



REQUEST FOR PROPOSALS

For the Appointment of a **Full-service Digital Agency** for Northern Cape Tourism Authority for the following service:

Development of a Digital Strategy taking into consideration current digital platforms which include Website Enhancements, Management & Maintenance, Digital Campaigns, Content Development and Social Media Management, Northern Cape Travel Guide app, production and management and creation of compelling and curated content.

BID NUMBER: NCTA-01-2022

Released: 21 June 2022

Submissions Close: 14 July 2022

Queries in writing to: R Miller & T Moses

E-mail: roscoe@experiencenortherncape.com & thato@experiencenortherncape.com

Submission of proposals:

Hardcopies to be hand delivered to Tender Box, no electronic submissions will be accepted.

Northern Cape Tourism Authority
Tender Box
15 Villiers Street
Kimberley, CBD

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1. PURPOSE OF TENDER

The purpose of this tender is to solicit proposals from reputable and experienced information technology firms for the development of a digital strategy that will continue the enhancement, support and maintenance of the NCTA's digital platforms, including website, social media platforms, design, hosting services, email management and related digital applications to support the implementation of both the leisure and business tourism marketing strategies.

Criteria and terms for assessment of performance by the service provider will be developed and provided to the appointed service provider at the inception meeting.

This document will form a part of the project documentation and will be utilised to assess the performance of the service provider at least a month prior to the anniversary date of the commencement of the contract.

The successful bidder in consultation with NCTA will project-manage, as per project scope, take full responsibility for the effective and efficient development, implementation and management of the digital marketing strategy and continued development of the digital platforms of the NCTA. The appointment of the supplier will be made by no later than 10 October 2022.

2. OVERVIEW NORTHERN CAPE TOURISM

The Northern Cape Tourism Authority (NCTA) was specifically established to act as the provincial government's implementing agency for promoting the Northern Cape as one of South Africa's preferred leisure and business tourism destination.

In 2008 the NCTA commenced the positioning of the Northern Cape Province as the preferred destination for Real Adventure, Real Culture and Real Nature to increasingly attract Domestic and International leisure and business tourists to the Province. The decision was based on the competitive and comparative advantages that the Province have in terms of the vast area of landmass covering 361,830 km² which is approximately 30% of South Africa.

Positioning the Northern Cape Province as a world class Southern African destination of choice for nature, adventure, culture is a primary objective of marketing the province. The Northern Cape Provincial Government identified Tourism – through the Provincial growth and Development Strategy – as a crucial and vibrant sector that must contribute to improving the long-term socio-economic well-being of the people of the province.

The Northern Cape with its vast expanse, extreme landscape features, unpolluted cobalt blue skies, mostly intact natural environment, huge natural resources and many indigenous cultures will in fact provide a perfect opportunity to introduce a *new world* – a world where doing business will not consume finite resources at an uncaring rate, a world where communities outside of the bigger towns will experience real benefits from development, commercial activity and science, a world where business visitors can challenge extremes in nature and meet ancient cultures in one package as they yearn for an opportunity for authentic exploration that will be life changing.

3. CHARACTERISTICS OF THE BIDDER

3.1 Status

The successful bidder should be a full-service digital agency with proven expertise in the development of digital strategy's, web development and e-commerce integration and conversion to support the successful implementation of both the leisure and business tourism strategy implementation of the NCTA.

3.2 Experience

The successful bidder must demonstrate proven experience within the digital space.

Practice areas to include:

- Development of digital strategies, technology and innovation, emerging social media platforms, analytics, mobile applications, lead generation (funnel activity), social influence, marketing and research, multiple CMS exposure, design and content development.
- Developing and maintaining state of the art, user friendly, customer centric, mobile optimised websites and other digital platforms.
- Proven ability to generate exceptional original and curated content.
- Extensive design capabilities – interpret and implement the NCTA” s brand according to the Corporate Identity Manual.
- Extensive SEO experience and success rate with lead generation and conversion rates
- A proven track record of previous experience relating to various web platforms.

Advantageous

- Past experience working in communication, entertainment, travel and tourism, and a significant proven track record in creating original content and sourcing, curating and maintaining relevant content.

3.3 Logistical Capacity

The successful bidder`s account manager must attend online bi-weekly status meetings with the Marketing Communications team and monthly planning meetings with the both leisure and business tourism marketing teams. The bidder must also comprise of a full team with a clear separation of services. (Designers, content writers, social media writers /creators, system developers etc)

4. CURRENT DIGITAL APPROACH

The Northern Cape Tourism Authority's has developed a number of successful digital platforms which includes our website, www.experiencenortherncape.com, social media platforms, a NC travel APP, e-newsletters, Travel specialist e-learning modules, blogs and online marketing campaigns.

