

NATIONAL PARK TOURISM EXPERIENCES DEVELOPMENT PROGRAM

GUIDELINES FOR THE REGISTRATION OF INTEREST PROCESS
FOR SIGNATURE ACCOMMODATION PROPOSALS –
WEST KIMBERLEY GORGE COUNTRY BUNUBA PARKS



Department of Biodiversity,
Conservation and Attractions



📍 BANDILNGAN (WINDJANA GORGE) NATIONAL PARK, THE KIMBERLEY

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1.0 INTRODUCTION

Attracting tourism investment is challenging in today's highly competitive global market, requiring a targeted, strategic focus to ensure success. Building on the momentum of recent events like the WTTTC Global Summit in Perth is crucial to achieve legacy outcomes for the State, especially given the investment made by the State Government in hosting the event.

As evidenced by departmental strategies including Diversify WA, the Investment and Trade Plan and the establishment of the Tourism Investment Committee of Cabinet (TICC) tourism investment is a government priority for Western Australia. A key element of this is the four year \$17.7m National Park Tourism Experiences Development (NPTED) program, which was established in May 2022 to facilitate the development of new tourism experiences and accommodation in and around Western Australia's national parks.

A key focus of NPTED is attracting investment into signature accommodation offerings in locations of significant natural amenity and attraction, where there is a high level of traditional owner engagement and interest in tourism, with the potential to attract international investment. Achieving this involves a targeted investment attraction strategy for each opportunity, which reflects the above and offers opportunities for economic development for the State and ongoing benefits for traditional owners.

Tourism Western Australia (Tourism WA) is administering the NPTED Program in partnership with the Department of Biodiversity, Conservation and Attractions (DBCA). A key deliverable of the program is to enable the development of signature accommodation in some of WA's most spectacular locations. Signature accommodation offers a high standard of service, comfort and experience, and may be operated by a known brand that attracts a high yielding market.

Prior to a development opportunity being released to market, Tourism WA and DBCA engage closely with Native Title holders and Traditional Owner groups to ensure that they are included, informed and agreeable to the project. Traditional Owner groups may be interested in a passive or active role in the development and operation of the offering and will ensure that locations proposed for development are culturally appropriate.

These Guidelines relate to the opportunity to develop signature accommodation in the Fitzroy River Valley (West Kimberley Gorge Country) at Windjana Gorge, Tunnel Creek and Lennard Gorge. It outlines how the registration of interest process to select a suitable investment partner will be administered, proposals evaluated, and decisions made.

2.0 ABOUT TOURISM WESTERN AUSTRALIA

Tourism WA's role as the Western Australian Government's tourism agency is to grow the industry by promoting the State as an incredible holiday and events destination and inspiring more people to visit.

Tourism WA focuses on:

- Marketing the State to the world through innovative campaigns. This includes working with partners such as airlines, travel wholesalers, retail and online travel agents, on domestic and international marketing campaigns to encourage more visitors to Western Australia. Tourism WA also focuses on developing and securing aviation routes to make it easier for people to travel to, and around WA.
- Developing, attracting and promoting major sporting, arts, cultural and business events. Tourism WA also bids for major international events to help support WA's major infrastructure, such as Optus Stadium.
- Working with Government and the tourism industry to improve access, accommodation and tourism experiences for visitors. Major focus areas include Aboriginal tourism, cruise tourism, workforce development, and helping tourism product investors navigate Government approval processes.
- Informing and empowering the WA tourism industry through sharing key insights, monitoring global trends and building strong relationships with domestic stakeholders. Tourism WA promotes strategic investment and tourism business development by keeping the industry updated with new research and data; responding to evolving industry needs; and providing leadership to the sector through clear and consistent communications.



3.0 ADMINISTERING THE REGISTRATION OF INTEREST PROCESS

3.1 Governance

Tourism WA will administer the processes outlined in these Guidelines and provide regular updates to the Ministers for Tourism and Environment.

3.2 Evaluation panel

An evaluation panel will be established to assess the registrations of interest against the criteria outlined in this document and to provide recommendations to the BDAC Board of Directors to approve and the Ministers for Tourism and Environment for endorsement. The evaluation panel will comprise of suitably experienced representatives from Tourism WA, DBCA and BDAC. The evaluation panel may seek the advice of technical experts and stakeholders where required.

