



## Invitation to tender for Social Media Management Services

**Closing date for receipt of tender:** Friday May 10, 2024

**Return tender to:** [media@gamblingawarenesstrust.ie](mailto:media@gamblingawarenesstrust.ie)

**Queries to:** Pam Bergin [info@gamblingawarenesstrust.ie](mailto:info@gamblingawarenesstrust.ie) or 01 2469595

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### Summary

The Gambling Awareness Trust (GAT) invites tender submissions from interested **Social Media Managers** to provide Social Media Management services to GAT.

Specifically, GAT is seeking to engage a Social Media Manager who will provide a range of effective services required, to increase awareness of, and referrals to, gambling addiction and support services across the country.

Details of the tender are set out in this document which is comprised of four parts:

- Part 1: Background information (page 2)
- Part 2: GAT's requirements and key considerations (page 7)
- Part 3: Tender process (page 10)
- Part 4: General tender information, terms and conditions (page 12)

Interested Social Media Managers should submit a proposal by email to [media@gamblingawarenesstrust.ie](mailto:media@gamblingawarenesstrust.ie) **by Friday May 10, 2024**. This is explained in detail in Part 3.

## **Part 1: Background information**

### **Problem Gambling in Ireland**

The ESRI Report 'Measures of Problem Gambling, Gambling Behaviours and Perceptions of Gambling in Ireland' (<https://www.esri.ie/publications/measures-of-problem-gambling-gambling-behaviours-and-perceptions-of-gambling-in>) published October 2023, estimates one in thirty Irish adults suffers from problem gambling.

Up to 75% of adults in Ireland gamble regularly without experiencing difficulties, however the research shows that the numbers of individuals developing problems with their gambling activity is growing exponentially due to the availability of a huge variety online platforms. The link between playing team sports and gambling was highlighted in a 2023 study by Turk et. al. (<https://www.nature.com/articles/s41598-023-27469-8>) which found the prevalence of problem gamblers among intercounty GAA players to be 4.8%, six times higher than the overall rate within the general public.

International research tells us that for every person with a gambling addiction at least six other people are directly affected which indicates a major public health issue and a growing concern for Irish society.

### **Support for people experiencing Problem Gambling**

The HSE, does not provide specific gambling addiction services for people experiencing problem gambling or gambling addiction. Gambling is not included in the National Drugs and Alcohol Strategy and the remit of gambling is situated within the Department of Justice as opposed to the Department of Health. To date there is an absence of national policy to address the issue of problem gambling hence an absence of training and resources in the area. The HSE, acknowledging the growing numbers of individuals seeking support, in 2023 introduced a pilot treatment programme for adults and children experiencing difficulties with gambling and gaming to roll out across four CHO areas. It is only in recent years with the advancement of the Gambling Control Bill that the issue of gambling addiction has entered the national conversation.

Prior to the establishment of GAT treatment and support for people experiencing problem gambling or

gambling addiction were non-specific and generally acquired through national mental health and addiction services.

Since 2019 GAT has collaborated with a number of stakeholders to develop a broad range of specialist support and treatment services across the country:

- Dedicated in-person counselling.
- Online counselling
- Specialist Gambling Residential Treatment Programme
- National Problem Gambling Support Service
- National Helpline Service
- Recovery Café
- Family Support Service

There are currently over 30 sites across Ireland where anyone can access support within a relatively short timeframe, this support is delivered to not only individuals struggling with their own gambling activity but to their affected others.

