



**AUSTRALIAN FOSSIL AND
MINERAL MUSEUM
STRATEGIC PLAN 2018 - 2028
37.00613**

REQUEST FOR QUOTATION

1. INTRODUCTION

Bathurst Regional Council is seeking a suitably qualified consultant or organisation to prepare a 10 year Strategic Plan for the Australian Fossil and Mineral Museum.

The Strategic Plan will focus on developing an action plan to set the priorities and develop guiding principles to achieve the Museum's goals. This will be achieved through consultation with stakeholders, the community and in reference to relevant strategic documents including, *Draft Bathurst 2040 Community Strategic Plan*, *Bathurst Region: A Cultural Vision 2036*, and other strategic documents from a variety of stakeholders including but not limited to the Australian Museum, Charles Sturt University, State and Federal Governments.

It is expected that the Strategic Plan will have definite achievable outcomes with clearly identified recommendations.

2. BACKGROUND INFORMATION

The Bathurst Regional Council area is located on the Central Tablelands of New South Wales, 200 kms west of Sydney with a population of 41,051. Bathurst Regional Council acknowledges the traditional owners of this land, the Wiradjuri people. Despite resistance from the Wiradjuri people, the area was proclaimed as a settlement in 1815 by Governor Lachlan Macquarie, making Bathurst the oldest inland European settlement in New South Wales. The population lives in Bathurst City, the villages of Sofala, Hill End, Wattle Flat, Rockley, Trunkey Creek, Yetholme, Sunny Corner and Peel together with a range of rural localities, covering a land area of 3,821.9 km².

The Bathurst Region has a rich history; early agricultural pursuits of the 1800s continue today and have provided ongoing support to the community, particularly on the banks of the Macquarie River. The gold rushes of the 1850s and 1860s saw the establishment of outlying townships such as Hill End and Sofala and the introduction to the region of multicultural influences.

The Bathurst Region is recognised as an educational centre with schooling available from preschool through to tertiary pursuits; as a vibrant city that has retained its relaxed country atmosphere; a community that embraces its facilities and prides itself on being friendly and welcoming; a region that values its history and at the same time embraces its future; a region that provides a wide range of cultural opportunities and facilities; a city that continues to grow and respond to the needs of its residents.

3. AUSTRALIAN FOSSIL AND MINERAL MUSEUM

Opened in July 2004 the Australian Fossil and Mineral Museum (AFMM) is the home of the internationally renowned Somerville Collection. The Museum is made up of a mineral and fossil gallery, temporary exhibition space and a retail space specialising

in earth science and educational merchandise. The Museum is open 7 days a week averaging around 30,000 visitors, including 10,000 school students a year.

The Australian Fossil and Mineral Museum features some of the finest and rarest examples of minerals from around the world and scientifically significant fossils from Australia.

The Museum is housed within the old Bathurst Public School building, built in 1876 by architect George Allan Mansfield and of itself, a place of cultural and historical importance. In 1940 the public school was relocated and the building became part of the Bathurst Technical College and later a TAFE NSW campus. In 2001 work began to restore and adapt the building for use as a Museum.

Professor Warren Somerville AM found his first fossil specimen at Borenore near Orange when he was just nine years old. The Somerville Collection of fossils and minerals contains approximately 6000 specimens and is one of the most spectacular in the world. Highlights from the mineral collection include crystals from over 100 Australian mine sites, spectacular and significant mineral specimens from around the world as well as diamonds, sapphires, rubies, emeralds and other gems. The fossil collection includes a T. rex skeleton, dinosaur eggs, Australia's largest collection of fossils in amber, some of the oldest fossils of early forms of life, and a large collection of Australia's unique opalised fossils.

Professor Somerville donated his Collection to the people of Australia under the custodianship of the Australian Museum Trust to be housed at the Australian Fossil and Mineral Museum, Bathurst.

The Museum is governed by a management structure that includes Bathurst Regional Council, The Australian Museum and The Somerville Collection Company. The role of Bathurst Regional Council is of administrator: employing staff and overseeing the day to day operation of the Museum. The Australian Museum, as custodians of the Collection, provides collection management and security support. The Somerville Collection Company is made up of members and directed by a Board. The Board of Directors include Professor Warren Somerville and nominees from the Australasian Institute of Mining and Metallurgy, The Australian Museum, Bathurst Regional Council, Charles Sturt University and Friends of the Australian Fossil and Mineral Museum. The Board oversee strategic leadership to guide the achievement of the Museum's Objectives, Mission and long-term Vision.

