



PART A: GENERAL TENDER CONDITIONS FOR SAT TENDER NUMBER NORTH AMERICA 001/22 NORTH AMERICA INTEGRATED MARKETING, AND COMMUNICATION AGENCY

1 Background on South African Tourism

South African Tourism was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of South African Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a key strategic industry in terms of National Tourism Sector Strategy documents as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

2 South African Tourism's Business Units and Country Offices

South African Tourism executes a broad spectrum of segment-specific marketing activities and support activities throughout the world through its various Business Units.

Details of these are as follows:

1	Office of the CEO	Internal Audit
		Corporate Governance
		Corporate Legal Services
		Strategy and Innovation
2	Chief Financial Officer	Financial Management
		Supply Chain and Asset Management
3	Chief Convention Bureau Officer	Meetings, Incentives, Conference & Exhibitions
		Strategic Events and Exhibitions
		Business Events development and Services Support
		Mega events including but not limited to Africa's Travel Indaba and Meetings Africa
4	Chief Operations Officer	Human Capital
		Information and Communications Technology
		Domestic (South Africa)
		Africa
		East Africa (Kenya, Tanzania, Uganda)
		West Africa * (Nigeria, Ghana)
		Africa Land Markets (Botswana, Lesotho, Malawi, Mozambique, Namibia, Eswatini, Zambia, Zimbabwe)
		Angola
		Europe
		South Europe Hub

		France *
		Spain
		Portugal
		Italy
		<i>Central Europe Hub</i>
		Germany *
		Austria
		Switzerland
		<i>UK and Ireland Hub</i>
		UK *
		Ireland
		<i>North Europe Hub</i>
		Netherlands *
		Belgium
		Nordics
		Americas
		<i>North Americas Hub</i>
		US *
		Canada
		<i>South Americas Hub</i>
		Brazil
		Argentina
		Chile
		Asia, Australasia and the Middle East
		<i>Australasia</i>
		Australia*
		New Zealand
		<i>ME/SEA</i>
		India *
		Singapore
		Malaysia
		Turkey
		UAE
		<i>Asia Pacific</i>
		China *
		Japan*
		South African Missions
5	Chief Marketing Officer	Brand and Marketing
		Global Public Relations and Communications
		Insights
		Analytics
6	Chief Quality Assurance Officer	Brand Experience
		Global Trade Relations
		Tourism Grading Council

	Visitor Experience
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3 INTRODUCTION

The South African Tourism Board (South African Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014.

The mandate of South African Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents and its visitors. It is common cause that tourism is a strategic industry in terms of the National Tourism Sector Strategy as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

The scope of South African Tourism's business includes four distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure Tourism (travel trade and consumer); and Domestic Leisure Tourism (travel trade and consumer);
- II. Business events through the delivery unit the South African National Convention Bureau (Meetings, Incentives, Conferences, Exhibitions);
- III. Quality assurance of the tourism sector/industry through the delivery of both Visitor Experience and the Tourism Grading Council of South Africa;
- IV. Corporate - enhancing the South African Tourism brand.

As a South African Government agency operating in Australia servicing Australasia Hub, our organisation is compelled to operate within the confines 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 Agencies. South African Tourism also has due consideration for the associated laws and regulations which govern procurement in the country in which goods and services will be procured and delivered.

To this end, South African Tourism's aim is to procure any goods or services under this bid through a system that is fair, equitable, transparent, competitive and cost-effective.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexures completed, whether such information or annexure refers to the eventual tender or not. This information will form part of the eventual tender and must therefore be completed, as there will not be an opportunity to do so later. Thus, it essential that the information supplied is both correct and true.

South African Tourism has a detailed evaluation methodology which it will apply as far as practically possible that are premised on National Treasury Regulation 16A.3 promulgated under Section 76 of the Public Finance Management Act, 1999 (Act, No. 1 of 1999), the Preferential Procurement Policy Framework Act 2000 (Act, No.5 of 2000) read with Preferential Procurement Regulations 2017, and the Broad-Based Black Economic Empowerment Act, 2003 (Act, No. 53 of 2003).

4 SPECIAL TENDER CONDITIONS

This tender and its acceptance will be subject to the terms and conditions described below.

South African Tourism is/will not be liable for any costs incurred in preparation and delivery of tenders.

All documents, samples and materials submitted as part of a tender becomes the property of South African Tourism, and yet in any event South African Tourism will not be liable for loss or damage to any documents, samples and materials submitted.

4.1 CONTACT AND COMMUNICATION

- The delegated office of South African Tourism may communicate with Bidder(s) where clarity is sought in the bid proposal.
- Any communication to an official or a person acting in an advisory capacity for South African Tourism in respect of the bid between the closing date and the award of the bid by the Bidder(s) must only be for clarification. Any communication outside of this will be discouraged.
- All communication between the Bidder(s) and South African Tourism must be done in writing.
- Whilst all due care has been taken in connection with the preparation of this bid, South African Tourism makes no representations or warranties that the content of the bid or any information communicated to or provided to Bidder(s) during the bidding process is, or will be, accurate, current or complete. South African Tourism, and its employees and advisors will not be liable with respect to any information communicated which may not be accurate, current or complete.
- If Bidder(s) finds or reasonably believes it has found any discrepancy, ambiguity, error or inconsistency in this bid or any other information provided by South African Tourism (other than minor clerical matters), the Bidder(s) must promptly notify South African Tourism in writing of such discrepancy, ambiguity, error or inconsistency in order to afford South African Tourism an opportunity to consider what corrective action is necessary (if any).
- Any actual discrepancy, ambiguity, error or inconsistency in the bid or any other information provided by South African Tourism will, if possible, be corrected and provided to all Bidder(s) without attribution to the Bidder(s) who provided the written notice.
- All persons (including Bidder(s)) obtaining or receiving the bid and any other information in connection with the Bid or the Tendering process must keep the contents of the Bid and other such information confidential, and not disclose or use the information except as required for the purpose of developing a proposal in response to this Bid.

4.2 SECURITY AND INTEGRITY CLEARANCE

- All information documents, records and books provided by South African Tourism to any tenderer, in connection with the invitation to tender or otherwise, are strictly private and confidential. These will not be disclosed by any tenderer to any third party, except with the express consent of South African Tourism, which will be granted in writing prior to such disclosure. South African Tourism, however, reserves the right to disclose any information provided by any tenderer to any of the employees of South African Tourism for successful tenders.
- A proposal for award will be rejected if South African Tourism determines that the supplier recommended for award, has engaged in corrupt or fraudulent activities in competing for the contract in question.
- South African Tourism may require contractors to permit South African Tourism to inspect their accounts and records relating to the performance of the contract and to have them audited by auditors appointed by South African Tourism.

4.3 FALSE INFORMATION

Should the Bidder provide and/or provides South African Tourism:

- intentionally or negligently with false and/or misleading information;
- intentionally or negligently omit any material fact;
- render any statement that may be misleading; and/or
- any subsequent information or representation of information, as it relates to this tender;

shall entitle South African Tourism, in its sole discretion forthwith, to disqualify the Bidder and/or to immediately terminate any agreements subsequently entered into without prejudice to any of the rights South African Tourism has in terms of such agreement and/or any law.

4.4 VAT, DUTIES AND OTHER TAXES

- Prices must be quoted inclusive of VAT and all other relevant taxes and duties (where applicable) should be shown separately.
- The full price under this tender must be quoted in the currency of the country of contract.

4.5 TENDER SURETY

South African Tourism requires no proposal surety, but tenderers should note the conditions set out below. South African Tourism however reserves the right to review this position at contractual stages.

4.5.1 DOWNSCALING OF WORK

South African Tourism reserves the right to downscale the required services should the need arise. In such cases, at least 3 months' notice of such downscaling will be provided to the successful bidder.

4.5.2 COMPLETENESS OF THE SOLUTION

The tenderer must complete all documents in full and submit these with the proposal. Failure to comply with these requirements may invalidate the tenderer or disqualify the proposal.

Notwithstanding any possible shortcomings and / or inconsistency in the specifications, the tenderer must ensure that the solution offered will form a complete, cost effective and functional proposal for the whole project solution.

4.5.3 CONTRACTUAL IMPLICATIONS

- The tenderer must complete all documents in full and submit these with the proposal. Failure to comply with these requirements may invalidate the tenderer or disqualify the proposal.
- Upon submission of the tender response, the Tenderer is unconditionally bound by the terms and conditions of the Request for Proposal (RFP) and the tender response. In the event of any conflict or confusion arising between the terms and conditions of the RFP and the tender response, the RFP shall prevail.
- The Tenderer acknowledges that awarding of the Tender is based solely on the information supplied in the tender response, accordingly the relevant Terms and Conditions of the Request for Proposal and the tender response will be incorporated in the subsequent written agreement, unless otherwise provided by South African Tourism.
- Other than providing rights to South African Tourism, nothing in this Tender Request and tender response should be construed to give rise to South African Tourism having any obligations or liabilities whatsoever, express or implied.
- The successful tenderer will assume sole responsibility, regardless of any third party or subcontracting agreements it may enter into.
- The terms and conditions of this Request for Proposal and any agreement entered into between South African Tourism and Tenderer as a result of a successful proposal by the Tenderer to this Request for

Proposal (RFP) shall always be interpreted and subject to the laws of the country where the contract is signed.

