Contract Opportunity

Manitoba Indigenous Tourism Strategy Development

Contracting Company: Indigenous Tourism Association of Canada

Location: Manitoba

Status: Project-Based Contract Position – approx. 4-month completion (end of August/2018 completion)

Remuneration: $15,000-20,000

Company Profile: The Indigenous Tourism Association of Canada (ITAC) focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism in Canada and address the demand for development and marketing of authentic Indigenous experiences. ITAC works to improve the socio-economic condition of Indigenous people through many forms of support such as marketing, capacity development training and workshops, an annual Indigenous tourism conference, industry research and information for Indigenous tourism operators and communities within all 10 provinces and three territories of Canada. The ITAC Board is made up of Indigenous tourism industry representatives from each of the provinces and territories.

ITAC will increase revenues, grow jobs and expand the number of successful Indigenous tourism businesses in Canada through it’s strategic five-year plan.

For more information, visit: www.indigenoustourism.ca/corporate

Project Description: This contractor will develop a tourism strategy for ITAC and Travel Manitoba to guide the direction of the Indigenous tourism industry, focus operational plans and align with ITAC and Travel Manitoba’s goals in leadership, partnership, marketing and development. This project will operate in cooperation with and under the direction of the Business Development and Partnerships department of ITAC.

The successful contractor will:

- Liaise with ITAC and Travel Manitoba administration, the Manitoba Indigenous Tourism Advisory Committee and industry stakeholders to engage and inform strategic priorities
- Participate at the “Power of Indigenous Tourism Summit” in Winnipeg (May 31, 2018) to gather SWOT information through facilitated workshop. Facilitator has been identified – this will be done in collaboration with consultant.
Once SWOT & Summit are complete, cumulate existing research to develop high-level strategy framework—this will include existing research and reporting provided by ITAC and Travel Manitoba.

- Align Manitoba Indigenous tourism strategy with ITAC and Travel Manitoba’s tourism strategies
- Provide tactical/operational recommendations towards eventual inaugural operating plan for an Indigenous Tourism organization in Manitoba
- Create and maintain comprehensive project documentation, plans and reports
  - **Deliverable:** completed tourism strategy including goals, objectives, and strategic action plan by August 31, 2018

**Qualifications:**
- Experience in developing tourism strategy, preferably with a destination marketing organization
- Understanding of destination development and marketing of tourism experiences
- Knowledge of Indigenous communities, businesses and similar organizations in Manitoba
- Knowledge of Manitoba tourism plans, non-Indigenous destinations and tourism partners
- Experience in working with non-profit organizations
- Excellent written and verbal communications including corporate writing
- Solid organizational skills including attention to detail and multitasking skills
- Experience in facilitation – skills in communication, listening, problem solving, planning and organization

**In your proposal, please clearly demonstrate:**
- Qualification of proponent and potential team members
- Experience of proponent in delivering tourism strategy
- References (3) of previous clients
- Identify:
  - Project Scope
  - Methodology for developing strategy
  - Schedule of project activities
  - Project costs including consulting fees, travel & applicable taxes

If you are interested in this opportunity, please forward your introductory letter and project proposal with “Manitoba Tourism Strategy” in the subject line to: info@indigenoustourism.ca

**This posting will close May 4, 2018 at 5:00 pm PST.**

ITAC would like to thank all applicants, however only those who qualify for an interview will be contacted.