3.3 Probity

The evaluation of proposals and all negotiations with proponents will be undertaken with the highest levels of probity consistent with the public interest. The application of established probity principles aims to assure all parties of the integrity of the decision-making process. These include maintaining impartiality, accountability, and transparency, managing potential or perceived conflicts of interest, maintaining confidentiality, and obtaining value for money.

A Probity Auditor may be appointed to provide independent probity advisory services to the evaluation process. The auditor may be in attendance at relevant meetings, and will also be present at any meetings/presentations with/from proponents.

3.4 Conditions

This policy, its administration, and the receipt and evaluation of proposals submitted pursuant to it are subject to the NPTED Program – Terms and Conditions for Accommodation Proposals. The terms and conditions will apply at all stages.

3.5 Resource commitments and timeframes

Proponents will be required to commit resources to progress their proposal through the registration of interest process identified in Section 4 and any subsequent stages of this process of developing a signature accommodation offer in the West Kimberley Gorge Country – Bunuba Parks. This approach seeks to balance resource input to minimise unnecessary expenditure. Submitting a registration of interest, and any matter concerning a registration of interest, is at the proponent’s sole risk, cost, and expense.

3.6 Disclosure

Tourism WA is responsible for coordinating the public disclosure of proposals received under the NPTED Program. Government recognises the confidential nature of proposals received and will endeavour to treat them accordingly. Only personnel administering the NPTED Program or involved in the assessment of a specific proposal will have access to the proponent’s information.

While all reasonable steps will be taken to protect the intellectual property of proponents, the proponent should be mindful that it participates in the process set out in these Guidelines at its own risk.

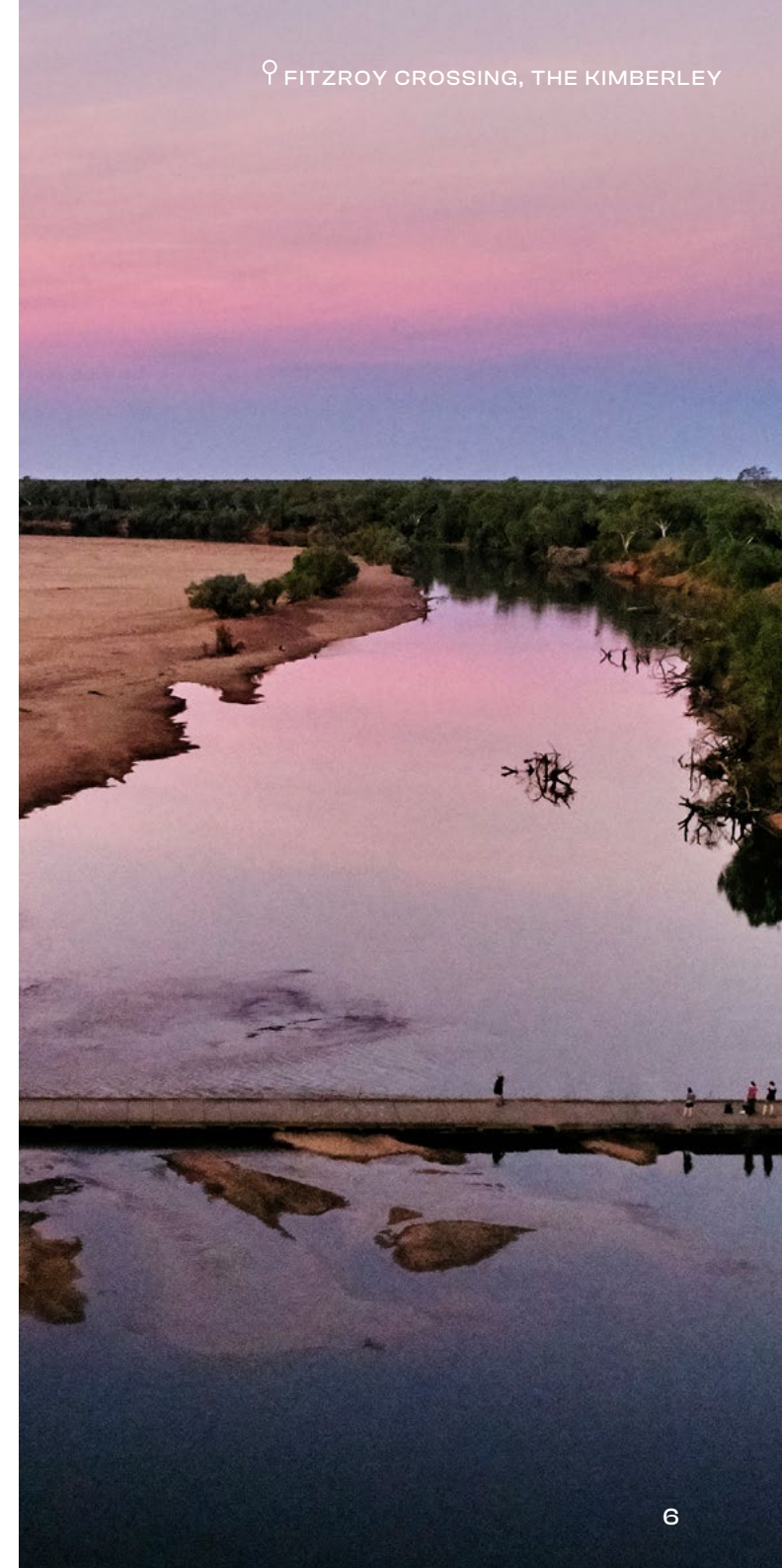
Proponents are advised to exercise a high degree of discretion and are required to not publicly disclose any information during the assessment process. Proponents will be formally notified by Tourism WA whether their proposal has been successful and when it can disclose information publicly.