Our platforms, especially the website, are reputable platforms of high standard but as technology advances, we want to advance with technology and ensure that our digital platforms remain cutting edge.

4.1 Our Platforms

4.1.1 The Northern Cape Tourism Website

The destination website, www.experiencenortherncape.com is the pivot for all the marketing campaigns and we have seen an 85% growth of new visitors to the website.

For first-time visitors, both business and leisure, to the Northern Cape, the website is the first port of call regarding pertinent information about each of the province's regions and its tourism experiences. The website offers locals and visitors alike the latest information and a Trip Planner on how to get to the Northern Cape, what to do upon arrival in the province, how to get around provincial regions its routes and the top attractions, experiences and events to look out for during a trip to the Northern Cape.

The increased growth of users indicates that a new audience is continuously considering the Northern Cape as a possible holiday or business destination and our trade partners for itineraries or other information.

4.1.1.1 Current structure

The current Northern Cape website is divided into these main categories:

Leisure Visitor Section

- Plan your journey – Trip planner function
- What to see and do – places to explore
- What's On - Events calendar
- Routes of the Northern Cape
- Accommodation Guide

Corporate Section

- Our vision and mission
- Our Organisation
- Strategic Direction and Performance
- Vacancies

Leisure Trade Section: Marketing

- International Marketing
- Domestic Marketing
- Get involved
- Curated Itineraries
- Northern Cape Specialist
- Trade Events
- Specialist Training Modules

Business Trade Section

- Why the Northern Cape
- Corporate Events
- Meetings and Conferences
- Incentives
- Special Occasion

Media Section

- Story Ideas
- Gallery
- Press releases
- Bloggs

4.1.1.2 Technical Specifications

The above segments operate from the experiencenortherncape.com domain and the website is built on **Craft CMS**. The operating System: Ubuntu 18.04, PHP version: 7.3, Apache version: 2.4, MySQL version: 5.7. The website and our email management system are hosted on Dream host (Content Hosting System). Our e-newsletters are sent via Campaign Monitor.

4.1.2 Social Media Platforms

- The Northern Cape Tourism's official Facebook page is one of our key platforms to engage with our identified target markets and to drive conversion. It has seen a continued year on year growth since its inception in 2004.
- The official Twitter platform is mostly used by the under 35's and the NCTA continues to effectively use it for the promotion of events and festivals within the destination to this target market. As with our other platforms this has also seen a constant growth over the years since its inception.
- Our Instagram is the newest platform in our stable of social media platforms and is ideally suited to showcase the unique beauty of our destination. The platform further allows the Authority to inspire, encourage engagement and conversion.
- The NC YouTube page allows the NCTA to interact, engage and inspire our target audiences through visually attractive original and shared visual video content. In the period under review the Northern Cape views grew with 47%, (176 460 vs 120 007 of the previous year).

4.1.3 E-mailers

We distribute bi-monthly e-newsletters to trade, media, leisure and business partners and this is sent out via Campaign Monitor.

4.1.4 Northern Cape Tourism Guide Application (Explore the Northern Cape APP)

The Explore Northern Cape APP is available on both iOS and android operating systems.

5. THE PROBLEM STATEMENT

The digital landscape continuously evolves, hence Destination Marketing has become extremely competitive within the ITTO (Internet of Things) environment. Tourists increasingly use digital technologies and platforms to explore, research, confirm and ultimately share their experiences online. The effective use of digital technologies has subsequently become critical in achieving strategic competitiveness within the global tourism space.

To remain competitive the Northern Cape Tourism Authority need a comprehensive and agile strategy that will guide the implementation and further development of our existing digital platforms. These include the website, cloud, pay per click campaigns, BLOGS, e-newsletters, email campaigns, social influencer campaigns, e-learning, social media platforms and the Explore Northern Cape APP as well as partnerships with online booking engines and online travel platforms such as TripAdvisor, Lekkerslaap, Booking.com, Viator and Expedia.

The development of the digital strategy and implementation thereof should consider new technology and any new relevant platforms which could be utilised to successfully deliver on the digital strategy.

6. OBJECTIVES

The successful implementation of the digital strategy should support the effective delivery of the following identified strategic objectives of the NCTA:

- **Organizational Efficiency** – Enhance the NCTA's profile and corporate positioning as a well governed leader within the tourism industry.
- **Grow Domestic volume and value** - Stimulate and promote provincial and domestic tourist trips and spend through interactive and engaging content supporting our marketing campaigns.
- **Grow International volume and value** - Stimulate and promote international tourists and spend from our identified target markets and segments through interactive and engaging content supporting or marketing campaigns.
- **Grow Business Events and use events as driver for domestic arrivals** - Stimulate and promote the Northern Cape as a competitive Southern African business events destination. Promote provincial and national events hosted within the provinces to drive leisure trips and value to the province.
- **Broadened participation in the Tourism Value Chain** - Promote Inclusive Growth and Transformation of the Northern Cape Tourism Industry through the sustained promotion of market ready SMME tourism products and experiences.

