

**Republic of the Philippines
Tourism Promotions Board Philippines**

REQUEST FOR PROPOSAL (RFP)

Date: 5 August 2019

The Tourism Promotions Board Philippines, through the Philippine Department of Tourism in Sydney (DOT Sydney), is authorized to undertake procurement activities in accordance with prescribed procurement guidelines for overseas offices

A Sydney-based Marketing Communications and Media Relations Company will be procured to provide marketing communications and media relations services.

The details of the procurement are indicated below:

Duration of the Engagement of the Company	Location	Description	Approved Budget for the Contract (ABC) in Australian Dollars
Three (3) months October 1, 2019 to December 31, 2019	Sydney	Procurement of Consulting Services of a Sydney-based Marketing Communications and Media Relations Company to provide marketing communications and media relations services to the Philippine Department of Tourism-Sydney office	AUD 22,770 including GST

Eligible companies are invited to submit their signed proposals with financial offer/quotes not later than 16 August 2019, subject to the Terms and Conditions provided in the attached Terms of Reference (TOR).

Proposals/costs may be submitted by email to info@morefuninthephilippines.com.au. Requests for any clarification may also be sent to this email.

TPB and DOT Sydney reserve the right to reject any/all offers, as well as accept any offer it may consider as most advantageous to the Government of the Republic of the Philippines.

 7/16/19
MARIE VENUS Q. TAN
Chief Operating Officer
Tourism Promotions Board

TERMS OF REFERENCE

PROCUREMENT OF CONSULTING SERVICES OF A SYDNEY-BASED MARKETING COMMUNICATIONS AND MEDIA RELATIONS COMPANY

I. INTRODUCTION AND BACKGROUND INFORMATION

The Philippine Department of Tourism maintains foreign offices and market offices in different countries, one of which is PDOT-Sydney. This office manages and implements tourism projects and programs in Australia.

Australia is currently the Philippines' 5th major source of tourist arrivals. Australians traveling to the Philippines reached 279,821 in 2018, an increase of 7.86% compared to the previous year. Australia is the top country for tourist arrivals to the Philippines among the Australasia/Pacific countries. One of the main functions of the PDOT- Sydney is to promote awareness of the Philippines as a holiday destination, increase consumer interest, and differentiate the Philippines from other destinations; and to communicate newsworthy messages, story or information using the appropriate media outlets to reach the Australian market.

II. OBJECTIVES

- a. Stimulate greater desire for Australians to choose the Philippines as their holiday destination
- b. Generate greater awareness on the tourist destinations and packages in the Philippines
- c. Create buzz and excitement about the Philippines as an attractive tourist destination
- d. Synergize communication initiatives with the over-all Philippine tourism strategy

III. SCOPE AND COVERAGE

- a. Positioning the Philippines as a preferred tourist destination for Australians and New Zealanders
- b. Marketing communications support for consumer awareness
- c. Marketing communications support for the travel trade
- d. Advancement of Media Relations

IV. DELIVERABLES

- a. Provide at least 5 media release angle ideas per month
 - the media release angle ideas must support the positioning of the Philippines as a preferred tourist destination for Australians and New Zealanders
 - may be directed at either consumers or travel trade
- b. Recommend for market research for use within the media, when necessary
- c. Minimum of 2 press releases prepared and seeded each month for Australia and New Zealand covering either consumer or travel trade
- d. Minimum of 10 published press releases per month in Australia and New Zealand, both print and digital platforms combined, covering either consumer or travel trade

- e. Daily monitoring of published tourism-related stories on both print and digital platforms
- f. Crisis management support, when necessary
- g. Preparation of statements and speeches for the Tourism Attaché, when necessary
- h. Media relations management, as the need arises:
 - media inquiries
 - support to media activities
 - manage invitations to media familiarization tours
 - one to one media interviews with target media
 - management of media briefing
- i. Submit progress report not later than the 17th day of the succeeding month

V. SUPPLIER QUALIFICATIONS

Minimum Qualifications of the Consultant:

1. Must be a PR company based in Sydney
2. Must have at least 5 years of experience in corporate and country brand communication
3. Must have at least previously engaged with Tourism and/or hospitality companies
4. Must have a good knowledge of Philippine holiday destinations

VI. PROJECT CONSTRAINTS

1. Protocol
 - The Consultant's responses to media requests for interviews or information, handling crises situations, media releases and media statements must be pre-approved by the Tourism Attaché.
2. Ownership
 - All improvements, creative concepts, designs and original materials produced shall be owned by DOT with full and exclusive rights on future use thereof both in the Philippines and internationally
 - After the completion or termination of the Contract, all materials, data, propriety information and other related data and information provided to the Consultant and which have been derived in relation to and as a consequence of the implementation of the Contract, shall be immediately turned-over to PDOT-Sydney without the need of demand.
3. Confidentiality Clause
 - The Consultant shall hold and maintain confidential all materials, data, propriety information and other related information which shall come into its possession, or knowledge in connection with the Contract or its performance, and not to make use thereof other than for the purpose of the Contract.
 - The Consultant undertakes that it shall make appropriate instructions to its employees, agents, and supplier/ service providers who need to have access to such materials, data, propriety information, and other related data and information to strictly observe the confidentiality of the said information. The obligation of the Consultant under this Article shall remain in effect even after the termination of this Contract.

VII. PROJECT DURATION

Twelve (12) months, to commence on the day of the contract signing between PDOT and the Consultant

VIII. TERMS OF DELIVERY/ SCHEDULE OF PAYMENT

Payment will be done on a monthly basis one (1) day after the submission of the progress report. If the payment date falls on a weekend or a holiday, payment will be made the following working day.

IX. PROJECT COST: Twenty Two Thousand Seven Hundred Seventy Australian Dollars (AUD 22,770) including GST for 3 months.

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