



Australian Government
Director of National Parks

REQUEST FOR PROPOSALS

Reference Number: ANBG-1516-013

Commercial Events and Public Programs in the
Australian National Botanic Gardens, Canberra



Closing **2.00pm 19 February, 2016**

Tender Box
Level 1 Administration Building
Australian National Botanic Gardens
Clunies Ross Street, Acton ACT

adminstaff@anbg.gov.au

Alive with opportunities

1. INTRODUCTION

The Australian National Botanic Gardens (ANBG) is seeking to expand the range and diversity of commercial events and public programs that contribute to enhancing the experience of visitors to the Gardens.

The ANBG is a Commonwealth reserve under the *Environment Protection and Biodiversity Conservation Act 1999* (Cth) and is managed by the Director of National Parks (DNP). The ANBG is a national institution that contains the world's most comprehensive display of living Australian native plants. The ANBG is located in the suburb of Acton in the Australian Capital Territory and has a total area of 90 hectares.

The Director of National Parks (DNP) is pleased to invite suitable proponents to submit proposals for a licence agreement to operate commercial events and programs in the Australian National Botanic Gardens (ANBG). The DNP will grant a licence substantially in the form of the draft Licence Agreement at **Attachment A** to this Request for Proposals.

This invitation represents an opportunity to operate commercial events and public program at one of Australia's most popular botanic gardens and one of Canberra's major tourist attractions. The ANBG receives more than 450,000 visitors per year including tourists, education groups and social groups.

The ANBG hosts concerts, exhibitions and community-orientated programs to attract the Canberra community and tourists. Successful proponents will deliver events, programs and experiences that enhance the current calendar of events.

The ANBG is open every day except Christmas Day from 8.30 am until 5 pm and operates during evenings for special events and programs.

The strategic plan for the ANBG is available in the form of a Management Plan and this can be viewed at www.anbg.gov.au/gardens.

Vision

Australians value, conserve and appreciate our rich plant heritage

Mission

To inspire, inform and connect people to the Australian flora

This Request for Proposals should be read in conjunction with the Draft Licence Agreement at **Attachment A**.

Further information regarding the Australian National Botanic Gardens can be found at www.anbg.gov.au/gardens

General Enquiries:

Stephen Speer

Manager, Visitor Experience

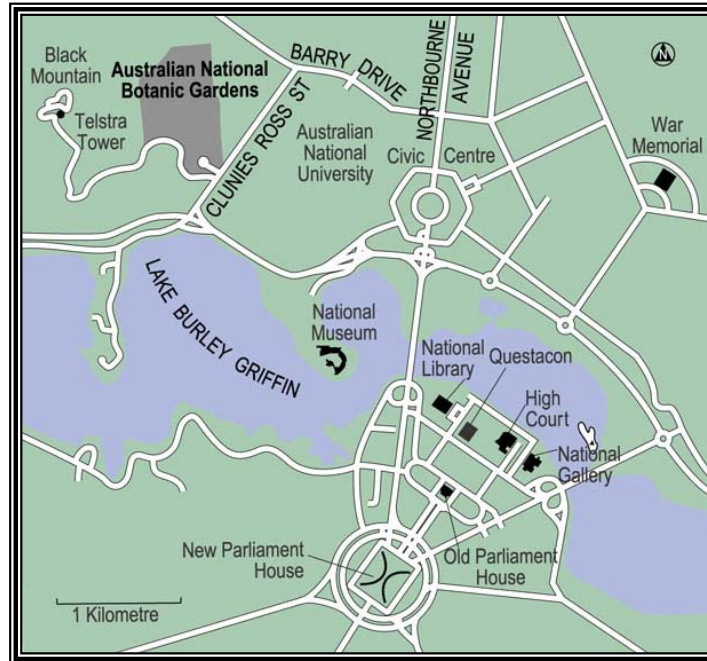
Australian National Botanic Gardens

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www.anbg.gov.au

2. LOCATION

The ANBG is located on the eastern side of Black Mountain in the suburb of Acton, an inner city suburb close to Canberra city. The ANBG is below Telstra Tower and adjacent to CSIRO and the Australian National University.



3. KEY FACTS

- The Australian National Botanic Gardens received Ecotourism Certification in 2015.
- A popular destination for international, interstate and local visitors, the Gardens attract more than 450,000 visitors per year.
- The Australian National Botanic Gardens manages the national collection of Australian plants, valued for recreation, education, research and conservation
- The Gardens features more than 78,000 plants representing one-third of Australia's native plants. It is the only place in the world you can see this diversity of Australian native plants in one location.
- Throughout the year, the Gardens hosts events and activities for all ages ranging from a summer concert series, exhibitions, school programs and special events, to guided walks and public talks. Peak visitation is throughout spring and summer periods.
- A strong community of volunteers helps us — there are more than 1,800 Friends of the Australian National Botanic Gardens.
- Successful businesses such as Floresco Cafe, Botanical Bookshop and Jindii Eco Spa operate within the Gardens.
- Recent significant horticultural developments include the Red Centre Garden opened in 2013 and Australian Daisy Garden opened in 2014. Both provide new ecotourism experiences for visitors.
- Extensive night lighting systems within the Rainforest, Red Centre Gardens and pathway to Eucalypt Lawn.



4. VISITOR DEMOGRAPHICS

The Garden's 450,000 visitors each year are 50% ACT residents and 50% from interstate/international. The Garden's attracts a range of families with a high number of adults aged 30 – 39 and a large number of visitors are 50+. The Friends of the Gardens are very active with over 2,000 members.

