

REQUEST FOR PROPOSAL

DATE: 29 August 2017

FROM: Andrew Leslie, CEO, New Zealand Recreation Association (NZRA)

INITIATIVE: Insights Consultant



Background

NZRA's purpose is to champion high quality recreation for the benefit of New Zealand. Our vision is that in 2020 NZ has a strong recreation industry that meets the needs of current and future participants, so that through recreation; New Zealanders are active, healthy, and connected.

NZRA aims to contribute strongly to the following outcomes on behalf of the recreation industry:

- Recreation is well managed and delivered across NZ
- A skilled, connected, and future-focussed recreation workforce
- Recreation is better considered in policy and decision-making
- NZRA is a respected, representative, and credible 'voice' for the recreation industry

Our strategic plan can be found at the following website link:

<https://www.nzrecreation.org.nz/Site/operate/strategic-plan.aspx>

NZRA recently reconfirmed its partnership with Sport NZ for the period 2017-2020. Investment from Sport NZ will support initiatives where there is a strong alignment between the organisations' strategies. Two of these initiatives will require NZRA to engage the support of an Insights Consultant.

Insights Initiatives

This request for proposal relates to the following initiatives which are to be delivered across the period 2017-2020.

Active Recreation Knowledge Hub – Participant Insights

Utilising NZRA's reach we will spread the message of Sport NZ's identified Targeted Participation Groups (TPGs) within the Active Recreation sector. We will establish a Knowledge Hub, focussed on utilising insights to increase participation of young people and low participation communities, in particular the TPGs. We will assemble a group representing the sector that demonstrates excellence in provision to low participant communities. Their purpose will be to enable active recreation providers to deliver relevant experiences to TPGs. The group will meet quarterly to identify/share good practice and serve as a think tank and one-stop-shop for knowledge on how to provide quality experiences for targeted ages and communities. The group will link with regional networks in

the NZRA structure and will be the source of panellists for peer reviews of regional activity strategies. NZRA will work closely with Sport NZ to align approach and influence the active recreation sector's focus towards Target Participant Groups.

NZRA will engage the services of an Insights Consultant to establish the knowledge hub in 2017-2018 and to facilitate the hub on an ongoing basis through to 2020.

Active Recreation Knowledge Hub – Quality Delivery

NZRA will develop a Knowledge Hub to improve the performance of places and spaces where NZers recreate. We will assemble a group from across the sector that demonstrate excellence in provision of active recreation facilities, parks, tracks & trails. They will identify and promote what 'good' looks like in the provision of active recreation places and spaces. Utilising expertise in the NZ sector and NZRA's international connections, the group will show how to successfully measure/improve performance of places and spaces. The group will meet quarterly and also link with regional networks in the NZRA structure, ensuring knowledge sharing. It will provide panellists for peer reviews of facility development projects and inform the design and implementation of NZRA's quality assurance frameworks for facilities and parks & open space.

NZRA will engage the services of an Insights Consultant to establish the knowledge hub in 2017-2018. The hub will then be facilitated by NZRA staff on an ongoing basis through to 2020.

Resourcing of Insights Initiatives

In addition to investing in an Insights Consultant the resources available in the organisation's operation include:

- **CEO** – NZRA's CEO will be the initial primary driver of the insights initiatives. Once established the CEO will continue to be the primary liaison with the consultant for the Participant Insights Hub
- **Programme Managers** – NZRA's programme managers for Aquatics/Facilities, Community Recreation, Outdoor Recreation, and Parks & Open Space, will provide expert input into the establishment and facilitation of the insights initiatives.
- **Comms/Marketing** – The Communications & Marketing Coordinator will deliver member communications, and develop content, relevant to the hubs
- **Administration** – Logistical requirements for the hubs such as coordinating advisory group meetings will be provided by NZRA's administration team
- **Software** – The hub will be designed to utilise NZRA's existing software platform, or software solutions provided by Sport NZ.

Request for proposal to support NZRA's Insights Initiatives

This document is a request for a proposal to support the establishment and delivery of NZRA's Insights Initiatives:

- To establish the *Active Recreation Knowledge Hub – Participant Insights* in 2017-2018 and to facilitate the hub on an ongoing basis through to 30 June 2020.

- To establish the *Active Recreation Knowledge Hub – Quality Delivery* in 2017-2018

The proposal should include the following information:

1. Detailed methodology and proposed approach.
2. Timeframe for the project.
3. Fee and costs per component of the project

Budget

\$30,000 + GST per annum 3 years:

- 1 July 2017 – 30 June 2018
- 1 July 2018 – 30 June 2019
- 1 July 2019 – 30 June 2020

Project Timeline

- Proposals due Friday 15th September 2017
- Notification of successful proposal Friday 22nd September 2017
- Commencement of contract Monday 2nd October 2017

Proposals to be sent to: andrew@nzrecreation.org.nz