



ABN: 51 720 481 829

Africa Day Australia Inc. (ADA) Social Media Marketing Tender

1. About Africa Day Australia Inc. (ADA)

Africa Day marks the founding of the Organisation of African Unity (OAU), now called the African Union (AU) on 25th May, 1963 with the vision of an integrated, prosperous and peaceful Africa. This symbolic date is now celebrated annually, around the globe as African Liberation Day, in partnership with the United Nations, the African Union, Non-Government and community organisations.

Africa Day Australia Inc. (ADA) has led the Africa Day celebrations in Melbourne since 2012 and has grown from strength to strength, bringing African Australians together with a unity of purpose to celebrate this day with a series of events in the month of May – see www.africadayaustralia.org.

ADA is a not-for-profit organisation run entirely by volunteers consisting of dedicated individuals from various African nations and the wider Australian and international community.

1.1 ADA has 4 key annual activities:

- 1.1.1 **Families, Youth and Advancing African Australian Agenda Forum** – Focus on issues and potential solution facing African Australian youths and families with experienced experts sharing their insights and experiences.
- 1.1.2 **Mad Flavours** - Youth talent quest, unleashing African Australian creative talents. Africa's Got Talent is the performing arts competition part of Africa Day. It is open to young emerging African Australian artist to showcase their talent to the wider Australian community, enabling the bridging of the gap.
- 1.1.3 **Africa Day Sports Festival** – This is a family friendly day uniting African communities and fostering wider community harmony and integration through sports and cultural activities. Among the several sports to be enjoyed are basketball, netball, athletics (5 km walk or run), Africa Day Soccer Cup and Australian football competitions. Food stalls, artefacts and clothes stalls



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are also available. This family oriented event also presents 'kid's zone' with jumping castle, face painting among other activities tailored for kids.

1.1.4 **Africa Day Gala Dinner** - A great night of celebrations to culminate the month long activities. A cross section of the multicultural Communities composed of business, political, governmental, community leaders and the general public socialise and network with each other.

2. Summary of requirements

Africa Day Australia (ADA) invites tenders for the provision of social media marketing services, covering the ADA's activities and responsibilities. The tenderer will be providing the services in accordance with the directions and requirements of ADA management. This includes marketing of all events on a variety of social media platforms, including but not limited to:

1. Facebook
2. Instagram
3. Twitter
4. Linkage with ADA website content

The tender will be open for 10 working days from **03. 06 2019** and will close on **17.06. 2019**. Late submissions will not be accepted.

3. Scope

This Request for Tender is seeking tenders for the provision of social media marketing services covering the ADA's activities and responsibilities to be delivered, including the following:

4.1 Social Media Marketing:

- 4.1.1 Two posts per week on existing ADA social media platforms: Facebook, Instagram and Twitter
- 4.1.2 Pre and post coverage of the four ADA events in May:
 - 4.1.2.1 Mad Flavours;



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- 4.1.2.2 Sports Festivals;
- 4.1.2.3 Forums (Family, Youth & Advancing African Australian Agenda)
- 4.1.2.4 Africa Day Gala
- 4.1.3 Facebook event creation for all four events including event graphic design.
- 4.1.4 Six-week (daily posts required) campaign leading up to the first ADA event.
- 4.1.5 Live coverage (including Facebook and Instagram live) of all four ADA events in May on all social media platforms including Instagram stories.
- 4.1.6 Monitor and report success through reach/impressions, link clicks, social shares, unique visitors , video views, downloads, comments etc for each social media outlet.
- 4.1.7 Provide actionable advice on conversion rate improvement.
- 4.1.8 Provide post event coverage and analytical report on audience engagement within 2 weeks of the last of the four ADA events.
- 4.1.9 Showcase ADA team attendance at key events such as the Premier's Gala Dinner and award nominations

4.2 Video Creation

- 4.2.1 Create a video that snapshots highlights of each event that are a duration of up to 1 minute each event and promote forthcoming events.

4.3 Ad hoc grant program support for various events e.g. Wyndham Community Activities

- 4.3.1 Create Facebook events for upcoming events.
- 4.3.2 Design and create event flyers for all 4 ADA events which are suitable for Facebook events, Instagram and Twitter and print in line with the ADA style guidelines.
- 4.3.3 Create and review event speaker bios and graphics.
- 4.3.4 Design screensavers for ADA forums and events.
- 4.3.5 Design event advertising and ancillary posters / signage etc.



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4.4 Paid Advertising

4.4.1 Create highly targeted Facebook and Instagram adverts within the agreed budget.

4.4.2 Monitor performance and adjust as needed

4.5 Community Management

4.5.1 Respond to all messages and comments as needed on all relevant social media platforms and within the ADA events.

4.5.2 Advise the ADA team on any negative comments and respond appropriately to minimise any impact on the ADA brand reputation.

4.6 Attendance at meetings

Attend monthly ADA meetings as required to provide social media marketing updates, and providing insights on the official social media metrics.

4. Term of contract

The successful tenderer will provide the services for a two-year period (initial term). ADA Executives or Committee reserve the right to extend the contract beyond the initial term by two x one year extensions under the same terms and conditions as the initial term.

5. Essential requirements

Tenderers must be able to satisfy the following requirements:

5.1 Provide social media marketing services as outlined in the scope above.

5.2 Provide social media marketing services and include key words provided by ADA and adjusted from time to time.

5.3 Provide details of their technical competence, capacity and financial capability for providing the service.



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6. Requirements of proof

- 6.1 Tenderers need to outline their expertise and experience in providing the outlined services. Tenderers must also provide two references in support of their past experience.
- 6.2 Tenderers should provide the following information as attachments:
 - 6.2.1 3 samples (screenshots of their social media posts);
 - 6.2.2 An initial draft of an event flyer design;
 - 6.2.3 an example social media marketing plan.
- 6.3 ADA may require proof of claims made by tenderers.

7. Lodging of tenders

- 7.1 The ADA Committee will not consider joint tenders and will only contract a single legal entity.
- 7.2 Tenders are to be lodged on or before the closing date. All tenders are to be sent electronically to president@africadayaustralia.org
- 7.3 No responsibility will be accepted for tenders sent to an incorrect email address.
- 7.4 All tenders in electronic format should be complete and standalone.
- 7.5 Tenders warrant that they have taken responsibility precautions to ensure that tender files are free of malicious software such as viruses, worms or other disabling features.
- 7.6 Tenders that are found to contain malicious software may be excluded from the evaluation process.
- 7.7 If electronic files, references or links are corrupt, illegible, inadequate or incomplete, it may be excluded from tender evaluation.
- 7.8 ADA will treat and will ensure that the committee members treat tenderer information confidentially.



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8. Offers and acceptance

Lodging a tender will constitute an offer by the tenderer for a period not less than the offer period. A tender is not taken to have been accepted until a formal contract of agreement has been executed by the tenderer and the ADA committee on the basis of a draft contract. Notice by the ADA Committee to the tenderer that it is, or is not, a successful tenderer does not constitute an acceptance or rejection of any tender.

9. Pricing

All tenders must include pricing for provision of services on an annual basis.

10. More information

For more information about the ADA and services required, please contact ADA President Shillar Sibanda 0401 996 266 or email president@africadayaustralia.org