4.5.4 CONDITIONS OF PAYMENT

- No service should be provided to South African Tourism in terms of this tender and no amount will become due and payable by South African Tourism before: a cost estimate and relevant 3rd party supporting documents (where applicable) has been provided by the service provider/supplier.
- An official purchase order or similar written instruction has been issued to the supplier where service delivery will be within the specified time scale after the receipt of the official purchase order or similar written instruction; and
- Unless otherwise determined in the contract or other agreement, all payments due to creditors will be settled within 30 days from receipt of an invoice or, in the case of civil claims, from the date of settlement or court judgment. This implies that amounts owing will be paid within 30 days from receipt of invoice if the goods, works or services were delivered to the satisfaction of South African Tourism.
- Notwithstanding any provisions in this document, no payment will become due or payable unless the invoice is accompanied with:
 - a statement, reconciling all monies already paid and still outstanding; and
 - all relevant supporting documentation.

All invoices to be issued must be issued in the relevant currency to the country in which the contract is done with South African Tourism. No GST or VAT may be levied on work that meets the criteria of an export. The Bidder shall be responsible for any foreign exchange losses incurred due to currency fluctuations, without having any recourse whatsoever against South African Tourism for such loss.

4.5.5 QUALITY ASSURANCE

All services rendered by the Tenderer, its personnel, agents or sub-contractors will be subject to ongoing evaluation to determine its effectiveness and will be so guaranteed for the full contract period by the Tenderer after acceptance by South African Tourism.

4.5.6 INTELLECTUAL PROPERTY RIGHTS

All intellectual property rights, applicable to the awarded bidder, including, but not limited to, copyright, trademarks, design rights, patent rights and other similar rights in the Request for Proposal and the tender response and in any works or products created as a result of the performance of the Tenderer in relation to this Request for Proposal and tender response, will vest in, and are hereby assigned to South African Tourism, unless specifically agreed otherwise, in the form of individual written Agreements signed by both parties.

4.5.7 AWARDING OF CONTRACT

Proven relevant experience and success, as well as the ability to deliver services required will be important considerations. By the submission of tender, each submitter warrants that he/she/it is highly skilled, professional, competent and experienced in the area for which he/she has tendered. Any work performed by a successful tenderer will be evaluated.

The tenderer also warrants that the service provided will be of a superior standard, and is unlikely to cause undue difficulties.

The proposal may be awarded, in part or in full, at the sole discretion of South African Tourism, to one or more concerns on a non-exclusive basis. Proposals that are qualified by a tenderer's own conditions may be rejected as being invalid, and failure of the submitter to renounce such conditions when called upon to do so may invalidate the proposal.

South African Tourism may request clarification or additional information regarding any aspect of the proposal. The tenderer must supply the requested information within 24 hours after the request has been made, otherwise the tenderer may be disqualified. South African Tourism may also request a demonstration, and submitters must comply with such a request within 24 hours.

4.5.8 CONFLICT OF INTEREST, CORRUPTION AND FRAUD

South African Tourism reserves its right to disqualify any bidder who either itself or any of whose members (save for such members who hold a minority interest in the bidder through shares listed on any recognised stock exchange), indirect members (being any person or entity who indirectly holds at least a 15% interest in the bidder other than in the context of shares listed on a recognised stock exchange), directors or members of senior management, whether in respect of South African Tourism or any other government organ or entity and whether from the Republic of South Africa or otherwise ("Government Entity")

- (a) engages in any collusive tendering, anti-competitive conduct, or any other similar conduct, including but not limited to any collusion with any other bidder in respect of the subject matter of this bid;
- (b) seeks any assistance, other than assistance officially provided by a Government Entity, from any employee, advisor or other representative of a Government Entity in order to obtain any unlawful advantage in relation to procurement or services provided or to be provided to a Government Entity;
- (c) makes or offers any gift, gratuity, anything of value or other inducement, whether lawful or unlawful, to any of South African Tourism officers, directors, employees, advisors or other representatives;
- (d) makes or offers any gift, gratuity, anything of any value or other inducement, to any Government Entity's officers, directors, employees, advisors or other representatives in order to obtain any unlawful advantage in relation to procurement or services provided or to be provided to a Government Entity;
- (e) accepts anything of value or an inducement that would or may provide financial gain, advantage or benefit in relation to procurement or services provided or to be provided to a Government Entity;
- (f) pays or agrees to pay to any person any fee, commission, percentage, brokerage fee, gift or any other consideration, that is contingent upon or results from, the award of any tender, contract, right or entitlement which is in any way related to procurement or the rendering of any services to a Government Entity;
- (g) has in the past engaged in any matter referred to above; or
- (h) has been found guilty in a court of law on charges of fraud and/or forgery, regardless of whether or not a prison term was imposed and despite such bidder, member or director's name not specifically appearing on the List of Tender Defaulters kept at National Treasury.

4.5.9 PRECEDENCE

This document will prevail over any information provided during any briefing session whether oral or written, unless such written information provided, expressly amends this document by reference.

Prospective tenderers must periodically review the following website link for updated information or amendments with regard to this tender, prior to due dates:

<https://www.southafrica.net/gl/en/corporate/page/tenders>

4.5.10 LIMITATION OF LIABILITY

A bidder participates in this bid process entirely at its own risk and cost. South African Tourism shall not be liable to compensate a bidder on any grounds whatsoever for any costs incurred or any damages suffered as a result of the Bidder's participation in this Bid process.

4.5.11 TAX COMPLIANCE

No tender shall be awarded to a bidder who is not tax compliant. South African Tourism reserves the right to withdraw an award made, or cancel a contract concluded with a successful bidder in the event that it is established that such bidder was in fact not tax compliant at the time of the award, or has submitted a fraudulent Tax Clearance Certificate to South African Tourism, or whose verification against the Central Supplier Database (CSD) proves non-compliant. South African Tourism further reserves the right to cancel a contract with a successful bidder in the event that such bidder does not remain tax compliant for the full term of the contract.

The Central Supplier Database (CSD) and the tax compliance status PIN are the approved methods of verifying the tax compliance of a bidder. The South African Revenues Services (SARS) does not issue Tax Clearance Certificates anymore but has introduced an online provision via eFiling, for bidders to print their own Tax Clearance Certificates which they can submit with their bids or price quotations.

South African Tourism will therefore accept printed or copies of Tax Clearance Certificates submitted by bidders but will verify their authenticity on eFiling.

No tender shall be awarded to a bidder whose name (or any of its members, directors, partners or trustees) appear on the Register of Tender Defaulters kept by National Treasury, or who have been placed on National Treasury's List of Restricted Suppliers. South African Tourism reserves the right to withdraw an award, or cancel a contract concluded with a Bidder should it be established, at any time, that a Bidder has been blacklisted with National Treasury by another government institution.

Foreign bidders with no residence, branch, permanent establishment, source of income or liable for any form of taxation in South Africa do not have to comply with the above Tax requirements.

4.5.12 GOVERNING LAW

The laws of the country where the contract is signed governs this bid and the bid response process. The bidder agrees to submit to the exclusive jurisdiction of laws of the country where the contract is signed courts in any dispute of any kind that may arise out of or in connection with the subject matter of this bid, the bid itself and all processes associated with the bid.

4.5.13 RESPONSIBILITY FOR SUB-CONTRACTORS AND BIDDER'S PERSONNEL

A bidder is responsible for ensuring that its personnel (including agents, officers, directors, employees, advisors and other representatives), its sub-contractors (if any) and personnel of its sub-contractors comply with all terms and conditions of this bid. In the event that South African Tourism allows a bidder to make use of sub-contractors, such sub-contractors will at all times remain the responsibility of the bidder and South African Tourism will not under any circumstances be liable for any losses or damages incurred by or caused by such sub-contractors.

4.5.14 CONFIDENTIALITY

Except as may be required by operation of law, by a court or by a regulatory authority having appropriate jurisdiction, no information contained in or relating to this bid or a bidder's tender(s) will be disclosed by any bidder or other person not officially involved with South African Tourism's examination and evaluation of a Tender.

No part of the bid may be distributed, reproduced, stored or transmitted, in any form or by any means, electronic, photocopying, recording or otherwise, in whole or in part except for the purpose of preparing a Tender. This bid and any other documents supplied by South African Tourism remain proprietary to South African Tourism and must be promptly returned to South African Tourism upon request together with all copies, electronic versions, excerpts or summaries thereof or work derived there from.

Throughout this bid process and thereafter, bidder(s) must secure South African Tourism's written approval prior to the release of any information that pertains to (i) the potential work or activities to which this bid relates; or (ii) the process which follows this bid. Failure to adhere to this requirement may result in disqualification from the bid process and civil action.

4.5.15 SOUTH AFRICAN TOURISM PROPRIETARY INFORMATION

Bidder will on their bid cover letter make declaration that they did not have access to any South African Tourism proprietary information or any other matter that may have unfairly placed that bidder in a preferential position in relation to any of the other bidder(s).

