

TERMS OF REFERENCE

CONSULTANCY TO CARRY OUT MARKET/DEMAND ANALYSIS FOR THE SERVICE TO BE OFFERED BY THE NATIONAL SPORT MUSEUM AND FOR THE DEVELOPMENT OF A MARKETING STRATEGY AND BUSINESS PLAN

INTRODUCTION

The National Sport Policy (2013) has as one of its objectives to *Enhance and leverage the sport component of “Brand Jamaica.”* In order to achieve this objective, at paragraph 10.4.1, the Policy addresses the Government’s commitment to focus on Sport Tourism as a vehicle to spur growth and development in communities while empowering youths. The establishment of a National Sport Museum has been identified as one of the critical strategies to support this priority objective.

The Government of Jamaica has decided to construct a modern technologically advanced national museum and resource centre to serve as a knowledge bank collecting and documenting all material pertinent to Jamaicans who primarily dedicated their lives as athletes and athletes support personnel.

The Jamaica National Sport Museum will preserve and showcase the distinctly rich sport heritage of Jamaica, the athletes and teams, through a collection of artefacts of highest quality, memorabilia, multimedia, works of art, interactive exhibits, lecture series and community outreach programmes.

It is also of note that, in October 2011, the National Sport Museum was identified by the Jamaica 50 Secretariat of the Ministry of Youth and Culture as one of the Legacy Projects to mark the historic milestone of Jamaica’s fiftieth Anniversary of Independence.

In August 2012, a National Sport Exhibition was held in celebration of Jamaica’s rich sport history and as a precursor of the development of a National Sport Museum. The Exhibition was held over six days at the National Arena and it was well received. Visitors consistently commented on the urgent need for a National Museum recognizing the institutional gap in our sport and cultural heritage.

The National Sport Museum will be located along Arthur Wint Drive, Kingston 6, directly across from the main entrance to the National Stadium and adjacent to Marley Place, on 4500 square metres of land, being part of Briggs Park, St. Andrew and being part of the land registered at Volume 982 Folio 676.

The Ministry of Culture, Gender, Entertainment and Sport (MCGES) commissioned a Strategic Business Plan to guide the design and development of the National Sport Museum (NSM). The Plan which was completed in April 2017 identified the following:

- (a) the primary elements and tools that will be required to establish the museum;
- (b) the proposed phased implementation strategies; and
- (c) the accompanying budgets for the next three fiscal years 2018/19 – 2020/2021

Having secured the PIMC's approval of the concept for the establishment of a National Sport Museum, the Ministry of Culture, Gender, Entertainment and Sport is now seeking to develop a comprehensive project proposal for the establishment of the Jamaica National Sport Museum which is intended to engage others, transform sport stories, and showcase Jamaica's extraordinary achievements in sport to inspire all Jamaicans and visitors to pursue excellence.

This consultancy, for the provision of consultancy services to carry out market/demand analysis for the service to be offered by the national sport museum and for the development of a marketing strategy and business plan, will provide one aspect of the services needed to secure critical technical input which will inform the design of the project proposal to be submitted to the PIMSEC for consideration.

OBJECTIVE

The objective is to carry out an in-depth market/demand analysis for the service to be offered by the proposed national sport museum and for the development of a marketing strategy and business plan.

SCOPE OF WORK OF MARKET/DEMAND ANALYSIS CONSULTANT

The Ministry of Culture, Gender, Entertainment and Sport requires the services of a consultant who will carry out an in-depth Market/Demand Analysis to determine the need in the marketplace for the service to be offered by the National Sport Museum and develop a Marketing Strategy and Business Plan to ensure sustainability.

Main Activities

The main activities include, but are not limited to the following:

1. Preparation of a work plan, outlining among other things, a schedule of activities.
2. Consultation with the Ministry, its key stakeholders and other interest groups/organisations.
3. In keeping with accepted professional practices, conduct Demand/Market Analysis
4. Develop in consultation with the other consultants involved in the sports museum project development process, the marketing strategy and business plan
5. Finalise marketing strategy and business plan, based on further MCGES feedback

6. Present demand study/market analysis and business plan to key stakeholders for validation/feedback.
7. Finalize marketing strategy and Business Plan based on feedback received

DELIVERABLES AND PAYMENT PLAN

The deliverables are summarised as follows:

No	ACTIVITY	DELIVERABLE	PAYMENT
1	Development of a Work Plan	Work plan	15%
2	Conduct Demand/Market Analysis	Demand/Market Analysis	35%
3	In consultation with the other individual consultants, prepare draft marketing strategy & business plan	Draft market strategy & business plan	35%
4	Present draft to MCGES for their feedback and that of their key stakeholders	Final market strategy and business plan	15%
5	Finalize marketing strategy and Business Plan based on further MCGES feedback		

Deliverables:

1. Work-plan
2. Demand/Market Analysis
3. Draft marketing strategy and business plan
4. Final marketing strategy and business plan

QUALIFICATIONS OF THE FIRM

The consultancy firm should have at least ten years of experience in the conduct of demand studies/market analysis and the formulation of marketing strategies. Experience in the formulation of marketing strategies in the sports /heritage sub-sectors or related subsectors would be a distinct advantage.

The firm should also have at least five years' experience in the development of business plans.

The firm should have the following key personnel with qualifications as outlined below:

a) Marketing Specialist

The qualifications of the Marketing specialist should include:

- i) A Master's degree in Marketing or Master of Business Administration, specialising in Marketing.
- ii) A minimum of five (5) years' experience in the development of demand /market analysis and marketing strategies.

b) Business Planning Specialist

- i) A Master's Degree in business Administration or related discipline
- ii) A minimum of five (5) years' experience in the development of business plans.
- iii) Experience in the formulation of business plans for businesses in the heritage or related subsectors would be a distinct advantage.

CHARACTERISTICS OF CONSULTANCY

Consultancy period – The expected duration of the consultancy is 10 weeks between signing of the contract and satisfactory completion of all deliverables.

Type of consultancy – consultancy firm, Local or international

Type of Contract – Fixed Price.

The work schedule for the contract period is expected to be submitted within two weeks of the contract being signed.

REPORTING RELATIONSHIP/ SUPERVISION OF CONSULTANTS

The Consultant reports directly to the Permanent Secretary of the Ministry of Culture through the Senior Director, Sport Monitoring and Sport Development Division.

The Consultant will participate in brainstorming sessions and consult with the National Sport Museum Project Management Team/steering committee.

The deliverables will be reviewed and accepted by the National Sport Museum Project Management Team before final submission to the Permanent Secretary.