7. SCOPE OF WORK REQUIRED

A bidder is requested to include a detailed proposal of the following in their submissions.

The preferred bidder will need to demonstrate how the successful implementation of the proposed digital strategy will assist the NCTA in achieving their strategic objectives as well as proven effectiveness of digital campaigns in delivering destination awareness and drive consumer demand (lead generation/conversion).

The required scope of work includes the following deliverables:

7.1 Project Management

Service provider to manage and guide the enhancement, maintenance and updating of curated content of the website and all current digital platforms according to agreed timelines.

7.2 Develop and Implement a Digital Strategy

Develop and implement a digital strategy to optimize the digital platforms of the NCTA to maximize its marketing and promotional objectives.

7.3 Enhance www.experiencenortherncape.com

Update current website taking all current and future technological advances into considerations to maintain the NCTA's domestic and international competitive edge within the tourism industry.

- Developing and maintaining state of the art, user friendly, innovative, technological advanced, customer centric, mobile optimised website.
- Maintain high quality design, implement the NCTA's brand according to the Corporate Identity Manual.
- Create original and curated compelling content which will inspire visitors to actual arrivals, drive awareness and conversion. Copy should be emotional, action-focused language that resonate and motivate their action.
- Allow for inclusion of content from partner sites, online travel platforms and online booking sites.
- Allow for the inclusion of newsfeeds from partners (Meltwater, Ornica, and World Travel News)
- Create compelling and curated content for Bloggs highlighting the unique experiences of the Northern Cape with value adds to encourage email address sharing/ surveys.
- Tailor makes specific pages to attract specific audience action /attract subscribers to emailers/free e-books.

7.3 SEO and Analytics

- Develop and implement a search engine optimization strategy to achieve improved organic rankings and increased online visibility to generate web traffic volume and drive targeted visitors who are more likely to convert into sales to our site.
- Provide monthly reports on the performance of all digital platforms indicating awareness and conversion.

7.4 Security

- Provide secure environment emails, website and all appropriate digital platforms.

7.5 Domain Hosting and Email migration

- The official domain to remain as www.experiencenortherncape.com
- To advise the authority of the details and security of hosting of the website and email.
- To manage current and develop new emails to name@experiencenortherncape.com when required.

7.6 Curated and Compelling Content

- Develop curated, factually correct and engaging content that will strengthen the positioning of the Northern Cape and its unique tourism offerings as a world class destination across all its digital platforms.
- Copy should be emotional, action-focused language that resonate and motivate their action.
- Allow for inclusion of content from partner sites, online travel platforms and online booking sites.
- Allow for the inclusion of newsfeeds from partners (Meltwater, Ornica, and World Travel News)
- Create compelling and curated content for Bloggs highlighting the unique experiences of the Northern Cape with value adds to encourage email address sharing/ surveys.

7.7 Accommodation Bookings

- Develop plug in's for booking systems (at least 3 which should be rotatable)

7.8 Site Plan and Architecture

- Develop an effective and user- friendly site plan and architecture to optimize user web use

7.9 Statistics and Research

- Create feedback and analytical reports
- Track user activity on the website

7.10 E-Newsletter

- Create Bi-monthly e-newsletters with compelling and curated content and distributed to target audience databases with lead magnets to generate leads.

7.11 Social Media Platforms and Bloggs

- Improve current platforms.
- Create compelling and curated content for blogs and social media platforms taking into consideration the specific needs of our target markets and segments.
- Manage platforms.
- Identify and create new appropriate digital platforms.

- Implement and maintain design elements as per the NCTA's CI manual.

7.12 Customer Retention Management Strategy Database Management

- Develop and implement a CRM strategy to ensure database is continuously updated to allow for optimum reach of our e-newsletters and other communiques shared.

7.13 Quality

- Demonstrate implementation of best practice with reference to design, information architecture, navigation, functionality, SEO, usability and user experience.
- Demonstrate innovativeness to ensure an impact is made.
- Demonstrate ability to use analytics and implement solutions to improve all digital platforms' performance.

8. EVALUATION CRITERIA

Phase 1: Minimum qualifying criteria:

Only companies who submit all the required SCM documentation as per provided forms, in the format required, as well as rate cards inclusive of VAT and a detailed price proposal as per requirements.

Please note no late bids will be accepted.