4.5.16 AVAILABILITY OF FUNDS

Should funds no longer be available to pay for the execution of the responsibilities of this bid (SAT Tender 006/21), South African Tourism may terminate the Agreement at its own discretion or temporarily suspend all or part of the services by notice to the successful bidder who shall immediately make arrangements to stop the performance of the services and minimise further expenditure: Provided that the successful bidder shall thereupon be entitled to payment in full for the services delivered, up to the date of cancellation or suspension.

4.5.17 ANTI-CORRUPTION COMPLIANCE

South African Tourism is committed to conducting its business ethically and to achieving and maintaining the highest standards of corporate governance, particularly in respect of anti-corruption compliance. We require all of our business partners, suppliers, vendors, contractors and service providers, who play an important and valued role in our continuing business success, to behave ethically and to avoid engaging in corrupt business activities.

Successful bidders will be required to undertake contractually that, in carrying out their responsibilities on behalf of South African Tourism, neither they nor their owners, officers, directors, employees, or their agents or subcontractors will pay, offer, or promise to pay, or authorise the payment directly or indirectly, of any money, gift, or anything of value to any government official or anyone else for the purpose of influencing any act or decision of such official or of the government to obtain or retain business, or to direct business to any person.

4.5.18 FRONTING

South African Tourism supports the spirit of broad based black economic empowerment and recognises that real empowerment can only be achieved through individuals and businesses conducting themselves in accordance with the Constitution and in an honest, fair, equitable, transparent and legally compliant manner. Against this background the Government condemn any form of fronting.

South African Tourism, in ensuring that Bidders conduct themselves in an honest manner will, as part of the bid evaluation processes, conduct or initiate the necessary enquiries/investigations to determine the accuracy of the representation made in bid documents. Should any of the fronting indicators as contained in the Guidelines on Complex Structures and Transactions and Fronting, issued by the Department of Trade and Industry, be established during such enquiry / investigation, the onus will be on the Bidder / contractor to prove that fronting does not exist. Failure to do so within a period of 14 days from date of notification may invalidate the bid / contract and may also result in the restriction of the Bidder /contractor to conduct business with the public sector for a period not exceeding ten years, in addition to any other remedies South African Tourism may have against the Bidder / contractor concerned.

4.5.19 SUPPLIER DUE DILIGENCE

South African Tourism reserves the right to conduct supplier due diligence prior to final award or at any time during the contract period. This may include site visits and requests for additional information.

4.5.20 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

4.5.21 PRICING SCHEDULE

South African Tourism will earmark realistic budgetary resources where the preparation of a well-thought-through cost estimate is essential.

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender (full cost of ownership to South African Tourism).

The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Annexure C of the bid document. Proposed pricing on the bid will be deemed as final.

For the purpose of evaluation, the price shall be in the currency rate of the country where the contract is signed inclusive of all of applicable taxes and other reimbursable expenses where relevant.

The proposal with the lowest price will obtain the maximum points for price as prescribed in the RFP. Proposals with higher prices will proportionately obtain lower points according to the method as prescribed in the RFP.

4.5.22 SERVICE LEVEL AGREEMENT

Upon award, South African Tourism and the successful bidder will conclude a Service Level Agreement (SLA) regulating the specific terms and conditions applicable to the services being procured by South African Tourism. Punitive service levels will be applied. Bidders will be required to submit as part of their respective bids, draft copies of the proposed SLA.

4.5.23 SHORT LISTING

South African Tourism may look at bidders who meets the minimum threshold for functionality in more detail and may request additional information.

Prior to a final recommendation to South African Tourism's Bid Adjudication Committee the Bid Evaluation Committee for this tender will do site inspections where actual production is intended to take place.

4.5.24 BID PROTOCOL AND PACKAGING OF BIDS

All annexures must be completed in full, using the given numbering format. All attachments or references to attachments must be clearly marked and specific to information required. Compliance or non-compliance with detailed information must be indicated per paragraph as per numbering format if there are additional and/or alternative products/services, options must be separately tendered for in the form of a separate proposal, and with a complete schedule describing deviations from specifications and technical brochures must be submitted where applicable.

Own conditions submitted by small, micro enterprises will be considered sympathetically by South African Tourism, however South African Tourism reserves the right to call upon the Bidder to renounce such conditions.

If any of the conditions on this tender form conflict with any special conditions, stipulations or provisions incorporated in the tender, such special conditions, stipulations or provisions will apply.

4.5.25 ANTI-CORRUPTION COMPLIANCE

South African Tourism is committed to conducting its business ethically and to achieving and maintaining the highest standards of corporate governance, particularly in respect of anti-corruption compliance. We require all of our business partners, suppliers, vendors, contractors and service providers, who play an important and valued role in our continuing business success, to behave ethically and to avoid engaging in corrupt business activities.

To assist South African Tourism in respect of its commitment to ethical business practices, all successful bidders are required to complete an anti-bribery compliance questionnaire and thereafter to undergo an anti-bribery due diligence check; the outcome thereof may determine, at South African Tourism's discretion, whether South African Tourism will enter into any contractual agreement or other arrangements with the supplier, or not.

South African Tourism reserves the right to disqualify bidders based on the results and outcomes of its risk based anti-bribery due diligence procedures and will not furnish reasons for such decisions.

Successful bidders will further be required to sign warranties and undertake contractually that, in carrying out their responsibilities on behalf of South African Tourism, neither they nor their owners, officers, directors, employees, or their agents or subcontractors will pay, offer, or promise to pay, or authorise the payment directly or indirectly, of any money, gift, or anything of value to any government official or anyone else for the purpose of influencing any act or decision of such official or of the government to obtain or retain business, or to direct business to any person.

5 NATIONAL TREASURY CENTRALISED SUPPLIER DATABASE:

- (a) Bidders are required to be registered on the Central Supplier Database and the National Treasury shall verify the bidder's tax compliance status through the Central Supplier Database.
- (b) Where Consortia / Joint Ventures / Sub-contractors are involved, each party must be registered on the Central Supplier Database and their tax compliance status will be verified through the Central Supplier Database.
- (c) Bidder(s) must be compliant when submitting a proposal to South African Tourism and remain compliant for the entire contract term with all applicable tax legislation, including but not limited to the Income Tax Act, 1962 (Act No. 58 of 1962) and Value Added Tax Act, 1991 (Act No. 89 of 1991).
- (d) It is a condition of this bid that the tax matters of the successful bidder be in order, or that satisfactory arrangements have been made with South African Revenue Service (SARS) to meet the bidder's tax obligations.

- (e) The Tax Compliance status requirements are also applicable to foreign bidders / individuals who wish to submit bids.
- (f) It is a requirement that bidders grant a written confirmation when submitting this bid that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status and by submitting this bid such confirmation is deemed to have been granted.

Bidders who are not registered on CSD can do so on <https://secure.csd.gov.za/> otherwise the bidder will be disqualified if not registered by end of tender evaluation process.

6 TERMINATION OF CONTRACT

South African Tourism reserves the right to curtail the scope of any tender awarded or to curtail any aspect of any tenderer. In the event of any such curtailment, the tenderer will have no claim against South African Tourism.

South African Tourism also reserves the right to terminate, in South African Tourism's sole discretion and without providing any reason for the termination, the award of any proposal to any party if such party breaches, on 2 or more occasions, any component of the contract and service level agreement to be signed by both the supplier and South African Tourism.

7 PROPOSAL SUBMISSION

All annexures must be completed in full, using the given numbering format. All attachments or references to attachments must be clearly marked and specific to information required. Compliance or Non-compliance with detailed information must be indicated per paragraph as per numbering format if there are additional and/or alternative products/services, options must be separately tendered for in the form of a separate proposal, and with a complete schedule describing deviations from specifications and technical brochures must be submitted where applicable.

Own conditions submitted by small, micro enterprises will be considered sympathetically by South African Tourism, however South African Tourism reserves the right to call upon the tenderer to renounce such conditions.

If any of the conditions on this tender form are in conflict with any special conditions, stipulations or provisions incorporated in the tender, such special conditions, stipulations or provisions will apply.

