



Expression of Interest

Audience Scoping and Development Project (ASDP)

for the

Museum and Art Gallery of the Northern Territory (MAGNT)

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Closing Date: Friday 3rd December 2021

Section A: Specification Brief

1.0 Introduction

The Museum and Art Gallery of the Northern Territory (MAGNT) is seeking Expressions of Interest (EOI) from a suitably qualified consultant or consulting team to develop an Audience Scoping and Development Project (ASDP) that aligns with MAGNT's strategic vision and business plan.

Consultants must have strong experience in undertaking such work including a demonstration of contemporary consultation and engagement practices.

2.0 Project Purpose and Background

Summary of Project

MAGNT has identified that visitation over the last decade (pre COVID-19) demonstrates a split of approximately 30% local audience and 50% interstate and 20% international.

Location of Visitors	2021-22 YTD	2020-21	2019-20
Darwin/Palmerston	27%	44%	39%
NT Other	2%	3%	2%
Interstate	70%	51%	39%
International	1%	1%	19%

The Audience Scoping and Development Project seeks to understand all MAGNT audiences (current and potential) and will consider the profile and segmentation of potential versus current visitors to all MAGNT sites (including Alice Springs venues). The project will articulate a vision for growing existing and new audiences (including for the yet to be built State Square art gallery).

While this project is intended to give equal weight to local, interstate and international audiences, MAGNT will be undertaking a subsequent project with a particular focus on engaging local audiences through the development of a 'Loved by Locals' program. 'Loved by Locals' will cover a three to five year period. It will include an audience scoping, a plan with KPI's and specific tasks and priorities for engaging with MAGNT target audiences both onsite and online and through exhibitions programming, digital experiences and events. The ASDP will reference the impacts of COVID – 19 on developing audiences for MAGNT.

MAGNT understands that gathering data on the needs and expectations of international audiences and potential international audiences is problematic in the current COVID environment. As such we anticipate the information gathered and analysed on international audiences to be less rigorous than the information gathered and analysed on interstate and domestic audiences.

Staff at MAGNT have relied on anecdotal evidence of local audience segments that visit and those that do not visit MAGNT. They also have ideas on ways to target and enhance audience experiences through the full range of MAGNT programs including exhibitions, research, public programs, learning activities and other connections. This Audience Scoping and Development Project will test staff ideas through the collection and application of solid qualitative and quantitative data and give rigour to future public programming decisions at MAGNT.

In January 2021 MAGNT adopted a ten year strategic plan. The MAGNT Strategic Plan 2030 identifies four focus areas: 1. Doors wide open 2. Collections for tomorrow 3. Aboriginal cultural rights and agency and 4. Commercial acumen.

The ASDP is to be developed in alignment with MAGNT's overall strategic vision and operational business plans, with particular reference to the first of the dedicated focus areas in the MAGNT Strategic Plan 2030 – *Doors Wide Open*.

Doors wide open – We are throwing open our doors and inviting locals and visitors to explore the cultures, natural sciences, histories and arts of the Northern Territory like never before - transformational experiences in exceptional destinations.

3.0 Museum and Art Gallery of the Northern Territory

In 1981 the Museum and Art Gallery of the Northern Territory was built in a purpose designed facility at Bullocky Point, Darwin and is part of a network of museums and significant sites throughout the Northern Territory. These include the Museum of Central Australia (incorporating the Strehlow Research Centre) and Megafauna Central in Alice Springs as well as the unique Alcoota ancient fossil site. MAGNT also includes the Defence of Darwin Experience at East Point, Fannie Bay Gaol and Lyons Cottage in Darwin. An eighth site, a new art gallery in Darwin's State Square, is in development.

The Bullocky Point site is the venue for the renowned and respected Telstra National Aboriginal and Torres Strait Islander Art Awards each year. MAGNT is known for its nationally and internationally significant collections of Indigenous art and culture, Australian art, Asian and Oceanic art and material culture, Northern and Central Australian history, and marine, earth and terrestrial sciences. The museum fosters a wide field of experts in a range of related disciplines and enables access to collections for research, exhibitions, interpretive programmes, loans to other institutions and publications. MAGNT plays an important role in engaging with Traditional Owners and their communities to repatriate ceremonial sacred objects and human remains from national and international institutions back to the Territory and "back to Country".

As well as the above mentioned venues, MAGNT will operate a new \$50million art gallery in the Darwin CBD, in Civic and State Square, with the estimated opening of November 2024. The new gallery is part of the Darwin City Deal, to revitalise the CBD. It will provide a space for MAGNT to showcase art from the Territory's extensive collection, and offer the ability to host prestigious Australian and international exhibitions. The new gallery is yet to be named, the working title is *State Square art gallery* (SSAG).

4.0 Consultation and Engagement

MAGNT envisages that the consultant will work closely with MAGNT staff and other stakeholders. The consultant will provide project updates at key milestones and an update to the MAGNT Director (Project Sponsor) and MAGNT Executive at completion of Phase One and again upon completion of Phase Two.