3.7 Submitting enquiries and registrations of interest

All enquiries are to be sent by email to Tourism WA via invest@westernaustralia.com.

Proposals are to be submitted by email to Tourism WA via invest@westernaustralia.com noting the following conditions:

- a) Receipt of the registration of interest will be determined by the date and time shown on the 'in-box' that the proposal was received.
- b) Lodgement of electronic files may take time and the proponent must make its own assessment of the time required for full transmission of its registration of interest.
- c) Tourism WA will not be responsible in any way for any loss, damage or corruption of the electronic copy of the proposal.
- d) If the electronic copy of the registration of interest becomes corrupted, illegible or incomplete as a result of transmission, storage, encryption or decryption, then Tourism WA may request the proponent to provide another copy either electronically or in hard copy or both.
- e) If Tourism WA requests the provision of another copy of the registration of interest, then the proponent must:
 - 1) provide the copy in the form or forms requested within the period specified by Tourism WA; and
 - 2) provide a statutory declaration that the copy is a true copy of the registration of interest, which was electronically submitted by the proponent and that no changes have been made after the initial attempted electronic submission.



4.0 STAGE 1 – REGISTRATION OF INTEREST

4.1 Submission

Stage 1 is designed to substantiate proponents' capacity and interest in investing in the development opportunity and delivering a signature accommodation outcome in accordance with the criteria outlined in part 4.2.2.

Signature accommodation provides a high-end luxury and exceptional guest experience, which is low impact and designed to integrate with the landscape and cultural setting. This may be operated by a known brand that attracts a high yielding market and creates awareness of WA as a tourism destination.

4.1.1 Registration of interest requirements

As part of registration of interest process, proponents will be required to address the criteria outlined below. Upon assessment of this information by Tourism WA, DBCA and BDAC, proponents may be invited to attend a site visit prior to progressing to stage 2 — submission of a detailed development concept including a proposed operational model.

The site visit will be attended by BDAC members and DBCA, to give proponents an opportunity to understand the opportunities and challenges of the location.



4.1.2 Registration of interest criteria

In submitting a registration of interest, proponents are required to address the following criteria, which will be assessed to determine suitability to be invited to participate in the next stage of this process.

All criteria are weighted evenly with the assessment based on the demonstrated capacity of the proponent to meet these requirements.

CRITERIA – TRADITIONAL OWNER ENGAGEMENT

Genuine and respectful engagement with Traditional Owners at all times is a priority.

