

**TENDER NO:** [SCCC/CC/2021/03](#)



**UEN Registration No.: 201309577Z**

**TENDER FOR THE PROVISION OF SERVICES FOR SURVEYS FOR THE PERIOD FROM 1 APRIL 2021 TO 31 MARCH 2022, WITH OPTION TO EXTEND FOR ANOTHER ONE (1) PLUS ONE (1) YEAR**

## TENDER NOTICE

**Tender No.: SCCC/CC/2021/03**

### **INVITATION TO TENDER FOR THE PROVISION OF SERVICES FOR SURVEYS FOR THE PERIOD FROM 1 APRIL 2021 TO 31 MARCH 2022, WITH OPTION TO EXTEND FOR ANOTHER ONE (1) PLUS ONE (1) YEAR**

1. Singapore Chinese Cultural Centre (SCCC) invites your tender for the provision of services for surveys for ONE (1) year with an option to extend for another ONE (1) plus ONE (1) year.
2. The following documents that form part of this Tender Document have been prepared to enable prospective vendors to tender for the above mentioned works that would meet the SCCC's requirements and specifications. These forms may be obtained from <http://www.singaporeccc.org.sg/tender>
  - Tender Guidelines
  - Tenderer's Offer (FORM A)
  - Tenderer's Profile (FORM B)
  - Price Schedule (FORM C)
  - Schedule of Rates (FORM D)
  - Major Projects completed by Tenderer within the 3 years (FORM E)
  - Profile of Tenderer's Project Team (FORM F)
3. The Tenderer is required to complete and submit the following documents in sealed envelope, together with all technical data on the equipment and any other supporting data or relevant information, in duplicate, to SCCC before the closing date of tender:
  - Tenderer's Offer (FORM A)
  - Tenderer's Profile (FORM B)
  - Price Schedule (FORM C)
  - Schedule of Rates (FORM D)
  - Major Projects completed by Tenderer within past 3 years (FORM E)
  - Profile of Tenderer's Project Team (FORM F)
  - Detailed proposal on:
    - i) Sample template of the Audience Survey analysis report.
    - ii) Sample template of an exhibition's visitor survey analysis report.
    - iii) Sample template of the Perception Survey report.
4. The closing date for submission of tender is **Monday, 18 January 2021, 5.00pm**. Tenders submitted after the stipulated date and time will not be accepted.
5. Tender Offers are to be deposited into the Tender Box located at:  
**Singapore Chinese Cultural Centre**  
**1 Straits Boulevard**  
**Level 1 Lift Lobby**  
**Singapore 018906**

## TENDER GUIDELINES

### 1. SUBMISSION OF TENDER

- 1.1 The tenderer shall complete and sign the Tender's Offer and complete all parts of this Tender Document required to be completed by a tenderer.
- 1.2 The Tenderer shall submit this Tender Document in a sealed envelope by hand into the Tender Box located at SCCC, 1 Straits Boulevard, L1 Lift Lobby, by the stipulated date and time. Tenders submitted after the stipulated date and time will not be accepted.
- 1.3 The tenderer shall mark the top left hand corner of the envelope with the **Tender No: SCCC/CC/2021/03**
- 1.4 The Tenderer shall also submit samples of the goods and/or packages if SCCC so requests.
  - Such samples shall be delivered at the site and by the time stipulated in the Invitation to Tender and should be marked clearly with the Tender number, item number and the name of the tenderer. Failure to provide the required samples at the stipulated time may render the tender liable to be disqualified.
  - The tenderer shall indicate whether he wishes the samples to be returned. If no indication is given, SCCC shall not be obliged to return any samples to the tenderer.
  - All cost, including but not limited to all shipping and transportation duties incurred in providing and delivering such samples to SCCC shall be borne by the Tenderer.
- 1.5 Tenderers shall submit the tender and supporting brochures/handbooks in the number of sets as specified in the Invitation to Tender. One set is to be marked "original" and the other set is to be marked "copy".
- 1.6 All expenses incurred in the preparation of this tender shall be borne by the Tenderer.

### 2. GOODS AND SERVICES TAX (GST)

- 2.1 The tenderer shall not include any Goods and Services Tax (GST) in the Price Schedule and Schedule of Rates of Tender's Offer.
- 2.2 The tenderer shall declare his GST status in his tender. He shall clearly indicate whether he is, or whether he will be a taxable person under the GST Act. He shall, if available, furnish the GST registration number to SCCC.
- 2.3 If the Tenderer is a taxable person under the Singapore GST Act, SCCC will pay the Tenderer, in addition to the rates and prices proposed, the GST chargeable on the supply of Goods and Services provided pursuant to this tender.
- 2.4 A Tenderer who declares himself to be a non-taxable person under the GST Act but who becomes a taxable person after the award of the tender shall forthwith inform SCCC of his change in GST status. He shall be entitled to claim from SCCC any GST charged on the supply of the Goods or Services made by him after his change in GST status.

