



Development of New Website and Social Media 2015

Notice of Proposal Competition

14th July 2015

Japan National Tourism Organization (JNTO) Sydney Office
Executive Director Mariko Tatsumi

We hereby announce the following proposal competition:

Project Objective

The objective of this project is to plan, design, develop and implement the JNTO Australia/New Zealand website (www.jnto.org.au) with improved visual design to increase the user experience overall, increase web traffic, search rankings and social media traffic by developing new campaigns. The new website should be integrated with social media platforms, be optimized for mobile devices and be set up to allow for easy editing by JNTO staff. As well as designing and implementing the website, the successful bidder will need to design and implement promotional campaigns through social media. It is anticipated the project will commence in September 2015.

The deadline for receiving proposals will be 5.00pm Monday 24th August. Late submissions will not be accepted.

Interested parties must email tenders@jnto.org.au asking for the Request for Proposals (RFP) document. Please put 'Web 2015' in the subject line of your email. The Request for Proposals (RFP) document will then be emailed to you. This document will contain all necessary information about project scope, deliverables and deadlines.

Proposals must be handed directly to the Sydney office, or be delivered by mail. Preliminary review meetings may be held with shortlisted parties if necessary.

We are unable to provide information to you over the phone due to the competitive nature of the tender process. We look forward to receiving proposals from eligible companies.