ACCEPTANCE OF GENERAL TENDER CONDITIONS OF SOUTH AFRICAN TOURISM

I/We hereby tender to supply all or any of the services described in the Tender Request for Proposal, in accordance with the specifications stipulated therein (and which will be taken as part of, and incorporated into, this tender submission) at the prices and on the terms regarding time for delivery and/or execution inserted therein, to South African Tourism on the terms of the General Tender Conditions of South African Tourism

I/WE AGREE THAT -

the offer herein will remain binding upon me/us and open for acceptance by South African Tourism during the Validity Period indicated and calculated from the closing time of the tender. if I/we withdraw my/our tender within the period for which I/we have agreed that the tender will remain open for acceptance, or fail to fulfil the contract when called upon to do so, South African Tourism may, without prejudice to its other rights, agree to the withdrawal of my/our tender or cancel the contract that may have been entered into between me/us and South African Tourism and I/we will then pay to South African Tourism any additional expense incurred by South African Tourism having either to accept any less favourable tender or, if fresh tenders have to be invited, the additional expenditure incurred by the invitation of fresh tenders and by the subsequent acceptance of any less favourable tender; South African Tourism will also have the right to recover such additional expenditure by set-off against moneys which may be due or become due to me/us under this or any other tender or contract or against any guarantee or deposit that may have been furnished by me/us or on my/our behalf for the due fulfilment of this or any other tender or contract and pending the ascertainment of the amount of such additional expenditure to retain such moneys, guarantee or deposit as security for any loss the Province may sustain by reason of my/our default; if my/our tender is accepted the acceptance may be communicated to me/us by email and will be regarded as my/our method of communications. The law of Australia will govern the contract created by the acceptance of my/our tender and that I/we choose domicilium citandi et executandi in the country at ([full address of this place](#)). I/We furthermore confirm that I/we have satisfied myself/ourselves as to the correctness and validity of my/our tender; that the price(s) and rate(s) quoted cover all the work/item(s) specified in the tender documents and that the price(s) and rate(s) cover all my/our obligations under a resulting contract and that I/we accept that any mistakes regarding price(s) and calculations will be at my/our risk. I/We hereby accept full responsibility for the proper execution and fulfilment of all obligations and conditions devolving on me/us under this agreement as the Principal(s) liable for the due fulfilment of this contract. I/We agree that any action arising from this contract may in all respects be instituted against me/us and I/we hereby undertake to satisfy fully any sentence or judgment which may be pronounced against me/us as a result of such action. I/We agree that background screening can be done to all directors of our legal entity that submits this bid I/We declare that I/we have participation /no participation in the submission of any other offer for the supplies/services described in the attached documents. If in the affirmative, state name(s) of tender(s) involved:

Duly signed by authorised person on this day _____ of _____ 2021 _____
as unconditional acceptance of the terms and conditions of this Tender.

Name: _____ Signature: _____

In capacity as: _____

These conditions form part of the tender and failure to comply therewith may invalidate a tender.

8 ANNEXURES TO TENDER - REQUEST FOR PROPOSAL

8.1 ANNEXURE A: COMPANY INFORMATION (SBD 1)

8.2 ANNEXURE B - NATIONAL TREASURY CENTRALISED SUPPLIER DATABASE (this is only applicable for South African registered legal entities).

8.3 ANNEXURE C: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES (SBD 3.3)

8.4 ANNEXURE D: PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2017 (SBD 6.1)

8.5 ANNEXURE E: DECLARATION OF INTEREST FOR TENDERS (SBD 4)

8.8 ANNEXURE H: BIDDER DECLARATION

8.9 ANNEXURE I: GENERAL CONDITIONS OF A CONTRACT

ANNEXURE A: COMPANY INFORMATION (SBD 1)

SUPPLIER INFORMATION				
NAME OF BIDDER				
POSTAL ADDRESS				
STREET ADDRESS				
TELEPHONE NUMBER	CODE		NUMBER	
CELLPHONE NUMBER				
FACSIMILE NUMBER	CODE		NUMBER	
E-MAIL ADDRESS				
VAT REGISTRATION NUMBER				
TAX CLEARANCE NUMBER				
TAX CLEARANCE EXPIRY DATE				
HAS PROOF OF CENTRALISED SUPPLIER DATABASE REGISTRATION BEEN SUBMITTED?				YES or NO
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR CENTRAL SUPPLIER DATABASE No:	MAAA
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No	B-BBEE STATUS LEVEL SWORN AFFIDAVIT	[TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No	
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]				

<p>ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>[IF YES ENCLOSE PROOF]</p>	<p>ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>[IF YES, ANSWER PART B:3 BELOW]</p>
---	---	--	--

PART B:3 - QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS

IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)? YES NO

DOES THE ENTITY HAVE A BRANCH IN THE RSA? YES NO

DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA? YES NO

DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA? YES NO

IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION? YES NO

IF THE ANSWER IS “NO” TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.

Total number of years the firm has been in business	
Total number of employees :	
Full Time	
Part Time	

Street Address of all Facilities used by Firm (e.g. Warehousing, storage space, offices etc.)

Do you Share Facilities	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, which facilities		
With whom do you share facilities (Name of Firm / Individual)		

What is the enterprise’s annual turnover (excl VAT) during the lesser period for which the business has been operating, or for the previous three financial years?			
AUD amount :	R		
Or Previous three financial years	Year	Year	Year
	AUD	AUD	AUD
Management Structure (Percentage of management on executive level in each of the following groups)			
Group	Percentage		
African			
Coloured			
Indian			
White			

The undersigned is duly authorised on behalf of the firm and affirms that the information furnished is true and correct	
Name and surname	
Signature	

Capacity under which the bid is signed	
Duly authorised to sign on behalf of	
Date	
Commissioner of Oath Signature	
Commissioner of Oath Stamp	

ANNEXURE B - NATIONAL TREASURY CENTRALISED SUPPLIER DATABASE (this is only applicable for South African registered legal entities).

To demonstrate compliance to commercial information bidders are required to attach proof of their successful supplier registration on National Treasury's Centralized Supplier Database (CSD).

South African Tourism will not consider any bids from bidders whose tax status is not valid on CSD.

Bidders who are not registered on CSD can do so on <https://secure.csd.gov.za/>

In bids where Consortia / Joint Ventures / Sub-contractors are involved, each party must submit a separate centralised supplier database registration report.

Failure to submit proof of CSD registration shall invalidate a tender and/or inclusion in any list or database of prospective suppliers.

ANNEXURE C: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES

The price schedule should include a full contract value for 3 year

- Using the table below, please summarize the total contract fees, this should include but not limited to, mark-ups on net procurement value, commissions, CPI, VAT etc. which links to your detailed financial proposal:

SUMMARY OF TOTAL PROJECT COST FOR 3 YEARS:

TOTAL BID PRICE	AUD (Including all applicable taxes)	Projected annual escalation Percentage
YEAR 1		
YEAR 2		
YEAR 3		
OTHER - SPECIFY		
OTHER - SPECIFY		
TOTAL COST FOR 3 YEARS		

TIME FRAMES

Pricing schedule should be supported by time frames for delivery and/or execution in the form of detailed project / roll out plans where applicable.

ANNEXURE D: PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2017 (SBD 6.1)

NB: BEFORE COMPLETING THIS FORM, BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF B-BBEE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017.

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to all bids:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2

a) The value of this bid is estimated to **not exceed** R50 000 000 (all applicable taxes included) and therefore the **.....80/20.....** preference point system shall be applicable; or

b) Either the 80/20 or 90/10 preference point system will be applicable to this tender (*delete whichever is not applicable for this tender*).

1.3 Points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contributor.

1.4 The maximum points for this bid are allocated as follows:

	POINTS
PRICE	80
B-BBEE STATUS LEVEL OF CONTRIBUTOR	
Total points for Price and B-BBEE must not exceed	100

1.5 Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.

1.6 The purchaser reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the purchaser.

2. DEFINITIONS

- (a) **“B-BBEE”** means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;
- (b) **“B-BBEE status level of contributor”** means the B-BBEE status of an entity in terms of a code of good practice on black economic empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- (c) **“bid”** means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the provision of goods or services, through price quotations, advertised competitive bidding processes or proposals;
- (d) **“Broad-Based Black Economic Empowerment Act”** means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- (e) **“EME”** means an Exempted Micro Enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;

- (f) “functionality” means the ability of a tenderer to provide goods or services in accordance with specifications as set out in the tender documents.
- (g) “prices” includes all applicable taxes less all unconditional discounts;
- (h) “proof of B-BBEE status level of contributor” means:
- 1) B-BBEE Status level certificate issued by an authorised body or person;
 - 2) A sworn affidavit as prescribed by the B-BBEE Codes of Good Practice;
 - 3) Any other requirement prescribed in terms of the B-BBEE Act;
- (i) “QSE” means a qualifying small business enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;
- (j) “rand value” means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;

3. POINTS AWARDED FOR PRICE

3.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right) \quad \text{or} \quad P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

80/20 or 90/10

Where

- P_s = Points scored for price of bid under consideration
- P_t = Price of bid under consideration
- P_{\min} = Price of lowest acceptable bid

4. POINTS AWARDED FOR B-BBEE STATUS LEVEL OF CONTRIBUTOR

- 4.1 In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

5. BID DECLARATION

5.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

6. B-BBEE STATUS LEVEL OF CONTRIBUTOR CLAIMED IN TERMS OF PARAGRAPHS 1.4 AND 4.1

6.1 B-BBEE Status Level of Contributor: . =(maximum of 10 or 20 points)
 (Points claimed in respect of paragraph 7.1 must be in accordance with the table reflected in paragraph 4.1 and must be substantiated by relevant proof of B-BBEE status level of contributor.)