The consultant ensures they will report to MAGNT staff on a monthly basis as well as working closely with the MAGNT Project Lead on a more regular basis.

The consultant will devise a proposed methodology for data collection that understands the needs and interests of current and potential audiences, both onsite and online, and how these intersect. This might include but are not limited to individual meetings, focus groups, surveys and data analysis.

5.0 Project Scope, Outcomes and Deliverables

The project has two distinct phases.

Phase one will see the consultant work with MAGNT staff to:

- Understand ALL MAGNT audiences, tourists and locals
- Identify current audience segmentations and demographics for locals, interstaters and internationals to create a profile of who is and who is not attending MAGNT and why - Identify the barriers to attendance
- Assist in the development of questionnaire/survey and methodology for data collection of current and potential visitors to MAGNT both onsite, offsite and online.
- Assist in the development of questionnaire/survey and methodology for data collection from MAGNT staff

Phase two will see the consultant:

- Articulate target demographics' behaviours and interests in order to increase MAGNT's ability to deliver compelling exhibitions and public programs with a focus on local, interstate and international audiences
- Articulate the needs and interests of current and potential audiences, both onsite and online, and how these intersect

- Identify other audience segments to create a profile about motivations and interests – MAGNT has begun preliminary work – *This information can be provided*
- Develop measuring and research tools to determine what data should be collected to track progress, metrics, and the impact of ASDP and achievement of targets.
- Develop a common language for describing MAGNT's audiences
- Identify the resources required to implement the ASDP. Human resources could include - new staff positions (or ambassador roles), such as youth engagement officer, education officer, Indigenous outreach officer, cultural liaison officer.
- Articulate challenges facing MAGNT generally and for each site in its aspirations to create a visitor centric approach to an audience development strategy, (both physical and digital).
- Determine a level of priority for engaging each potential and current audience segment
- Assist in the development of a program that grows local visitation to MAGNT sites supported with a clear plan of KPI's and tasks.

6.0 Selection Criteria

Criteria	Weighting
1 Demonstrated project methodology showing a clear understanding of the project brief and how the expected outcomes will be achieved including the project timeframes.	25%
2 Demonstrated detailed experience in developing strategies that provide Audience Development solutions for similar organisations	50%
3 Proposed fee including details of inclusions and exclusions	25%

7.0 Contract Management

The Project Consultant will be required to meet MAGNT staff either personally or by tele or videoconference:

- At the commencement of the project
- At the end of each month during the project
- At the completion of the project

In addition, the Project Consultant will be required to:

- Conduct at least two facilitated workshops with MAGNT staff
- Participate in ongoing discussions, and provide updates and/or progress reports with the Project Manager as required.

Project role	Name	Position
Project Sponsor	Marcus Schutenko	Director
Project Lead (contact point between MAGNT and the consultant)	Ali Copley	Head of Engagement

Any questions regarding this Expression of Interest Brief should be directed to Ali Copley who can be contacted by email at alison.copley@magnt.net.au or by phone on **08 8999 8207**.

8.0 Documentation

MAGNT will provide the following documentation electronically:

1. *Museum and Art Gallery of the Northern Territory Act 2014*
2. Museum and Art Gallery of the Northern Territory Strategic Plan 2030
3. Museum and Art Gallery of the Northern Territory Annual Report 2019-2020
4. MAGNT Business Plan 2021/22-2023/24
5. Desktop Research conducted by MAGNT staff regarding demographics in Darwin and surrounding areas. This includes, but is not limited to the Northern Territory Government (NTG), Australian Bureau of Statistics (ABS) and Tourism NT.

9.0 Project Budget

It is anticipated the cost of the project will not exceed \$40,000 inclusive of travel, accommodation and any other disbursements plus GST. The payment schedule will be as follows:

Project Commencement	20%
Completion and findings of Phase One presented	20%
Completion of Phase Two presented	20%
Final Scoping and Plan presented	40%

10.0 Project Timetable

The table below:

- Provides an indication of the **anticipated timing of the Expression of Interest process**. The timetable is indicative only and MAGNT reserves the right to vary key dates where necessary.
- Provides an outline of **the timetable for delivery of the project**. The consultant and the Project Lead will determine exact dates where only the month is provided once methodology is determined. It is critical that consultants are able to meet the scheduling requirements for delivery of the project.