### **3. QUERIES**

- 3.1 Any queries in respect of this Tender Document or any matter related thereto may be submitted in writing to [hiuyanszeto@singaporeccc.org.sg](mailto:hiuyanszeto@singaporeccc.org.sg) before **Wednesday, 13 January 2021, 5.00pm**.
- 3.2 SCCC reserves the absolute right not to entertain or respond to any query, which, in the SCCC's opinion, is inappropriate or improper.
- 3.3 On submitting his tender, the Tenderer shall be deemed to have examined this Tender Document and site conditions and satisfied himself with regard to any query on this Tender Document.

### **4. PRESENTATION**

- 4.1 The Tenderer shall, on the request of SCCC, make a presentation on such aspects of his tender as may be required by SCCC.

### **5. VALIDITY PERIOD**

- 5.1 Tenders submitted shall remain valid for acceptance for a period of **60 days** commencing on the closing date. This validity period may be extended by mutual consent in writing of SCCC and the Tenderer.

### **6. AWARD**

- 6.1 SCCC shall be under no obligation to accept the lowest or any tender.
- 6.2 SCCC shall normally not enter into correspondence with any tenderer regarding the reasons for non-acceptance of a tender.
- 6.3 SCCC reserves the right to accept the whole or any part(s) of the Tender Offer as it may decide, unless the Tenderer expressly stipulates in its Tender Offer that certain parts of the Tender Offer are to be treated as indivisible. The prices shall be adjusted in accordance with the schedules of prices set out in the Tender Offer.
- 6.4 The Letter of Acceptance issued by SCCC shall create a binding contract on the part of the tenderer to supply to SCCC the goods and/or services offered in the tender.
- 6.5 The Contract shall be governed by the Conditions of Contract.
- 6.6 SCCC shall notify a successful tenderer of its acceptance of his tender, whether in whole or in part, by sending a purchase order or letter of acceptance by post and/or email to that tenderer and the posting of the purchase order or the letter of acceptance shall be deemed good service of such notice.
- 6.7 SCCC may at its discretion require the tenderer to sign a written agreement.
- 6.8 Tenderer may submit an alternative offer to the tender specifications, however SCCC reserves the right not to accept the alternative offer.

6.9 SCCC is the sole copyright owner of any creatives artworks produced as a result of this project, prior written permission from SCCC is required for any use of the creatives in whole or in part.

## **7. VARIATIONS**

7.1 SCCC reserves the right to negotiate with the tenderer, where exceptional circumstances so necessitate, to vary any provision or part of this Tender Document without reference to any other party. Any such variation shall be subject to the mutual consent in writing of SCCC and the Tenderer.

## **AUDIENCE RESEARCH SURVEY REQUIREMENT SPECIFICATIONS**

### **1. BACKGROUND**

- 1.1. Established in 2014, Singapore Chinese Cultural Centre (SCCC) aims to nurture Singapore Chinese art and culture, and enhance social harmony between different communities.
- 1.2. The SCCC building located at 1 Straits Boulevard, Singapore 018906 is a hub that offers high quality performances, exhibitions and cultural activities. It serves as a vibrant venue where Singaporeans gather and acquaint themselves with local Chinese arts, traditions and customs.
- 1.3. SCCC invites Tenderers from research agencies to quote for the provision for audience survey analysis for SCCC.
- 1.4. The research is carried out to:
  - a) Obtain a better understanding of the i) attendees or viewers of SCCC programmes through audience survey; and ii) the public's perception towards Chinese Singaporean culture and awareness of SCCC.
  - b) Stocktake and assess the effectiveness of SCCC's programmes, outreach and publicity channels for the attendees or viewers of SCCC programmes and the public.
  - c) Recommend a set of strategies and implementation plans to be executed through SCCC's programmes and marketing outlets.

### **2. PROJECT SCOPE**

- 2.1. The appointed vendor is to work with and under the supervision of SCCC to conceptualise, plan and execute the survey analysis and research that covers the following scope amongst attendees or viewers of SCCC programmes and the public.

#### 2.2. Audience Survey

- a) Review the current audience survey forms to ensure that it includes the evaluation of the key messages and objectives.
- b) Assess and suggest improvement for the existing online survey form for Permanent Exhibition and ensure the smooth operation and maintenance of the software for deployment on mobile devices (e.g. handphones, ipads) or website.

#### 2.3 Perception Survey

- a) Identify elements that relate to the understanding of culture and what it entails.
- b) Ascertain the current level of interest towards Chinese Singaporean culture in particular, and the extent to which they are receptive or willing to engage with it.
- c) Identify the possible obstacles or reasons why they are disengaged or uninterested in Chinese Singaporean culture.
- d) Propose suitable research methodology.