4. SCOPE OF WORK

The Museum has been operating for nearly 14 years providing high quality experiences for visitors. The development of the Australian Fossil and Mineral Museum Strategic Plan 2018 – 2028 will, through a process of stakeholder and community consultation, reflect on the achievements to date and provide direction for

the Museum into the future. The Museum is relying on feedback from the community and its partners to identify the opportunities and challenges over the next 10 years.

It is vital that the Strategic Plan recognises the Vision and Mission of the AFMM.

“The Vision Statement encapsulates what the AFMM aims to achieve in the long term:

A world-class Museum in a regional setting that attracts visitors – from within the City and to the City – and inspires them to learn more about the Earth and its history.

The Mission Statement describes what the AFMM does:

We preserve, interpret and make accessible for all, the Somerville Collection of fossils and minerals to increase understanding about the Earth, its history and our place in it.

One of the fundamental responsibilities of the AFMM is preserving the Somerville Collection specimens. However, we are also responsible for interpreting the material and presenting it to a wide range of audiences. While the Mission Statement recognises that the key element of our activities is the interpretation of Earth history, we will also provide a range of temporary exhibitions that explore our natural and cultural heritage.” (AFMM Management Plan, 2004).

In the development of the Australian Fossil and Mineral Museum Strategic Plan 2018 - 2028 the consultant will be required to undertake the following:

- A review of relevant strategic documents that will inform the development and direction of the plan.
- Consultation with the following individuals and groups
 - Bathurst Regional Council Councillors and relevant staff
 - The Australian Museum
 - The Somerville Board
 - Professor Warren Somerville AM
 - Friends of the Australian Fossil and Mineral Museum
 - Australian Fossil and Mineral Museum staff and volunteers
 - Education and accommodation providers
 - General Community
- Development and presentation of a Draft Strategic Plan.
- Presentation of the Australian Fossil and Mineral Museum Strategic Plan 2018 - 2028.
- A framework for the plan has been developed looking at the following:

Our Collection

The Somerville Collection is the lifetime work of collector Professor Warren Somerville. The Collection features some of the finest and rarest examples of minerals and fossils in the world donated to the Australian Museum, on the condition it remains in Bathurst.

The strategic planning process will look at questions such as:

- *How do we protect and preserve the Collection into the future?*
- *What are the potential opportunities to expand the display and use of the Collection?*
- *How do we take the collection to the broader public outside the Museum walls?*

Our Partnerships

The Australian Fossil and Mineral Museum was established as result of the support of a diverse range of groups including Bathurst Regional Council, Charles Sturt University, Australian Museum, Australasian Institute of Mining and Metallurgy and of course Warren Somerville himself. The Somerville Collection Board is made up of members representing this group.

The Museum was made possible with the financial and in-kind assistance of over 75 Founding Partners, Benefactors and Patrons. The Friends of the Australian Fossil and Mineral Museum continue to provide support.

The strategic planning process will look at questions such as:

- *How do we actively engage our existing and potential new partners?*
- *How do we increase sponsorship for the Museum and its programs?*
- *What are the items/programs that require further support to achieve?*

Our People

The Museum's staff, volunteers and visitors are critical to the success of the Museum. Visitors can be divided into three categories; locals, tourists and education groups. Each of these categories makes up a third of total visitation.

Staff and volunteers are managed through Bathurst Regional Council and the newly formed Museums Unit.

The strategic planning process will look at questions such as:

- *How do we retain good quality staff and volunteers?*
- *How do we attract more locals and tourists to the Museum?*
- *How do we continue to provide and expand on our education programs?*

Our Information

Information interpreting the Collection is currently presented through the use of text panels, guided tours, video conferences, lectures, floor talks, holiday activities and public programs. The Museum also provides information via web and social media platforms.

Programs at the Museum include temporary exhibitions, education guided and self-guided tours, annual Somerville Lecture, Kids Days, Torchlight tours, Fossil Flicks and National Science Week activities.

The strategic planning process will look at questions such as:

- *Is the information provided in the Museum still accurate and adequate for future uses?*
- *Do the interpretation mechanisms used in the Museum require updating/changing?*
- *Is there potential to provide more information via web and social media?*

Our Building

The Somerville Collection is housed in the refurbished 1876 Public School building located within the historic Bathurst Town Square precinct. Building facilities are currently limited to three exhibition spaces, retail space, external toilet block, office and storage spaces.

