



Request for Proposal Communications Consultant

Wikwemikong Trust

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RFP Released: March 7, 2025

Deadline for Questions: April 4, 2025

Deadline for Proposals: April 18, 2025

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Background

The Wikwemikong Trust Agreement is one of the obligations of the Settlement Agreement signed between Wikwemikong Unceded Indian Reserve and Canada for the Point Grondine Indian Reserve No. 3 land claim, settled on February 13, 1995. The approval of the Settlement Agreement required Wikwemikong to create a Trust Agreement “to hold and invest the compensation paid to it by Canada as a long-term asset for the use and benefit of the present and future members of Wikwemikong”.

Although not incorporated, the Wikwemikong Trust has a Board of Trustees and a Trust Administrative Support Officer.

We are here for the community and would like to present transparency and open dialogue in a manner that is accessible to current and future beneficiaries, the Wikwemikong Unceded Territory band members, for historical and informational purposes.

The Trustees are looking for credible providers who have the capability, experience and knowledge to provide us with expert advice and services. Ideally, providers need to have a good track record with relevant project experience.

1. Key Information

Context:

This Request for Proposal (RFP) is an invitation to suitably qualified professionals to submit a Proposal for ongoing services as **Communications Consultant for the Wikwemikong Trust**.

This RFP is a single-step procurement process.

Our Timeline for this RFP is as Follows:

RFP Release:	March 7, 2025
Deadline for Questions:	April 4, 2025
Deadline to Respond to Questions:	April 11, 2025
Deadline for Proposals:	April 18, 2025(4:00 pm)
Unsuccessful Respondents Notified:	May 2, 2025
Successful Respondent Debrief:	May 5, 2025
Anticipated Start Date:	May 20, 2025
¹ Services End:	May 20, 2026

¹ Service will end one year from actual start date and may be open for renewal.

How to Contact Us:

All enquiries must be directed to our Point of Contact via email. We will manage all external communications through this Point of Contact.

Our Point of Contact:

Trust Administrative Support Officer

Email: trust@amtelecom.net

Address for Submitting your Proposal:

Proposals are to be submitted electronically in PDF via email to the following address:
trust@amtelecom.net

Developing and Submitting Your Proposal:

1. This is an open, competitive tender process. This RFP sets out the process and conditions that apply.
2. If anything is unclear or if you have a question, the Point of Contact is available via email.
3. Include a scanned signature page with your Proposal via email.
4. You **must** submit a Workplan based on the action items provided by Wikwemikong Trust (See Appendix "A") that will also include columns for: Lead Person/Group; Target Dates; Resources; Deliverables; Evaluation; and Status. You must also submit a Schedule and Budget with your Proposal. **Submissions without these will not be considered.**

Offer Validity Period:

In submitting a Proposal, the Respondent agrees that their Proposal will remain open for acceptance by the Wikwemikong Trust for two months from the Deadline for Proposals.

Later Changes to the RFP or to the RFP Process:

If after publishing the RFP, we need to change anything about the RFP or RFP process, or want to provide suppliers with additional information we will let all suppliers know via email.

2. Our Requirements

This section outlines what we require in your Proposal submission.

What We Require From You:

1. Provide your name or your business's name (if applicable) and address and the year the business was founded, as well as the name, title, telephone number, and e-mail address for our primary contact with regard to this Request for Proposal.
2. Provide a history of your business:
 - a. Past work references related to this scope of work
 - b. Previous work and experience
 - c. Similar client relationships with indigenous organizations/communities
3. New Business's welcome to apply
 - a. Provide previous relative experience
4. Provide proof of business registration, registration in your field of work, provide proof of your good standing, and any disciplinary orders (if applicable).

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5. Provide the name(s) of your employee(s) and/or service providers who will be responsible for providing the work. Identify any professionals who will be involved with the work, and their area(s) of responsibility.
6. Provide a detailed Workplan based on action plan provided by the Wikwemikong Trust (see appendix “A”), Schedule and Budget for the project in entirety including but not limited to:
 - A sample communications plan describing how you developed these in consultation with the client.
 - Provide a detailed budget including all communication and reporting costs for the event.
7. If your business plans to employ any subcontractors to perform any of the work, provide to us, describe the functions that you are proposing to out-source and your approach to supervise the performance of your subcontractors. Provide an executed copy of your confidentiality agreement with each of these subcontractors. (how you would supervise them etc.)
8. With regard to your communication with Trustees, provide a brief description of the communication process. Indicate the frequency with which you expect to initiate communication.
9. Provide any additional information you believe relevant.
10. Include in your Proposal submission whether or not there are any real or perceived conflicts of interest that should be disclosed at this time.

Contract term:

We anticipate that the Contract will begin on **May 20, 2025**. The Contract will be ongoing for one (1) year from actual start date and open for annual renewal.