Proponents must demonstrate a history of positive First Nations/community engagement outcomes in the delivery of similar tourism accommodation offerings noting that the following will be key elements of any future development:

- The lease conditions, including lease length and payments, will be determined jointly with BDAC.
- Cultural continuity and engagement are a critical part of the partnership.
- Conserving, protecting and showcasing the natural and cultural environment is a priority.
- Maximising employment and enterprise opportunities across all operational areas for BDAC members.
- Preferencing BDAC members for employment and micro-enterprise opportunities.
- Mandating cultural awareness training for staff to be delivered by BDAC as part of their induction.
- Providing training, skills development, and tourism mentoring for all BDAC members employed.

CRITERIA – DEMONSTRATED EXPERIENCE

Proponents must demonstrate a portfolio that includes the development and/or operation of high-end accommodation in remote or regional locations, noting that:

- The proposed development must be of an appropriate scale and designed to integrate with the landscape and cultural setting.
- Development will be single storey.
- The development may include options for exclusive accommodation and product offerings located separately from the main facility/hub.

CRITERIA – COMMITMENT TO EXCELLENCE

Proponents must clearly identify how they deliver exceptional guest experiences and a high quality, low impact accommodation offering.

CRITERIA – BRAND SYNERGY

Proponents must have a brand ethos that complements WA's global "Walking On A Dream" brand, which showcases WA as a destination that offers world class tourism experiences.

CRITERIA – ALIGNMENT WITH SUSTAINABLE PRACTICES

Proponents must demonstrate their commitment to sustainable practices in the development and operation of accommodation, including alignment with the environmental, social and governance (ESG) framework.

CRITERIA – FINANCIAL CAPACITY

Proponents must demonstrate that they have the financial capacity to develop and operate a signature accommodation offer within a reasonable timeframe, which is viable and sustainable.

4.1.3 Evaluation

The evaluation panel will determine whether proponents are considered to meet the above criteria

Each submission will be considered on its merits and if no submissions are acceptable, then none will be accepted, noting that Tourism WA reserves the right to terminate the registration of interest process at any time and not proceed to stage 2.

4.1.4 Selecting proponents to progress to the next stage of this process

Once registrations of interest have been evaluated, the evaluation panel will identify proponents to progress to the next stage and make a recommendation to BDAC's Board of Directors for approval and the Ministers for Tourism and Environment for endorsement.

All proponents will be informed of their status at the completion of the registration of interest evaluation process including next steps in this process.