These services include:

1. Dunlewey Addiction Services
2. HelpLink Mental Health Services
3. Cuan Mhuire Addiction Services (2 sites, Athy & Bruree)
4. The Walkinstown Greenhills Resource Centre
5. National Problem Gambling Support Service (delivered through 26 Family Resource Centres)
6. Aiseiri Addiction Service
7. Bushypark Addiction Treatment Centre
8. Newbridge Recovery Café
9. Turas Counselling
10. Whitechurch Addiction Support Project

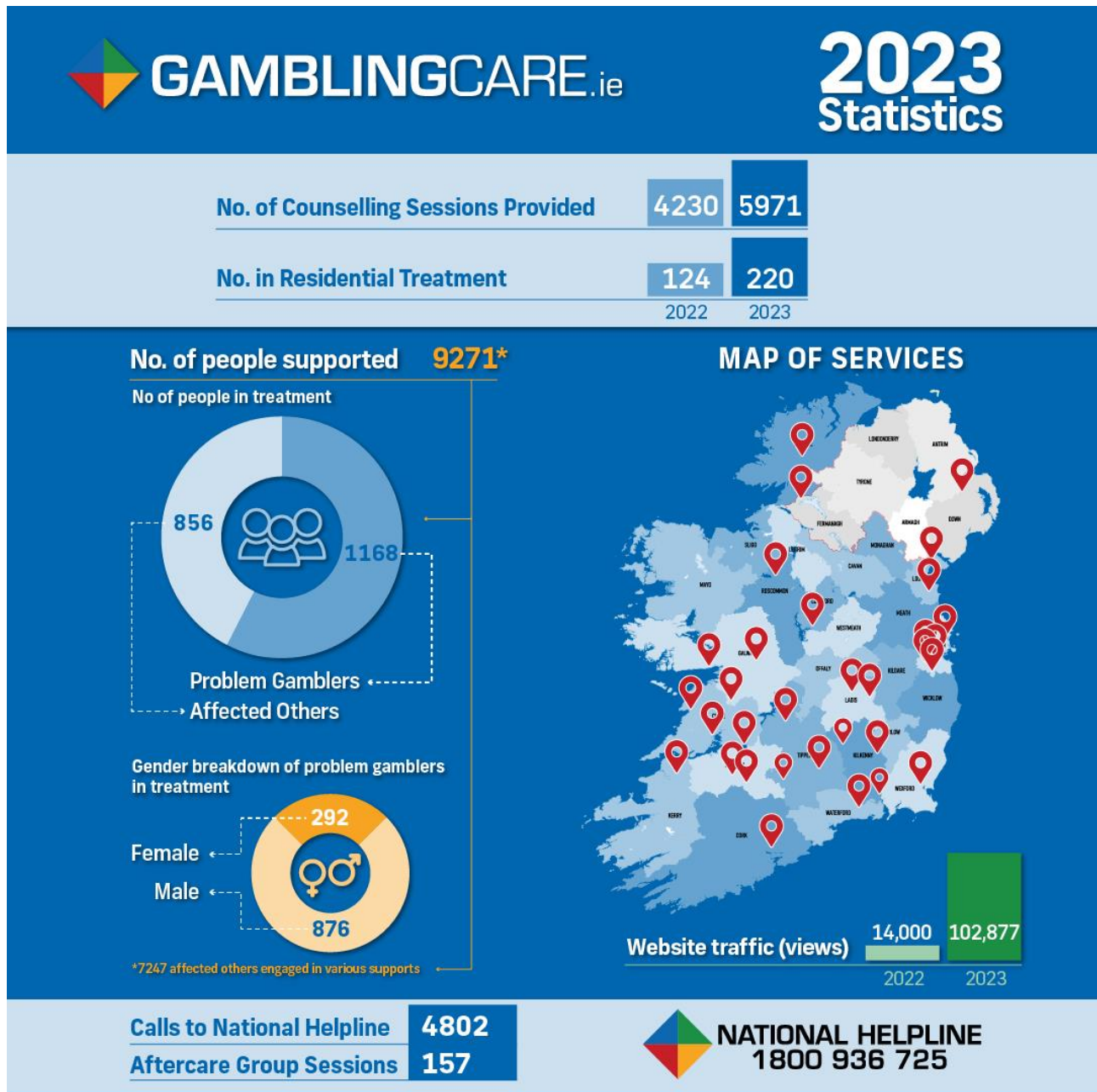
## Treatment & Support Delivered in 2023

5,971 counselling sessions were provided to over 2,000 individuals.