7. SUB-CONTRACTING

7.1 Will any portion of the contract be sub-contracted?

(Tick applicable box)

YES		NO	
-----	--	----	--

7.1.1 If yes, indicate:

- i) What percentage of the contract will be subcontracted.....%
- ii) The name of the sub-contractor.....
- iii) The B-BBEE status level of the sub-contractor.....
- iv) Whether the sub-contractor is an EME or QSE

(Tick applicable box)

YES		NO	
-----	--	----	--

v) Specify, by ticking the appropriate box, if subcontracting with an enterprise in terms of Preferential Procurement Regulations,2017:

Designated Group: An EME or QSE which is at least 51% owned by:	EME ✓	QSE ✓
Black people		
Black people who are youth		
Black people who are women		
Black people with disabilities		
Black people living in rural or underdeveloped areas or townships		
Cooperative owned by black people		
Black people who are military veterans		
OR		
Any EME		
Any QSE		

8. DECLARATION WITH REGARD TO COMPANY/FIRM

8.1 Name of company/firm:.....

8.2 VAT registration number:.....

8.3 Company registration number:.....

8.4 TYPE OF COMPANY/ FIRM

- Partnership/Joint Venture / Consortium
- One person business/sole propriety
- Close corporation
- Company
- (Pty) Limited

[TICK APPLICABLE BOX]

8.5 DESCRIBE PRINCIPAL BUSINESS ACTIVITIES

.....

.....

8.6 COMPANY CLASSIFICATION

- Manufacturer
- Supplier
- Professional service provider
- Other service providers, e.g. transporter, etc.

[TICK APPLICABLE BOX]

8.7 Total number of years the company/firm has been in business:.....

8.8 I/we, the undersigned, who is / are duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the B-BBE status level of contributor indicated in paragraphs 1.4 and 6.1 of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 6.1, the contractor may be required to furnish documentary proof to the satisfaction of the purchaser that the claims are correct;
- iv) If the B-BBEE status level of contributor has been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the purchaser may, in addition to any other remedy it may have -
 - (a) disqualify the person from the bidding process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted by the National Treasury from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution.

WITNESSES

1.

2.

.....

SIGNATURE(S) OF BIDDERS(S)

DATE:

ANNEXURE E: DECLARATION OF INTEREST FOR TENDERS (SBD 4)

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise,

employed by the state?

YES/NO

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

--	--	--

2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:

.....

.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:

.....

.....

3 DECLARATION

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....

Signature

.....

Date

.....

Position

.....

Name of bidder

ANNEXTURE H: BIDDER DECLARATION

The bidder hereby declares the following:

We confirm that _____ (Bidder's Name) will: -

- a. Act honestly, fairly, and with due skill, care and diligence, in the interests of South African Tourism;
- b. Employ effectively the resources, procedures and appropriate technological systems for the proper performance of the services;
- c. Act with circumspection and treat South African Tourism fairly in a situation of conflicting interests;
- d. Comply with all applicable statutory or common law requirements applicable to the conduct of business;
- e. Make adequate disclosures of relevant material information including disclosures of actual or potential own interests, in relation to dealings with South African Tourism;
- f. Avoid fraudulent and misleading advertising, canvassing and marketing;
- g. Conduct business activities with transparency and consistently uphold the interests and needs of South African Tourism as a client before any other consideration; and
- h. Ensure that any information acquired by the bidder(s) from South African Tourism will not be used or disclosed unless the written consent of the client has been obtained to do so.

Signature_____

Date_____

Print Name of Signatory:_____

Designation: _____

FOR AND ON BEHALF OF: _____ (Bidding Company's Name)

ANNEXURE I: GENERAL CONDITIONS OF A CONTRACT

The successful Tenderer shall only be entitled to render services and/or provide goods to South African Tourism once a separate written contract, which should be aligned to “GOVERNMENT PROCUREMENT GENERAL CONDITIONS OF CONTRACT” (Please visit <http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/default.aspx>) for further information issued in 2010 in this respect) and a service level agreement, has been signed by both the Tenderer and South African Tourism, whereupon the Request for Proposal and tender response will cease to have force and effect.

End.



Part B: - SCOPE OF WORK (SAT TENDER NUMBER NORTH AMERICA 001/22 INTEGRATED MARKETING AND COMMUNICATION AGENCY)

Bid Description	
North America Integrated Marketing, and Communication Agency	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender number North America 001/22
Closing Time:	12h00 (USA EST time)
Closing Date:	29 August 2022 (No late submission will be accepted)
Compulsory Briefing Session:	No Compulsory Briefing
Contact Person	Pulane Muligwa
Bid Submission Link	https://forms.gle/mxBVFWtUWwoCAkqc9 Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Section	Supply Chain Management
Contact Person	Pulane Muligwa
Email Address	tenders@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT

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1. INTRODUCTION

South African Tourism Board (South African Tourism) was established by section 2 of the Tourism Act No 72 of 1993 and continues to exist in terms of section 9 of the new Tourism Act No 3 of 2014. South African Tourism is a schedule 3 A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of South African Tourism in terms of the Tourism Act is to provide for the development and promotion of sustainable tourism for the benefit of the Republic, its residents, and its visitors. It is common cause that tourism is a key strategic industry in terms of National Tourism Sector Strategy documents as it supports government objectives of alleviating the triple challenges of unemployment, poverty, and inequality.

The scope of South African Tourism's business includes four distinct areas of business focus and delivery, with different target markets and segments:

- I. International Leisure tourism (travel trade and consumer); and Domestic leisure tourism (travel trade and consumer)
- II. Business events through the delivery unit of the South African National Convention Bureau (Meetings, Incentives, Conferences, Exhibitions);
- III. Quality assurance of tourism establishments through the delivery unit of the Tourism Grading Council of South Africa.
- IV. Corporate - enhancing the South African Tourism brand

Section 217 of the Constitution of the Republic of South Africa, 1996, prescribes that goods and services must be contracted through a system that is fair, equitable, transparent, competitive, and cost-effective and also confers a constitutional right on every potential supplier to offer goods and services to the public sector when needed.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexures completed, whether such information or annexure refers to the eventual tender or not. This information will form part of the eventual tender and must therefore be completed, as there will not be an opportunity to do so later. Thus it is essential that the information supplied is both correct and true.

South African Tourism has a detailed evaluation methodology premised on Treasury Regulation 16A.3 promulgated under Section 76 of the Public Finance Management Act, 1999 (Act, No. 1 of 1999), the Preferential Procurement Policy Framework Act 2000 (Act, No.5 of 2000) read with Preferential

Procurement Regulations 2017, and the Broad-Based Black Economic Empowerment Act, 2003 (Act, No. 53 of 2003).

Prospective tenderers must periodically review <https://www.southafrica.net/gl/en/corporate/page/tenders> for updated information or amendments with regard to this tender, prior to due dates.

2 CLOSING DATE

The closing date for the submission of proposals is **29 August 2022 at 12:00 pm** (USA EST time). No late submissions will be accepted.

3 TENDER SUBMISSION LINK

3.1 Bidders must submit their proposal using the below link.

<https://forms.gle/mxBVFWtUWwoCAkqc9>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

3.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires, and specifications in all respects, may invalidate the tender.

3.3 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.

3.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated

4. CONTACT AND COMMUNICATION

4.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Pulane Muligwa via email tenders@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and sent to the above email address.

4.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **12 August 2022**.

All responses will be published by **19 August 2022** on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders>;

5. VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

6. DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise.

7. DETAILED SCOPE OF WORK

7.1 Business case

The North America hub requires an integrated communications agency that can deliver on the following:

- Strategy: Developing a communications strategy that covers audience, channel, performance against objectives, optimization, etc.
- Creative: The creative execution should consider that there is a global asset base that can either be utilized as is, localized for the North American market and that some assets need to be created from scratch. Creative ability must include the implementation and localization of global toolkits.
- Technical ability
- Dissemination/Delivery: The agency will be required to utilize the South African Tourism global platform tools.
- Public Relations and Communications: Trade and consumer PR requirements
- Measurement and Reporting: Agency needs to show proficiency with analytics required for managing digital and off-line media and publishers. Ad servicing management will be done on the South African Tourism global account.

The agency will have to clearly illustrate how they have utilized data and analytics to drive choices and performance.

Furthermore, the agency brief and measurements will be developed in conjunction with the relevant Brand & Marketing teams to ensure that (a) we have a seamless fit with the SA Tourism HO agencies and infrastructure, and (b) that all developments in-country is centrally 'owned', recorded and measured in the head office repositories

A. OPERATING ENVIRONMENT & AGENCY CRITERIA

The greatest challenge we face is "Growth & Recovery" in a post Covid 19 World. The evidence we have is that demand for Global long-haul travel will take 24 to 36 months to fully recover from our key source markets. Among the most significant reasons preventing Global travellers from traveling are fears about health and safety, as well as lack of money and time due to the crisis. Traditional trade consumer segments have shifted with consumers demanding booking flexibility with trade or direct bookings with product or airlines. A return to booking through travel agents is predicted following losses that consumers who booked their travel online had faced when needing to cancel due to the pandemic.

Due to the requirement to localise marketing communications for the North American audience, the services required are for two key North America markets, namely; the United States of America and Canada.

The agency must respond to the following criteria, including but not limited to:

- Be located in the USA, preferably in the New York City region.
- Be present in one other market: Canada. Either directly or through an agency's alliance and network.
- Be skilled in marketing and communications strategy; both consumer and trade: marketing, multi-disciplinary concept/creative development; public relations and communications.
- Proficient in excellent creative and digital output..
- Have a single contact for the two markets

B. TARGET AUDIENCE

We target travellers, not tourists and travel is a state of mind for them. They are global citizens for whom travel is an essential part of their everyday lives. They want to engage our destination and seek out interesting and high-quality experiences. They are Adventurous and open to new experiences; these people seek to escape the mundane of everyday routine. At a deeper level, they strive for opportunities to enrich their lives, ultimately, they are explorers at heart.