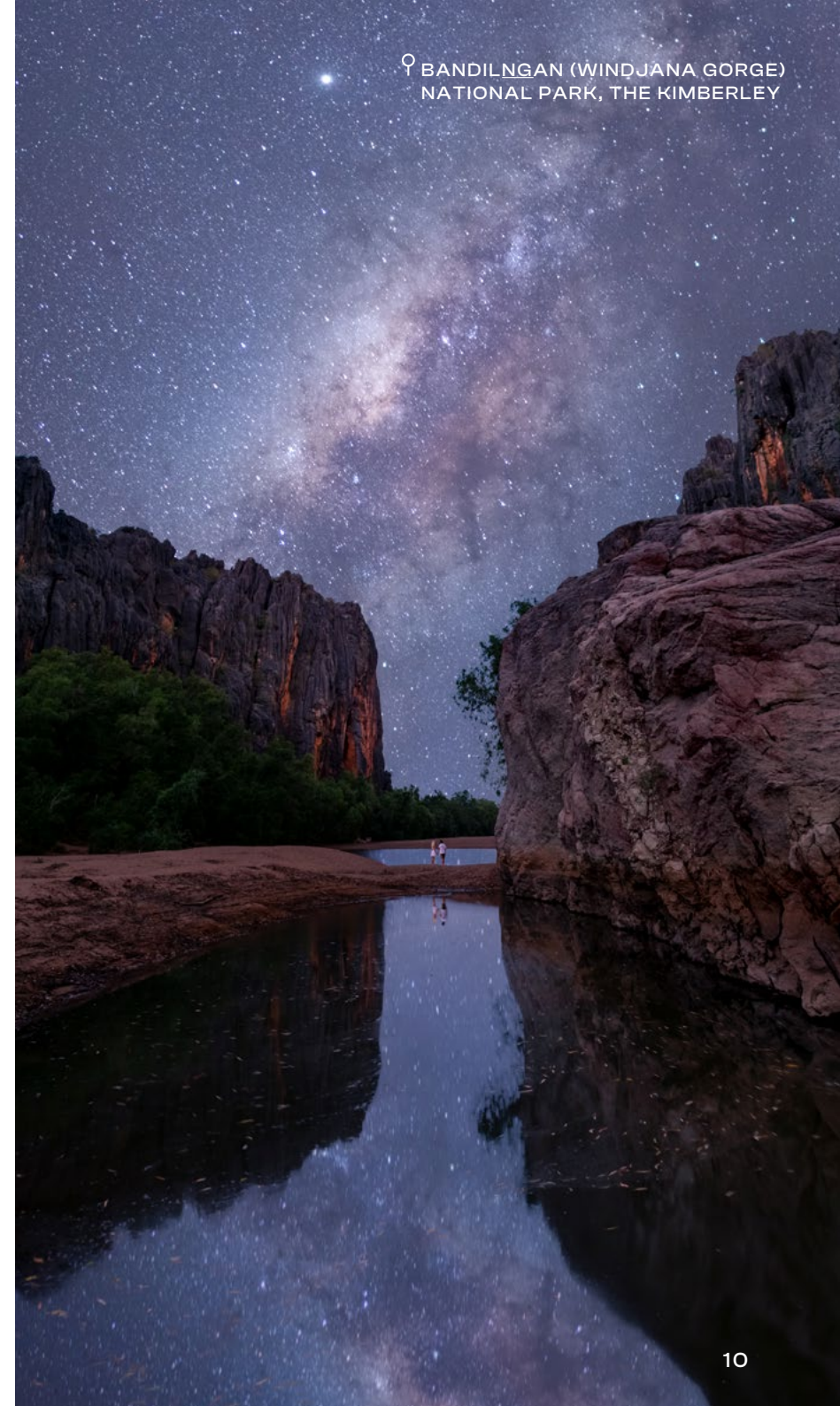
5.0 STAGE 2 – SITE VISIT AND SUBMISSION OF PROPOSED DEVELOPMENT CONCEPTS

Proponents deemed to have met the requirements of the registration of interest process will be invited to a meeting with Tourism WA to discuss next steps. Following this meeting it is proposed that a site visit will be arranged with all parties interested in progressing to Stage 2 of this process, which will be the submission of proposed development concepts.

The submission of proposed development concepts will require proponents to address detailed criteria, which may be weighted, to enable an evaluation panel consisting of representatives from Tourism WA, BDAC and DBCA to select the preferred proponent for the delivery of a signature accommodation offer in the West Kimberley Gorge Country – Bunuba Parks. These criteria, which will be provided upon successfully reaching Stage 2 of this process will broadly require the proponent to address in detail the following categories:

- Submission of a concept master plan including design and layout of accommodation and supporting infrastructure
- Meeting BDAC partnership requirements including capacity building, tour products and employment opportunities
- Development and implementation of a sustainable business model

It is anticipated that Stage 2 of the process will commence in June/July 2025 with detailed submissions to be provided to Tourism WA by October 2025 with evaluation in November 2025. It is noted that the evaluation process will include provision for a face to face presentation by the proponent. Selection of the preferred proponent is proposed to occur by the end of 2025.



APPENDIX 1 – REGISTRATION OF INTEREST SUBMISSION FORM

This form is designed to assist proponents in meeting the requirements of the registration of interest process.

This form should be read in conjunction with other documentation prepared for this development opportunity, including the investment prospectus, the Guidelines, and the NPTED Terms and Conditions for Accommodation Proposals (Terms and Conditions).

Please ensure all sections are adequately addressed. Proponents are encouraged to provide additional supporting information/attachments where relevant to substantiate a response. Attachments provided via online cloud storage services will only be accepted where Tourism WA is satisfied that they have not been amended/edited after the closing date and time.