- e) Identify the appropriate participants depending on the methodology. The group should endeavour to be as representative of the general population as possible.

## 2.4 Deliverables

### 2.4.1 Audience Survey

- a) Data entry and/or compilation of all surveys responses, in the form of both physical and digital copies, across approximately 30 activities per year. These raw data shall be submitted to SCCC in Microsoft Word or Microsoft Excel format.
- b) Analysis of survey results and generate reports with detailed description of the calculation of the data collected from the survey e.g. calculation of mean, variance, regression analysis, and software support used in analysing the data and derivation of results.
- c) The frequency of the reports are:
  - i) per event, to be submitted 2 weeks after the date of event.
  - ii) per month, for the Permanent Exhibition visitor survey. This is to be submitted two weeks after the end of each month.
  - iii) per half-yearly, to be submitted 2 weeks after the stipulated half-year. This report will include all events held during that period.
- d) The event and Permanent Exhibition visitor reports are to include but not limited to the following:
  - i) Executive summary;
  - ii) Description of framework and key terms used in research;
  - iii) Graphical presentation of results for each question;
  - iv) Satisfaction ratings on both the programme and facilities;
  - v) Analysis if the audience experience met the intended objectives or took away intended the key messages;
  - vi) Benchmarks against the event last year / last month;
  - vii) Benchmarks against other industry benchmarks, e.g. from Department of Statistics, Ministry of Culture, Community and Youth, National Arts Council, National Heritage Board, or other relevant reports or publications;
  - viii) Recommendations for action e.g. adjustments to programme strategies, suggested areas of further research;
  - ix) Other analysis as deemed necessary during the project.
- e) The half-yearly report is to include the analysis for all the areas stipulated for the per event report. The activities to be included for analysis shall include all that were covered by the per event reports, as well as surveys from other ongoing activities that are collected separately during that period e.g. Permanent Exhibition.

### 2.4.2 Annual Perception Survey

- a) The appointed vendor is required to put together a report on the research project and recommendations. The report is to be presented to (but not limited to) the SCCC Management Team and Board.
- b) Analysis should include and take into account findings from past year reports.

- c) Benchmarks against other industry benchmarks, e.g. from Department of Statistics, Ministry of Culture, Community and Youth, National Arts Council, National Heritage Board, or other relevant reports or publications;
- d) Recommend future plans including but not limited to:
  - i) Stocktake SCCC's current and upcoming programmes, outreach and publicity channels by SCCC to assess how they may or may not work.
  - ii) Define the unique selling point for SCCC among other cultural centres, and how it can be the choice location.
  - iii) Recommend a set of strategies and implementation plans, to be executed through SCCC's programmes, online platforms and marketing outlets that will be accessible and attract their participation.

## **2.5 Translation**

- a) All materials that will be accessed by the public are to be bilingual (English and Chinese). The appointed Tenderer is required to use SCCC's panel of translators to develop the English and Chinese copies.

## **3 RESOURCES**

- 3.1 Tenderer must ensure adequate manpower resources are allocated for each project. The vendor is expected to appoint at least 1 Director in the Account Servicing Team.
- 3.2 Tenderer must submit the CVs of the Account Servicing Team during the tender submission.
- 3.3 SCCC reserves the right to change the Director or any member of the Account Service Team prior to appointment of the tender or at any point during the contract period.

## **4 TIMELINE**

- 4.1 Audience and visitor surveys will take place throughout the year.
- 4.2 For the Perception Survey, the duration for the research project is between 6 to 8 weeks.

## **5 EVALUATION CRITERIA**

The Tenders will be evaluated based on the following:

- a) Appropriateness of methodology to meet the objectives (40%)
- b) Coverage of intended scope and effectiveness in suggesting ways to improve communications strategy and media publicity, based on survey findings (30%)
- c) Sound understanding of SCCC's work (5%)
- d) Relevant experience and manpower resources (10%)
- e) Price (15%)

## **6 SUBMISSION REQUIREMENTS**

6.1 The following items are mandatory:

- a) Tenderer's Offer (FORM A)
- b) Tenderer's Profile (FORM B)



- c) Price Schedule (FORM C)
- d) Schedule of Rates (FORM D)
- e) Major Projects completed by Tenderer within past 3 years. Vendors with relevant track record in the last 3 years in projects of similar nature, and accolades, if any, are to be included (FORM E)
- f) Profile of Tenderer's Project Team (FORM F)
- g) Sample template of the Audience Survey Analysis per event report
- h) Sample template of the Perception Survey report

## **ENQUIRIES**

For enquiries, please contact Ms Szeto Hiu Yan  
Email: [hiuyanszeto@singaporeccc.org.sg](mailto:hiuyanszeto@singaporeccc.org.sg)