The strategic planning process will look at questions such as:

- *How do we maintain and maximise the use of our historic building?*
- *What types of spaces will be needed for the future?*
- *How could the Museum spaces work in relationship with the Bathurst TAFE building and Town Square redevelopment?*

In addition, the Strategic Plan will:

- Identify issues and make recommendations relating to the present and future role the Australian Fossil and Mineral Museum can play in local, state and national tourism and educational tourism.
- Take into account the relationship between Australian Fossil and Mineral Museum and other Bathurst Regional Council's cultural facilities including:
 - Bathurst Library (www.bathurst.com.au)
 - Bathurst Memorial Entertainment Centre (www.bmec.com.au)
 - Bathurst Regional Art Gallery & the Hill End Artists in Residence Program (www.bathurstart.com.au and www.hillendart.com.au)
 - Chifley Home & Education Centre (www.chifleyhome.org.au)

- National Motor Racing Museum (www.nmrm.com.au)
- Bathurst Rail Museum (in development)
- Explore the roles and responsibilities of the key stakeholders including the Australian Museum, other members of the Somerville Board, Bathurst Regional Council and the Friends of Australian Fossil and Mineral Museum.
- Identify potential new partnerships and funding opportunities.
- Align the plan to other identified strategic documents from Bathurst Regional Council, The Australian Museum and State and Federal governments.

5. PROJECT SCHEDULE AND BUDGET

The consultant in lodging the quote will provide a project schedule and indicative budget for the completion of the Strategic Plan.

The schedule should include but is not limited to the following:

- Review of related strategic documents.
- Community consultation using a range of mechanism with groups identified previously. Meeting with the Somerville Board on Friday 22 June 2018, 12 noon is required.
- Draft Strategic Plan to be presented in November 2018 for feedback.
- Final Strategic Plan to be completed in January 2019.

6. ADMINISTRATIVE CONSIDERATIONS

The Australian Fossil and Mineral Museum Strategic Plan 2018 -2028 will be provided in written and electronic form including the appropriate data, information, diagrams and maps.

The results of the Strategic Plan are to remain **confidential** until otherwise authorised by Council. The public release of the Strategic Plan will be at Council's discretion.

Bathurst Regional Council reserves the right to use the findings and recommendations of the Strategic Plan in promotion without necessarily referring to the consultant or the methods used.

Copyright of the completed plan is to be vested in Bathurst Regional Council unless Council resolves otherwise.

7. ASSESSMENT OF EXPRESSION OF INTEREST

The *Expressions of Interest* evaluation will be based on the following criteria and weightings.

- Commission value, 45% made up as follows:
 - The price quoted.
 - The make-up of the quotation process structure.
 - The integrity and stability of the price quoted.
- Consultant's demonstrated ability to satisfactorily complete the work, 25% made up as follows:
 - Experience in completing similar projects.
 - Qualifications and experience of personnel involved.
- Type of Consultant service offered, 30% made up as follows:
 - Satisfaction and recognition of the projects objectives.
 - Proposed methodology of project delivery.
 - Proposed consultant arrangements and completion program.

8. RESPONSE TO THE QUOTE

In response to the quote, individuals and organisations are requested to provide the following:

- Information outlining the proposed methodology/approach to be used in the development of the Strategic Plan. This information should include a proposed consultation plan.
- Project schedule of works.
- Indicative budget for works.
- Examples of previous experience that demonstrates an ability to undertake the work provided.

9. LODGEMENT OF QUOTE AND CLOSING DATE

Lodgement of quote

- Via email: council@bathurst.nsw.gov.au
Subject line: 37.00613 AFMM Strategic Plan 2018 - 2028.
- Post to: Bathurst Regional Council
Private Mail Bag 17
BATHURST NSW 2795

On the inside envelope please write – 37.00613 AFMM Strategic Plan 2018 – 2028.

- Drop into the quotation box located on the ground floor, Civic Centre building, 158 Russell Street, Bathurst.
On the envelope please write – 37.00613 AFMM Strategic Plan 2018 – 2028.

Closing time and date for lodgement of quote is **4.00 pm Tuesday 29 May 2018.**

All enquiries should be referred to:

Emma McLean, Museum Coordinator, Australian Fossil and Mineral Museum

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