



REQUEST FOR PROPOSAL

Media Production for Disability Inclusion and Awareness in Canada's Tourism Workforce

Reference Number: 26416

ISSUE DATE

Friday, May 17, 2024, 3:00 P.M. Eastern Time

CLOSING DATE AND TIME

Thursday, June 6, 2024, at 2:00 P.M. Eastern Time

CONTACT

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Bidders are advised to read and respond appropriately to all sections of the Request for Proposal (RFP).

Bidders unable to provide all services described herein need not bid.

Tourism HR Canada will not accept proposals from bidders with a real or perceived conflict of interest.

TOURISM HR CANADA

Tourism HR Canada is a pan-Canadian not-for-profit organization with a mandate aimed at building a world-leading tourism workforce. Tourism HR Canada facilitates, coordinates, and enables human resource development activities that support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

Tourism HR Canada works on behalf of all constituency groups that make up the tourism sector's labour market, including employers, labour unions, national and provincial/territorial associations, government, and equity groups.

At Tourism HR Canada, we strive to have an inclusive supply chain. We believe the tourism sector is strengthened by providing equality of opportunity to businesses owned by diverse suppliers. By providing equal access to procurement opportunities to qualified suppliers, we will create an inclusive and equitable economy where everyone thrives. We encourage submissions, bids, and proposals from all diverse suppliers.

(More information on the organization can be obtained online at TourismHR.ca.)

BACKGROUND, CONTEXT

Tourism is one of Canada's largest sectors in terms of employment. There are over 2 million full-year jobs in the tourism sector, accounting for 10% of all full-year jobs in Canada. Tourism's workforce is relatively diverse; census data shows it employs a higher proportion of individuals identifying as Indigenous or a visible minority than the economy as a whole, and an equivalent proportion of those identifying as an individual with "difficulties or long-term conditions".

However, Canada's labour market challenges resulting from shifting demographics and the impacts of the pandemic are having long-lasting economic, social, and political effects on the tourism workforce. Working on community-led models (collaboration between employers, governments, workers, education providers, and various support services) and connecting with traditionally less-accessed talent pools, such as persons with disabilities, are critical to ensuring a diverse, inclusive, and ample future tourism workforce.

Tourism HR Canada was recently awarded a federally funded three-year, pan-Canadian project, called *Belong*, to:

- provide tourism employers (and other stakeholders) with data, training, resources, and services to increase awareness of disability inclusion;
- enhance the understanding of the significant benefits of hiring, retaining, and promoting persons with disabilities;
- strengthen employers' capacity to build inclusive, diverse, equitable, and accessible workplaces;
- support persons with disabilities (including mental health challenges and substance use disorders) prepare for, find, and maintain employment or become self-employed in tourism; and
- support the career advancement of persons with disabilities.

A component of this project is a disability inclusion awareness campaign, aimed at job seekers and employers. This will include creating and sharing media featuring diverse individuals with lived experiences of disabilities, mental health challenges, and substance use disorders discussing their motivations, experiences, and achievements related to working in tourism. Complementing this will be the creation and sharing of media featuring inclusive, diverse, equitable, accessible, and leading (IDEAL) tourism businesses discussing their motivations, experiences, and best practices around disability inclusion. (Ideally, some of the employers themselves identify as having a disability.)

Our goal is to share authentic, meaningful, respectful content that encompasses the challenges and successes in workplace disability integration. This media should encourage employers to begin or continue building their disability confidence and an IDEAL workplace, and to encourage a wide variety of job seekers with disabilities to explore how tourism could offer them fulfilling employment options.

PURPOSE OF THIS REQUEST FOR PROPOSAL

Tourism HR Canada is seeking a video production company to develop a series of web and social media ready videos and a series of print quality photography assets. As described in the “Background/Context” section, videos will showcase two angles: individuals with disabilities with lived experiences working in the tourism sector and IDEAL tourism businesses who are pursuing attraction and retention practices aimed at individuals with disabilities. Photographs will feature individuals with disabilities working on-site in tourism workplaces. (Note: while the videos must feature individuals working in the tourism sector, the photography need not be individuals actually employed in tourism; photography subjects may be models or other individuals portraying tourism employees.)