157 Aftercare Group Sessions took place

The National Helpline received over 4,000 calls

Over 100,000 people visited our support website for information & advice [www.gamblingcare.ie](http://www.gamblingcare.ie)



## About the Gambling Awareness Trust (GAT)

The Gambling Awareness Trust (GAT) is an independent not-for-profit organisation established in 2019, managed by a voluntary board of directors to fund research, education and raise awareness around problem gambling. The organisation also funds treatment and rehabilitation programmes along with initiatives to minimise gambling harm in Ireland. Our vision is that fewer people in Ireland experience gambling-related harms and that those who do, can easily access relevant professional treatment and support services.

GAT distinguishes itself as the sole organisation advocating for support and change to address problem gambling in Ireland. This unique positioning strengthens GAT's credibility and influence within the field, reinforcing its role as a pivotal player in driving positive outcomes.

GAT is the only organisation in Ireland whose sole focus is responding to the needs of those experiencing gambling harms and gambling addiction. Until recently there has not been any state funding available to address the issue of problem gambling in Irish society.

GAT is currently funded by donations to a Social Responsibility Fund via the Irish Bookmakers Association from their members and other online betting and casino operators. This polluter-pays model of funding is less than ideal for responding to a public health issue; however, it has been the only funding source available to meet the needs of those currently seeking support. GAT fully support the proposed levy on the entire gambling industry, as outlined in the Gambling Control Bill. This levy will provide significant additional funds to support the treatment required and resources needed in Ireland to address a growing need going forward.

The Gambling Awareness Trust operates completely independently of industry donors, who have no influence or involvement in GAT's work, or the work of the service providers they fund. Since 2019 GAT has received over €5M in funding, the majority of which has been allocated to services which GAT carefully select, vet, and monitor to ensure those seeking and receiving services are provided with the highest standards of care. Over 9,000 individuals have been supported through this funding to date.

The four key pillars of the organisation are:

1. Dedicated Service Delivery encompassing a range of treatment, rehabilitation, and support options to meet the varied and diverse needs of those affected by problem gambling.
2. Raising awareness of both the potential harms associated with gambling and the supports available to anyone affected.
3. Educate – ensuring all Practitioners in the field of addiction are provided with the opportunity to upskill their training and knowledge and develop their expertise in responding to gambling addiction.
4. Regularly commissioning research to add to the literature in an Irish context.

Much of GAT's work involves **creating greater awareness of gambling harms and the supports that are available** with the aim of reducing the stigma associated with gambling addiction and motivating people to reach out for help.

GAT's current awareness work directs people to contact our National Helpline staffed by experienced, qualified operators who can identify a caller's needs, provide an intervention, and make appropriate referrals for treatment and supports. It also includes referring people to our website [www.gamblingcare.ie](http://www.gamblingcare.ie) for information and advice on problem gambling, gambling addiction, educational resources, and referral pathways to dedicated service providers across the country.

## Part 2: GAT's requirements and key considerations

The Gambling Awareness Trust (GAT) is seeking to engage an experienced **Social Media Manager** who will provide a range of services required, to increase awareness of, and participation in, gambling support and addiction services.

