter coach operation can service a broad range of visitor markets, including:

- Day tours and extended touring itineraries.
- Cruise passenger shore excursions.
- Group travel programs.
- Conference, incentive and business events.
- School excursions and educational travel.
- Sporting and community groups.
- Special events and festivals.
- Tourism operator transport and transfer services.
- Airport and accommodation transfers.

The Great Southern is home to internationally recognised attractions, including natural landscapes, food and wine experiences, Aboriginal tourism experiences, walking trails, national parks and coastal destinations. A locally based charter coach operation can play a critical role in enabling visitors to access these experiences while supporting continued growth of the region's visitor economy.



COMMUNITY AND SOCIAL CONNECTIVITY

Beyond tourism, a locally based charter coach operation plays an important role in supporting community mobility and social connectivity across Albany, the Great Southern and surrounding regional areas.

Stakeholder consultation undertaken during development of the business case identified community transport as a key requirement, reflecting the reliance many organisations and community groups place on charter coach services to access education, sporting, cultural and social opportunities.

Strong and ongoing demand exists from:

- Schools and educational institutions.
- Sporting clubs and regional sporting associations.
- Community and not-for-profit organisations.
- Seniors and social groups.
- Event organisers and community committees.
- Cultural and arts organisations.
- Government and public sector agencies.

A sustainable charter coach operation can support regional participation, improve access to services and events, and provide transport solutions that may otherwise be difficult to access in regional communities.

REGIONAL EVENTS

The Great Southern region hosts a diverse calendar of tourism, business, community, cultural and sporting events that generate demand for group transport services throughout the year.

Annual ANZAC commemorations, major regional festivals, conferences, sporting events and community gatherings, including the year-round program at the Albany Entertainment Centre, all contribute to visitor

and group transport demand. Collectively, these activities create opportunities for participant transport, event shuttles, touring services and transfer solutions

As visitation and economic activity continue to grow across the Great Southern, demand for reliable and scalable charter coach services is expected to increase, further strengthening the commercial opportunity for a locally based operator.



STRATEGIC PARTNERSHIPS AND BUSINESS DEVELOPMENT OPPORTUNITIES

A sustainable Albany-based charter coach operation will benefit from strong partnerships across tourism, government, education, industry and community sectors. Establishing strategic relationships will be a key factor in building long-term revenue streams, increasing fleet utilisation and supporting commercial sustainability.

Potential partnership opportunities include:

- Local Governments requiring transport solutions for events, community programs, economic development initiatives and regional activities.
- Accommodation Providers, including hotels, caravan parks, resorts and short-stay accommodation operators requiring visitor transfers and touring solutions.
- Tourism Operators and Attractions seeking transport services for packaged experiences, day tours, cruise excursions and visitor dispersal activities.
- TAFE and Education Providers requiring transport solutions for students, training activities, field trips, work placements and educational programs.
- Agricultural and Industry Groups requiring transport solutions for conferences, field days, training programs, industry events and regional activities.
- Community Organisations and Sporting Associations requiring reliable transport for competitions, events and participation opportunities.
- Conference and Event Organisers requiring delegate transfers, event shuttle services and visitor transport solutions.

These partnerships can generate recurring and diversified revenue streams while strengthening the operator's presence within the region. Proponents are encouraged to identify opportunities to establish and maintain strategic partnerships as part of their proposed operating model.

EMERGING INDUSTRY AND WORKFORCE TRANSPORT OPPORTUNITIES

The Great Southern is experiencing continued investment across resources, renewable energy, engineering, infrastructure and industrial development sectors, creating opportunities for workforce transport, contractor movements and project-related personnel logistics.

Potential opportunities include:



Construction workforce transport associated with renewable energy, infrastructure and resource sector projects.



Workforce shuttle services supporting major employers in Albany, Katanning and surrounding local government areas.



Contractor and project personnel movements between regional centres and project sites.



Fly-in fly-out (FIFO), drive-in drive-out (DIDO) and temporary workforce transport services.

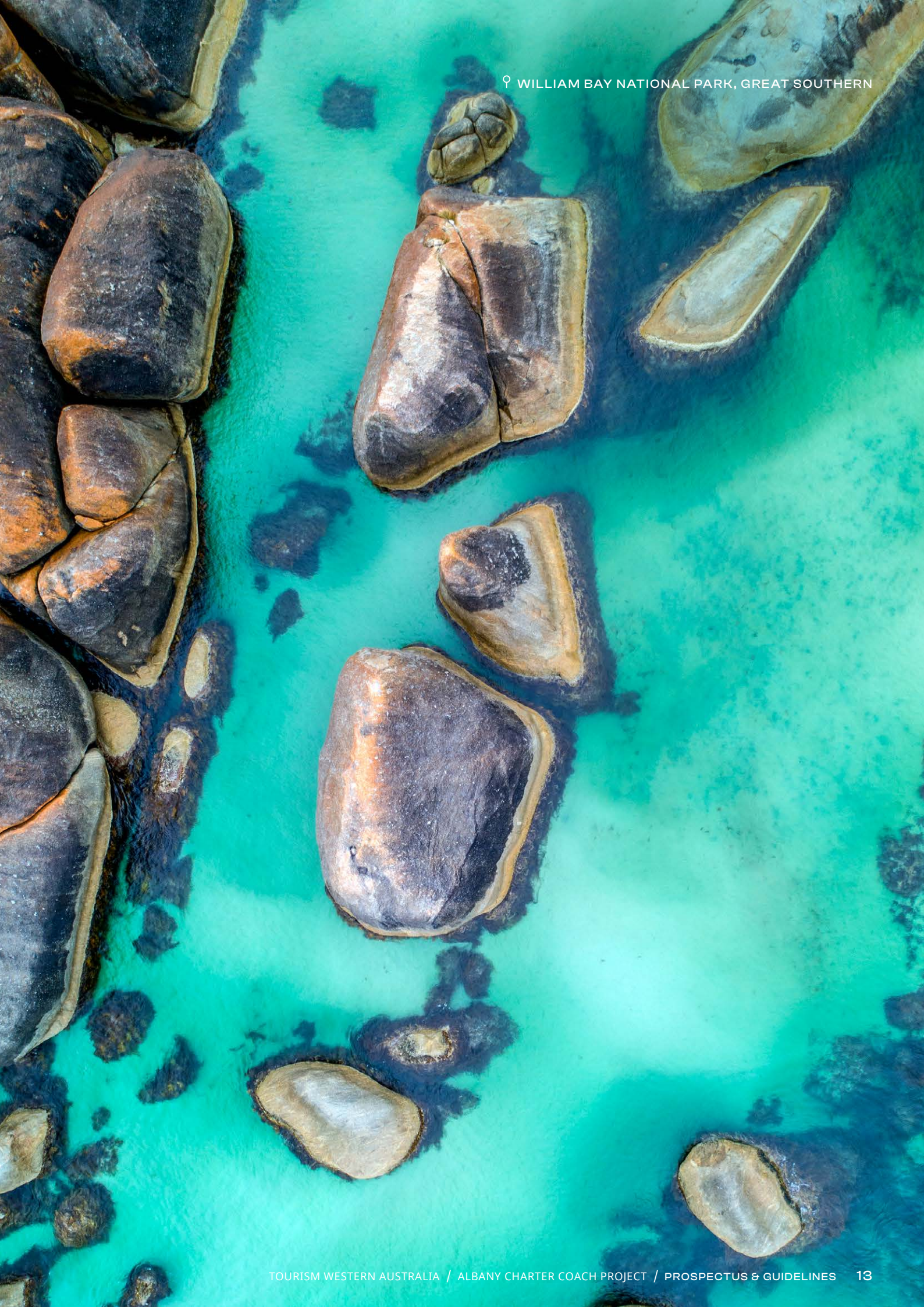


Transport solutions supporting workforce development, apprenticeships and training programs.



