**Expression of Interest – Liverpool Visitor Guide RECIPE**

1. **Background**

Liverpool has experienced major changes over the last few years, and will continue to see significant change in coming years. It is Sydney’s third CBD and is home to multicultural culinary and speciality retail offerings, a vibrant arts scene, rich Indigenous and colonial histories, and a burgeoning health, innovation and education sector.

Liverpool City Council’s (Council) Destination Management Plan (DMP) is a five-year strategy detailing Council’s priorities for the development of the visitor economy in Liverpool. A strong visitor economy will showcase the city’s assets, its people and lifestyle, rich cultural diversity, heritage, natural environment and events. Marketing and promotion will enhance the profile of the Local Government Area (LGA), building and strengthening community pride and raising investor confidence. The vision of the DMP is, *A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature*.

Liverpool’s tourism brand, *Love Liverpool*, focuses on showcasing to locals and visitors the amazing reasons to love the area. The brand focuses on engaging local residents and their visiting friends and relatives, as well as other visitors. Liverpool conducted a social media campaign using #lovelivo to generate organic content from locals and visitors on Instagram.

1. **Visitor Guide**

Size: A4 – 30 to 40 pages approximately

Council is providing opportunities for local businesses, organisations and neighbouring Councils to feature in the first official annual visitor guide for the LGA. The guide will be utilised by locals and visitors to discover great things to see, taste and do in the area. The guide will provide the following information:

* See: attractions around the area for visitors and locals to see, some examples include street art around the CBD, Casula Powerhouse Arts Centre, natural and historical attractions
* Taste: focus on the multicultural culinary experiences and fresh produce available throughout the LGA
* Do: highlight experiences visitors and locals can enjoy in the LGA, including highlighting special events

Key features of the print publication will be:

* Detailed editorials and inspiring images
* Calendar of events
* Recommended drives and walking trails
* Maps including a CBD map and an LGA map
* Minimum 12-month shelf life
* Large distribution throughout New South Wales
* Primary marketing tool used for Liverpool’s tourism campaign

1. **Distribution**

7,000+ printed copies will be distributed through:

* Visitor Information Centres across NSW
* Accommodation providers in Western and Central Sydney
* Events
* Local businesses throughout the LGA, including attractions, restaurants and cafés
* Real estate agents in Liverpool
* Liverpool libraries, Casula Powerhouse Arts Centre and Council Customer Service

The visitor guide will be distributed and available between March 2020 and February 2021.

A digital version of the guide will also be available online.

1. **Launch**

The guide will be launched at an official event in the first quarter of 2020.

1. **Recipe Expression of interest**

Council is requesting expression of interest to provide a recipe of your choice to feature in the visitor guide.

The recipe is an opportunity for you to showcase your business free of charge. The recipe must be in English and should represent your business unique offerings.

Council will photograph the food outlined in the recipe and your business for the visitor guide.

1. **Submission of an Expression of Interest**

All interested businesses are to submit an expression of interest to Susana Freitas, [Freitass@liverpool.nsw.gov.au](mailto:Freitass@liverpool.nsw.gov.au), by COB Friday 17 January 2019.

Successful expressions of interest will be contacted in January 2020.

1. **Terms and conditions**

By submitting an EOI, the applicant agrees to the following Terms and Conditions:

* The applicant understands that Council may request amendments to their proposal, and that all such reasonable requests will be adhered to by the applicant
* The applicant agrees to cooperate with Council on all matters related to delivery of the recipe and visitor guide
* The applicant will be able to adhere to all deadlines set by Council. Timeline to be provided to applicant at the acknowledgement of a successful EOI
* The applicant acknowledges that submission of an EOI is used as an expression of interest only and does not guarantee that their activity will be included in the guide
* The applicant understands that Council reserves the right to cancel the application if the applicant does not provide what was agreed with Council

**VISITOR GUIDE RECIPE EXPRESSION OF INTEREST FORM**

For all enquiries, and to submit this form, contact Susana Freitas, Tourism Development Officer, Freitass@liverpool.nsw.gov.au or 8711 7559

**1. APPLICANT DETAILS**

Organisation/company:

Name of nominated contact:

ABN: ­

Billing Address:

Telephone:

Email:

**3. RECIPE DETAILS**

Please provide the title and a brief description of the recipe you will be providing. Full recipe to be provided upon successful application.

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**4. ACKNOWLEDEMENT**

I acknowledge and agree to the Terms and Conditions provided by Council for this expression of interest.

Name:

Signature:

Date: