

## **ISCA CONTACT DETAILS**

Personnel in Charge: Amanda, Assistant Manager,  
Communications  
Email: [amanda.lim@isca.org.sg](mailto:amanda.lim@isca.org.sg)  
Date: 12 September 2024  
Submission Deadline: 2 October 2024

You are invited to submit a proposal for the following item(s):

## **REQUEST FOR PROPOSAL FOR THE 2024/2025 ANNUAL REPORT AND SUSTAINABILITY REPORT**

The Institute of Singapore Chartered Accountants (ISCA) invites companies to submit a proposal for the provision of services for its 2024/2025 Annual Report and Sustainability Report. Each vendor is required to submit three different themed designs as part of their proposal. The 2024/2025 Annual Report and Sustainability Report will be in digital format with a limited print run.

Interested parties may email [amanda.lim@isca.org.sg](mailto:amanda.lim@isca.org.sg) to enquire about the key messages and proof points for ISCA's 2024/2025 Annual Report and Sustainability Report. Please complete the "ANNEX A" form and submit it together with your proposal, together with the creatives and costings by 2 October 2024 to [amanda.lim@isca.org.sg](mailto:amanda.lim@isca.org.sg).

### **About ISCA**

The Institute of Singapore Chartered Accountants (ISCA) is the national accountancy body of Singapore with over 36,000 ISCA members making their stride in businesses across industries in Singapore and around the world. ISCA members can be found in over 40 countries and members based out of Singapore are supported through 12 overseas chapters in 10 countries.

Established in 1963, ISCA is an advocate of the interests of the profession. Complementing its global mindset with Asian insights, ISCA leverages its regional expertise, knowledge, and networks with diverse stakeholders to contribute towards the advancement of the accountancy profession. Its Academy designs and develops professional development courses and programmes that equip accountancy and finance professionals on developing

themes in business and specialisation areas such as sustainability reporting, financial forensics and corporate governance topics for directors.

ISCA administers the Singapore Chartered Accountant Qualification programme and is the Designated Entity to confer the Chartered Accountant of Singapore – CA (Singapore) – designation.

ISCA is a member of Chartered Accountants Worldwide, a global family that brings together the members of leading institutes to create a community of over 1.8 million Chartered Accountants and students in more than 190 countries.

For more information, visit [www.isca.org.sg](http://www.isca.org.sg).

## **1. Content Structure**

The 2024/2025 Annual Report will minimally incorporate the following themes and content pillars:

### ***ISCA Annual Report***

- President's Message
- Membership Statistics
- Our Vision and Mission and Strategic Priorities
- Our Stakeholders
- ESG Initiatives
- Enable members to achieve their professional aspirations
- Be a major influencer of key components in the ecosystem
- Elevate the CA brand
- Share business insights and uphold technical excellence
- Raise ISCA's global prominence
- Council Members photo spread
- Senior Management photo spread
- Corporate Governance (*Role of Council, role and list of committees, report of the council*)

### ***Financial Statements***

- About 60 pages
  - 2 Colour print
  - Statement by Council (1 page)
  - Independent Auditor's Report (1 to 2 pages)
  - Please use lower quality but eco-friendly paper for this section
- 
- Notice of Annual General Meeting 2025
  - Form of Proxy

## 2. Project Scope and Specifications:

Vendors are required to submit at least two (2) and up to three (3) design concepts that reflect the following objectives or messages:

The report should:

- Employ a story-telling format with visuals to highlight pertinent points and key messages
- Position ISCA as a Member-Centric and forward-looking national accountancy and professional membership body that adds value to our members
- Incorporate infographics to represent statistics and graphs

The report should be member-centric, with focus on:

- What ISCA has done for the members in 2024
- Present a report on the Institute's developments, initiatives and key statistics over the course of 2024
- How each initiative translates into delivering value for our members
- The financial and non-financial aspects of ISCA's achievements in the year
- ISCA's ESG initiatives

### Copywriting, Copyediting and Proofreading of Content

- Please note that the copywriting, copyediting and proofreading should be undertaken by different individuals
- Vendors taking part in the ITQ must provide the services of a copyeditor AND a proofreader
- Please provide the CVs of the copyeditor and proofreader as part of the submission
- Costs for the copywriter, copyeditor and proofreader will be borne by the appointed vendor (ISCA will advise on the costs of the appointed copywriter for vendors to include in their proposal submission)
- The copywriter will be appointed by ISCA. The appointed Vendor must engage and manage the writer as part of the overall annual report project. ISCA will relay the copywriter's fees for the vendor to incorporate in their overall production fee. The Vendor should propose a few suggested copyeditors and proofreaders for ISCA's selection. Costing for the copywriter, copyeditor and proofreader will be borne by the appointed vendor as part of their overall proposal submission.
- The scope of writing will include but is not limited to the President's message and the review pages of the Annual Report 2024/2025. In other words, the writing will cover the entire content of the Annual Report except the section on the Financial Statements.