Staff transfers, crew movements and accommodation transport requirements associated with project construction and operational phases.

These sectors provide opportunities to diversify revenue streams and complement tourism, school, community and event transport markets. A business model that successfully services multiple market segments is likely to be better positioned to maximise fleet utilisation, improve commercial sustainability and support long-term growth.



OPPORTUNITY AREAS AND POTENTIAL REVENUE STREAMS

A sustainable charter coach operation may generate revenue from a broad range of market segments across tourism, community, education, industry, government and commercial markets. A diversified operating

model will help maximise fleet utilisation, reduce seasonality risk, improve commercial sustainability and support long-term growth across Albany, the Great Southern and surrounding regional areas.

POTENTIAL REVENUE STREAM	DESCRIPTION
CRUISE SHORE EXCURSIONS AND TRANSFERS	High-volume, scheduled demand requiring multiple coaches on cruise vessel days, including shore excursions, attraction transfers, city shuttles and ship-to-airport movements.
TOURISM AND GROUP TRAVEL	Day tours, packaged itineraries, winery and brewery experiences, food and wine tours, nature-based tourism, heritage attractions, cultural tourism experiences and bespoke visitor experiences.
EVENTS AND FESTIVALS	Shuttle services, group transfers, temporary event routes, park-and-ride services, event logistics and visitor transport associated with regional events and festivals.
SCHOOLS AND EDUCATION TRAVEL	Excursions, camps, curriculum activities, sporting carnivals, interschool travel, cultural activities, university programs and educational tourism.
TAFE AND TRAINING PROVIDERS	Field trips, industry visits, student transport, training activities, apprenticeships, vocational education programs and workforce development initiatives.
SENIORS AND COMMUNITY GROUPS	Accessible group travel for social outings, community participation, clubs, seniors groups, volunteer organisations and regional day trips.
SPORTING CLUBS AND ASSOCIATIONS	Participant transport, team travel, supporter transfers, competition travel, regional tournaments and sporting events.
COMMUNITY AND NOT-FOR-PROFIT ORGANISATIONS	Transport services supporting community programs, social inclusion initiatives, youth programs, disability services and community events.
CORPORATE AND WORKFORCE MOVEMENTS	Business events, project-based transport, workforce shuttles, airport transfers, accommodation transfers and group movements for employers.

POTENTIAL REVENUE STREAM	DESCRIPTION
RENEWABLE ENERGY AND INFRASTRUCTURE PROJECTS	Construction workforce transport associated with renewable energy developments, major infrastructure projects and engineering activities throughout the Great Southern.
RESOURCES AND INDUSTRIAL SECTOR TRANSPORT	Personnel transfers, contractor transport, shift changeovers and workforce movements supporting mining, resources and industrial operations.
CONTRACTOR AND PROJECT LOGISTICS	Movement of contractors, project teams, consultants and support personnel.
WORKFORCE SHUTTLE SERVICES	Scheduled services for major employers, industrial precincts, workforce accommodation facilities and project sites.
AGRICULTURAL AND INDUSTRY EVENTS	Field days, agricultural shows, industry conferences, training programs, producer groups, business forums and seasonal workforce activities.
CONFERENCE, CONVENTION AND BUSINESS EVENTS	Delegate transfers, conference shuttles, accommodation transfers, business event transport and incentive travel programs.
GOVERNMENT AND PUBLIC SECTOR TRANSPORT	Transport services for government agencies, community programs, regional engagement activities, training programs and public sector events.
LOCAL GOVERNMENT SERVICES	Community bus services, event transport, tourism initiatives, civic events, regional development activities and stakeholder engagement programs.
AIRPORT AND VISITOR TRANSFERS	Airport-hotel transfers, accommodation transfers, visitor movements and regional transport connections.
PRIVATE CHARTER AND SPECIAL EVENTS	Weddings, funerals, family groups, private functions, social events, celebrations and customised charter services.
TOURISM INDUSTRY PARTNERSHIPS	Transport services delivered in partnership with accommodation providers, inbound tour operators, attractions, cruise operators and destination marketing organisations.
FIFO/DIDO WORKFORCE TRANSPORT	Transport solutions supporting fly-in fly-out and drive-in drive-out workforces, including airport connections and accommodation transfers.



WORKFORCE

A locally based operation will need sufficient workforce capacity to manage depot operations, administration, maintenance, cleaning and driving. Business case modelling assumes a local depot would require a full-time

manager, administrative support, maintenance and cleaning capacity, and driver hours linked to cruise, event, visitor, community and contract-based work.

ALBANY BASE

The preferred model requires a substantive Albany base rather than an ad hoc relocation-only model. Establishment of a local depot and fleet base in Albany is central to improving

reliability, reducing relocation dependency and servicing broader community and industry needs.

EXISTING MARKET ARRANGEMENTS

Proponents should not assume the availability of any existing assets, contracts, personnel or business arrangements currently operating within the region. Proposals should demonstrate a sustainable operating model that remains viable independent of any transition arrangements offered by existing operators.

Where proponents intend to rely on access to existing fleet, personnel, depots, school bus contracts, government transport contracts or other operating assets, these assumptions

must be clearly identified within the proposal. Proponents must also demonstrate how the proposed operation would remain viable if such arrangements are not secured. Tourism WA provides no guarantee regarding the availability, transfer or acquisition of existing assets, contracts, personnel or business interests.

4.0 DESIRED OUTCOMES

Tourism WA is seeking a suitably qualified proponent capable of establishing and operating a sustainable long-term coach charter service with an operational base in Albany. The solution should support tourism growth, cruise visitation, community connectivity, events, education travel and regional economic development across Albany, the Great Southern and, where commercially appropriate, Esperance and surrounding regions.

Tourism WA would oversee the funding program, including contract management, performance review and reporting. The funding is intended to support establishment and growth, not to provide an ongoing operating subsidy. Proposals should provide enough information for Government to assess whether the solution is strategically aligned, in the public interest, value for money, feasible and capable of delivery, and presents acceptable risk to the State.