The Target audience are both Consumers (B to C) and Trade (B to B). Consumer profile/target: Repeaters and First-timers, from Millennials (25-35 years old) to pensioners (over 60). Every kind of groups are taken into consideration: family, friends, lone travellers, couples.

Opportunities - Older travellers (Next Stop South Africa; NSSAs) are endowed with time and money with the ability to influence increased spend and geo-spread as they are mostly fully vaccinated. Younger, more adventurous travellers (Wander lusters; WLS) represent a remote working/ leisure opportunity given the 90 day VISA free entry requirement; LGBTQ+ and Black travellers also offer huge growth potential.

C. MICE AND CORPORATE

In North America, we focus on building our brand to appeal to the incentive market. However, we are always on looking for opportunities for our National Convention Bureau to pitch for conferences or events in South Africa that will boost our arrivals and spend in South Africa.

7.2 STRATEGY

SA Tourism North America is looking for an integrated marketing and communications agency to deliver a marketing strategy with strong execution elements across all platforms and environments to amplify South African Tourism's message, enhance the brand and drive sales and conversion. The strategy will have to include how we inspire North American consumers with authentic, stand-out stories and tailor-made content that convinces them to seek information on SA and gets them to choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: pricing, safety and security. For our repeaters (consumers who have visited SA in the past) our strategy is to provide compelling offerings of immersive hidden gems, and traveller-conscious experiences that expose them to something new & different and to meet our people across South African provinces to drive inclusive growth.

The agency must be able to lead travel trade comms and collaborate with trade partners, such as airlines and tour operators, to maximise synergies, enhance traveller experience and close sales. Key verticals within the travel trade value chain include - consumers (and customers), travel suppliers, travel intermediaries, inbound operators and product/service providers.

Consumers - Consumers include tourists who visit the destination. Customers are those entities that make bookings on behalf of the tourists (consumers), such as corporate travel desk. Consumers are categorised as leisure and MICE tourists

Travel suppliers - Travel suppliers refer to the retailers who sell the packages of the wholesalers in the market. It also includes independent agents who sell airline or hotel booking services. These include brick-and-mortar travel agents and online travel agents (OTAs)

Travel Intermediaries - Travel intermediaries refer to the wholesalers who both sell and design the packages for the consumers. They typically sell their packages through a vast distribution channel that consists of retailers. They primarily include the tour operators

7.3 CREATIVE:

- Localisation of global toolkits.
- Origination of content (long form and short form)
- Application of all brand elements
- Production capability including an innovative way of production in a digital age
- Include a list of creative requirements the per the RFP task.

7.4. DISSEMINATION & DELIVERY

Dissemination and delivery of all content across platforms.

- Currently those tools consist of paid search, social media advertising, and programmatic. SA Tourism will add additional tools as required. Where SA Tourism does not have the relevant platform tools, the agency must have the capacity to purchase their own.
- This may include (but is not limited to), Industry benchmarked social listening tools.

7.5 BRAND PR

- Fully integrated PR marketing development, planning, execution and monitoring (incl. optimisation and reporting) of the annual marketing plan which includes i.e. digital, offline and social media PR expertise. Check and advise on the legislative framework for the

relevant campaign or when related to SAT directly (e.g. GDPR: advise SAT on legal documents relevant for the market in the specific language).

- Create, implement and track campaign messaging for the hub and tweak where applicable for the various markets (based on market insights). Ensure consistent messaging for integrated consumer and trade campaigns across the relevant channel mix.
- Proactive idea generation to enrich the overall regional marketing plan with breakthrough projects/campaigns to address the SAT defined targets. Identify and activate non-travel and travel-related brands to boost confidence in destination South Africa and extend reach and share of voice in the region.
- Implement a smart and clear ROI model throughout all activities.
- Amplify agreed integrated marketing and PR plan and campaign(s), identify and propose platforms and/or ideas to maximise consumer campaign leveraging and partnerships in market.
- Create and implement an integrated PR strategy for traditional, social and digital in line with annual marketing plan.
- Handle management of projects incl. communication and consultancy, workflow-management, weekly updates and project management reporting as per SAT requirements.
- Increase PR coverage on the destination South Africa annually according to set targets. Media monitoring and reporting.
- Evaluate and amplify fiscal media buy by negotiating advertorial and editorial where applicable.
- Create and manage a top SA consumer and trade media database as per GDPR framework.
- Consumer and Trade Media: Identify, execute and monitor media activation such as media networking events, round tables, etc. - as per agreed integrated marketing & PR plan or on an ad hoc project with a specific purpose and deliverable(s).
- Media Hosting: Negotiate deals with the press for press trips, incl. Indaba media hosting and handling the press trips following SAT procedures
- Assist activation needs at global platforms in market e.g. sourcing photographers, videographers, facilitators etc. to activate in the region as per global SAT needs and as briefed.

7.6 TRADE FACING PR

- Amplify the marketing and PR campaign in the hub through i.e. relevant trade extensions and platforms for consumer facing campaigns to integrate conversion elements and negotiate such relevant options with trade in the region. Implement and monitor such trade amplification.
- Handle trade facing campaigns in the region where required by SAT.
- Identify, evaluate, execute and monitor trade campaigns specific in USA and Canada with an experienced resource to represent SAT as an expert in these markets.
- Identify, implement and monitor trade focused events relevant for the integrated marketing and PR plan or as ad hoc project: annual events relevant to SAT to leverage a captive audience with credible “third party” endorsement (B2B / B2B2C). Handle logistics i.e. booking of the venues, and invitation management aligned to SAT procurement.

7.8 REPUTATION MANAGEMENT PR

- Develop, implement and monitor a positive messaging strategy for the region
- Develop, implement and monitor a crisis management strategy and plan
- Support SAT office when needed (during business trips to SA)
- General reputation: approach media and secure interviews for SAT spokespeople during the year, as well as secure possibilities, to submit campaign concepts for awards
- Stakeholder relations: Identify and alert SAT where lobbying or high-level intervention may be required in-market, propose activation suggestions

- Social Media Channels: identify, develop, activate and optimize Social Media Channels relevant for SAT incl. making use of relevant content, monitoring and community management.
- Provide reporting and support with: monthly PR value for the region by channel, updated project minutes, monthly SAT management reports, media activity and contact reports, quarterly and annual reports, development and tracking of relevant competitors and airlift analysis for the region.

7.9 SOCIAL AND DIGITAL PUBLIC RELATIONS

- Conceptualise and run innovative social media campaigns to support offline and enhance the digital activity
- Develop a social media strategy to provide a central interaction platform for all stakeholders
- Manage and work with the digital audience, engage in dialogue and drive positive engagement
- Liaise with influencers/ bloggers to take on familiarisation trips
- Examples of general campaign management services:
 - Campaign creative concept,
 - Activation Production,
 - Activation Execution,
 - Activation Logistics,
 - Budget Management,
 - Activation Report,
 - Public Relations and Communications: trade and consumer

Inbound operators - Inbound operators are trade entities operating in the destination markets, in this case South Africa, who assist the intermediaries with their local expertise in developing tour packages. Key inbound operators include the destination management companies (DMCs)

Product/Service Providers - Product/Service providers include providers of flight services, accommodation, regional transport, local guides, travel insurance, visa and other activities/excursions.

7.10 Trade Representation

- Development, Planning and implementation of trade/channel marketing & sales strategy. → Annual calendar of trade activities.
- Collect and build of an in-market Trade/channel database, as per GDPR framework - Trade database management (update etc.) to be communicated to SAT South Europe hub on a monthly basis.
- Market analysis report (quarterly): Total outbound travel, competitor environment, trade landscape, direct booking channels, consumer purchasing behavior, developing travel trends.
- Accompany South African Tourism in the trade landscape: trade calls, trade exhibitions, trade activations.
- Identify, implement and monitor trade focused events, reporting post-event. Handle logistics i.e. booking of the venues, invitation management aligned to SAT procurement.
- Organization and management of trade fam trips. Use hosting as a tool for content generation (i.e.: trade PR).
- Assistance for the selection and qualification of hosted-buyers to invite them to Trade Shows in South Africa.
- Online/offline trade training strategy and calendar: Trade seminars / workshops, Trade training sessions, Webinar training, SAT online training course participation, Networking sessions & Fam Trips.
- Identification, development and management of trade and unconventional partnerships with strong ROI for SA Tourism.

- Channel & stakeholder (airlines, SA product representatives, trade associations, OTA, travel aggregators) engagements, reporting and contact taken.
- Development, planning and implementation of B2B and B2B2C Campaigns (DDC - Deal Driven Campaigns) to encourage trade to promote the destination and increase sales.
- Development and distribution of content for monthly / quarterly newsletters in coordination with SAT HQ initiatives (i.e. Monthly product newsletter)
- Liaise with all South African Tourism appointed agencies where required.
- Development and distribution of support traditional trade toolkit.
- Development and distribution of digital trade toolkit.
- Trade specific media buy strategy development, planning and implementation.
- Creative and production of trade content and promotional items.
- Storage and distribution management of South African Tourism collateral.
- Submission of monthly, quarterly and annual reports.

