

## **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 POOT-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 **292,554** in 2023, an increase of 52.83% 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 POOT- 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 overall Philippine tourism strategy

#### **III. SPECIFICATIONS/SCOPE OF WORK AND SERVICES COVERAGE/DELIVERABLES**

- a. Positioning the Philippines as an ideal holiday destination for Australians;
- b. Create high quality editorial style content with strong imagery;
- c. Distribute media releases and ensure a minimum of 10 pieces of coverage published by media
- d. Operate a responsive media relations program;

- e. Provide monthly competitor analysis;
- f. Provide quarterly market intelligence report; and
- g. Organize at least a one-off media familiarization trip to the Philippines

**IV. PROJECT IMPLEMENTATION SCHEDULE / SCHEDULE OF REQUIREMENTS**

- a. Provide at least 5 media release angle ideas per month
  - i. the media release angle ideas must support the positioning of the Philippines as a preferred tourist destination for Australians and New Zealanders
  - ii. may be directed at either consumers or travel trade
- b. Recommend for market research for use within the media, when necessary
- c. PR and media assistance to amplify TPB events such as PHITEX participation of buyers from Australia/New Zealand and Go Diving
- 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. Organization of at least one (1) media familiarization trip if applicable
- f. Daily monitoring of published tourism-related stories on both print and digital platforms
- g. Crisis management support, when necessary
- h. Preparation of statements and speeches for the Tourism Attache, when necessary
- i. Media relations management, as the need arises:
  - media inquiries
  - support to media activities
  - manage invitations and professional fees, if applicable, for media familiarization tours
  - one to one media interview with target media
  - management of media briefing
- j. Submit progress report not later than the 17th day of the succeeding month

**V. PROJECT IMPLEMENTATION SCHEDULE/ SCHEDULE OF REQUIREMENTS**

Three (3) months, to commence on the day of the contract signing between PDOT and the Consultant.

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.

## **VI. ADDITIONAL TECHNICAL REQUIREMENTS**

### 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

### PROJECT CONSTRAINTS

1. Protocol
  - The Consultant's responses to media requests for interviews or information, handling crisis situations, media releases and media statements must be pre approved by the Tourism Attache.
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, proprietary 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, proprietary 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, proprietary 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. APPROVED BUDGET FOR THE CONTRACT (ABC)**

Twenty Three Thousand Seven Hundred Fifty Dollars (AUD 23,750) including GST for 3 months.

**VIII. TERMS 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. CONTRACT DURATION**

Three (3) months, to commence on the day of the contract signing between PDOT and the Consultant, with a possibility of extension .

**X. CONTACT DETAILS**

**Ms. Purificacion Molintas**

Tourism Attache'

**Cassandra Camonggol**

Administrative Officer

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