FOCUS AREA	OUTCOMES
PUBLIC BENEFIT	Expected tourism, community, economic, employment, accessibility, regional development and visitor experience outcomes.
ALBANY PRESENCE	A substantive Albany-based operation, including local management, booking capability, fleet presence and responsive operating arrangements.
REGIONAL COVERAGE	Capability to service Albany and the wider Great Southern region, with capacity to support Esperance where commercially viable.
EXPERIENCE AND CAPABILITY	Demonstrated experience in charter coach operations, regional passenger transport, tourism transport and cruise-related services.
INVESTMENT READINESS	Ability to establish or expand services, deploy fleet, secure facilities, recruit workforce and mobilise within required timeframes.
FINANCIAL CAPACITY	Evidence of financial stability, working capital and capacity to invest in long-term operations.
SERVICE QUALITY	Commitment to safe, reliable and high-quality services for visitors, cruise operators, communities and government stakeholders.
LONG-TERM SUSTAINABILITY	Demonstrated ability to operate commercially beyond the Government funding period, supported by diversified revenue streams and a sustainable operating model.
RISK AND DEPENDENCIES	Key commercial, operational, regulatory, delivery and reputational risks, including mitigation and risk allocation.



EXPECTED PROPONENT CAPABILITIES

Potential proponents should demonstrate the capacity to establish and operate a reliable regional coach charter service that meets tourism, community and commercial needs. Submissions are expected to address:

- A proposed Albany base model, including depot, fleet, staffing and operating arrangements.
- Capacity to service Albany and Great Southern region.
- Fleet size, fleet quality, accessibility, safety systems and maintenance arrangements.
- Driver recruitment, training, local familiarisation and workforce planning.
- Ability to support cruise schedules, major events and seasonal demand peaks.
- Approach to pricing, customer service and community accessibility.
- Proposed use of establishment funding.
- Revenue forecasts, demand assumptions and key commercial risks.
- Strategy for commercial sustainability after the establishment assistance period.
- Local employment, supplier engagement and regional economic contribution.
- Contingency arrangements for service disruptions, cancellations, fleet constraints or demand fluctuations.

FUNDING AND PERFORMANCE EXPECTATIONS

Funding will be provided through an establishment fund and linked to agreed milestones, reporting requirements and service outcomes. Payments are expected to be made on a milestone basis, subject to the successful proponent meeting the relevant contractual, establishment, activity, reporting and performance requirements. A milestone payment is anticipated in 2026-27, subject to the proponent satisfying the applicable Funding Agreement conditions and milestone requirements.

An interim review may be scheduled during the funding term to assess early performance. A final review at the end of the funding period would assess outcomes, grant acquittal and post-assistance viability.

INDICATIVE PERFORMANCE MEASURES

- Establishment of a substantive Albany operating base.
- Number and type of vehicles based in, or regularly available to, the region.
- Number of local staff recruited or retained.
- Number of cruise vessel calls serviced.
- Service delivery to community, school, sport, tourism and event markets.
- Customer and stakeholder satisfaction.
- Progress toward post-grant commercial sustainability.

RISK CONSIDERATIONS

Proponents should identify how their operating model would manage key delivery and commercial risks. Proposals should include practical mitigation strategies, contingency arrangements and early warning indicators.

These include:

- Failure to meet minimum service benchmarks.
- Maintaining a sustainable vehicle fleet.
- Overestimating market demand or underperforming financially.
- Insufficient local employment or supplier participation.
- Underperformance in cruise or major event bookings.
- Lack of local knowledge or regional partnerships.
- Service discontinuity after the grant period.



BENEFITS MANAGEMENT AND REPORTING

A structured Benefits Management Plan will be established at the commencement of the funding agreement to monitor outcomes and demonstrate public value. Operators would be required to report against agreed milestones, service volumes and customer satisfaction measures. Reporting may be supported by sector-based feedback, including regular engagement with Tourism WA, relevant local governments, shore excursion providers and other key stakeholders.

Where appropriate, the Benefits Management Plan may inform future transition strategies, including potential longer-term service contracts, tourism loops, airport services or other public-private service models.

INTEGRATED SERVICE OPPORTUNITIES

The State Government has also identified potential future opportunities to strengthen the viability of a regional coach operation through integrated tourism and community service models. Further demand assessment would be required before any integrated service model is implemented. However, proponents may wish to identify how their business could support or evolve into these models over time.

- Seasonal tourism loop services.
- Event and festival transport routes.
- Airport or workforce shuttle services.
- Partnerships with accommodation providers, tourism businesses or major employers.
- Community access services.
- Public-private contract arrangements.

INVESTMENT PRINCIPLES



SUSTAINABLE OPERATIONS:

The preferred proposal will demonstrate a commercially sustainable business model capable of operating beyond the period of Government support.



REGIONAL DEVELOPMENT:

Preference will be given to proposals demonstrating a genuine long-term commitment to social and economic development for Albany and the Great Southern region.



COMMUNITY BENEFIT:

The operation should provide measurable social and community outcomes, including improved access for schools, seniors, sporting groups and community organisations.



TOURISM GROWTH:

The proposal should directly support visitation, cruise tourism, regional dispersal and access to tourism experiences.



VALUE FOR MONEY:

Government funding should generate measurable public benefit and leverage private sector investment.



INVESTMENT READINESS:

The proposal should be capable of mobilisation within required timeframes and should present practical delivery arrangements.

5.0 HOW TO APPLY

COMMERCIAL CONTRACT PROCESS

Tourism WA will undertake a competitive Request for Proposal process and assess proposals through the following stages. The process will be overseen by a cross-government evaluation panel with independent probity oversight.

Stage 1: Mandatory Compliance.

Stage 2: Weighted Merit Evaluation.

Stage 3: Preferred Proponent, Due Diligence and Negotiation.

Stage 4: Funding Agreement Award and Implementation.

HOW PROPOSALS WILL BE ASSESSED

Tourism WA will assess proposals against a combination of organisational capability, operational delivery, financial sustainability, value for money and broader regional outcomes. Proponents should demonstrate

not only their ability to establish and operate a charter coach business, but also how the proposed investment will deliver long-term benefits for Albany, the Great Southern and Western Australia.

MANDATORY DOCUMENTS

- Completed Application Form.
- Supporting evidence.
- Declarations and certifications.

SUPPORTING INFORMATION

- Service delivery model.
- Fleet strategy.
- Workforce arrangements, staffing approach and recruitment strategy.
- Mobilisation plan.
- Financial forecasts.
- Risk management framework.
- Governance arrangements.
- Evidence of experience and capability.
- Referee details.

APPROACH

All applicant documentation should clearly outline the opportunity profile for prospective operators, including the identified demand base, preferred local base model, potential service markets and expectations for post-grant sustainability.

The process may initially target Western Australian providers to leverage existing local and state capability, while allowing for broader market participation where this supports

scale, fleet depth, competitive pricing and service resilience.

Tender documentation should require applicants to provide fleet specifications, proposed local base arrangements, driver availability, workforce plans, mobilisation timeline, service coverage for Albany and Esperance, commercial model, funding request, risk management plan and post-grant sustainability strategy.

CONFLICTS

Proponents are required to disclose any information that may be relevant to an actual, likely or perceived conflict of interest. Tourism WA reserves the right not to support an

application if it is not satisfied that adequate arrangements are in place to appropriately address and manage an actual, likely or perceived conflict of interest.

INTELLECTUAL PROPERTY

Any intellectual property rights that may exist in the application will remain the property of the proponent or the rightful owner of those intellectual property rights. Any part

of the application considered to contain any intellectual property rights should be clearly identified by the applicant.