Key outcomes:

The Trust requires a Communications Consultant with professional qualifications, reputation and integrity in order to complete the required tasks in a timely and efficient manner. The Communication Consultant’s responsibilities will include the following:

1. Comprehensive communications plan with statistics and evaluation metrics;
2. Education and community capacity building;
3. New Trustee recruitment;
4. Reporting to Trustees and to the community;
5. Market events to encourage attendance and to increase participants and community awareness;

3. Our Evaluation Approach

This section sets out the evaluation approach that will be used to assess Proposals.

Evaluation Model:

The evaluation model that will be used is a weighted attribute model. Price is the weighted criterion. This means that all Proposals that are capable of full delivery on time will be shortlisted.

Evaluation Criteria:

Proposals will be evaluated on their merits according to the following evaluation criteria and weightings.

Criterion:	Weighting:
Relevance of Experience	30%
Capability of the Respondent	30%
Quality of Workplan <ul style="list-style-type: none"> • Sample Workplan • Sample Budget • Description of process & methodology 	25%
Price Structure <ul style="list-style-type: none"> • Flat rate per year or per event(s) • Billing per hour 	15%
Total Weightings	100%

Scoring:

In marking Proposals, the panel will use the following scale.

Rating	Definition	Score
EXCELLENT	Exceeds the criterion. Exceptional demonstration by the Respondent of the relevant ability, understanding, experience, skills, resource and quality measures required to meet the criterion. Proposal identifies factors that will offer potential added value, with supporting evidence.	9-10
GOOD	Satisfies the criterion with minor additional benefits. Above average demonstration by the Respondent of the relevant ability, understanding, experience, skills, resource and quality measures required to meet the criterion. Proposal identifies factors that will offer potential added value, with supporting evidence.	7-8
ACCEPTABLE	Satisfies the criterion. Demonstration by the Respondent of the relevant ability, understanding, experience, skills, resource, and quality measures required to meet the criterion, with supporting evidence.	5-6
MINOR RESERVATIONS	Satisfies the criterion with minor reservations. Some minor reservations of the Respondent's relevant ability, understanding, experience, skills, resource and quality measures required to meet the criterion, with little or no supporting evidence.	3-4
SERIOUS RESERVATIONS	Satisfies the criterion with major reservations. Considerable reservations of the respondent's relevant ability, understanding, experience, skills, resource and quality measures required to meet the criterion, with little or no supporting evidence.	1-2
UNACCEPTABLE	Does not meet the criterion. Does not comply and/or insufficient information provided to demonstrate that the Respondent has the ability, understanding, experience, skills, resource and quality	0

	measures required to meet the criterion, with little or no supporting evidence.	
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4. Confidentiality

The Consultant acknowledges that certain of the material and information made available to the Consultant by the Client in the performance of the Services (the "Confidential Information") will be of a confidential nature. The Consultant recognizes that the Confidential Information is the sole and exclusive property of the Client, and the Consultant shall use its best efforts and exercise utmost diligence to protect and maintain the confidentiality of the Confidential Information. The Consultant shall not, directly or indirectly, use the Confidential Information for its own benefit, or disclose to another any Confidential Information, whether or not acquired, learned, obtained or developed by the Consultant alone or in conjunction with others, except as such disclosure or use may be required in connection with the performance of the Services or as may be consented to in writing by the Client.

The Confidential Information is and shall remain the sole and exclusive property of the Client regardless of whether such information was generated by the Consultant or by others, and the Consultant agrees that upon termination of this Agreement it shall deliver promptly to the Client all such tangible parts of the Confidential Information including records, data, notes, reports, proposals, client lists, correspondence, materials, marketing or sales information, computer programs, equipment, or other documents or property which are in the possession or under the control of the Consultant without retaining copies thereof.

Each of the foregoing obligations of the Consultant in this clause shall also apply to any confidential information of customers, joint venture parties, contractors and other entities, of any nature whatsoever, with whom the Client or any associate or affiliate of the Client has business relations.

Notwithstanding the foregoing provisions of this clause, the Consultant shall not be liable for the disclosure or use of any of the Confidential Information to the extent that:

- a) The Confidential Information is or becomes available to the public from a source other than the Consultant and through no fault of the Consultant; or
- b) The Confidential Information is lawfully obtained by the Consultant from a third party or a source outside of this Agreement.

The covenants and agreements contained in this clause shall survive the termination of this Agreement.

