



REQUEST FOR QUOTE

SORELL SOCIAL STRATEGY DEVELOPMENT

November 2023

For more information please contact:
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Submission Deadline: **15 DECEMBER 2023**

Background

Sorell Council is committed to fostering a vibrant and inclusive community within the region it serves. As a proactive response to recent unprecedented growth, exceeding state averages and with forecasts indicating sustained growth up to the year 2038, Council recognizes the critical need to develop a comprehensive Social Strategy. This strategy aims to identify and address current and emerging social issues while aligning with our strategic goal: to ensure a liveable and inclusive community.

Context of Growth

Over recent years, our region has experienced remarkable demographic and economic growth, consistently outpacing state averages in terms of population expansion, economic development, and diversity. This upward trajectory is projected to continue, with Treasury forecast predictions indicating that our region will continue to surpass state average growth rates annually until at least 2038.

This rapid growth, while presenting exciting opportunities, also brings forth a unique set of challenges. It necessitates a proactive approach to maintaining and enhancing the quality of life for all residents. As such, Council's strategic plan has identified the goal of "ensuring a liveable and inclusive community" as paramount, in addition to our other strategic objectives: "to facilitate regional growth", "responsible stewardship and a sustainable organisation" and "increased community confidence in council".

The Role of the Social Strategy

The development and implementation of a Social Strategy represents a pivotal component in achieving this strategic goal. This strategy will serve as a blueprint for the organization to:

1. **Identify Current and Emerging Social Issues:** By engaging with the community and conducting comprehensive research, we aim to identify the most pressing social challenges facing our region. This includes issues related to access to essential services, education, employment, healthcare, housing, and more. Recognizing these challenges is essential to addressing them effectively.
2. **Determine Community Priorities:** Our engagement efforts will prioritize listening to the voices of our diverse community members. Through surveys, interviews, focus groups, and other methods, we will gain valuable insights into the priorities and concerns of our residents. These insights will form the cornerstone of our Social Strategy, ensuring that it is rooted in the actual needs and desires of our community.
3. **Strengthen Existing Social Initiatives:** The Social Strategy will not only pave the way for new initiatives but will also provide a framework for enhancing and optimizing existing programs and services. By aligning these efforts with community-identified priorities, we can make more meaningful and measurable progress.
4. **Guide Future Actions:** The strategy will offer a clear roadmap for future actions, initiatives, and investments. It will guide decision-making within the organization and provide a long-term vision for social development in the region.
5. **Inform Advocacy and Decision Making:** In addition to influencing internal decision-making, the Social Strategy will be a powerful tool for advocacy. It will help us advocate for resources, partnerships, and policy changes that align with our community's needs and aspirations.

In summary, the development of this Social Strategy is not only a response to the remarkable growth our region has experienced but also a commitment to ensuring that this growth is sustainable, equitable, and inclusive. It represents an essential step towards fulfilling our strategic goal of creating a liveable and inclusive community that benefits all residents, both now and in the future.

Accordingly, Council seeks to engage a suitably qualified consultant to prepare a Social Strategy that identifies a set of strategic social priorities, informed by community engagement, to strengthen existing social initiatives, guide future actions and inform our advocacy and decision making to 2038.

Subject Area

Sorell Council area is situated in the south-eastern part of Tasmania, approximately 25 kilometres from the Hobart CBD. Sorell serves as a gateway to the Tasman Peninsula, and the East Coast.

Sorell has a mix of residential, commercial, and agricultural areas. It provides essential services and amenities for both its local residents and travellers passing through on their way to other parts of Tasmania. Sorell's proximity to Hobart makes it a convenient location for commuters and tourists exploring the region.

The municipality contains the population centres of Sorell, Midway Point and Dodges Ferry as well as the smaller village settlements of Boomer Bay, Bream Creek, Carlton River, Carlton, Connelly's Beach, Copping, Dunalley, Forcett, Kelleve, Lewisham, Marion Bay, Nugent, Orielton, Pawleena, Penna, and Primrose Sands.

Sorell is the municipality's centre for the majority of retail, commercial and civic uses.

Significant population growth has occurred in Sorell's southern beaches area (e.g., Dodges Ferry, Lewisham, Primrose Sands) as 'tree-changers' relocate from Hobart and interstate, to these former "beach shack" areas, placing additional expectations and burden on existing community infrastructure.

Objectives

The objectives of the project are to:

- 1. Identify Current and Emerging Social Issues:** The primary objective of this project is to systematically identify and analyse the current and emerging social issues within the community. This includes understanding the challenges and concerns faced by residents in areas such as social services, health, education, recreation, community participation, and social isolation.
- 2. Determine Community Priorities:** Through comprehensive community engagement and research, the project aims to pinpoint the top priorities and aspirations of community members. This involves actively listening to residents, conducting surveys, focus groups, and interviews to ensure that the identified priorities genuinely reflect the needs and desires of the community.
- 3. Strengthen Existing Social Initiatives:** Another key objective is to assess and evaluate existing social initiatives and programs within the region. The project will aim to identify opportunities for strengthening and optimizing these initiatives, ensuring that they align with the community's identified priorities.
- 4. Guide Future Actions:** The project will develop a clear and actionable roadmap for future social development efforts. It will provide recommendations and strategies for addressing the

identified social issues and community priorities, guiding decision-makers on the next steps to take.