COLLECTION OF INFORMATION NOTICE

For any queries relating to the handling of your personal information by Tourism WA and your privacy rights, please contact privacy@cits.wa.gov.au or visit our privacy policy.

Tourism WA collect the information you provide to assess and manage your application to which you apply and, if successful, to administer the funding agreement (for example, contracting, payments, progress and acquittal reporting).

Tourism WA may disclose relevant personal information in briefings to relevant State and Ministerial offices where your application, funding decision, or related issues are the subject of ministerial correspondence or parliamentary processes. Tourism WA will share only what is reasonably necessary for that purpose.

Tourism WA may routinely publish the successful proponent's name (or organisation), project title/description and amount awarded on our website and in the Annual Report. Separately, Tourism WA will only pass your phone/email to media if you have expressly consented to this.

Proponents who do not provide personal information which is mandatory may not have their application assessed and may not be considered for funding.

Proponents who do not provide payment and supplier details (ABN/GST status/bank account) will be unable to receive funding payments even if your proposal is successful.

LODGEMENT

Interested proponents must submit their proposal through the Western Australian Government's Tenders WA online application portal before the closing time. Late submissions will not be accepted.

Applications submitted by email or any other means will not be accepted. Proponents are responsible for ensuring their submission is lodged before the closing date and includes all mandatory documentation required under the Request for Proposal.

All applicants must submit the required documents:

- Completed Application Form.
- Mandatory and supporting evidence addressing the evaluation criteria.
- Required declarations and certifications.
- Any additional information identified within the RFP documentation.

APPLICANT BRIEFING AND ENQUIRIES

Tourism WA may conduct an industry briefing and/or provide an opportunity for proponents to submit clarification questions during the application period. Information provided to one proponent will be made available to all proponents where needed to ensure a fair and transparent process.

DOCUMENTATION AVAILABLE

- Prospectus & Guidelines.
- Application Form.
- Terms and Conditions.
- Frequently Asked Questions.

TIMELINE

ACTIVITY	INDICATIVE TIMING
RFP RELEASE	Tuesday, 13th October 2026, 1pm AWST
SUBMISSION PERIOD	7 weeks
SUBMISSIONS CLOSE	Friday, 4 December 2026 at 2:30 pm AWST
EVALUATION AND PREFERRED PROPONENT SELECTION	December 2026
FUNDING AGREEMENT NEGOTIATION	Early 2027
COMMERCIAL CONTRACT AWARD	Early 2027
COMMERCIAL CONTRACT IMPLEMENTATION	Ongoing from 2027

EVALUATION GUIDELINES

1.0 INTRODUCTION

PURPOSE

These Evaluation Guidelines outline the methodology Tourism Western Australia (Tourism WA) will apply in assessing proposals submitted under the Investment Opportunity – Albany Charter Coach Project Request for Proposal (RFP). Through this competitive process, eligible proponents may apply for a State Government contribution of up to \$1 million to support the establishment or expansion of a sustainable Albany-based charter coach operation.

These Guidelines form part of the RFP documentation and should be used by proponents when preparing their submissions. They outline the evaluation criteria, assessment methodology, mandatory requirements, clarification protocols and evidence requirements so proponents can understand how proposals will be assessed.

The objective of the evaluation process is to identify a proponent capable of establishing and operating a sustainable Albany-based charter coach service that delivers tourism, community, economic and regional development benefits for Albany and the Great Southern region while providing long-term value for the State's investment.

Proponents must demonstrate their capacity to establish, mobilise and deliver the proposed charter coach services from 2027 onwards, including the availability of appropriate fleet, workforce, operational systems, facilities and management capability necessary to support long-term service delivery.

EVALUATION PRINCIPLES

- Fairness
- Transparency
- Accountability
- Consistency
- Probity
- Value for money
- Sustainability

All proposals will be assessed on their individual merits against the evaluation criteria outlined in these Guidelines. The evaluation process will be documented and conducted consistently for all proponents.

EVALUATION OBJECTIVES

- Establishes or expands a locally based Albany charter coach operation from early 2027.
- Supports cruise tourism and broader visitor servicing.
- Delivers community, school, event and regional transport outcomes.
- Demonstrates long-term commercial sustainability.
- Leverages private sector investment where possible.
- Supports regional economic development and local employment.
- Represents value for money for the State Government.
- Can be mobilised and delivered within the required timeframe.



2.0 GOVERNANCE

Tourism WA will administer the process outlined in these Guidelines and provide regular updates to the Tourism WA Board, CEO and Minister for Tourism.

EVALUATION PANEL

An Evaluation Panel will assess submissions and make recommendations to Tourism WA Board for approval. The Panel will comprise appropriately skilled senior representatives from State Government and may include subject matter experts relevant to transport, tourism, regional development, finance or procurement.

Tourism WA may engage technical advisers to provide specialist advice to the Panel. Technical advisers may provide input but will not independently determine the evaluation outcome unless formally appointed as voting Panel members.

PROBITY OVERSIGHT

An independent Probity Adviser will be appointed to oversee key stages of the process and provide probity advice to support fairness,

impartiality, transparency, appropriate management of conflicts of interest and clear documentation of decisions.

CONFLICTS OF INTEREST AND CONFIDENTIALITY

Evaluation Panel members, advisers and relevant Tourism WA officers must declare actual, potential or perceived conflicts of interest before accessing submissions and must update declarations if circumstances change.

Proposals, evaluation materials and evaluation outcomes will remain confidential unless disclosure is required by law, Government policy, audit, parliamentary process or as otherwise permitted under the RFP conditions.



3.0 EVALUATION PROCESS

The evaluation process will be undertaken in three stages: mandatory compliance assessment, weighted merit evaluation, and due diligence and approval.

Value for money will be assessed through the weighted criteria and through overall consideration of public value, risk and return to the State. Considerations may include:

- Total funding requested and the reasonableness of the request.
- Private investment leveraged and proponent contribution.
- Economic, tourism, regional and community outcomes.
- Long-term sustainability and reduced reliance on Government funding.
- Delivery risk, operational risk and financial risk.
- Strategic alignment with Government and Tourism WA priorities.
- Additionality and the extent to which Government funding enables outcomes that would not otherwise occur.
- The highest-scoring proposal may not necessarily be recommended if Tourism WA determines another proposal better delivers overall value for money and public benefit. Any such decision must be clearly documented with reasons.

STAGE 1 – COMPLIANCE ASSESSMENT

Each proposal will be assessed against the mandatory requirements set out below on a Pass/Fail basis. A proposal must achieve an overall Pass to proceed to Stage 2. Where the RFP expressly permits a pathway to compliance, the Evaluation Panel may accept that pathway, record the basis for doing so, and identify any matters requiring verification during due diligence prior to recommendation or contract execution. Failure to satisfy a mandatory requirement, or provide an acceptable pathway to compliance where permitted, may result in exclusion from further evaluation. This stage is not intended to assess relative merit. Rather, it confirms whether a proposal is sufficiently complete, eligible and capable of progressing to be assessed through the Stage 2 weighted merit evaluation.

