



Bathurst  
*step beyond*

**REQUEST FOR QUOTATION**

For

**2025/2026 Summer Tourism Marketing Campaign Delivery**

Quotation No. 21.00041

Submissions will be in accordance with work detailed in this brief and to the satisfaction of the Principal.

## **1. Introduction**

Bathurst Regional Council is seeking expressions of interest from suitably qualified and experienced businesses to work with Council in developing and implementing a targeted seasonal-based marketing campaign for Bathurst Region Tourism in summer 2025/26.

The Bathurst region, located 207 km west of Sydney, covers an area of 3821km<sup>2</sup> and is home to a growing population of over 44,000. Tourism is an important part of the regional economy with strong potential for growth. In 2023, there were 1,243,000 visitors, 1,316,000 visitor nights and a total expenditure of \$327 million. Bathurst Regional Council completed a new [Destination Management Plan](#) (DMP) in 2019 which specifies the need for seasonal campaign activity and place activations.

Bathurst Region Tourism is administered by Bathurst Regional Council via the Bathurst Visitor Information Centre which acts as the DMO for the region. Bathurst is a tourism destination with an increasingly broad appeal, and it is intended to develop and deliver a campaign within the three months of December 2025-February 2026 which will position Bathurst as an attractive destination of choice and desirable alternative to coastal holidays.

Quotations must be received prior to 5.00pm on Thursday 27 November 2025

## **2. Project Scope**

### **2.1 Project Objectives**

The primary objectives of the summer marketing campaign for Bathurst Region Tourism are to:

- Position Bathurst as an attractive destination of choice and desirable alternative to coastal holidays.
- Increase awareness and appeal of Bathurst as a distinctive summer holiday destination within target markets.
- Encourage overnight stays and longer visitation, particularly during the traditionally quieter post-Christmas and late-summer periods.
- Showcase Bathurst's unique mix of heritage, events, food and wine, outdoor adventure and regional character as points of difference from coastal destinations.
- Strengthen Bathurst's brand identity as a vibrant inland destination offering authentic experiences and genuine hospitality.

- Drive measurable increases in website traffic, visitor enquiries, accommodation bookings and social engagement.
- Support and leverage local tourism operators and attractions through integrated storytelling and cooperative marketing activity.
- Align with priorities and visitor experience themes identified in the Bathurst Destination Management Plan (2019).

## **2.2 Project Deliverables**

The successful agency will work with Bathurst Regional Council tourism staff in developing an initial framework strategy and activity plan which will include, at a minimum, the following project deliverables within the project timeframe (2.4):

- Development of a creative campaign concept and key messaging framework that encapsulates Bathurst's summer appeal and unique positioning.
- Media plan covering owned, earned and paid channels including working with BVIC's to ensure alignment with contracted PR Agency activities.
- Design and production of campaign assets — imagery, video, copywriting, and content suitable for multi-channel use.
- Implementation of campaign activity across agreed platforms during December 2025 – February 2026.
- Alignment and integration with Bathurst Region Tourism's digital platforms (website, social media, e-newsletters).
- Engagement opportunities for local tourism businesses, event organisers and community partners.
- Reporting framework outlining KPIs, analytics and post-campaign evaluation of reach, engagement and impact.
- Recommendations for ongoing seasonal or thematic extensions beyond summer 2025/26.
- Working with BVIC staff to deliver other key deliverables as proposed by the successful agency.

## **2.3 Key Project Collaborators**

The successful company will work closely with Bathurst Regional Council's tourism staff based at the Bathurst Visitor Information Centre (BVIC) throughout the project. Key contact will be the Tourism Marketing Coordinator.

## **2.4 Project Timeframe**

A draft time schedule for deliverables should be included with the fee proposal, with activity expected to occur within December 2025 - February 2026. A project inception meeting shall be arranged between the successful company and Bathurst Regional Council tourism staff as soon as practical upon completion of the selection process.

## **2.5 Project Budget**

The budget for this project is capped at \$25,000 with additional supporting funds potentially to be available for additional content creation. Requirements to be determined at the initial project inception meeting.

## **3. Assessment Criteria**

Agencies are invited to submit:

- Full price quote for delivery of activities as outlined in section 2.1.
- A schedule of rates relevant to any part of the brief.
- Evidence of successful past performance in similar projects.
- Testimonials and references from past and current clients.
- Any other relevant information or evidence.

### **3.1 Selection of a successful agency will be based on the following criteria:**

1. Demonstrated expertise & experience in tourism marketing	25%
2. Past performance and current work on projects of a similar nature and complexity.	25%
3. Understanding and interpretation of the brief.	30%
4. Price and value of proposal to Council.	20%

### **3.2 Preference to Local Suppliers**

**A preference of 5% on product cost will be given to Bathurst Region based suppliers for satisfactory goods/services of identical properties to those offered by suppliers based outside the Bathurst Region.**

#### **4. Timeline**

Request for Quotation distributed: 13 November 2025

Responses required: 27 November 2025

Selection made: 28 November 2025

Agencies advised in writing 1 December 2025

#### **6. Lodgement Date and Contact Details**

Bathurst Regional Council 2025/2026 Summer Tourism Marketing Campaign Delivery:  
21.00041

Queries will be responded to by:

NAME: Mr Daniel Cove

POSITION: Director Cultural & Community Services

Requests for additional information may be made via [daniel.cove@bathurst.nsw.gov.au](mailto:daniel.cove@bathurst.nsw.gov.au)  
or 6333 6206.

#### **Submission of Quotations**

It is the contractor's responsibility to ensure his/her Quotation reaches the Council by the closing time for quotations. [Local Government (General) Regulation 2005 clause 177]

Council will receive quotations in the following formats:

- by written submission
- via electronic transfer

Council must receive the complete quotation prior to the closing time.

#### **Written Submissions**

Written Quotations must be enclosed in a plain sealed envelope marked

**“Confidential – Quotation 21.00041: 2025/2026 Summer Tourism Marketing Campaign Delivery”**

and addressed to:

Director Cultural & Community Services

Bathurst Regional Council

Private Mail Bag 17

BATHURST NSW 2795

If the quotations are delivered by hand, they should be delivered to the administration counter, first floor, at 158 Russell Street Bathurst.

**Submission via Electronic Transfer**

1. Quotations submitted by electronic transfer (email or facsimile) must be received by Council by prior to the closing time for quotations.

2. Electronic quotations must be submitted to [council@bathurst.nsw.gov.au](mailto:council@bathurst.nsw.gov.au) or [daniel.cove@bathurst.nsw.gov.au](mailto:daniel.cove@bathurst.nsw.gov.au) with the subject line - **Bathurst Regional Council 2025/2026 Summer Tourism Marketing Campaign Delivery: 21.00041**

All documents must be in PDF format with no password or protection.

**CLOSING TIME AND DATE FOR LODGEMENT:**

5.00 PM THURSDAY, 27 NOVEMBER 2025

The closing date and time for lodgement may be varied only by written notice from the Council.