

Sport for All Communications Campaign

Detailed description:

Sport Ireland is the authority tasked with the development of sport in Ireland. This includes participation in sport, high performance sport, anti-doping, coaching and the development of the Sport Ireland Campus. Sport Ireland leads the national sports agenda through: • Communicating the value and leading the thinking on sport • Promoting an inclusive and fair culture • Generating value from finite resources • Building strong sports organisations • Realising the concept of 'sport for life for everyone' • Supporting high performance success Sport Ireland launched its first Diversity and Inclusion Policy in Sport which expresses its vision for a sport sector that celebrates diversity, promotes inclusion, and is pro-active in providing opportunities for lifelong participation for everyone. The process of developing the policy was informed by an extensive consultation process incorporating focus groups, semi structured interviews and surveys. 2275 individuals, and over 150 unique organisations contributed to this process. The policy has identified a number of strategic pillars which will guide us in the implementation of the policy. Those Pillars are: Change, Communication, Access, Capacity & Leadership. We are looking to develop a national communications campaign to support the policy
<https://www.sportireland.ie/sites/default/files/media/document/2022-05/Sport%20Ireland%20Policy%20on%20Diversity%20and%20Inclusion%20in%20Sport.pdf>

Type of contract:

Services

Response deadline (Irish time):

22/06/2022 17:00:00

CPV codes:

79341400-0 Advertising campaign services
32412000-4 Communications network
32570000-9 Communications equipment
32571000-6 Communications infrastructure
79416000-3 Public relations services
79416100-4 Public relations management services
79416200-5 Public relations consultancy services