REQUIREMENT	PROONENT MUST	ACCEPTABLE EVIDENCE / TIMING	PASS / FAIL BASIS
LEGAL STATUS	• Be a legal entity. • Hold an ABN, ACN or equivalent registration. • Have authority to enter into contractual arrangements.	Current evidence required at submission.	Pass where the proponent provides evidence of legal status and authority to contract. Fail where legal status or authority to contract cannot be verified.
INSURANCE	• Demonstrate current insurance or insurability for public liability, workers compensation and vehicle insurance appropriate to the proposed operations.	Current policies, certificates of currency or written insurer/ broker confirmation are acceptable.	Pass where current coverage or insurability is demonstrated. Any required policy limits may be verified before contract execution.
FINANCIAL CAPACITY	• Provide evidence of financial viability and capacity to fund mobilisation, the proponent contribution and ongoing operations.	Financial evidence may include financial statements, management accounts, finance approvals, bank letters or other evidence of working capital and borrowing capacity.	Pass where evidence demonstrates capacity to fund the proposal, meet unfunded establishment costs and maintain at least the first three months of proposed operating costs. Fail where evidence indicates insolvency risk, insufficient capacity or material uncertainty that is not addressed.

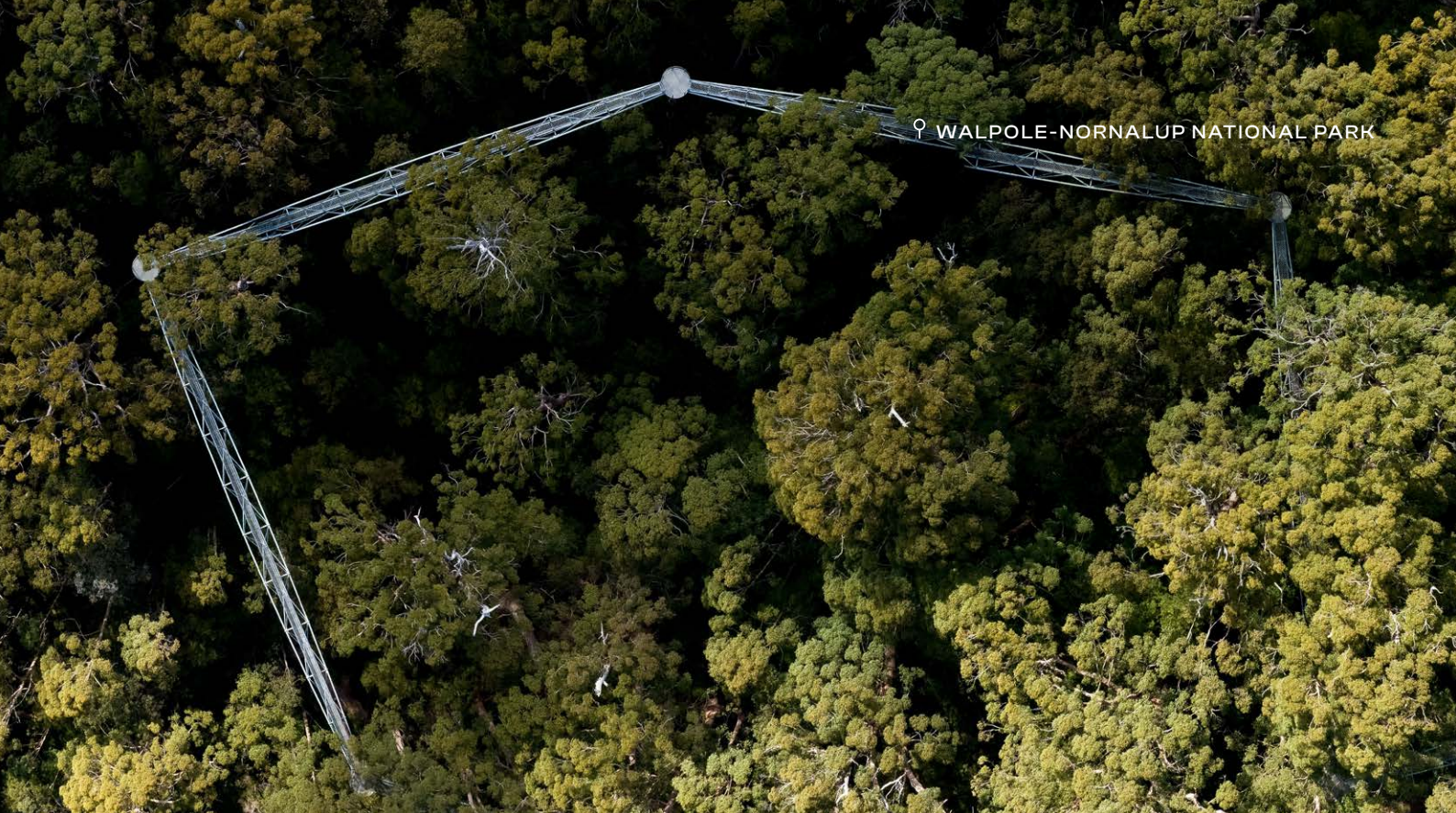
MANDATORY REQUIREMENTS (CONT.)

REQUIREMENT	PROPONENT MUST	ACCEPTABLE EVIDENCE / TIMING	PASS / FAIL BASIS
COMPLIANCE AND LICENCES	• Hold, or demonstrate a credible pathway to hold before service commencement, all licences, permits, accreditations and approvals legally required to operate the proposed services.	Examples may include passenger transport authorisations, vehicle registrations, driver authorisations, workplace health and safety compliance, roadworthiness and any other regulatory approvals relevant to the proposed service model.	Pass where licences are current or the proponent provides evidence of applications, eligibility, timing and ability to obtain approvals before contract execution or service commencement. Fail where the proponent cannot demonstrate a credible pathway to compliance.
ALBANY PRESENCE	• Commit to establishing and maintaining an Albany-based operation or local operating presence sufficient to deliver the required services.	Current premises, proposed depot arrangements, local partnerships or implementation commitments may be provided.	Pass where the proposal demonstrates a practical and credible Albany operating presence. Fail where no credible local presence or pathway is provided.
PROPOSAL SUBMISSION	• Submit all mandatory documents required under the RFP, including the Application Form, Financial Workbook, declarations and supporting evidence.	Minor administrative omissions may be clarified where doing so does not permit new or improved substantive information.	Pass where all mandatory documents are provided or minor administrative matters are clarified. Fail where material mandatory documents are missing.

STAGE 2 – WEIGHTED MERIT EVALUATION

Eligible Proposals will be assessed against the four weighted criteria below.

