



## **Terms of Reference | The impact of the Rolex Middle Sea Race to the Maltese Economy.**

### **Yachting Malta Ltd.**

Yachting Malta is a public private partnership between the Government of Malta and the Royal Malta Yacht Club. Its overall aim is to promote Malta's leading name and tradition as a yachting destination in the Mediterranean as well as to foster and promote yachting and high profile yachting events are hosted in Malta. Yachting Malta, since its inception has lended it support towards the Rolex Middle Sea Race which in 2018 celebrated its 50th Anniversary since the first race was held in 1968.

### **Research Objectives**

Major sports events, such as the Rolex Middle Sea Race, can play multiple roles in the development of sports in a country. They can provide the opportunity for local athletes to perform at the highest level in front of a home crowd. They can inspire increased participation in a sport and encourage participants to strive to achieve new levels of skill. Such events are a key draw for visitors, and can provide significant economic and social benefits to the local economy.

Sports as a global business has changed significantly in recent years, and the challenges faced by public institutions, sports clubs and federations have grown increasingly complex. Countries host major sports events to showcase themselves on an ever more crowded international stage and, at the same time, to secure maximum economic and social benefits.

Malta is well-known for its iconic natural harbour, historical attractions and a vibrant lifestyle. Despite being home to more less than half a million people, Malta is becoming popular for international sporting events. In 2018 the iconic Rolex Middle Sea Race, considered a must do race in the same breath as the Sydney-Hobart and Fastnet Race, celebrated its 50th Anniversary since the first race took place. The event saw a record 130 boats taking part, as well as attracting key sailing and media figures on the sailing scene.

For many years there has been wide recognition of the economic impact that major sports events can generate in attracting visitors and event-related expenditure. The purpose of this research is therefore threefold and the study should be construed in a three separate but interrelated research-based sections addressing the below-mentioned research objectives (a), (b) and (c)

- (a) Measure benefits to the local economy, and provide an estimate of what would not have been realised without the events taking place.
- (b) Measure the expenditure within the Maltese economy as a direct result of major sports events
- (c) Measure the effect created as a result of additional wages and other income related to the hosting of major sports events that is spent in the local economy.

### **Methodological Approach**

Yachting Malta is interested to receive propositions clearly elaborating in a detailed manner the proposed methodological approach to be undertaken in the study. Proposals combining a mix of qualitative and quantitative elements will be given a higher preference in the selection process.

The preferred methodological approach envisages that the study would be carried out with a mix of qualitative and quantitative research. The quantitative approach will consist of a suitably-sized sample of face-to-face interviews with business owners/managers, covering all categories of enterprise size, business lifecycle stages whilst carried out on a sectoral basis. The purpose of a combined approach is to cross-check the findings and to build solid final arguments backing the final conclusions to be obtained in the study.

The short-listed candidate firms will be primarily assessed on the basis of their prospective ability to carry out the above-mentioned research tasks on the basis of a scientifically-sound methodology.



Additional criteria include the cost-efficiency of the proposal, the proven experience and competence of the assigned project team handling the research and the ability to provide regular updates on the ongoing progress with the study.

The bid proposal should therefore carry the CVs of the individuals assigned with the management and specific suggestions for data collection methods to be used (e.g. interviews, focus groups, questionnaires, participatory methodologies, etc.) should also be provided.

Yachting Malta expects the winning bidder to partner with Yachting Malta in providing (technical/presentation-based) support for input into any follow-up activities on the process, addressing queries related to the study's methodology as well as the technical veracity of the final findings. Participation by expert(s) from the winning contractor may be expected to present the research findings in a follow-up conference/workshop. This request for post-publication support is however subject to the frequency and complexity of the ad hoc demands for presentation(s) and explanation(s) of the research proposal and the ensuing conclusions.

### **Cost of Research**

The proposal should include the professional fees for this research including the hourly rate and the number of estimated hours required to complete the study, with a proposed term of settlement.

### **Time-frames**

An initial short-listing of 3 service providers shall be concluded after 30 days following the deadline of the receipt of expressions of interest.

The closing date for the Expressions of Interest submission is **Wednesday 24th April 2019**. All offers should be sent in .pdf format to the attention of the Chairman on the following email address: **chairman@yachtingmalta.org**.

The receipt of bids will be acknowledged within one week by email. Clarification queries, duly posted in writing by electronic mail will be received up to 5 calendar days before the deadline of receipt of the proposals as per date stipulated above.

In the process leading to the selection of the final bidder, we expect the consultancies' expert(s) to be available for meetings to discuss the development of the initial offer.

The draft final study will only be considered as the finalized text once it is approved by Yachting Malta's Board of Directors. Yachting Malta reserves the right to instruct the contractor to carry out a re-examination of the research conducted if inconsistencies transpire in the findings presented in the final draft of the report.

The award criteria guiding the evaluation Committee's final decision are the following:

- (i) the methodological soundness and relevance of the submitted proposal in relation to the research questions specified in the ToRs
- (ii) cost-efficiency of the proposal
- (iii) competence of the selected project team
- (iv) past experiences in handling and successfully-completing research studies

Unsuccessful bidders will be duly informed by Yachting Malta. No right of appeal is envisaged once the final Board decision has been taken.

### **Ownership of the Study**

The Study will be the property of Yachting Malta and branded as such. It will be published and circulated as deemed appropriate by Yachting Malta.

### **Information Links:**

<https://rolexmiddlesearace.com/>  
<https://yachtingmalta.org/>  
<https://www.rmyc.org/>