7.10 Measurement and Reporting:

- Project communication & consultancy,
- Workflow management,
- Weekly updates to SAT,
- Monthly reporting as per SAT requirements,
- Yearly reports at the end of each fiscal year (March)
- Closing / handover report to be handled in the last 30 days prior to the contract termination. The report must ensure all information gathered during the 3 year activities is being handed over to the client (contact details, data, summary of activities and total ROI generated in PR, trade marketing etc.)

7.11 Regional Operations Capability

The North America Hub Office is based in New York City, USA. The preferred bidder must demonstrate and have the capabilities to operate regionally in the following North America markets:

- USA
- Canada

This includes conceptualization, development and execution of marketing projects in each of the above listed markets. The preferred bidder must be able to physically attend monthly, quarterly and annual meetings at the South African Tourism Regional office in New York. All regional travel costs for meetings must be included in the relevant project fees that will be signed off by quarter by South African Tourism

We expect efficient planning, execution and monitoring according to our annual business plan. The agency will implement a smart and clear ROI model throughout all activities, providing us with project-based reports, weekly updates and general reports on a monthly basis. Finally, an input is expected for the monthly, quarterly and annual SAT reports.

7.12 INTELLIGENCE AND INFORMATION USAGE

South African Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck with relevant insights from both trade and consumer behaviors.

7.13 ADDITIONAL DOCUMENTATION

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 7. above.

SAT expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to include information relevant to the following six topics.

- A. Introduction
 - Agency overview, size, company structure; and
 - Relationship with other subsidiaries of your parent company
- B. Marketing capabilities
 - Describe any prior destination marketing experience;
 - Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and

- Describe any competitive advantages that differentiate you from your competitors
- C. Solution overview
- Brief description of your understanding of SAT's needs and the challenges it faces in the North America region. In doing so, please do not paraphrase or repeat the content of this RFP; and
 - Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges
- D. Experience, skills and qualifications of the proposed team who will work on the project/account
- Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects;
 - Indicate how the quality and availability of staff will be assured over the term of the agreement; and
 - Outline the reporting structure and how each team member would liaise with the client lead and the PR and media buying account leads.
- E. Work plan and project management
- Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
 - Outline plans to monitor the campaign's performance and implement corrective measures where necessary.
- F. Cost
- Provide two high level cost estimates, including all fees and resource rate cards for:
 - Solution to meet minimum requirements; and
 - Solution with proposed value-added services.
 - Cost should be presented in the same format for year 1, 2 and year 3 (with applicable escalation where relevant) and should separately indicate any once-off cost associated with the project.
 - SAT also requires representation of cost for the additional 2 years should SAT chooses to further extend the 3-year appointment

7.14 AGENCY CREDENTIALS

Proposals should also include credentials in the form of at least 2 examples of exemplary work carried out in the area of consumer and trade campaigns creation and management. All credentials should highlight your concept development, creative capabilities and any instances where you have leveraged other 3rd parties or departments within your wider organisation. They should not be older than two years and should include:

- Client name & background;
- Challenge faced by the client;
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate; and
- Value added by your agency.

7.15 PRICING SCHEDULE

It is however important to note that South African Tourism will contract based on a project fee model structure only. There will be no retainer.

END



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER NORTH AMERICA 001/22)

Summary of the Evaluation Phases (table below):

Phase 1 Pre-qualification Criteria	Phase 2A Technical Evaluation Criteria (Desktop)	Phase 2B Technical Evaluation Criteria (Pitch Presentation)	Phase 3 Price and B-BBEE Evaluation
Bidders must submit all documents as outlined under paragraph 9.5.1 PART A, B & C.	<p>Bidder(s) are required to achieve a minimum threshold of 60% to proceed to Phase 2B.</p> <p>The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out.</p>	<p>Only bidder(s) who score 60% and above on phase 2A will be invited for a pitch presentation.</p> <p>Bidder(s) are required to achieve a minimum of 70% to proceed to Phase 3.</p>	<p>Tenders will be evaluated on either the 80/20 or 90/10 preference point system. Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation.</p> <p>Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used. If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.</p>

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, the bidder(s) must submit all required documents.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements. The bidder(s) proposal will be disqualified for the non-submission of the required documents unless stipulated otherwise.

The document that must be submitted	YES/NO	Non-submission may result in disqualification.
Confirmation of valid Tax Status		Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin (<i>Only applicable to companies with a legal entity in South Africa</i>)
B - BEE Certificate 1		B - BEE Certificate (South African Companies) or, for companies with less than R10 million turnover, a sworn affidavit is required. A copy of the template for this affidavit is available on the Department of Trade and Industry website https://www.thedti.gov.za/gazette/Affidavit_EME.pdf (<i>Failure to submit a sworn affidavit will result in non-compliant on the preference points system, not disqualification criteria</i>) (<i>Only applicable to companies with a legal entity in South Africa</i>)
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure B-Registration on Central Supplier Database (CSD)		All agencies, including proposed partner/subcontractor agencies must be registered as service providers on National Treasury's Central Supplier Database (CSD). If you are not registered, proceed to complete the registration of your company before submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number. Submit proof of registration.
Annexure E-Declaration of Interest - (SBD 4)		Complete and sign the supplied pro forma document
Annexure D-Preferential Procurement SBD 6.1		Complete and sign the supplied pro forma document

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

The technical, functional evaluation (functionality) will comprise two (2) phases:

Phase 2. A will measure the responsiveness of proposals as per submission on or before the closing date and time and Phase 2. B will comprise of Pitch Presentation.

Phase 2 A Desktop technical, functional evaluation- A bidder will be evaluated out of 100% and is required to score a minimum threshold of **60 %** to qualify for Pitch Presentation Phase 2. B

Phase 2 B Pitch Presentation -A bidder will be evaluated out of 100 % and is required to score a minimum threshold of **70** to be assessed further in the next phase of evaluation (Price and B-BBEE).

<p>Evaluation criteria (The below criterion will be evaluated based on the Functional Evaluation Matrix)</p> <p>NB: The criterion will be evaluated in accordance with the Technical Functional evaluation matrix</p>	<p>Weighting</p>	<p>Reference Page in Bidder's Proposal</p>
<p>Phase 2 A- Desktop Technical Evaluation Criteria</p>		
<p>Criteria 1. Creative strategy: Expertise and experience in brand & creative strategy development, localisation/regionalisation of content, and execution - Showcase examples of what you would do for South African Tourism given the above business problem in the scope of work. Ability to design dynamic creative for programmatic-driven campaigns.</p>	<p>20</p>	
<p>Criteria 2. Creative execution and campaign mechanics: provide 2 case studies of what you have previously done and showcase an example of what you would do for South African Tourism. For campaign mechanics, please showcase the approach, service, and tools that will be made available to South African Tourism.</p>	<p>20</p>	
<p>Criteria 3. Measurement and reporting: brand performance monitoring, competitor creative performance tracking, and reporting - approach, service, and tools that will be made available to South African Tourism. Understanding of the full/entire Google Marketing Platform stack.</p>	<p>10</p>	
<p>Criteria 4. Intelligence and information usage: Showcase understanding of the tourism industry and levers that can be used for impact. The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion. The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign and how these insights will be used to craft and refine future campaigns.</p>	<p>20</p>	

Criteria 5. Agency credentials and servicing team: The agency will be expected to present practical case studies of past work that clearly illustrated its ability to interpret global brand strategies and the localisation of promotional, sales drive, and retail campaigns. The case studies must include promotions that were created and developed for DMOs and/or other tourism players. The agency also needs to show proven experience of the proposed team to be deployed to the project. The number of years (min 7) and level of experience of the proposed team member.	30	
TOTAL FOR PHASE 2A	100	

Phase 2 B Pitch Presentation -A bidder will be evaluated out of 100 % and is required to score a minimum threshold of **70** to be evaluated further in the next phase of evaluation (Price and B-BBEE).

Bidders will be required to achieve a minimum threshold of 70% on pitch presentation in order to proceed to Phase 3 for price and B-BBEE.

Evaluation criteria (The below criterion will be evaluated based on the Functional Evaluation Matrix)	Weighting	Reference Page in Bidder's Proposal
Phase 2 A- Desktop Technical Evaluation Criteria		
Pitch Presentation	20	
<ul style="list-style-type: none"> Bidders' capability to provide the required services, this may include but is not limited to resources e.g. staff, and regional footprint, in line with SAT's request for proposals 		
<ul style="list-style-type: none"> Proposal in line with your understanding of what the scope of work entails 	30	
<ul style="list-style-type: none"> Agency methodology and approach to the respective marketing discipline 	20	
<ul style="list-style-type: none"> Interpretation of SA Brand and market insights 	20	
<ul style="list-style-type: none"> Any value-added services bidders are able to offer relevant to this scope of services 	10	
Bidders must refer to Annexure A Pitch Deliverables (case study)		
TOTAL FOR PHASE 2B	100	

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	3
Acceptable	Satisfies the requirement with minor additional benefits , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	2
Average	Submission meets the minimum requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources & quality measures required to provide the goods/services, with little or no supporting evidence.	0

Phase 3: Pitch Presentation

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be expected to present a short pitch revert against the background, environment, and scope of work stated above. The shortlisted agencies will be given a written brief on the challenges, target market, competitor analysis, and pitch deliverables.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 3 for Price and B-BBEE evaluations. Bidders who do not achieve the minimum threshold, which translates to a minimum score of 70 out of a possible maximum score of 100 %, will be disqualified

Phase 3: Price and B-BBEE Evaluation (80+20 or 90+10) = 100 %

Only bidder(s) who meets the minimum threshold of 70% for the pitch presentation during Phase 3 will be further evaluated for comparative price and BBBEE level of contribution.