5. MASTER PLAN CONSTRUCTION PROGRAM

In June 2015, the Gardens released its 20 year Master Plan for the site. Stage 1 of the Master Plan construction program will commence this year with the appointment of architects for the Conservatory and Horticulture Centre. More information available at www.anbg.gov.au/gardens/about/management/master-plan.html

6. COMMERCIAL EVENTS AND PUBLIC PROGRAMS

Proposal are sought from experienced event organisers to hold suitable commercial events or public programs within the Australian National Botanic Gardens. The range of events that may be considered include:

- Outdoor movie screenings
- Markets
- Outdoor theatre
- Music concerts
- Children's events
- School holiday programs
- Night programs
- Trade shows
- Special themed events

Commercial events may be ticketed or fully sponsored events open to the public.

The ANBG provides for a range of indoor venues for small groups (up to 50) and outdoor venues suitable for small and large events > 3,000 people, see Site Map at **Attachment B**.

7. PROPOSALS

Proposals should provide a concept of the event or program, including proposed dates, location with the ANBG and address the evaluation criteria in **section 8**, including a fee proposal for consideration by the ANBG.

8. PROPOSED TIMELINE

Opening date for proposals	3 February 2016
Closing date for proposals	19 February 2016
Review of proposals completed	4 March 2016
Proponent notification	9 March 2016

9. EVALUATION CRITERIA

Proposals will be evaluated against the following criteria. Proposals submitted must address each of the items below by providing details of how it will provide the best option for the ANBG.

- a) Visitor Experience – ability to provide high quality experiences consistent with the ANBG mission, values and strategic direction
www.anbg.gov.au/gardens/about/management/index.html
- b) Experience, resources and management capability of event organiser including proven track record in delivering sustainable events
- c) Proposed licence fee/licence fee structure
 - Proponents must include a fee and fee structure. **Note:** Refer to clause 4 the Draft Licence Agreement.
- d) Marketing plan – ability to attract audiences and link to the ANBG brand
- e) Impact on the Living Collection or ANBG’s assets – ability to operate within the ANBG with minimal environmental impact
- f) Compliance and agreement with the terms of the Draft Licence Agreement
 - *Proponents are invited to submit proposals consistent with the Draft Licence Agreement (Attachment A)*
 - *List all terms of the Draft Licence Agreement that you cannot, or do not intend to, comply with.*

For guidance in addressing some of the evaluation criteria above, refer to the Draft Licence Agreement at **Attachment A**.



10. RULES

DNP proposes that the Draft Licence Agreement contained in **Attachment A** govern the licence arrangements. Interested parties must submit details of ability and intention to comply with each term of the Draft Licence Agreement, including specific reasons for non-compliance, as part of their proposals.

All required documentation for proposals must be submitted, in a plain envelope with the reference number (ANBG-1516-013), before **2.00 pm on 19 February, 2016** to:

**Tender box
Level 1 Administration Building
Australian National Botanic Gardens, Acton ACT**

Or email to:

adminstaff@anbg.gov.au

A proposal received after this time will not be considered by DNP unless the sole cause for it being late was mishandling by DNP.

A proposal that does not include all required details may be excluded from consideration by DNP. DNP is not required to accept a particular proposal or any proposal at all.

It is the responsibility of each party interested in submitting a proposal to review all documentation included in and attached to this Request for Proposals, make all independent assessments and investigations required to prepare an accurate proposal, and ensure its proposal conforms with the stated requirements.

DNP wishes to diversify the range of services provided to visitors, therefore the DNP is not considering proposals that compete with existing onsite businesses such as food and beverage, bookshop/gift shop services or day spa treatments.

Parties must not make false or misleading statements in their proposals, and are advised that doing so may be an offence under Division 137 of the Criminal Code.

Parties must not engage in anti-competitive conduct, including collusion.

Nothing in this Request for Proposals or attached documentation constitutes an offer or binding representation or undertaking of any kind on the part of the ANBG or DNP, and there will be no enforceable agreement between the ANBG or DNP and a party until a formal agreement is executed.

No party submitting a proposal will have a claim against DNP or its officers, agents, employees or advisors with respect to the exercise, or failure to exercise, a right under this Request for Proposals.

All documents submitted by a party in response to this Request for Proposals will become the property of DNP on submission.

DNP may disclose or allow the disclosure of information contained in this Request for Proposals, the Draft Licence Agreement or proposals received, as it sees fit.

DNP may reject a proposal if the party that submitted it makes a public statement with respect to the proposal, this Request for Proposals, the Draft Licence Agreement or any other matter connected with the licence without the prior written consent of the DNP Representative.

Proposals must remain valid for not less than 3 months after the closing date.

Acceptance of a proposal is subject to execution of a formal agreement.

DNP will not be liable for costs or expenses incurred by parties in relation to this Request for Proposals or the Draft Licence Agreement.

The laws of the Australian Capital Territory govern this Request for Proposals.

Privacy Notice

The Director of National Parks ('the Director') is authorised to request personal information under Chapter 6 of the Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act). The personal information that you provide will be used to assess your proposals in response to this Request for Proposal. If you do not provide the requested information your proposal cannot be assessed.

Disclosure

Your personal information may be disclosed to other Commonwealth (and in some circumstances, state and territory) government departments and agencies where it is required or authorised by or under law or where it is reasonably necessary for law enforcement.

Privacy Policy

The collection, storage, use and disclosure of personal information is governed by the Privacy Act 1988 (Cth) and, in particular, by the Australian Privacy Principles. The Director's Privacy Policy is available at <http://www.environment.gov.au/node/35979>. The Privacy Policies detail how you can access and correct your personal information, and who to contact if you have a concern about your personal information.

ATTACHMENTS

<i>Attachment A</i>	<i>Draft Licence Agreement</i>
<i>Attachment B</i>	<i>Australian National Botanic Gardens Map</i>



Acrobat Document