### Conceptualisation and Themed design

- Propose at least two (2) and up to three (3) different design concepts and themes
- Design concepts should be more fun, creative and engaging to tell a story. Layouts should prioritise showcasing images or graphics instead of too much text.
- Design Proposal should reference ISCA's brand guidelines (Note: while the design should adopt ISCA's corporate colours, it is not necessary to adopt ISCA's brand grids for the annual report's collaterals)
- Propose the layout of the 18 Council Members and 8 Senior Management members using new and/or existing photographs.
- Page design and layout, digital imaging and typesetting according to the proposed theme/concept

#### Online Annual Report (web and pdf versions)

- The Vendor is to provide the report in the form of an online report and a pdf version.
- Reformatting of webpages: To format pages internally within the ISCA website that would be able to showcase the Annual Report 2024/2025 in chapters.
- (The online Annual Report can be found at: <https://isca.org.sg/about-us/about-the-institute-of-singapore-chartered-accountants/annual-report>)
- ISCA will provide all needed online access.
- Vendor is to upload the PDF on ISCA website
- PDF to have clear dividers so as to allow the annual report to be divided into separate sections.
- Note: Vendor to check and proofread the content before uploading to website

#### Photography and art direction for photoshoot for Council Member and Senior Management photo spread

- A separate ITQ will be issued on the photoshoot for Council Members and Senior Management team. Vendors who are keen to quote for this project can email [amanda.lim@isca.org.sg](mailto:amanda.lim@isca.org.sg).
- Vendor is to work with appointed photography team and provide art direction for the photoshoot of Council Members and Senior Management Team

#### Graphic design services and provision of stock photo images

- Provide stock photos, where required, to be used in the suggested theme for the annual report cum sustainability report and cost for additions. Avoid using Caucasian faces in such cases.
- Provide option for photography where required, to use custom shots for the suggested theme.
- Produce infographics to be used in the relevant sections

### Printing Specifications

- Co-ordinate, arrange and supervise colour separation and print quality control of the final print copy for the annual report
- Size: A4
- Print Quantity: 100 and 150 (two quotes required)
- Perfect Binding (Vendor must ensure the binding is of good quality)
- Soft Cover (Front and Back)
- 140 pages approximately (Excluding Front and Back Covers)
- Spot UV lamination on front cover
- Vendor to propose a paper type that is sustainable/eco-friendly

### Production & Delivery schedule

- Vendor is required to submit the proposed production and delivery schedule upon project appointment.

### **Important Dates to Note**

<b>Project deadline</b>	<b>Description</b>
<b>2 October 2024</b>	Vendor to submit annual report proposals
10 – 16 October	Shortlisted vendors are invited to present to ISCA Senior Management Note: Vendors are to fine-tune their proposal if required
3 <sup>rd</sup> to 4 <sup>th</sup> week of October	Appointment of vendor for the AR project Vendor to submit production and delivery schedule
1 <sup>st</sup> week of November	Copywriter to start work on editorial content for annual report
Month of November	ISCA to arrange photoshoots for Council and Senior Management
30 November to 31 December	Comms to review the Annual Report editorial and layout. Vendor to ensure that their designers and copywriters are available to respond to revised changes on a daily basis.
1 <sup>st</sup> week of January <b>2025</b>	Vendor to submit editorial and layout Proof 1 for ISCA Senior Management's Approval
15 January 2025 (Council Meeting date)	Vendor to submit editorial and design layout Proof 2 for ISCA Council members' information (except Financial Statements section)

6 March 2025	Narrative portion of the Annual Report cum Sustainability Report to be finalized
12 March 2025 (Council Meeting date)	ISCA Finance to provide audited financials and statement by Council
14 March 2025	Vendor to submit layout of Financial Statements for Finance and auditor's approval
20 March 2025	Annual Report to be finalised for printing
24 March 2025	Online Annual Report to go live
2 – 8 April 2025	Printing and Production of Physical AR
9 April 2025	Delivery of AR hardcopies by printer to ISCA House
23 April 2025 (TBC)	ISCA Annual General Meeting (TBC)

\*END\*

# ANNEX A

(Please give itemised breakdowns with as much details as possible for prices given)

<b>Company Name:</b>			
<b>Website URL:</b>			
<b>Contact Person:</b>			
<b>Email:</b>			
<b>Contact number:</b>			
<b>Itemised Costing</b>		<b>Unit Price</b>	<b>Total Amount</b>
	1) Concept & Design	\$_____	\$_____
	2) Printing of Annual Reports - Total required Quantity: 200 and 250	\$_____	\$_____(Qty: 200)
		\$_____	\$_____(Qty: 250)
	3) Copywriting for the Editorial section  (70 pages approximately)	Selected by ISCA	\$_____
	4) Copyediting and proofreading for the Editorial Section (70 pages approximately)	\$_____	\$_____
	5) Other Services		
	PDF with chapters	\$_____	\$_____
	Reformatting of webpages	\$_____	\$_____
	Infographics (Per blocks of 5)	\$_____	\$_____
Stock images (Per 5 photos)	\$_____	\$_____	
<b>Any other costs</b>			