The total points for price evaluation (out of 80/90) and the total points for BBBEE evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status level of contributor after the consolidation of points will normally be considered as the preferred bidder who South African Tourism will enter into further negotiations with for the respective marketing discipline that was tendered for.

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

Objective Criteria

The recommended bidder will be required to submit a full set of the latest financials upon request from South African Tourism. SA Tourism may assess the financial health (Liquidity, solvency ratio, etc.) of the recommended bidder. Should the result of the financial assessment reflect financial distress that may hinder the supplier from

successfully delivering the project, SA Tourism reserves the right not to award the Bid to the highest point scorer.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred service provider, all other service providers will be considered unsuccessful.

END

Request For Proposal - South African Tourism North America Road Show 2022	
Market:	North America (New York, Toronto, Los Angeles, Chicago)
Description:	USA Trade / Media Stakeholder Roadshow
Date:	01 October to 10 October 2022
Prepared by:	USA & CAN Hub Team
Prepared for:	Prospective Bidders, based in the USA

Our Challenge
<p>What is the Business challenge?</p> <p>The pandemic impacted the Travel & Tourism sector in a significant way. While the sector is showing signs of recovery, South African Tourism predicts that we will reach the 2019 arrival levels on during 2024/25. This projection is in line with the rest of the global industry, as predicted by the likes of the World Travel & Tourism Council (WTTC).</p> <p>Given the need to revive arrivals growth, South African Tourism will reengage with the Media and Travel Trade, to sell the destination's readiness to again host travellers.</p> <p>Research points to the following as principal barriers for a much better growth:</p> <ul style="list-style-type: none"> • Concerns personal safety and security (consider pandemic protocols) • Consumers' belief that other destinations are more appealing • The distance between the countries • The cost of getting to South Africa <p>Consequently, we have established a need for robust B2B engagement sessions with major strategic trade partners and top sectors and trade and lifestyle media in some key regions across the USA and Canada with the aim debunking and providing further clarity around the above barriers.</p> <p>The overall objective of this endeavor is to facilitate honest engagements that will allow South African Tourism and its stakeholders to change perceptions and encourage better collaborations with trade and media to assist South Africa to achieve growth in this market.</p>

The plan is to take the engagements to the following key cities:

- New York
- Toronto
- Los Angeles
- Chicago

These sessions should be:

- Fun, Positive
- Engaging
- Interactive
- Not preachy

Formats:

- Roundtable B2B Discussions (NY, Toronto, LA) –SA Inc. team participates in robust B2B roundtable conversation with a small group of major players/ top sellers/ industry leaders (Virtuoso, Signature, USTOA) in a private/ semi-private setting to identify tour operator/ industry leader/ consortia partner pain points for selling SA & how SA Inc./ SAT can support the trade in addressing these and helping grow their individual business to SA
- Trade & Media Cocktail Events (NY, LA) – In NY & LA, SA Inc. team will engage with key trade (not included in the roundtable) and media in a separate cocktail event that highlights newsworthy messaging that focuses on combating negative perceptions. Ideally these include some kind of VIP/ celebrity endorsement/ testimonial.
- Panel Presentation (Chicago) – Via a larger panel presentation style engagement, SA Inc. team addresses developmental trade partners who are delivering smaller, but important passengers to SA, as well as travel advisors/ agents/ incentive buyers and relevant trade media with presentations that focus on combating negative perceptions and more education about best practices in selling the destination. Following presentations, there is a Q&A session with audience.
- Media Interviews (NY, Toronto, LA, Chicago) – Key trade and lifestyle journalists are invited to interview the SA Inc. team to discuss growth of tourism to SA from North America, key experiences on offer in SA and commitment of continued support from the SA industry.

What is the Marketing challenge?

To communicate and demonstrate that South Africa:

- Offers value for money and time.
- Takes the safety and security of North American tourists seriously and that all the major stakeholders (government, tourism bodies, and authorities, product owners, citizens, etc.) are working together to ensure that tourists are safe to visit and enjoy the country.
- Offers world-class facilities and infrastructure for visitors
- Is easy to package and sell destination for tourists
- Has a progressive constitution that guarantees protection to all tourists who visit to be able to enjoy the country without fear of being discriminated against. This includes but is not limited to protection for the LGBTQ community
- Offers a variety of experiences in close proximity that covers a broad spectrum of consumer tastes and preferences.

Our Goal**What does the business want to achieve?**

Increase arrivals from USA and Canada to South Africa during the 2022/23 travel season and beyond.

What does marketing need to achieve?

To increase positivity among trade towards South Africa

Educate trade about South Africa as a tourist destination

Increase inquiries about and bookings to South Africa through trade

Our Target Market**Who are we talking to?**

USA and CAN Travel Trade and relevant trade and lifestyle media

What are they looking for?

An impactful communication vehicle that South African Tourism and all the stakeholders who will be a part of this roadshow can use to communicate to trade and media.

This should include the creative execution ideas, mechanics, tool kit, collateral, catering and entertainment.

The stakeholders who will be joining South African Tourism include TBCSA, National Department of Tourism, and possibly other members of the business community

Functional Needs:

- Hotel accommodation suggestions
- Venues for Roundtable B2B Discussions + lunch & Venues Trade & Media Cocktail Events
- Name cards for roundtable; nametags for media & trade cocktail events
- Bound, embossed, trade packs for Roundtable B2B Discussions
- Notes capture/ minutes for roundtable discussion
- Set-up media interviews
- Trade & Media invitations and RSVP; database shared as part of final report
- Suggest & execute corporate branding at all venues/ events
- Promo items/ takeaways tri-fold comms for trade & media cocktail

What Behaviour do we want to Change?		
	Our consumers now	Our consumers in future
Think	SA is far, unsafe and costly	This is value for money and time destination that my customers will love
Feel	Indifferent	Enthused
Do	Booking and recommending other destinations	Recommending and booking customers to visit South Africa.

What's getting in the Way? *List all functional and emotional barriers*

Safety and security
 Cost of getting to South Africa
 The appeal of other destinations
 The time it takes to get to South Africa
 Land Expropriation
 Recent Cape Town Water Challenges

Learnings from the past

N/A.

What's our Personality?

Passionate, warm, and inviting. We talk about South Africa in a way that captures our realness, with all the energy and vibrancy that comes with it.

REAL, UNFILTERED, EASY, HONEST, AUTHENTIC, PERSONAL, ENERGETIC,
INSPIRATIONAL, COLLOQUIAL, ACCESSIBLE

Elements envisioned for this campaign i.e TVC , Radio, etc ..

A roadshow concept to meet with key trade and relevant trade and lifestyle media

SA Inc. USA & CAN Hub Road Show Suggested Route/ Cities

Delegation arrives NY; recovery day

Meeting/final briefing in SAT office

Interviews with key trade media in office during day

NY area roundtable + lunch

- 10:00am - 12:00pm – roundtable B2B discussion with East Coast area tour operators/ industry leaders followed by lunch
- 12:00pm – 1:00pm – lunch
- 5:00pm – 8:00pm – Trade & Media Cocktail Event (possibly includes VIP/ celebrity)

Travel to Toronto

Toronto area roundtable + lunch

- 10:00am - 12:00pm – roundtable B2B discussion with East Coast area tour operators/ industry leaders followed by lunch
- 12:00pm – 1:00pm – lunch

Travel to LA

Recovery day

LA roundtable + lunch; evening trade & media event

- 10:00am - 12:00pm – roundtable B2B discussion with West Coast area tour operators/ industry leaders followed by lunch
- 12:00pm – 1:00pm – lunch
- 5:00pm – 8:00pm – Trade & Media Cocktail Event (possibly includes VIP/ celebrity)

Travel to Chicago

Trade & Media Panel to address Midwest area contacts (incl. incentive houses)

Delegation travels back to NYC

SA Inc representatives depart for SA

PR Mandatories
Please specify the type of brief i.e. crisis, immediate release...
Designated SA Tourism Spokesperson for project
Media material signatories
Campaign participants
If applicable, existing media partnerships for project

Digital Mandatories
Key social media channels (Twitter, Instagram, Twitter)

Suggested Budget Allocation	
Media	USD25,000
Production	USD250,000
Digital	USD25,000
PR	USD20,000
Activation	USD100,000

Mandatories
SA Tourism logo We also may have to add logos of the other stakeholders

Evaluation
How will work be evaluated
Well put together creative recommendations Great attendance Media and trade reach
Who will evaluate the work?
USA and CAN In-country team

Logistics and timings
Please provide timing plans, costs and creative idea