Videos

The selected bidder will develop a range of videos filmed at various tourism operations in several locations across Canada. Videos are expected to be minimum 1080HD quality. The specific number of videos developed will be discussed and determined with the winning bidder. The following styles are sought:

- Approximately 8 to 12 longer-form videos, each highlighting an individual’s/employer’s story (3 to 5 minutes)
- Several montage videos on a theme (e.g., why an individual opted to work in tourism; how employers can connect with community associations), using clips from the above videos

- Social media variations (60 to 90 seconds), landscape and portrait (including cropped 9:16 variations)
- Promotional variations (approximately 15 seconds), landscape and portrait (including cropped 9:16 variations)

Content should feature a mix of individual interviews and on-the-job footage, as well as B-roll to set the scene. Tourism HR Canada may be able to work with Destination Canada to acquire B-roll where needed.

The key video audiences will fall under two broad categories: job seekers and employers. However, videos should also appeal to intermediaries such as career counsellors, service providers, educators, parents, etc.

The videos must feature a mix of English and French speakers, but English may be the greater proportion. The opposing language translation of the video will be provided by Tourism HR Canada in the form of a translated transcript during post-production, which is to be used as burnt-in captioning. Burnt-in captioning will be required for all videos, for both English and French. Tourism HR Canada can assist in sourcing talent for ASL/LSQ variations of select videos, however it will be the responsibility of the selected bidder to manage the production and post-production of these videos. The use of on-site shoots, French- and English-speaking participants, narration, etc., will be at the discretion of the proposed workplan as outlined in the proposal.

The videos will be disseminated in all provinces and territories across Canada as an integral component of the Belong project. The main distribution channels will be web and social media. The assets will also be used in presentations by Tourism HR Canada and its partners. Some segments may be included in eLearning modules on building IDEAL tourism workplaces (these are currently in development; the addition of videos will help to showcase lived experiences alongside the learning material).

The appropriate media releases will need to be secured for all individuals and businesses featured in the assets.

Photography

The selected bidder will also produce a photography collection accurately representing those with disabilities working in the tourism sector. These images need to be captured on-site in various tourism environments. A variety of diversity and inclusion aspects will be crucial for this component; while it is anticipated that the talent being interviewed for videos will be amongst those photographed, various models will also need to be sourced. The photography assets will become part of the Tourism HR Canada photo library, and used across web, social media, printed products (promotional materials, reports, banners, posters, etc.), presentation decks, and eLearning.

The total number of photos produced will be discussed and determined with the winning bidder; bidders are asked to include a range based on the project budget and on the variety of criteria described in the “Sourcing Candidates and Venues” section. Tourism HR Canada hopes to avoid having the same person appear across different occupations.

Subject Matter Expertise

A Subject Matter Expert will be required (internal or external to a bidder’s team) to ensure the specific needs of individuals are addressed, and that they are depicted accurately, in an empowering manner, and with a respectful tone. The Subject Matter Expert will work closely with Tourism HR Canada and the members coordinating on-location filming and/or photography to ensure shoots are accessible for the candidates and any planning, storyboarding, scripts, etc., consider diverse needs and inclusive approaches.

Bidders with a team inclusive of individuals with lived experience with visible and non-visible disabilities is considered an asset.

Sourcing Candidates and Venues

Both the video and photography suite of content must reflect the broad range of tourism occupations, including its five industry groups (accommodations, food and beverage services, recreation and entertainment, travel services, and transportation), varying levels of employment (frontline to executive), the diversity of its workforce (such as age, race, ethnicity, gender, sexual orientation, citizenship status, visible and non-visible disabilities), the diversity of its geography (from urban to rural/remote locations, indoor and outdoor work locations), and its varying sizes of businesses (from entrepreneurship to multinationals), and must cover all four seasons. Tourism HR Canada will work with the successful bidder to maximize the acquisition of content in a minimal number of locations, being cognizant of travel costs, while aiming to capture Canada-wide representation. Photography shoots may occur at the same time and location as the on-site video shoots.

