

REQUIREMENT SPECIFICATIONS

INVITATION TO QUOTE FOR THE PROVISION OF AUDIENCE RESEARCH SERVICES FOR THE SINGAPORE BIENNALE 2025 (“SB2025”) NON-VISITOR STUDY

1 INTRODUCTION

- 1.1 Singapore Art Museum opened in 1996 as the first art museum in Singapore. Also known as SAM, we present contemporary art from a Southeast Asian perspective for artists, art lovers and the art curious in multiple venues across the island, including a new venue in the historic port area of Tanjong Pagar. SAM is building one of the world's most important public collections of Southeast Asian contemporary art, with the aim of connecting the art and the artists to the public and future generations through exhibitions and programmes. SAM is working towards a humane and sustainable future by committing to responsible practices within its processes.
- 1.2 The Singapore Biennale was established in 2006 as the country's pre-eminent platform for international dialogue in contemporary art. It presents and reflects the vigour of artistic practices in Singapore and the region within a global context, and cultivates public engagement with contemporary art through exhibitions, public engagement and education programmes. The National Arts Council has commissioned SAM to organise the Biennale since 2011.

2 BACKGROUND

- 2.1 As part of SAM's ongoing efforts to better understand its current and potential audiences and inform future audience development strategies, SAM intends to conduct a non-visitor study for SB2025.
- 2.2 The study will focus on respondents who were aware of SB2025 but did not attend. Within this group, the study will distinguish between:
- a) Those who were aware of SB2025 but did not consider attending; and
 - b) Those who considered attending SB2025 but ultimately did not attend.

Respondents will be identified through an initial screening process. Individuals who were not aware of SB2025 may be identified during screening to provide contextual information on awareness but will not form part of the required sample of 500 qualified respondents for the main survey.

- 2.3 The study seeks to understand the differences between these groups, including their perceptions of SB2025, level of interest and consideration, reasons for non-attendance, barriers to visitation, and factors that could encourage future attendance.
- 2.4 The findings will help SAM understand the key barriers at different stages of the audience journey, from awareness to consideration and actual visitation, and inform future audience development, communications and marketing strategies.

3 SCOPE OF WORK

3.1 Research areas

The appointed agency will be required to design and conduct an online survey of SB2025 non-visitors.

The study should examine, but not be limited to:

- a) Awareness and perceptions of SB2025;
- b) Level of interest in and consideration of attending SB2025;
- c) Reasons for not considering attendance;
- d) Reasons for considering but ultimately not attending;
- e) Barriers to attendance, including programme relevance, timing, location, accessibility and other practical considerations, where relevant;
- f) Factors that could have encouraged attendance;
- g) Information sources and communications touchpoints relating to SB2025; and
- h) Relevant demographic and audience profile information to support analysis.

3.2 Research Methodology and Sampling

- a) The study should be conducted primarily through an online survey.
- b) For the purpose of quotation, agencies shall base their proposals on an achieved sample of 500 qualified respondents who were aware of SB2025 but did not attend. The 500 qualified respondents should comprise respondents from both of the following groups:
 - Those who were aware of SB2025 but did not consider attending; and
 - Those who considered attending SB2025 but ultimately did not attend.
- c) Agencies should propose an appropriate screening, sampling and recruitment methodology to identify eligible non-visitors, including the estimated number of individuals that may need to be screened to achieve the required 500 qualified responses and the assumptions used in arriving at this estimate.
- d) The sample should provide sufficient representation of both key non-visitor groups to enable meaningful comparison between them.
- e) Agencies should propose the recommended total sample size and allocation between the two groups, with justification.
- f) Agencies should identify any anticipated limitations in reaching or analysing the target respondents.
- g) Research methodology and implementation plan, including proposed sampling and recruitment approach, recommended sample size and allocation, approach to questionnaire development and analysis, and detailed project timeline.

3.3 Data and Reporting

- a) Development and finalisation of the survey questionnaire in consultation with SAM, including appropriate screening questions to establish whether respondents attended SB2025, their awareness of SB2025, consideration of attendance, and relevant arts and cultural participation.
- b) Cleaned raw survey data and relevant data tables/cross-tabulations in an appropriate file format. All primary data collected shall be owned by SAM.

- c) Final report and presentation deck covering key findings, comparison between the two non-visitor groups, and actionable recommendations.
- d) Presentation of the final findings to relevant SAM teams.

4 TIMELINE AND DELIVERABLES

- 4.1 The agency shall produce a detailed project implementation plan with the research schedule, assuming that the agency will be appointed before 16 October 2026. Ideally, the fieldwork for each year's study should take place between October to November 2026.
- 4.2 The final report must be delivered to SAM before 18 December 2026.

5 PAYMENT TERMS AND SCHEDULE

- 5.1 The payment schedule for this contract would generally be according to services provided and the completion of deliverables to the satisfaction of SAM. The final payment schedule will be discussed and agreed upon in writing with the appointed agency.
- 5.2 All amounts offered by the agency shall be before taxes, and shall be deemed, unless otherwise provided, to include without limitation all fees and charges payable for licenses, materials and labour in the performance of the works for which the ITQ is submitted.
- 5.3 Invoices received by SAM by the 7th of the month will be paid by the end of the same month. For invoices received later than the 7th of the month, payment will be made by the end of the following month. If the 7th falls on a weekend or Public Holiday, then invoices must be submitted on the working day before the 7th for payment to be made in the same month.

6 SUBMISSION REQUIREMENTS

- 6.1 **Quotation** (as per the Requirement Specifications document) with a detailed breakdown of costs, including third-party costs that may be incurred. The base quotation shall be based on the required sample of 500 qualified respondents. Any optional enhancement or additional sample should be separately costed.
- 6.2 **Proposed research methodology and implementation timeline**, detailing the screening, sampling and recruitment methodology, proposed sample allocation between the key respondent groups, approach to questionnaire development and analysis, and project schedule from briefing to fieldwork, analysis, report and data delivery.
- 6.3 **Relevant experience & team composition**, including a summary of recent clients (preferably including experience in the arts & cultural sector, and no earlier than 2023), and the profiles/CVs of key team members assigned to the project.

Note: Submissions with incomplete information or documents are liable to be disqualified from evaluation.

7 EVALUATION CRITERIA

The quotation submissions will be evaluated based on the following criteria.

Evaluation Criteria	Weightage
Conformity to the requirements of the specifications	Mandatory (Quotation is liable to be disqualified if any of these criteria are not met)
Not debarred by SAM on or after the closing date of the ITQ.	
Ability to meet the stated timelines for completion of the project and delivery of goods and/or services	
Completeness of documents/information submitted	
Research methodology & project implementation plan	40%
Cost competitiveness	40%
Track record & team strength	20%
Total	100%

8 CONTACT

For further clarifications, please contact:

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