Expression of Interest (EOI)

Destination Content Creation – Indian Ocean Territories

The Indian Ocean Territories Regional Development Organisation (IOT RDO), the Christmas Island Tourism Association (CITA) and the Cocos (Keeling) Islands Tourism Organisation (CKITA) invite Expressions of Interest (EOI) from suitably qualified destination content creators to deliver high-quality imagery and video for Christmas Island and the Cocos (Keeling) Islands.

EOI open: Monday, 2 March 2026

EOI close: Wednesday, 18 March 2026

Project completion required by: 30 June 2026

Project Scope

Applicants may apply for one of the following:

- Option 1 – Core Destination Content

  Destination photography and short-form video as detailed in the Content Brief.
- Option 2 – Cultural Event Capture

  Photography and short-form video capturing nominated cultural/community events.
- Option 3 – Full Scope (Options 1 + 2 Combined)

  Delivery of both core destination content and cultural event capture.

Applicants must clearly state which option they are applying for.

How to Apply

Please provide:

- Business details (including ABN and contact information)
- Relevant experience and portfolio examples
- Proposed approach and availability
- Itemised cost breakdown
- Confirmation of required licences and insurances

Submission Details

EOIs must be submitted via email to: Carolin.buncle@iotrdo.com.au

All enquiries should be directed to: Carolin.buncle@iotrdo.com.au, M: 0407 226 263

Assessment Criteria

Submissions will be assessed on:

- Demonstrated capability
- Quality and suitability of previous work
- Ability to deliver within time frame
- Value for money
- Alignment with creative direction and destination positioning

Destination Content Creation - Indian Ocean Territories

A collaborative initiative of the Indian Ocean Territories Regional Development Organisation, Christmas Island Tourism Association and Cocos (Keeling) Islands Tourism Association

Overview

In partnership with the Indian Ocean Territories Regional Development Organisation (IOT RDO), the Christmas Island Tourism Association (CITA), and the Cocos (Keeling) Islands Tourism Organisation (CKITA), we are seeking proposals from suitably qualified providers to deliver high-quality destination content across Christmas Island and the Cocos (Keeling) Islands.

The scope of works encompasses professional content creation including still photography, drone imagery, and moving footage (videography) to support destination marketing, brand development, and visitor engagement initiatives. The selected provider/s will work collaboratively with stakeholders to capture compelling, on-brand visual assets that reflect the unique landscapes, culture, experiences, and community of the Indian Ocean Territories.

Purpose

This initiative aims to:
- Develop a contemporary, high-quality visual content library
- Strengthen the digital and marketing presence of both destinations
- Support tourism operators with professional destination imagery
- Showcase natural assets, marine environments, culture and experiences
- Enhance the overall perception and market positioning of the Indian Ocean Territories

The project is designed to deliver a versatile suite of visual assets suitable for use across digital platforms, social media, websites, trade marketing, and promotional campaigns.

Supplier Response

Interested suppliers should provide a response outlining capability, relevant experience, methodology and associated costs. Please refer to the accompanying EOI document for full submission requirements and timelines.

Destinations - Specific Creative Direction

Cocos Keeling Islands

Life is simple on Cocos. We offer an escape to an undeveloped, idyllic world in Australia with abundant wildlife, culture, ocean adventures and space to breathe.

In all content, we're looking to share the diverse range of experiences on Cocos while showcasing our beautiful remote, uncrowded environment and friendly locals.

Visitors value the community feel of Cocos and the helpfulness of the people generally. They love "not being tied to a phone" and being "off the grid" with our location "giving them permission to disconnect".

We offer an island getaway that feels like a step back in time and much of that is to do with the community and friendly tour operators, not just our unspoilt environment - although this is important as well.

It is these feelings or a sense of place that create an extra dimension to Cocos and elevate us from being "just paradise" by referencing the human response as well as the island experience.

A link to our current content library is here and videos are here for background of content that reflects our brand positioning.

Our destination style guide for reference is here.

Christmas Island

Christmas Island is one of the Indian Ocean's last true natural frontiers — a rugged, remote island where nature dominates and life moves at its own pace. This is not a polished resort destination; it's an untamed wilderness offering rare wildlife encounters, dramatic landscapes and raw ocean adventures.

Content should position Christmas Island as a ***natural wonder****,* celebrated for its abundant wildlife, particularly its world-famous red crab migration, endemic bird species, and rich marine life including whale sharks, turtles, dolphins and vibrant coral reefs. The island's aquatic experiences are a standout, from world-class scuba diving with sheer drop-offs and over 60 dive sites, to snorkelling, rock pools and secluded beaches framed by cliffs and jungle.

The landscape is rugged and immersive, with the highlights dense rainforest, towering cliffs, waterfalls and wild coastlines that feel untouched by time. A walk through the forest should

feel cinematic and prehistoric, evoking a sense of discovery and remoteness. This is a destination for travellers seeking space, solitude and authentic connection with nature.