Tourism HR Canada has valuable connections with tourism stakeholders and venues across Canada, however bidders with connections in the tourism sector will be strongly encouraged to suggest candidates for consideration. Tourism HR Canada expects a collaborative effort will be required for determining venues and sourcing candidates, and anticipates working closely with the winning bidder.

With a goal to minimize travel expenses, bidders with team members or collaborators/contacts across Canada who can assist in the scouting of talent and locations and coordinate and execute the filming and photography are considered an asset.

National Occupational Standards

Tourism HR Canada produces a suite of National Occupational Standards for 26 tourism occupations. These documents outline the skills, knowledge, and attitudes required to be competent in a given role. Where applicable, the contractor must be familiar with the relevant competencies in the National Occupational Standards for each occupation to ensure activities

depicted in the images and videos are to standard. A list of the relevant competencies will be provided as required.

PROJECTED KEY PROJECT ACTIVITIES

- Identifying candidates and locations: Working closely with Tourism HR Canada and its network to collect a mix of engaging candidates. Candidates will be from several locations across Canada.
- Planning of filming: A detailed plan with timeframes and goals is required to achieve diverse representation and manage travel costs.
- Outline of scripting and storyboards of each interview and general B-roll.
- Planning of photography: A plan of what images will be taken, where, and when, again to achieve diverse representation and manage travel costs.
- Filming and photography: Completed on site.
- Editing: Taking raw content to create visually engaging photography and videos of varying lengths, short and long-form videos, to be used in presentations, web content, social media campaigns, and eLearning. Branding elements will be discussed with the winning bidder.
- Delivery of completed videos, photography assets, graphic design files, and all underlying works.

PROJECT TIMELINES

The project's start date is June 17, 2024, and end date is September 5, 2025. This project is split into Phase 1 (June 2024 – October 2024), Phase 2 (November 2024 – March 2025), and Phase 3 (April 2025 – September 2025), each with specific budgets allocated (see Project Costing). The project requires a phased approach to the deliverables so Tourism HR Canada may start using the first assets as additional assets get underway. The first set of videos and photography will be

required by October 31, 2024. The next set will be required by March 31, 2025. The final set will be required by September 5, 2025.

MINIMUM REQUIREMENTS OF BIDDER

The bidder must demonstrate that they meet all of the following:

1. Have expertise and extensive experience in photography and video production and storytelling (filming, scripting, location scouting, interviewing, editing, post-production) with connections across Canada to assist in filming and photography.
2. Demonstrate and embody the importance of IDEAL (inclusive, diverse, equitable, accessible, leading) workplaces.
3. Identify and indicate the experience of a Subject Matter Expert in accessibility, diversity, and inclusion practices. This individual will ideally be working closely and on-location for the filming and photography dates. Portfolio is required to demonstrate expertise.
4. Possess strong communication skills.
5. Have extensive experience working on and with tourism-related projects and stakeholders.
6. Have extensive experience working on projects of a similar nature.
7. Are able to meet the requirements of the project as described in this Request for Proposal.
8. Are able to complete the work as outlined in the Project Timelines (Phase 1, October 31, 2024; Phase 2, March 31, 2025; Phase 3, September 5, 2025).

PROJECT DELIVERABLES

As part of the contractual agreement, the successful bidder will be expected to deliver all of the following:

- Weekly calls or emails with Tourism HR Canada to give regular status updates.
- Suite of aligned video assets that support the key attributes, requirements, and goals required in a comprehensive national campaign on inclusive, diverse, equitable, accessible,

leading (IDEAL) workplaces, including videos of varying lengths (short form and long form) showcasing a mix of employees with disabilities working in the tourism sector and IDEAL tourism employers.

- Suite of photography assets that showcase diverse individuals with disabilities working in a wide range of tourism occupations.
- All working files of videos produced.
- Completed media releases for all individuals/businesses featured in assets.
- All raw photography files.
- All related underlying works, including but not limited to source files and design files.