Once this form is submitted, it will be reviewed by Tourism WA to ensure it has been completed in its entirety and meets the requirements of the Guidelines.



Section 1: Proponent Information

Please provide details about your organisation.

PROPONENT INFORMATION	
1.1	Name of Legal Entity
1.2	Registered address or address of principal place of business if no registered address
1.3	Business name
1.4	Australian Business Number (ABN) or the country where the business is registered
1.5	Lead contact person(s), position title(s) and contact detail(s)
1.6	Is the Proponent acting as an agent or trustee for another person or persons? If 'Yes', please provide details.
1.7	Has the Proponent engaged, or does the Proponent intend to engage another party to deliver / operate the Proposal? If 'Yes', please provide details.

Section 2: Criteria

Traditional Owner Engagement

Genuine and respectful engagement with Traditional Owners at all times is a priority.

Proponents must demonstrate a history of positive First Nations/community engagement outcomes in the delivery of similar tourism accommodation development proposals noting that the following will be key elements of any future development:

- The lease conditions, including lease length and payments, will be determined jointly with BDAC.
- Cultural continuity and engagement are a critical part of the partnership.
- Conserving and protecting the natural and cultural environment is a priority.
- Maximising employment and enterprise opportunities across all operational areas for BDAC members.
- Preferencing BDAC members for employment and micro-enterprise opportunities.
- Mandating cultural awareness training for staff to be delivered by BDAC as part of their induction.
- Providing training, skills development, and tourism mentoring for all BDAC members employed.

Please briefly (500 words or less) outline your history of positive First Nations/community engagement outcomes in the delivery of similar tourism accommodation development proposals

Demonstrated Experience

Proponents must demonstrate a portfolio that includes the development and/or operation of luxury accommodation of scale in remote or regional locations and have a demonstrated history with the delivery of signature accommodation projects, noting that:

- The proposed development must be of an appropriate scale and designed to integrate with the landscape and cultural setting.
- Development will be single storey.
- The development may include options for exclusive accommodation and product offerings located separately from the main facility/hub.

Please briefly (500 words or less) outline your experience including case studies in developing and operating signature accommodation, particularly in remote or regional locations.

Commitment to Excellence

Proponents must clearly identify how they deliver exceptional guest experiences and a high quality, low impact accommodation offering.

Please briefly (500 words or less) outline how you plan to achieve this

Brand Synergy

Proponents must have a brand ethos that complements WA's global "Walking On A Dream" brand, which showcases WA as a destination that offers world class tourism experiences.

Please briefly (500 words or less) outline your brand ethos

Alignment with sustainable practices

Proponents must demonstrate their commitment to sustainable practices in the development and operation of accommodation, including alignment with the environmental, social and governance (ESG) framework.

Please briefly (500 words or less) outline your commitment to sustainable practices

Financial Capacity

Proponents must demonstrate that they have the financial capacity to develop and deliver a signature accommodation offer, which is viable and sustainable.

Please briefly (500 words or less) outline your financial capacity

Section 3: Other Considerations

Identify any important issues for the WA Government to consider.

OTHER CONSIDERATIONS

3.1 Provide details of any actual, potential, or perceived conflicts of interest in the project.

3.2 Has the Proponent or any person responsible for the performance of key roles or tasks in the delivery of the Proposal been convicted of a criminal offence that is punishable by imprisonment or detention?

If 'Yes', please provide details.

3.3 Disclosure of any other information Tourism WA or the WA Government should be aware of.

Acknowledgement

This form is to be signed by the proponent or a duly authorised representative. In signing this form the proponent:

- warrants the information provided as being true and accurate;
- acknowledges, understands and agrees to the Guidelines and Terms and Conditions;
- acknowledges that Tourism WA, DBCA and BDAC are not obligated to progress the proponent to Stage 2; and
- acknowledges that the form will be used by the WA Government and BDAC to assess the proponent's suitability for the opportunity.

Full Name:

Company:

Position:

Signature:

Date:

Tourism Western Australia

Level 10, 1 William Street, PERTH WA 6000

GPO Box X2261 PERTH WA 6847

T. 08 9262 1700 F. 08 9262 1787

invest@westernaustralia.com

westernaustralia.com

tourism.wa.gov.au

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