Content should inspire adventurous, nature-led travellers by showcasing:

- Rare wildlife moments (crabs, birds, marine life)
- Immersive rainforest and coastal landscapes
- Raw ocean experiences above and below the water
- The feeling of reconnection with nature
- The island's unique cultural character and people

Audience

Our audience is defined less by age and more by mindset. They are immersive explorers, travellers who seek out raw, unfiltered nature and are motivated by depth, discovery and a genuine sense of place.

They are comfortably unfussy, unphased by a lack of mod cons and drawn to destinations where simplicity enhances the experience rather than detracts from it. Adaptable and open-minded, they delight in going with the flow, embracing island time, unpredictability and seek experiences to enrich their lives with a sense of adventure and playfulness

Travel, for them, is about meaning over indulgence: shared moments, rare environments and the feeling of being somewhere that still feels wonderfully untouched.

Creative Directive

This brief is for content that heroes the nature that surrounds us, with the setting rather than people being our focal point. In saying this however, at the same time, we're looking for content that shows visitors experiencing our environment in unexpected, real-life compositions.

We're aiming for content that doesn't look cliche, set-up or contrived, and that ideally, has an emotional pull. This might be, for example, a drone shot of a figure floating in the lagoon with marine life around, casting a line at sunset with a child in tow, or exploring the underwater world beneath the surface.

For Christmas Island, this sensibility leans into a wilder, more elemental expression of nature, dense jungle walks, wildlife at its best, rugged coastlines, blowholes in motion, or snorkelling along steep drop-offs where the depth is immediately felt. These moments should feel immersive and quietly powerful rather than dramatic or over-produced.

We're looking to strike a balance between big-picture, awe inspiring imagery that conveys scale, remoteness and raw beauty, and more intimate experience led moments that show

how people actually engage with the islands, hiking, snorkelling, fishing, observing wildlife, or simply pausing to take it all in. This will include a mix of drone, landscape, underwater and portrait photography/video.

A couple of things we can't show:

- Women in bikinis due to Islamic cultural considerations of Home Island on Cocos
- Cliche, staged set ups - we're open to seeing faces of course, but we're looking for real moments or genuine emotion; we don't love the "influencer as a focal point" vibe
- Touching wildlife
- Any plastics e.g. someone using a non-reusable drink bottle

Requirements

- Christmas Island: 6x ~15-20 sec video reels including a mix of drone and on ground footage
- Christmas Island: 1 x super reel of footage that captures the essence of the island experience approximately 2-3 minutes
- Christmas Island: 60 hero images - portrait and landscape images as per the brief in high resolution formats.
    - A week on Christmas Island; the range of experiences that talk to our message "A Natural Wonder" - natural environment, friendly locals/operators, wildlife, experience based activities)
    - Snorkelling/scuba/freediving in the ocean
    - Cultural points of interest
    - Rainforest, cliff faces, bird watching and look outs and wildlife both aquatic and land based
- Cocos Islands 6x ~15-20 sec video reels as per above Christmas Island requirements
- Cocos Islands: 60 hero images - portrait and landscape images as per the brief in high resolution formats.
    - A week on Cocos; the range of experiences you can have that talks to our key messages (beautiful uncrowded environment, friendly locals, activities - not super quick on frame pacing though)
    - Snorkelling/scuba/freediving in the lagoon and interacting with marine wildlife
    - Fishing experiences on land and on the boat
    - Home Island culture/local kampong and the beautiful foreshores there

It would be amazing for these videos to have pace as always needed for user engagement but our preference is for *slightly* slower frame transitions rather than super quick to align with our laid back, easygoing environment.

Aspect ratio: 9:16 (IG/FB) and 16:9 (YouTube) please with socials in mind, open to a few

landscape options in photography. Images will be required in High Resolution and will be further discussed with the successful applicant.

Experiences/set-ups we'll arrange:
Christmas Island

- Diving and snorkelling tours
- Day trip tours
- Access to Parks Australia (if required)

Cocos Islands

- Scuba diving with CocosDive
- Day trip out to Direction Island on the ferry
- Private boat hire ½ day to explore southern end of the lagoon
- A day hire of e-bikes to explore the jungle
- A morning on Home Island, buggy hire and likely a cooking class with local Cocos Malay family

Talent: where necessary, we will arrange talent from interested locals.
Car Hire: Will be arranged if required to support the production
Assistance where need for filming permits can be arranged
All other costs are to be built into the quote.

Usage

All content produced will be fully owned by CITA, CKITA and RDO, with unlimited usage rights including for marketing, social, and commercial purposes.

Project Commencement

Following appointment, the successful applicant will participate in a discovery and planning meeting with IOT RDO, CITA and CKITA to:

- Confirm creative direction and priority shot lists
- Finalise logistics and scheduling across both destinations
- Confirm talent, permits and access arrangements
- Agree on production milestones and delivery timelines

Timelines

Content to be produced and delivered within agreed project milestones before June 30 2026.

For EOI opening and closing dates, refer to the accompanying Expression of Interest Document.