PROJECT COSTING

The initiative has a maximum budget of **\$75,000** (excluding HST) over the period of the contract.

Budget should have a proposed plan indicated as:

- Phase 1 (April 2024-October 2024) with a maximum budget of \$25,000 (excluding HST)
- Phase 2 (October 2024-March 2025) with a maximum budget of \$25,000 (excluding HST)
- Phase 3 (April 2025-September 2025) with a maximum budget of \$25,000 (excluding HST).

Final budget is inclusive of all project and associated costs, including travel or other disbursements costs. Project costs will be negotiated with the successful bidder. No travel costs will be reimbursed without prior approval from Tourism HR Canada.

PROPOSAL SUBMISSION GUIDELINES

Submissions must not exceed **fifteen (15) pages** and must include, but are not limited to, the following components:

1. **Scope:** Include a statement summarizing your understanding of the scope of the project.
2. **Proposed Work Plan:** Using the tasks described in the “Projected Key Project Activities” section of the RFP as your reference point, describe in narrative form your plan for

accomplishing the work. Modifications of the tasks as presented are permitted; however, reasons for changes should be fully explained and justified. Include proposed timeframes and explanations of how the RFP requirements will be achieved.

3. **Deliverables:** Provide a description of your understanding of the final deliverables expected by Tourism HR Canada.
4. **Project Costing:** Supply a comprehensive breakdown of the cost estimates associated with the project deliverables and hours of work by team members.
5. **Special Considerations:** Identify any unique challenge(s) that you perceive in executing the project, and how you might approach the challenge(s).
6. **Project Staff:** Supply a list of the project staff, including third parties, and their respective roles, qualifications, experience, and (if applicable) ability to work in both official languages.
7. **Prior Experience:** Identify your experience related to this project. Experience statements included should refer to work done by individuals who will be assigned to this project as well as that of your company. The company shall identify any third parties (sub-contractors, vendors, and suppliers) that will be responsible for the implementation of the anticipated contract.
8. **References:** Provide three (3) references of past or current clients with similar project work (please include client name, contact person, email address, and phone number, along with a brief description of each project). Do not include any Tourism HR Canada personnel in your references.

PROPOSAL EVALUATION

Proposals will be evaluated by a selection committee representative of the key stakeholders. A vendor will be chosen based on bidders' responses to the enclosed service requirements and evaluated according to the criteria listed below:

Contractor Evaluation (45%)

— Company's overall capabilities based upon understanding of project scope and activities

- Qualifications and experience as outlined in the minimum requirements of bidder
- Demonstrated experience/past performance
- Demonstrated experience of planning and executing filming and photography in an accessible environment
- Team member qualifications

Proposed Work Plan (45%)

- Understanding of project, including clarity and relevance of proposal
- Quality of the work plan
- Proposal preparation, thoroughness, and responsiveness to requirements of RFP
- Outline of deliverables and how they will be met
- Identification, explanation, and justification of modified tasks and/or unique challenges expected
- Creative and innovative approach to the project

Estimation of Project Costs (10%)

- Budget allocations should be commensurate with level of activity in workplan and reflect value for effort.
- Competitiveness to other bidders

Proposals must be submitted in English in PDF format (including appendices, where applicable) to cchow@tourismhr.ca no later than **Thursday, June 6, 2024, at 2 P.M. Eastern Time**. No other submission format will be accepted. Do not submit your proposal through Merx.

All proposals must be marked with the bidder's name and reference the title of this project: Media Production for Disability Inclusion and Awareness in Canada's Tourism Workforce.

Tourism HR Canada will notify all bidders upon receipt of their proposal, in the form of an email. Tourism HR Canada is not responsible for bids that fail to reach its office by the submission deadline.

CRITICAL TIMELINES

This proposal was broadcast on Friday, May 17, 2024, at 3:00 P.M. Eastern Time.