Our **aim** is to harness the full potential of Social Media to:

- Maximise engagement with the range of demographics most involved in or at risk of problem gambling.
- Develop an engaging online presence through all social media platforms.
- Design and roll out innovative, targeted awareness campaigns utilising all relevant platforms e.g. SM, TV, Radio, Print Media
- Drive traffic to the gamblingcare website.
- Effectively utilize research, evaluations, and data gathered by GAT.
- Maximise opportunities to target specific events e.g. Cheltenham and other relevant sporting events where an increase in risky gambling activity is likely to occur.
- Timely responding to MSM articles on gambling in Ireland

### Social Media Management Services required:

The range of services for which the successful supplier **may be** responsible include, but are not restricted to:

#### 1. Digital positioning and technology

- Strategy and planning
- Service User research and insights.
- Creative content and innovative campaigns
- Design and implement a social media strategy to align with the charity's goals.
- Set specific objectives and report on ROI.
- Generate, edit, publish, and share engaging content daily e.g. original text, photos, videos, and news.
- Monitor SEO and web traffic metrics.
- Collaborate with IT to ensure brand consistency.

- Communicate with followers, respond to queries in a timely manner and monitor comments and reviews.
- Oversee social media accounts design, layout etc. e.g. Facebook timeline cover, profile pictures and blog layout.
- Suggest and implement new features to develop brand awareness e.g. targeted campaigns.

## 2. Data analysis

- Data analysis and advice
- Reporting of performance on a regular basis (at least monthly)
- Analytics reporting and full monitoring of campaign progress.

### Duration of contract:

12-month contract starting in June 2024 and ending in June 2025

### Key considerations

#### Core target audience:

Priority **target groups** include those identified in the national research as well as those highlighted through GAT's internal data collection structure.

#### User experience:

Central to the success of our Social Media Management will be ensuring that our target audience has a good experience when they interact with us. Therefore, it is essential that the successful agency focuses on having a deep understanding of our target audience, what they need, what they value, their abilities, and also their limitations.

#### Collaboration and reporting:

Collaboration is important to us. We require Social Media Managers that are willing to share best practices and important changes or new developments in this discipline.

Reporting is also crucial in order to justify return on investment internally. We require a dedicated structure that can demonstrate the impact of our social media spend on a monthly basis.



**Research and data analysis:**

Research should inform any approach to Social Media Management – this can include analysing existing data, industry insights or doing new research. Usability and visitor interaction is also important, and we require on-page analysis and recommendations to improve average time on site, lower bounce rate, goals and conversions.

**Alignment with awareness campaigns:**

Every year GAT is involved in national awareness campaigns that support individuals to seek support for problem gambling. This has included (and will in the future include) TV campaigns, advertising and PR, and every effort should be made to align and build on this work.

## Part 3: Tender process

Interested Social Media Managers should submit a **proposal** to [media@gamblingawarenesstrust.ie](mailto:media@gamblingawarenesstrust.ie) by **Friday May 10, 2024**. The proposal should provide the following information:

- 1. Two examples of work and services** that you/ your agency has provided for clients that best represents:
  - a) the range of services you provide.
  - b) your proven ability to target specific audiences.
  - c) the return on investment to your client, and
  - d) the reporting mechanism that was used to show the impact of your work.
- 2. Two references** for the above two examples of work – client name, contact number and email. We will not contact your references without letting you know first.
- 3. A short proposal<sup>1</sup>**, fully costed and inclusive of VAT (to cover agency management, asset creation and advertising costs) and delivered over a 12-month period, outlining your:
  - a) proposed approach to meet GAT’s Social Media Management requirements as set out in this document.
  - b) initial ideas on how you would increase and track awareness of, and participation in, gambling support and treatment services.
  - c) details of how you would reach GAT’s core target audience, and
  - d) proposed data analysis and reporting to track impact and return on investment.
- 4. A detailed breakdown of costs** should include a breakdown of agency management fees, asset creation and advertising costs. Include hourly or daily rates for your staff.
- 5. An outline<sup>2</sup>** of any added value or additional information you think is relevant.

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<sup>1</sup> Approximately two pages and no more than five.

<sup>2</sup> No more than one page.

**Note:**

Shortlisted Social Media Managers may be asked to meet with GAT to discuss their proposal in more detail. Requirements for this meeting will be forwarded if selected.

