



**SINGAPORE SWIMMING ASSOCIATION
DATE: 8th May 2023**

**INVITATION TO TENDER FOR THE
PROVISION OF PUBLIC RELATION &
ADMINISTRATOR SERVICE FOR THE
SINGAPORE SWIMMING
ASSOCIATION'S MEMBERSHIP PORTAL**

**CLOSING DATE: 24th May 2023
CLOSING TIME: 2300HRS**



Singapore Swimming Association (SSA) would like to invite proposals and submissions to tender for Membership Platform for day-to-day membership and events management organized by SSA, analytics and certification.

SSA reserves the right to award the contract at their own discretion. The reasons for selection or rejection of a particular vendor will not be disclosed.

The deadline for returning your quote / submission is **24th May 2023**.

This document sets out the information required to assess the suitability of potential vendors in terms of their approach, experience, capability, capacity and financial standing as well as their proposed price for meeting our requirement.

About SSA

SSA was set up in 1939 and is currently the National Sports Association governing Swimming, Water Polo, Diving, Artistic Swimming and Open Water Swimming in Singapore.

Technology, Database Tracking and Membership platform

The selected vendor will be expected to develop a membership platform that manages Membership, Registration of Events, Progress and Development, Analytics, Administrative and Financial Billing

Ownership

SSA will solely hold the ownership and copyright of all data.



Basic requirements & Work Specifications include:

- Ability to hold more than 3,000 accounts for 1st year
- Secured system to store entire database in cloud
- Registration platform must be able to sync with Hy-tek**
- Yearly planning
- Learner Management System
- Some features are dependent of other team

Targets:

- Own landing page for each group
- Generic content (upcoming events, calendar)
- Ability to send mass emails
- Content Management System features
- Payment gateway
- Updating of personal information
- Terms of agreement
- CRM – tagging of member’s information and cross tagging
- Sponsor communication

Requirements:

The appointed company will be required to undertake the following roles & responsibilities:

Features	
Membership Management	Website
	Selective post availability (public, exclusive group, draft)
	Content management and tag (Discipline, Event etc.)
	SSA and Club Admin
	Manage and edit club and athletes’ information
	Process licenses
	Register for competitions
	Pay online licenses, registrations, sanctions, and arbitrations through club
	Athlete Portal
	Overview of sports career and licenses
	Display Sport information of Athlete career (within data)
	Request new licenses, Club Transfers
	Personal statistics from competitions (across disciplines)
Direct contact to SSA	
Registration and Events	Competition System
	All Disciplines
	Registration according to age, gender, division



	Establish registration cost of Teams, athletes, and staff
	Arbitrator costs (payment to SSA or Referees per match)
	Cost of sanction and penalties
	Display of Competition results
	Pre-registrations (advise the number of athletes each club is likely to have competing)
	Registration based on criteria (e.g. QET from 50m pool)
	Invite ALL eligible athletes, to Club to confirm participation
Progress and Development	Accreditation and Certification (A&C)
	Configure prerequisites per course, e.g. min/max age and previous courses/accreditations
	Certify providers to deliver courses and manage provider expiry
	Framework – Course Structure (Links to A&C)
	Allow providers to track course attendance and completion
	Track Class attendance
	Track member class history
	Submission of prior Accreditation

Analytics	Records
	Individual performance statistics, results, rankings and depth charts
	Trends and comparisons locally and to international standards
	Statistics for review of all pathways programs and processes
	Display of current records
	Based on Names and rules
	Acceptance of new records raised by System
Administrative	SSA - Seasons and Licenses
	Membership period
	Validity for Competition
	Club transfers
	Member Database and movements
	Clubs
	Administration panel
	Manage club information
	Add and edit club team information
	Add and edit player information for teams
	Process licenses and Club transfers
	Transfer of information (Club transfers)
	Pay online licenses, registrations, sanctions and arbitrations
	Connect Social Network
	Sharing of information to Stakeholders
	Payment from Club members
Sharing of athlete training schedule	
Officials and Volunteers	
Eligibility based on position/Club/overlap	



	Schedule assignments
	Availability upon assignment
	Officials Committee
	Management of Officials' required Certifications
Financial Billing	Integrated expenses management
	Automatic invoicing
	Member-driven online payments
	Individual billing for Courses, Training and Event payment



Key Performance Indicators

- The following Key Performance Indicators (KPIs) will be used to assess the performance of the appointed company in the delivery of any SSA Event marketing campaign:
 - Fulfilling the above job scope (i.e. account servicing, efficiency and delivery).
 - Prepare final post event report (i.e. participation/attendance list, amount transacted and annual transaction report).

Duration of Service

- 18 months (1st July 2023 to 30th January 2025)



Qualification of the Company

- The Qualified Company should have:
 - All relevant licenses from appropriate government bodies to operate a firm;
 - Experience and good track records of providing services of this nature to corporate or commercial organizations. A reference list of the more recent customers should be appended for SSA's reference;
 - Good framework and strategies to work with SSA in catering to its, development and execution needs;
 - The knowledge and expertise (or the ability to obtain the requisite knowledge at its own expense) to service SSA; and
 - Ability to provide suitable and timely advice to SSA on any operations, programming and execution issues.

Instructions for Vendors

Queries

We expect this document to give you all the information you need to complete your tender information. However, if you have clarifications or queries, these can be addressed to:

Noorul Hassan

Assistant Director

Singapore Swimming Association

hassan@swimming.org.sg

We cannot accept or answer queries after close of business on 24th May 2023.

Confirmation of intention to participate

To ensure that we are able to manage our quotation efficiently and fairly, we would be grateful if you could confirm your intention to participate in the quotation process as soon as you are able and no later than 24th May 2023.

You should email Noorul Hassan (hassan@swimming.org.sg) to confirm your intention, the person responsible for your submission and their contact details. We will use this contact information to share any queries or clarification or changes to the tender process.



Timetable

Tender Return	25 th May 2023
Provisional Presentation Dates	12 to 16 June 2023 (TBC)
Review and confirmation of Company	26 to 28 June 2023
Start of project	1 July 2023

Evaluating your tender

We will use the following template to evaluate your tender.

Tender Section	Maximum Marks	Percentage of Overall Score
Relevant experience	35	35%
Price	20	20%
Quality of Submission	35	35%
References	10	10%
Total	100	100%

1. Your Experience

Please tell us about your experience. We are interested in hearing about your previous work projects and processes that best match our requirement. Please provide 2 or more sample projects that are relevant to our requirement.

2. Price

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- You should provide an hourly rate for all personnel you envisage being involved in our requirement. You should note that we will only commission work on an hourly rate basis if it is outside the agreed scope of your services and agreed in writing in advance.
- You should provide a list of disbursements or other cost that are excluded from your fee as set out above. You should provide indicative costs against these elements wherever possible. Please include any assumptions you have made in arriving at your fee quote.



3. Scope of Service/Proposal

Please provide a brief statement which list your understanding of the scope of your service for this project. This should include any exclusions or services that would attract an additional cost.

3. References

You should provide references for projects completed within the last 5 years as follow:

- Client reference for a recently completed project as per point 1.

You should provide contact detail for each referee.

Returning your quotation

You should send your quotation by post or email to:

Noorul Hassan
Singapore Swimming Association
7 Stadium Drive #01-50 Singapore 397632

or:

tender@swimming.org.sg

By 2300hrs on 24th May 2023