Inquiries are welcomed until Monday, June 3, at noon Eastern Time, and should be made to Carolyn Chow at cchow@TourismHR.ca. Inquiries by phone are not permitted.

Proposal submissions must be received by Tourism HR Canada no later than **Thursday, June 6, 2024, at 2:00 P.M. Eastern Time.**

The selection committee will review submissions and convene on Wednesday, June 12, 2024, to decide on the winning bidder. All bidders will be notified of outcomes by Thursday, June 13, 2024.

The contractor must be prepared to commence work immediately. The project deliverables must be completed by September 5, 2025.

KEY TERMS OF ENGAGEMENT

Although not exhaustive, this list of key terms of engagement will become an integral part of the Agreement between the Tourism HR Canada and the successful bidder.

Acceptance of the Proposal: Tourism HR Canada reserves the right not to accept any proposal. The RFP should not be construed as a contract to purchase services. Tourism HR

Canada shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

Proposal Revisions: Proposal revisions must be received prior to the RFP submission/closing date and time.

Financing of Proposals: The cost associated with preparing and submitting proposals will not be paid by Tourism HR Canada.

Acceptance of RFP Conditions: Receipt of proposal offer will be considered acceptance of the RFP terms and conditions by the bidder.

Subcontracting: Subcontracting is allowed as a condition of the anticipated contract for service. When allowed, proposed subcontractors must be listed. Joint proposal submissions must indicate which bidder has overall responsibility for project management.

Project Contact: Tourism HR Canada will assign a project contact at the time the contemplated contract is awarded. The successful bidder will also assign a project contact at that time.

Negotiation Delay: If a written contract cannot be concluded within fifteen days of notification to the designated bidder, Tourism HR Canada may, in its sole discretion, terminate negotiations with that bidder and either negotiate a contract with another bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the bidders.

Funding: The implementation of the selected proposal is dependent upon funding being approved by Tourism HR Canada.

Proposals as Part of Contract: Proposals may be negotiated with bidders and, if accepted, will form part of any contract awarded.

Disclaimers/Limitations of Liability: Neither acceptance of a proposal nor execution of an agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit, or license pursuant to any federal, provincial, regional district or municipal statute, regulation, or by-law. It is the responsibility of the contractor to obtain such prior to commencement of the services under the proposed contract.

Copyright: During the project period, the successful bidder shall not sell, transfer, mortgage, lease, or otherwise dispose of any tangible or intangible assets including any intellectual property purchased for Tourism HR Canada under the contracted agreement without prior written consent of the owner. The copyrights, trademarks, and any other intangible or tangible rights relating to the Underlying Works belong to Tourism HR Canada and shall be delivered forthwith to Tourism HR Canada upon completion of the project, or as otherwise requested by Tourism HR Canada.

Tourism HR Canada reserves the right to modify the conditions of the RFP, at any time up to the closing date and time.

CONFIDENTIALITY AND SECURITY

Other Purpose: This document or any portion therefore may not be used for any purpose other than the submission of proposals.

Security and Privacy of Information: The successful bidder must agree to maintain security standards consistent with security policies of the Government of Canada. The successful bidder must also agree to comply with the Tourism HR Canada's Privacy Policy regarding information received from participants (when applicable). These include strict control of access to data and

maintaining confidentiality of information gained while carrying out their duties under the terms of any contract.

Disclosure: All documents submitted by bidders shall become the property of Tourism HR Canada, and as such will be subject to the disclosure provisions of the Freedom of Information and Protection of Privacy Act. Information pertaining to Tourism HR Canada obtained by the bidder as a result of participation in this project is confidential and must not be disclosed. Samples of work provided as part of submission requirements remain property of the bidder.

Tourism HR Canada, its employees, agents, and consultants expressly disclaim any and all liability for representations, warranties expressed or implied or contained in, or for omissions from this RFP package or any written or oral information transmitted or made available at any time to a bidder by or on behalf of Tourism HR Canada. Nothing in this RFP is intended to relieve bidders from forming their own opinions and conclusions in respect to this RFP.