**Queries or clarifications:**

Contact Pam Bergin, CEO, Gambling Awareness Trust on [info@gamblingawarenesstrust.ie](mailto:info@gamblingawarenesstrust.ie) or (01) 2469595 by Friday May 10, 2024.

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## Part 4 – General tendering information, terms and conditions

**CONFIDENTIALITY** All the information contained in this document is confidential to GAT and is given on the basis that this confidentiality will be strictly observed by all proposed Tenderers and will not be disclosed to any other party without the prior consent of GAT.

**CURRENCY** The currency to be used in this Tender is euro and a Tender proposal in any other currency will not be considered.

**NOTIFICATION OF TENDER ACCEPTANCE** GAT shall notify acceptance of the Tender to the successful Tenderer as soon as reasonably practicable, and in any event within 2 months of the closing date for receipt of Tenders as set out in this document.

**EXCLUSION** A Tenderer shall be excluded who: a. is bankrupt or being wound up, whose affairs are being administered by the court, who has entered into an arrangement with creditors or who has suspended business activities. b. is the subject of proceedings for declaration of bankruptcy or insolvency, for an order for compulsory winding up or a court liquidation, or who has a liquidator or receiver appointed over its assets, or for composition with creditors or any other similar proceedings. c. has been convicted of an offence concerning his professional conduct. d. has not fulfilled obligations relating to the payment of social security contributions. e. Has not fulfilled obligations relating to the payment of taxes.

**COSTS** GAT will not be liable in respect of any costs incurred by any Tenderer in the Preparation of tenders in response to this Invitation to Tender or any associated cost.

**TAX CLEARANCE** The successful tenderer must be in possession of a valid tax clearance certificate for duration of the contract. Such a valid tax-free certificate from the Irish Revenue Commissioners must be produced by a successful tenderer before execution of the contract. A valid tax-free certificate means a tax clearance certificate issued by the Irish Revenue Commissioners, and tenderers not resident in Ireland must make application to the Irish Revenue Commissioners for such a certificate if their tender is to be considered.

**COMPANY REGISTRATION** The successful tenderer, if a company, registered and/or carrying on business in Ireland, must be in compliance with all obligations and requirements under the companies Acts 1963 to 2012, including the filing of up-to-date annual returns and a Certificate to this effect must be provided by an officer of the Tenderer with the tender documentation.

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**FALSE OR MIDDLEADING INFORMATION** Tenderers who intentionally or carelessly supply false or misleading information will be disqualified from this Tendering Procedure on the discovery of such information.

**COMPLIANCE WITH LAW** Tenderers should be able to provide on demand evidence of compliance with all laws applicable to the provision of the services the subject of the Invitation to Tender, and in particular should be able to produce evidence that they have particular regard for statutory terms relating to minimum pay and any legally binding or sectoral agreements if applicable.

**TERMINATION** The contract shall contain provisions reserving to GAT the right to terminate any contract awarded if it is not satisfied with the performance by the successful Tenderer of the contract. The satisfaction or dissatisfaction of GAT shall be evaluated in the context of the Tenderers proposal set out in Part 3 of this document.

**REQUIREMENTS OF INVITATION TO TENDER** Tenders not conforming to the requirements of this Invitation to Tender will not be considered and will be returned to the Tenderer.

**SUBJECT TO CONTRACT** This invitation to Tender is not intended to, and does not, create or evidence any legal or binding relationship, obligation or commitment of any nature between GAT and any Tenderer. No such legally binding obligation or commitment shall come into being unless and until a formal legal contract is duly executed and delivered by GAT and the successful Tenderer.

**DISCLAIMER** This document is for information only and does not constitute, and shall not be interpreted as, an offer for sale, prospectus, or the basis of a contract.

Candidates are recommended to read the documents thoroughly. GAT reserves the right to discontinue the procurement process at any time. No liability will be accepted for candidates' costs in connection with the procurement procedure, irrespective of the outcome, whether or not the procedure is cancelled or postponed.

**End**