

Request for Proposal for Augmented Reality Tourism Experience and Storm Surge Totems

Livingstone Shire Council seeks requests for proposals for the design and implementation of two augmented reality experiences as described below:

1. Augmented Reality Tourism Experience

Context

Wreck Point Scenic Lookout is located in Cooe Bay, only a short drive from Yeppoon town centre. There are two lookouts at this site, an upper site that provides 360 degree views of the Capricorn Coast and Keppel Bay, and a more recently constructed lower site, closer to the water.

The site's name memorialises the wreck of the Selena, a 62-tonne transport schooner that was found washed ashore near this point in 1848.

A shipwreck art work has been recently installed between the upper and lower viewing decks depicting the Selena, including an interpretive panel that explains the Selena's story.

Project Scope

Council is seeking to add value and interest to both the story of the Selena and the spectacular setting at Wreck Point through the creation of an Augmented Reality experience. Council does not wish to limit design creativity by directing the content, form and function of this service, but this experience should address the following objectives:

- (a) be informative and highly engaging;
- (b) easy to use/access (for example by short URL weblink, Application (APP) and have a QR Code linked to a website;
- (c) illustrate a minimum of five key tourist locations (for example, Great Keppel Island, North Keppel Island, Emu Park, Yeppoon, Rosslyn Bay);
- (d) provide at least one animated experience;
- (e) include signage providing easy to use instructions and graphics to encourage use of the Augmented Reality option;
- (f) include programme flexibility that enables easy updates, modification and addition of new experiences to ensure continued and repeat patron interest. The cost of updating the Augmented Reality experience must be affordable;
- (g) generate ongoing strong interest and a positive social media profile; and
- (h) be educational regarding such aspects as distinctive characteristics of the region, the Great Barrier Reef, local history (indigenous and European), natural history and other elements of community interest.

2. Storm Surge Totems

Context

Following Tropical Cyclone Debbie The Queensland Government Inspector-General Emergency Management (IGEM) undertook a review, which included themes such as community preparedness and response. The review developed an action plan with recommendations and actions in relation to physical installations that would raise awareness and understanding of storm tide risk. Council, with assistance from other agencies, has examined the feasibility of the installation of storm tide markers (and in some cases using existing infrastructure) in prominent public places and the exploration of new technology to highlight storm tide risk to the community and its visitors.

An example of this type of technology is *The Floodlines: Augmented Reflections* smart phone application which was developed as part of the State Library of Queensland Floodlines exhibition. It uses flood mapping data to create a three dimensional perspective of flooding. A variation to this application could allow users to overlay a modelled water level over their current surroundings viewed through their camera phone (and referenced to a storm tide marker at their location). Alternatively, a Near Field Communication (NFC) or Bluetooth connection integrated with a physical installation could link users to other interactive websites or applications to provide further information or multi-media content (videos, sound, 3D visualisations, etcetera). These inclusions could help to provide a more immersive experience to the physical installation and could easily allow updated content to be added over time.

Project Scope

Council is seeking to create interest in understanding the scale and impact of storm surges through the creation of an Augmented Reality experience. Whilst Council does not wish to limit design creativity by directing the content, form and function of the Storm Surge Augmented Reality experience, it must be informative and also at a minimum provide the following:

- (a) Totems indicating storm surge heights erected at the following sites with each individual storm tide level enacting an augmented reality experience showing water level and potentially sea animals, or coral animations via a mobile device (example application is After Ice) these totems are to be located in the following areas around the Capricorn Coast region:
 - (i) Mulambin and Kinka Beach (exact location to be determined)
 - (ii) Roslyn Bay public boat ramp
 - (iii) Causeway Lake bridge

[Yeppoon is a town located on the coast north east of Rockhampton and falls under the Livingstone Shire Council. The coastal formations in the area consist of sandy open coast beaches and large rocky headlands stretching to the south. The town is somewhat sheltered by the Keppel Islands and offshore reefs. Most beaches are backed by a low fore dune with some regions that have had coastal protection works to prevent shoreline recession].

- (iv) The Hideaway at Great Keppel Island or alternatively along the main beach area, or Sports hut or Rainbow hut

[Great Keppel Island is situated off the coast from Yeppoon in central Queensland housing a small permanent community as well as many temporary visitors throughout the year. The sites selected are on the western side of the Island as this is where the primary population and infrastructure lie. There is some significant beach erosion at Putney Beach on the north side of the hideaway, and there are some extensive works underway in an attempt to reclaim some of the land lost; however; it should be noted that even though the height of

the infrastructure is above zone 6 on the totem pole, it may be heavily affected by erosion in the event of a significant storm tide].

(v) Stanage Bay at the Coast Guard building or near the boat ramp

[Stanage Bay contains the only significant population located on the coast within the Broad Sound region. It should be noted, however, that the tidal range for Broad Sound may not be true for Stanage Bay].

(vi) Zilzie (exact location to be determined)

[Located just to the south of Emu Park on the northern banks of Coorooman Creek is the growing township of Zilzie with a 600m long beach. Zilzie Beach has a 200m wide, low gradient high and low tide beach which has a revetment wall to help combat erosion.

Additional requirements:

- (b) easy to use/access (for example by short URL weblink, APP) and have a QR Code linked to a website;
- (c) be highly engaging;
- (d) provide at least one animated experience;
- (e) provide a plaque or sign with easy to use instructions that also shows graphics of the experience to encourage use;
- (f) provide the opportunity to be updatable with changing or multiple experiences to ensure continued and repeat patron interest at an affordable cost (for updates);
- (g) generate ongoing strong interest and a positive social media profile; and
- (h) be educational regarding storm surge.

Other general requirements:

- (i) functionally, the installations (instructions and or totems) should be low to no maintenance to minimise operational costs; and
- (j) the installation needs to be resistant to local conditions (coastal environment) and otherwise durable, including resistance to vandalism and operational breakdown.

Timeline

Proposals and costings are required to be emailed to placemaking@livingstone.qld.gov.au by 5:00pm 22 February 2019.

Installation and handover will need to be completed and operational by 31 May 2019.

Submission Evaluation

To aid the evaluation process, the proposer should provide evidence of experience with similar installations or otherwise demonstrate capacity to deliver their concept in accordance with:

- (a) stated performance outcomes;
- (b) proposed features and operational parameters;
- (c) budget and installation timeline; and
- (d) project delivery capabilities.