



Developing Paleo-tourism material for SA

CALL FOR PROPOSALS: DEVELOPMENT OF PALEO-TOURISM MATERIAL

The South African Agency for Science and Technology Advancement (SAASTA) is a business unit of the National Research Foundation. SAASTA's mission is to promote broad public awareness, appreciation and understanding of science, engineering and technology in South Africa.

The science communication thrust of SAASTA manages the implementation of four thematic months for the Department of Science and Technology, one of which is African Origins Month. The focus of this theme is on South Africa's remarkable palaeontological and archaeological heritage. The specific scientific themes for the thematic months have been selected due to their obvious geographical advantage to South Africa.

For African Origins Month 2009, SAASTA wishes to appoint a team of people to develop communication material that would promote South Africa's sites of archaeological and palaeontological significance among tourists. The team will travel to key paleontological and archaeological sites (i.e. Cradle of Humankind, uKhahlamba Drakensberg Park, Mapungubwe Cultural Landscape) across South Africa to develop appropriate material that would be used to stimulate the tourism market (both national and international) to visit these sites. We envisage a team of five to do this task, made up of a science communicator, photographer and camera team.

The team will be responsible for developing material that would both communicate the scientific information stemming from the research conducted at the various sites, and act as a marketing tool to invite persons to visit the sites.

Time frames: The team should start the tour in mid September to be completed by mid November.

OBJECTIVES

The overall aims of the project will be to develop material that would:

- Communicate the scientific information stemming from the research conducted at various South African archaeological and palaeontological sites, and
- Act as marketing tool to stimulate national and international tourism to these sites.

CALL FOR SUBMISSION OF PROJECT PROPOSALS

SAASTA invites creative and innovative proposals from individuals to put together a team of suitable people to travel to at least five (5) sites of archaeological and/or palaeontological importance in South Africa and to deliver the required products as set out below. Only one proposal per applicant should be submitted. Only proposals submitted with a clear outline of the proposed tour, sites to be visited, team members, as well as a budget breakdown will be considered.

REQUIREMENTS

SAASTA invites proposals for the development of resource material including:

- Regular blog from the team while on tour, posted with illustrations (video, audio and picture) on the SAASTA website;
- Weekly articles to be published in a media platform profiling the tourist potential for the sites visited;
- Tourist information brochure on the palaeontological and archaeological sites of importance aimed at the tourist market;
- Science awareness brochure on these sites, including career opportunities, aimed at the student, educator and learner audiences;
- Coffee table style information booklet profiling the scientific information and tourist potential around each site.

For your attention:

1. Participation of practitioners: The names of the team members should be included in the proposal. A short biography of each team member, focusing on relevant experience and products developed should accompany the proposal;
2. A detailed budget which would include the equipment, travel, venue and catering arrangements and costs should be included in the proposal.

SELECTION CRITERIA

- Relevance of the sites proposed
- Communication experience and reputation of team members
- A strong focus on creativity and innovativeness of approach
- Cost effectiveness of the proposal
- Budget (including travel, venue and catering costs)

Experience of working in the science system will be an advantage. Applicants must have experience working with audiences from diverse backgrounds.

CLOSING DATE

All proposals must be submitted to SAASTA electronically/ by fax or hand delivered. The deadline for submitting proposals is close of business, **26 August 2009**. Submissions received after this date will not be considered.

ENQUIRIES

Enquiries should be directed to Ms Ina Roos

Tel: 012 392 9300

Fax: 012 320 7803

Physical Address: Didacta Building
211 Skinner Street
Pretoria Central
0001

Postal Address: PO Box 1758
Pretoria
0002