



*Inspiring new ways*

**JOIN OUR DYNAMIC TEAM AS A SERVICE PROVIDER**

**THE ORGANISATION**

South African Tourism Board was established by section 2 of the Tourism Act No 72 of 1993 of The Republic of South Africa and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. The mandate of the South African Board in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic of South Africa, its residents and its visitors.

As a South African Government Entity operating in the United States, our organization is bound to operate within the precincts of the Public Finance Management Act (PFMA) of The Republic of South Africa which have been established to secure transparency, accountability, and sound management of the revenue, expenditure, assets and liabilities of all South African Government Entities.

**THE OPPORTUNITY**

Our organization recognizes that its successes in several marketing campaigns in the US have been greatly aided and complimented through having a strong business relationship with a reputable and innovative PR agency partner in the US. The contractual relationship with our current PR agency is ending on 30 September 2015 where this tender notice serves as an invitation to reputable US based PR Agencies (with New York City area offices) to submit their interest in becoming our preferred PR Agency partner in the US for a period of 3 years effective 1 October 2015.

**BID PROCESS AND EVALUATION METHOD**

The tender will be issued on 2 stages.

**Stage 1 - Pre-shortlisting**

This stage of the tender process will only look at agency credentials of interested bidders where the following information, in a proposal format supported by an introductory letter, should be submitted to our office for evaluation purposes:

Evaluation criteria	Weighting
Agency credentials against the proposed scope of services	25
Agency's capability to deliver on PR work (include agency staff Organogram)	25
Knowledge and understanding of our Brand	20
Proof of previous relevant experience (include at least 3 examples of best case practices/projects paid for by clients (representing your best work)	15
Awards/Accolades	5
Rate card (demonstrate proposed resources and hourly rates)	10
	100 tw - total weight

Evaluation Matrix determining value of weights based on				
Poor	Average	Good	Excellent	Best in Class
1	2	3	4	5

A minimum threshold of 80% has been set for bidders to achieve against the above criteria during phase 1 (pre-shortlisting) of the evaluation process. Any bidder who does not achieve at least 400 points or more out of 500 points (total weight of 100 x maximum possible score of 5) will be eliminated and will not qualify to participate during stage 2 of the tender process.

## **Stage 2 - Post-shortlisting**

The actual scope of services (formal brief) and further tender requirements, including the final evaluation criteria, will be sent only to shortlisted bidders who will be required to present their final pitches in formal presentation format to our office during April 2015.

### **Bid Submissions**

Each expression of interest in proposal format should be submitted electronically (PDF) to [newyork@southafrica.net](mailto:newyork@southafrica.net) by no later than 12h00 on 20 March 2015.

All inquiries may be directed to: Maya George Tel: 212-471-6257 / Email: [maya@southafrica.net](mailto:maya@southafrica.net)

Odwyerpr.com