Activity	Date
Expression of Interest Process	
EOI Open	19 November 2021
EOI Close. Project plan and methodology submitted as part of EOI	3 December 2021
EOI's reviewed and Interviews with consultants.	Week of 6 December 2021
Consultant confirmed and engaged	Week of 13 December 2021
Project Delivery	
Project Commencement –Phase One	January 2022
<ul style="list-style-type: none"> Facilitated workshops by consultant with MAGNT staff Desktop research on NT Demographics, tourism statistics and other relevant information completed Review of available MAGNT visitor data for all sites (visitation, demographics, other information as available) Consultation with public-facing and other internal staff in both Darwin and Alice Springs regarding observations of current audiences and visitor engagement Complete data collection/survey of visitors and non-visitors to MAGNT (onsite and offsite) plus staff surveys 	January to February 2022
Completion and findings of Phase One presented - Update on progress with the Project Lead and MAGNT staff	February 2022
Commencement of Phase Two	March 2022
Further development of ASDP	March 2022
End of Month Report - Update on progress with the Project Lead	End of March 2022
Further development of ASDP	April 2022
Completion of Phase Two Presented - Preliminary Report on findings from Phase two presented to MAGNT staff and Sponsor (Director of MAGNT)	End of April 2022
Finalising of ADSP	May 2022
Completion of Project Completion of Audience Scoping and Development Project, with target audiences, plan of actions and KPIs, completed and approved by MAGNT.	End of May 2022

Section B. Expression of Interest Offer Form

Section B. Instructions

Respondents are to complete the document contained within Section B (**Quotation Offer**) detailing their offer to MAGNT and submit it along with any other supporting documentation.

1. RESPONDENT'S DETAILS

Contract Number:	
Contract Name:	
Dated :	
Name of Legal entity:	[Note: if not a company, please insert name of individual here]
Trading Name:	
Registered Office/ Business Address:	
Mailing Address:	
A.B.N.:	
A.C.N.:	
Contact Person:	
Office Telephone:	
Mobile Telephone:	
Facsimile Number:	
Email Address:	

2. TRADING HISTORY

Please provide a brief history of the Respondent, including description of primary business.

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How many years has the Respondent been in the business under its current business name?

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How many years' experience has the Respondent had in the type of service it would be required to provide under the contract?

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Please list any trade or professional associations of which the Respondent is a member?

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Please detail the Respondents commitment to the Northern Territory and how long has the Respondent operated within the Northern Territory?

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3. RESPONDENT'S RESOURCES

Please state the resources that will be allocated to the performance of the Contract, including equipment and personnel.

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Will any sub-contractors be engaged by the Respondent in performing this contract? **YES / NO** If YES, provide the following details:

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4. EXPERIENCE IN DEVELOPING AUDIENCE DEVELOPMENT STRATEGIES FOR SIMILAR ORGNAISATIONS

The Respondent shall submit details describing its previous relevant experience and achievements in performing similar or comparable work, together with names of clients or authorities for which work was undertaken, including telephone numbers of contact persons and the date when such work was carried out.

Description of contract:

Location of contract:

For whom contract performed:

Contact details of client:

Indicative value of work:

Commencement date:

Completion date:

Description of contract:

Location of contract:

For whom contract performed:

Contact details of client:

Indicative value of work:

Commencement date:

Completion date:

Description of contract:

Location of contract:

For whom contract performed:

Contact details of client:

Indicative value of work:

Commencement date:

Completion date:

Note: MAGNT will treat the contact persons set out above as the Respondent's referees and may contact any or all of the nominated personnel or any other relevant person representing the nominated organisation. Any information provided by the referees will be treated as having been given as commercial in confidence.

5. METHODOLOGY

Please provide your intended methodology for the carrying out of this Contract having consideration for the proposed timetable and requirements in relation to meetings with management and the Board.

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Please provide evidence of use of this type of methodology on other projects.

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Demonstrate the Respondent's ability to complete the contract within any specified timeframe in MAGNT's Specification, and if applicable, state the Respondent's earliest possible start date for the provision of services under this contract

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What do you consider to be the key issues with management of the Contract?

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List the qualifications, skills and experience of the principal individuals the Respondent intends to engage in providing the service.

6. PRICE

Lump Sum Price

For the carrying out of the consultancy, the lump sum Quotation price is:

Amount (Excluding GST)	Amount (Including GST)

NOTE: This is a **Lump Sum** Contract and therefore includes all disbursements including but not limited to licensing, printing, photocopying, postage, travel time and costs.

The Contract Sum payable by MAGNT is not subject to rise and fall in the costs of labour, materials, or any other items.

7. CONFLICT OF INTEREST

If the Respondent has a conflict of interest (or any potential for a conflict of interest) concerning this Expression of Interest, details of that conflict or potential conflict are as follows:

8. ADDITIONAL INFORMATION

Please insert or attach any additional information the Respondent considers is required to enable evaluation against the evaluation criteria.

9. DECLARATION

Having examined MAGNT's request for an Expression of Interest together with any other documents and information relating to this Contract for the performance of the **Services** and submitting our **Expression of Interest Offer**, we offer to carry out the **Services** in accordance with the terms and conditions of the Contract documents for the price stated in the **Expression of Interest Offer**.

This document together with MAGNT's written acceptance thereof shall constitute a legally binding Contract between us. If MAGNT requires a formal agreement to be signed, then we will sign and return such an agreement within seven days of our receipt of such a document.

We understand that you are not bound to accept the lowest or any EOI you may receive and you will not pay any expenses incurred by us in preparing and submitting this **Expression of Interest**.

SIGNED by or on behalf of the Respondent

Signature

Name

Title

Date

END OF Expression of Interest OFFER FORM