APPENDIX “A”

TABLES INCLUDE EXCEPTS FROM WIKWEMIKONG TRUST COMMUNICATION PLAN

Goal 1 of 4 from Communication Plan

Priority	Action Required	Lead Person/Group	Target Date	Resources	Deliverables (How goal is delivered, include timelines)	Evaluation	Status
1	Update/Revise Zhoonyakeng	TASO/Communications Consultant. (Trustees, Joe Bastien to share information to Trust re: education tools from SHARE Trustee 101	Joe (Trustee) to provide info by January 2025		Trustee 101 YouTube video upload to Trust Website; Meet with WBE/Highschool on partnership (MOU); Youth Highschool Trust Conference; Raffle (winner trust training program)	Track views? Wayne Kaboni to provide some insight Provide Certification of completion for participants	
2	Podcasting, YouTube, Facebook, live feeds (language)	Communications Consultant / Event Coordinator, TASO	TBD – Communications Consultant Workplan	Past/present Trustees; Trust Settlement signatories; Trust Administrator	PowerPoint, Video/audio recording, live feeds; lunch & learns		

Goal 2 of 4 from Communication Plan

Priority	Action Required	Lead Person/Group	Target Date	Resources	Deliverables (How goal is delivered, include timelines)	Evaluation	Status
1	Provide history of Point Grondine trust settlement (How did Wikwemikong Trust come to be & how Point Grondine is part of Wikwemikong)	Communications Consultant	TBD – Communications Consultant	Statement of Claim (retrieve info from Lands Dept.) Wiky Tourism (take the tour) Elder history series on stories of Point Grondine (in partnership with WHO, Tourism)	Review presentation and provide to Council before presenting to Community and share with Wiky Tourism. Interactive (Q&A) Develop QR Code for business card leading to Wikwemikong Trust Website	Draft workplan by Q3	

Goal 3 of 4 from Communication Plan

Priority	Action Required	Lead Person/Group	Resources	Target Date	Deliverables (How goal is delivered, include timelines)	Evaluation	Status
1	Community Communication (Outreach)	Event Coordinator/Communications Consultant/TASO	Former Trustees, Information Kits, AGM materials, FAQ & QR Code, Education Director	Community Open House (July 2025) Trust Open House (TBD) Financial Literacy Month (November 2025)	Workshops/summit (Locations: highschool/on-off-reserve) Public speaking contest for age categories. (Financial Literacy Month November) Foster understanding of ideas (winners would receive a GIC, RESP.; Trust Open house/Community open	Scorecard, Survey (development of one is required)	

					house; Conference; Craft & Learn; Crosswords (lingo); Youth selling/trading camp		
2	Youth & Council members participate meetings	TASO / Communications Consultant	Trustees, TASO	Start Q3 continue quarterly	Trust structure and governance, financial literacy & awareness, Action item to: create provide Cheat Sheets for quarterly meetings (lingo) (TASO)	Active participation by youth (are they attending meeting) Need to develop Non-Disclosure Agreement for non-band members & Confidentiality Agreement for members. 1-3 max youth & 1-3 Councillors in meetings. On Q2 meeting Agenda: Discussion/feedback open to youth – what did you learn, what can you share with community	

Goal 4 of 4 from Communication Plan

Priority	Action Required	Lead Person/Group	Resources	Target Date	Deliverables (How goal is delivered, include timelines)	Evaluation	Status
1	Youth Mentorship program/place ment, bring youth to a conference (AFOA awards, CANDO, NATOA, Indpsire, Indigenomics, SHARE) – provide On & Off-Reserve	TASO/Communications Consultant Peace Hills Trust / Investment Managers	Brochures & Flyers Investment Club (Mock) Working Group with previous Trustees (engagement) Entrepreneurship (WDC/Waubetek) Canadian Securities Course https://www.csi.ca/en/learning/courses/csc-investors	AFOA (Feb 25-27, 2025 Halifax, NS Halifax Convention Centre); ONWA (Feb 10-12, 2025 Niagara Falls/online, Reg. closes Jan 10, 2025); NATOA (April 1-3, 2025, Winnipeg, MB Delta Winnipeg); SHARE (March 5-6, 2025, Vancouver, BC, Westin Bayshore); Indpsire Awards (Apr 10, 2025); Indigenomics (TBD)	One youth to attend AFOA, NATOA, SHARE, Indpsire & Indigenomics (reach out to Mr. Thibeault to share and to Youth Council - Jacqueline Odjig (youth)/Ralph Gonawabi (portfolio holder), Shane Cooper. 2-3 for NATOA Develop terms of reference (asap!); Develop a reporting template of attendance at conferences; Youth Outreach (develop letter/poster) winner goes to NATOA conference - Age range: grade 11 - post secondary (with parent/guardian) - adult Ed student; Seek funding through WUT program; SHARE summit registration is \$1175 (waived for Wiky youth) Wiky Trust to approve covering travel, meals, accommodation, incidentals.	Youth to present back to community (AGM) on attendance, benefits and education or what they have learned (could present at a conference or promotional video/YouTube/ Vodcast	