CRITERION	WEIGHTING	ASSESSMENT FOCUS
1. EXPERIENCE & CAPABILITY	20%	Assesses who the proponent is, their credentials, previous and current experience, and the capability of their personnel. This includes demonstrated experience in coach charter, passenger transport or related service delivery, length of time in operation, relevant regional or tourism transport experience, fleet and workforce capability, and evidence of a strong track record. An established history of reliable delivery will be considered a valuable indicator of the proponent's ability and commitment to deliver a long-term solution.
2. SERVICE MODEL & OPERATIONAL DELIVERY	30%	Assesses the strength, deliverability and risk profile of the proposed service model for Albany and Great Southern. This includes fleet composition and availability, staffing, scheduling, customer service, local presence, mobilisation readiness, governance arrangements, compliance obligations, safety systems, service coverage and operational capability. Assessment will consider the nature, likelihood, consequence and allocation of risks associated with the proposal, including risks to Government, the proponent and key stakeholders, and the extent to which the proponent can identify, mitigate and manage those risks while maintaining ongoing service delivery.
3. VALUE FOR MONEY, FINANCIAL CAPACITY AND SUSTAINABILITY	25%	Assesses the proponent's financial capacity, co-investment commitment, value for money, commercial sustainability, investment readiness and ability to establish and maintain a viable coach operation beyond the funding period, while delivering measurable public benefit and regional tourism outcomes.



EVALUATION FRAMEWORK (CONT.)

CRITERION	WEIGHTING	ASSESSMENT FOCUS
4. STRATEGIC ALIGNMENT AND PUBLIC VALUE	25%	Assesses the broader value of the proposal to Albany, the Great Southern and the State, including economic, tourism, community and regional outcomes. This includes expected visitor servicing benefits, support for local businesses and events, employment or supplier opportunities, regional partnerships, accessibility benefits, and the proponent's genuine commitment to maintaining a long-term presence in the region. It also considers the extent to which the proposal will deliver outcomes that would not otherwise occur without Government investment.
TOTAL	100%	

REQUIRED TIMEFRAME FOR MOBILISATION

For evaluation purposes, proponents must provide a mobilisation schedule demonstrating how services can commence within 12 weeks of execution of the funding agreement, unless a different commencement date is specified in the RFP or agreed by Tourism WA. The proposed timeframe must identify dependencies, regulatory approvals, fleet procurement or redeployment, depot readiness, workforce readiness and key risks.

Mobilisation plan to be addressed against Criterion 2.



4.0 EVALUATION CRITERIA BREAKDOWN

Each criterion is set out below. Evidence listed is indicative only. Proponents may provide other relevant evidence where it directly supports their response.

CRITERION 1: EXPERIENCE & CAPABILITY

WEIGHTING	20%
OBJECTIVE	Assess the proponent's organisational credentials, relevant experience, operating history and capability to successfully deliver coach charter and passenger transport services.
KEY QUESTION	Does the proponent have the experience, capability, people, fleet and track record required to deliver a reliable and long-term service solution for Albany and the Great Southern?

ASSESSMENT CONSIDERATIONS

AREA	CONSIDERATIONS
ORGANISATIONAL EXPERIENCE	Proponent profile, credentials, years of operation, relevant transport experience and demonstrated history in coach charter, passenger transport, tourism transport or related services.
RELEVANT SERVICE EXPERIENCE	Previous and current experience delivering comparable services, including charter, tourism, cruise, regional, school, community, sporting group or event transport services.
CONTRACT DELIVERY HISTORY	Demonstrated ability to deliver services under contract, including performance, reliability, continuity of service and customer or stakeholder outcomes.
PEOPLE AND CAPABILITY	Capability, qualifications and experience of key personnel, including management, operational staff, drivers and support personnel.
FLEET CAPABILITY	Availability, suitability and reliability of fleet to support the proposed service model and regional operating requirements.
TRACK RECORD AND REFERENCES	Evidence of successful past delivery, referee feedback, case studies and examples of comparable projects.
LONG-TERM COMMITMENT INDICATOR	Evidence that the proponent has the experience and operating history to support a sustainable long-term solution for Albany and the Great Southern.

EVIDENCE PROPONENTS MAY PROVIDE

EVIDENCE TYPE	EXAMPLES
ORGANISATION PROFILE	Company background, ownership structure, operating history, accreditations, licences and relevant credentials.
EXPERIENCE EVIDENCE	Details of previous and current contracts, comparable service delivery, relevant tourism or transport projects and regional operating experience.
CAPABILITY EVIDENCE	Key personnel profiles, workforce capability, fleet overview and operational resources.
PERFORMANCE EVIDENCE	Case studies, contract performance examples, client testimonials and referee details.

CRITERION 2: SERVICE MODEL & OPERATIONAL DELIVERY

WEIGHTING	30%
OBJECTIVE	Assess the proposed operating model and the proponent's ability to deliver services safely, reliably and effectively across Albany and the Great Southern.
KEY QUESTION	Is the proposed service model practical, well-resourced and capable of meeting the project's operational requirements within the required timeframe?

ASSESSMENT CONSIDERATIONS

AREA	CONSIDERATIONS
OPERATING MODEL	Proposed Albany and Great Southern operating model, including how services will be structured, delivered, managed and maintained.
LOCAL PRESENCE	Depot arrangements, regional base, local operating presence and capacity to respond to local service needs.
FLEET STRATEGY	Fleet availability, suitability, accessibility, quality, age, reliability, presentation, maintenance arrangements and deployment approach.
SERVICE CAPABILITY	Ability to service cruise, tourism, community, school, sporting group, event and regional transport requirements.
REGIONAL REACH	Capacity to service Albany, the broader Great Southern and, where relevant, Esperance or other connected regional locations.
WORKFORCE ARRANGEMENTS	Driver availability, staffing model, rostering, management oversight, training and workforce continuity.
FLEXIBILITY AND RESPONSIVENESS	Ability to respond to seasonal demand, cruise schedules, event peaks, short-notice changes and regional needs.

ASSESSMENT CONSIDERATIONS (CONT.)

AREA	CONSIDERATIONS
MOBILISATION READINESS	Capacity to commence operations, including implementation planning and readiness of fleet, staff, systems and depot arrangements.
GOVERNANCE AND COMPLIANCE	Governance structures, compliance systems, approvals, licences, reporting arrangements and contract management processes.
SAFETY AND RISK MANAGEMENT	Safety systems, risk management framework, insurance, business continuity planning and mitigation of key operational risks.

EVIDENCE PROPONENTS MAY PROVIDE

EVIDENCE TYPE	EXAMPLES
SERVICE PLAN	Proposed service model, operating approach, service coverage, delivery methodology and customer service standards.
MOBILISATION PLAN	Implementation schedule, commencement timeline, key milestones, dependencies and mobilisation risks.
FLEET DOCUMENTATION	Fleet plan, vehicle details, maintenance arrangements, fleet procurement or redeployment strategy.
WORKFORCE DOCUMENTATION	Workforce strategy, driver availability, staffing structure, training arrangements and management oversight.
LOCAL PRESENCE EVIDENCE	Depot arrangements, premises, local partnerships or regional operating arrangements.
GOVERNANCE AND RISK EVIDENCE	Governance framework, risk register, compliance documentation, safety systems, insurance details and business continuity plan.

CRITERION 3: VALUE FOR MONEY, FINANCIAL CAPACITY AND SUSTAINABILITY

WEIGHTING	25%
OBJECTIVE	Assess the proponent's financial capacity, investment readiness and ability to establish and sustain the proposed service beyond the Government funding period.
KEY QUESTION	Can the proponent financially establish, operate and sustain the proposed service, and is Government funding required to enable delivery?