5. **Inform Advocacy and Decision Making:** The insights gathered through this project will serve as a foundation for advocacy efforts and informed decision-making. It will provide evidence-based data to support requests for resources, partnerships, and policy changes that align with the community's needs and aspirations.
6. **Mapping of Existing Infrastructure:** As part of the project's scope, a comprehensive mapping of existing social infrastructure will be conducted. This will include documenting the current state of facilities and resources related to social services, health, education, recreation, and community participation.
7. **Consideration of Future Infrastructure Development:** The project may also explore and provide recommendations related to future development of social infrastructure. This may involve identifying areas where additional infrastructure may be needed to address community priorities and support the overall social strategy.

In summary, the project's objectives encompass a holistic approach to understanding and addressing social issues and community priorities. It emphasizes the importance of community engagement, data-driven decision-making, and the enhancement of existing initiatives to create a comprehensive social strategy that benefits the community and informs advocacy efforts.

Deliverables

1. Conduct a project initiation meeting with Council's Project Manager and further meetings at key stages of the project.
2. Undertake consultation with key stakeholders and community to identify expectations and needs regarding current and emerging social issues, community priorities, existing social initiatives, and existing social infrastructure.
3. Undertake a literature and policy review of:
 - National and State Government Strategies relevant to the provision of social initiatives to further sustainability, equity and inclusivity and how they impact Sorell locally.
 - Council's existing strategies relevant to the development of a Social Strategy.
 - Background Documents such as the 2021 Travel Survey Report, 2017 Regional Workforce Plan, 2020 South East Economic Infrastructure.
4. Develop a demographic profile of the Sorell area, including population projections and analysis of various demographic characteristics to 2038. Provide insights into the implications for Sorell based on the demographic profile.
5. Undertake a gap analysis of social services providers, including service providers present and operating in Sorell, those service providers funded to be present but operating out of the area (e.g. Hobart), and those service providers not present in Sorell.
6. Map the existence (or absence) of Social Infrastructure in the following categories: Health and Aged Care; Education; Green, blue and recreation; Arts and culture; Social housing; Justice and emergency services.
7. Prepare a Social Strategy to be endorsed by Council. The Strategy should reflect the findings from items 1 – 6 above. These should be used as the basis to provide detailed Social Strategy recommendations including, but not limited to:
 - Deliverables
 - Enablers
 - Responsible agency

- Priorities
 - Timeframe to deliver
 - Council's role
 - Measurement framework
8. Undertake further consultation with key stakeholders on the Draft Strategy and amend the Strategy as necessary based on feedback.
 9. Present the Final Strategy to Council for its endorsement.

Stakeholders

Key stakeholders for the project include, but are not limited to:

- Sorell Council
- Community
 - Community groups
 - Vulnerable groups
 - General community
- South East Service Providers
 - NGO's
 - Private Providers
 - Government Agencies (DECYP (Education), DHHS (Health), etc.)
 - Schools
 - Child Care Centres
- Peak Bodies
 - COTA
 - YNOT
 - TASCOS
 - Primary Health
 - NDS
 - Mental Health Council
 - Migrant Resource Centre
 - Families & Children Tas
 - Shelter Tas
 - TAC
 - ATDC
 - Neighbourhood House Tas
 - Volunteer Tas

Project Management

The RFQ must include a project plan and GANTT chart indicating likely timeframes for the completion of deliverables, project milestones and hold points.

Fortnightly updates of project progress and budgets must be provided to Council's Project Manager.

Council would prefer that the successful consultant engage any sub-consultants on our behalf. Sorell Council will provide officer assistance in day-to-day project assistance and information gathering.

Indicative Project Timeline

A project timeline is to be developed by the consultant in consultation with the project team at Council. An indicative timeline is as follows:

Date	Activity
Mid-November 2023	Council calls for submissions from consultants
15 December 2023	Close of submissions
Mid-January 2024	Appointment of selected consultant
Mid-January – Early-March 2024	Project Initiation. Literature and Policy Review. Demographic Profile. Gap Analysis.
March 2024	Stakeholder Consultation.
March / April 2024	Consultant responds to comments from Council Officers/stakeholders.
Mid-April 2024	Strategy to Council to endorse for exhibition.
April – May 2024	Strategy exhibition / consultation
June 2024	Final Strategy to Council in response to comments received during consultation

Project Budget

The budget for the project is \$80,000. All sub-consultant fees should be provided for in the quotation.

Additional in-kind support can be provided by Sorell Council (provision of meeting venues, etc.)

Assessment Criteria

Understanding of the task Degree to which the information submitted demonstrates a sound understanding of the intent of the project and the tasks necessary to deliver the project objectives.	Weighting 20
Methodology Degree to which the consultant's proposed methodology and its rationale achieves the project objectives and target outcomes within the nominated timeframes.	Weighting 15
Fees Degree to which the information submitted demonstrates that the cost of the project represents good value for money.	Weighting 25
Key Personnel – Skills and Experience The collective suitability of team members (including any sub-consultants if applicable) proposed in the quotations, including: <ul style="list-style-type: none">• Technical, management and professional capabilities;• Degree, appropriateness and currency of experience; and• Team composition, size and appropriateness.	Weighting 20
Previous Experience Relevance and currency of the consultant's experience and ability to deliver similar and/or relevant services.	Weighting 20

Submissions of Request for Quote – Closing Date

All submissions must be forwarded by close of business on Friday 15 December 2023.

Submissions may either be posted to:

Director People & Performance
Sorell Council
PO Box 126
SORELL TAS 7172

Or emailed to: sorell.council@sorell.tas.gov.au