ASSESSMENT CONSIDERATIONS

AREA	CONSIDERATIONS
FINANCIAL CAPACITY	Ability to fund, establish and operate the proposed service, including evidence of financial strength and capacity to meet project obligations.
INVESTMENT READINESS	Readiness to invest in fleet, workforce, systems, depot arrangements or other establishment requirements.
USE OF GOVERNMENT FUNDING	Clear explanation of the amount of funding requested, what the funding will be used for and why Government support is required.
FUNDING GAP	Evidence of the financial gap or market constraints that prevent the service from being delivered without Government investment.
COMMERCIAL SUSTAINABILITY	Viability of the operating model beyond the funding period, including revenue assumptions, operating costs and long-term financial outlook.
REVENUE STRATEGY	Proposed revenue sources, customer base, revenue diversification and ability to support ongoing operations.
CASHFLOW AND WORKING CAPITAL	Cashflow resilience, working capital adequacy and ability to manage operating costs, seasonal demand or revenue fluctuations.

ASSESSMENT CONSIDERATIONS (CONT.)

AREA	CONSIDERATIONS
FLEET INVESTMENT PLANNING	Fleet acquisition, financing, replacement, maintenance and lifecycle planning.
VALUE FOR MONEY	Reasonableness of the funding request, proponent contribution, investment leverage and return to the State from Government investment.
ADDITIONALITY	Evidence that the proposed outcomes would not occur, or would be materially reduced, delayed or less certain, without Government funding.

EVIDENCE PROPONENTS MAY PROVIDE

EVIDENCE TYPE	EXAMPLES
FINANCIAL WORKBOOK	Costings, revenue assumptions, operating expenses, funding request and financial model.
FINANCIAL FORECASTS	Five-year forecast, cashflow projections, profit and loss projections and key assumptions.
SUSTAINABILITY STATEMENT	Explanation of how the service will remain viable after Government funding has been expended.
FUNDING REQUEST	Detailed funding amount, proposed use of funds, timing of expenditure and funding rationale.
INVESTMENT READINESS EVIDENCE	Proponent contribution, financing arrangements, investment leverage schedule and fleet investment plan.
ADDITIONALITY EVIDENCE	Explanation of what Government funding enables, what would not proceed without funding and the public value generated.

CRITERION 4: STRATEGIC ALIGNMENT AND PUBLIC VALUE

WEIGHTING	25%
OBJECTIVE	Assess the broader economic, tourism, community and regional benefits generated by the proposal, including the proponent's commitment to Albany and the Great Southern.
KEY QUESTION	What benefits will the proposal deliver for Albany, the Great Southern and the State, and how committed is the proponent to maintaining a genuine long-term regional presence?

ASSESSMENT CONSIDERATIONS

AREA	CONSIDERATIONS
ECONOMIC BENEFITS	Expected benefits for Albany, the Great Southern and the State, including visitor economy outcomes, business activity and regional economic contribution.
TOURISM AND CRUISE OUTCOMES	Support for cruise tourism, visitor dispersal, tourism operators, attractions, events and destination development.
COMMUNITY OUTCOMES	Benefits to local residents, schools, sporting groups, community organisations, accessibility and service continuity.
LOCAL EMPLOYMENT	Creation or retention of local jobs, use of local drivers, management capability and workforce development opportunities.
LOCAL PROCUREMENT	Use of local suppliers, maintenance providers, service partners and other regional businesses.
REGIONAL PARTNERSHIPS	Partnerships with local government, tourism organisations, community groups, event organisers, cruise stakeholders and regional operators.
REGIONAL COMMITMENT	Commitment to maintaining a long-term Albany and Great Southern presence, including local decision-making and continuity of service.

ASSESSMENT CONSIDERATIONS (CONT.)

AREA	CONSIDERATIONS
PUBLIC BENEFIT	Broader value to the community and Government, including outcomes that support regional resilience, connectivity and tourism growth.
COST BENEFIT	Overall benefit delivered relative to the level of Government investment sought.
ADDITIONAL REGIONAL OUTCOMES	Outcomes that would not otherwise occur without Government support, including improved service availability, reliability or regional coverage.

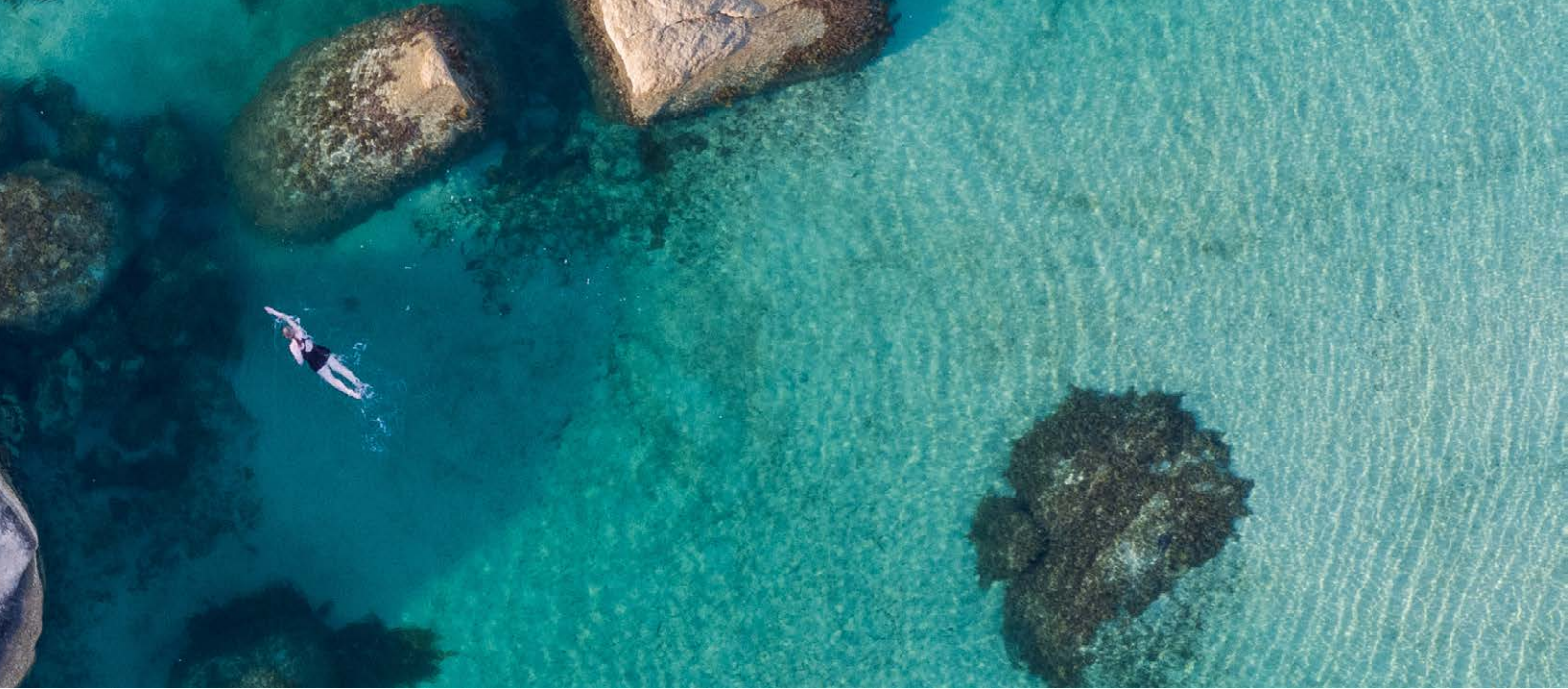
EVIDENCE PROPONENTS MAY PROVIDE

EVIDENCE TYPE	EXAMPLES
ECONOMIC BENEFITS SCHEDULE	Estimated economic impact, tourism benefits, visitor servicing outcomes and regional business benefits.
COMMUNITY BENEFITS SCHEDULE	Community access benefits, school or sporting group support, event support and broader social outcomes.
REGIONAL DEVELOPMENT APPROACH	Long-term approach to supporting Albany and the Great Southern.
EMPLOYMENT PROJECTIONS	Local jobs, workforce arrangements, training opportunities and regional staffing commitments.
LOCAL PROCUREMENT STRATEGY	Proposed use of regional suppliers, contractors, maintenance services and business partners.
PARTNERSHIP EVIDENCE	Existing or proposed partnerships with regional stakeholders, tourism bodies, community groups or local organisations.
COST BENEFIT STATEMENT	Summary of the public, economic, regional and community value generated by the proposal.

5.0 SCORING AND EVALUATION

Each weighted criterion will be assessed on a scale of 0 to 10 by an evaluation panel. Panel members should apply the descriptors below to support consistency. Scores should be supported by written rationale and reference to evidence in the proposal.

SCORE	CLASSIFICATION	PANEL GUIDANCE
10	EXCEPTIONAL	Comprehensively addresses all relevant assessment considerations; provides compelling, credible and well-supported evidence; presents very low delivery risk; materially exceeds requirements.
8-9	VERY STRONG	Addresses most or all assessment considerations to a high standard; evidence is strong and credible; risks are clearly identified and mitigated; exceeds requirements in several areas.
6-7	GOOD	Addresses the key assessment considerations; evidence is generally credible and sufficient; risks are manageable; meets requirements with some strengths.
4-5	SATISFACTORY	Addresses the criterion at a basic acceptable level; evidence is adequate but may lack depth or certainty; some risks or gaps remain but may be manageable.
2-3	WEAK	Partially addresses the criterion; evidence is limited, unclear or inconsistent; material gaps or risks remain; limited confidence in delivery.
0-1	POOR / INSUFFICIENT INFORMATION	Does not adequately address the criterion; evidence is absent, unreliable or materially deficient; high risk or inability to assess.



6.0 CLARIFICATIONS

Tourism WA may seek clarifications to verify information where this is necessary to understand or test a proposal. These processes will be conducted consistently, transparently and in accordance with probity requirements.

- Clarifications must be limited to explaining, confirming or substantiating information already contained in the proposal.
- Proponents must not be invited or permitted to submit new, improved or materially revised offers through clarification.
- All clarification requests and responses must be documented.
- Proponents in equivalent circumstances must be given equivalent opportunity and information.
- Information obtained through clarification may be considered only to the extent it clarifies or verifies the submitted proposal and does not constitute secondary bidding.

7.0 DUE DILIGENCE

Prior to appointment or approval of a Preferred Proponent, Tourism WA may undertake due diligence to verify information provided and confirm that the proposal can be safely, lawfully and financially delivered.

- Financial due diligence, including forecasts, cashflow, funding sources, proponent contribution and sensitivity testing.
- Company, director, ownership and beneficial ownership checks.
- Regulatory compliance and licence checks relevant to the proposed model.
- Credit, insolvency, litigation and material adverse matter checks.
- Reference checks and verification of experience claims.
- Insurance verification and insurability assessment.
- Technical verification of fleet, technology, assets, premises, partnerships or delivery systems where relevant.
- Verification of regional presence, partnership commitments and implementation pathway.
- Legal review of proposed agreement structure, funding conditions and risk allocation.
- Probity review of communications, conflicts and process records.

Tourism WA may discontinue evaluation or negotiations if due diligence identifies material issues, unacceptable risks, inaccurate information or an inability to meet threshold, contractual or approval requirements.



8.0 PREFERRED PROPONENT AND NEGOTIATIONS

Following completion of evaluation and any due diligence, Tourism WA may identify one Preferred Proponent, shortlist proponents for further documented clarification or due diligence, or elect not to proceed with any proposal.

Any negotiations with a Preferred Proponent must be conducted in accordance with probity principles. Negotiations must not be used to permit a proponent to materially improve or resubmit its evaluated offer unless the RFP expressly provides for that process and all relevant proponents are treated consistently.

Selection as a Preferred Proponent does not constitute approval of funding, a binding commitment by Tourism WA or authority to commence work. Funding remains subject to all required approvals and execution of appropriate contractual documentation.

TIMELINE

ACTIVITY	INDICATIVE TIMING
RFP RELEASE	Tuesday 13th October, 1pm ASWT
SUBMISSION PERIOD	7 weeks
SUBMISSIONS CLOSE	Friday, 4 December 2026 at 2:30 pm AWST
EVALUATION AND PREFERRED PROPONENT SELECTION	December 2026
FUNDING AGREEMENT NEGOTIATION	Early 2027
COMMERCIAL CONTRACT AWARD	Early 2027
COMMERCIAL CONTRACT IMPLEMENTATION	Ongoing from 2027



9.0 RECOMMENDATION PROCESS

- The Evaluation Panel will prepare an Evaluation Report documenting the process, scores, rationale, clarifications, due diligence findings and recommended outcome.
- A recommendation will be provided to the Tourism WA Board for approval.
- Relevant approvals will be sought in accordance with applicable Government and Tourism WA governance requirements.
- Proponents will be notified of the outcome in accordance with the RFP conditions.



10.0 FORMAL AGREEMENT

Where Tourism WA proceeds with a proposal, a suitable agreement will be entered into to establish the funding, implementation, reporting, milestone, acquittal, risk allocation and benefits management arrangements. The form of agreement will depend on the nature of the preferred proposal and any advice from Legal Services and relevant approval bodies.

A Benefits Management Plan will be developed for the preferred proposal to ensure public benefits are measurable, monitored and reported. Measures may include tourism outcomes, visitor movements, community access, local jobs, regional partnerships, private investment leveraged, accessibility outcomes, service continuity and commercial sustainability beyond any State contribution.

TOURISM WA RIGHTS

Tourism WA reserves the right to accept or reject any proposal, seek clarification of information contained within a proposal, verify information provided by proponents, modify, suspend or discontinue the process, award less than the maximum available funding, or not award any funding. Any clarification process will be conducted in accordance with the Probity Guidelines and will not permit proponents to materially revise or improve their proposal following submission.

FURTHER INFORMATION

The opportunity will be released through Tenders WA, Tourism WA channels and direct industry engagement.

Tourism Western Australia

Level 10, 1 William Street, Perth WA 6000

tourism.wa.gov.au



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