Phase 2: Evaluation of all bids against evaluation criteria below to determine a shortlist of qualifying companies, based on a threshold score of 75%

REQUIRED KEY COMPETENCIES 20%

- Proven experience in Craft CMS and other relevant platforms.
- A printed portfolio of evidence showing examples of experience, quality and successful track record as per content development and area of expertise as per items highlighted in points 3 – 7 as per this document.
- A printed portfolio of evidence showing examples of experience as outlined in points 3 – 7 highlighted in this document and included but not exclusive of quality and successful track record as per website optimization, design, development, commercialisation and maintenance area of expertise.
- A printed portfolio of evidence showing examples of experience, quality and successful track record as per social media management and engagement area of expertise.

An added advantaged

- Proven experience in providing scope of services required to clients in the travel and tourism industry nationally & internationally. (Experience and or offices in key African and or our key European markets (UK, Germany, Belgium, USA, France, Italy, Botswana and Namibia).

STRATEGIC CAPABILITIES **30%**

- Strategic capabilities for the purposes identified in this bid, in particular content development; e-marketing; social media and SEO

ENHANCEMENT OF DESTINATION PLATFORMS **30%**

- Proposal for the enhancement of the existing platforms as per the brief and marketing direction of the NCTA.

CAMPAIGN DEVELOPMENT **10%**

- Organisation's process of campaign development through to execution, using the Summer Differently Campaign as an example and aimed at the domestic and regional market

ANALYSIS AND EVALUATION OF PLATFORMS **10%**

- Analysis of all our platforms and plan to increase their reach

TOTAL: 100%

Phase 3

Preferential procurement and compliance with broad based black economic empowerment policy of the Northern Cape Provincial Government in accordance with the Preferential Procurement Policy Framework Act 5 of 2000 (PPPFA), the 90:10 system (price: BBEE) for final adjudication and award NCTA.

Phase 4

30-minute presentation may be requested by the Evaluation or Adjudication Committee; bidders will be informed by the NCTA.

9. PROPOSAL

Two hard copies and one electronic copy of the proposal must be submitted with the following format:

Section 1

Covering letter of the service provider and attachments

Section 2

Interpretation of the brief and scope of work

Section 3

Detailed project execution plan, including task definition and allocation, project timeframes / timetable and milestones (linked to the specified deliverables in the terms of reference) as well as feedback and reporting plan to the client.

Section 4

Referenced track record and summary information of relevant assignments previously completed.

Section 5

Summary of critical success factors and project risks and mitigation plan.

Section 6

Project team and profession role / task for each member of the team with abridged curriculum vitae, i.e., qualifications, expertise, experience and track record as well as references of each member of the team.

Section 7

Summary of company profile, as well as company experience and expertise.

Section 8

Detailed budget breakdown as well as rate cards for work areas and key personnel (inclusive of VAT)

ANNEXURES

Supporting information:

Statutory requirements of bidding as set out in the documents supplied with this Term of Reference identified as "Northern Cape Provincial Government, Government Procurement, General Conditions of Contract"

- Latest Central Database Report
- Valid Tax Clearance Certificate
- Valid BBBEE Certificate
- Any other relevant statutory certification as specified in the Terms of Reference

Failure to comply with the prescribed format and all the requirements (including bid pricing requirements) of these Terms of Reference, will disqualify your bid submission.

10. REQUIREMENTS OF OF THE PROPOSAL

10.1 Section 1 of the proposal must comprise a covering letter signed by the Service Provider accepting the rules of bidding, evaluation of bids, and bid evaluation criteria set out in the Terms of Reference with the following attachments:

- Original, valid tax clearance certificate from South African Revenue Services for the service provider
- Original valid BBBEE Certification
- Full contact details of the service provider

- Detailed information of the Service Provider, which is to include the CV and information of the business to be submitted.

10.2 Suitability for this assignment

- Relevant skills and experience: For each relevant experienced cited, outline the precise role the lead service provider played, the role of the firm, contract duration, contract outcomes, and contract value
- Availability to perform the work: This must be substantiated by listing the service providers other known commitments.
- HDI shareholder equity separately specified for each of the three HDI categories, in the lead service provider company.
- Names and HDI status of all proposed team members, setting out:
 - the role that each person will play in the assignment. This must be cross- referenced to each deliverable set out in the terms of reference.
 - the suitability of each person for the proposed roles in terms of their relevant skills and experience their availability to perform the work.
 - one-page resumes of each person highlighting responsibilities held for experience relevant to this assignment in the last 5 years.
 - summary of percentage of HDI South African professionals on the team, clearly showing the roles they will play.

10.3 Detailed price proposal

The price proposal of the service provider must set out detailed costs for the various identified aspects of the bid proposal as follows with scope as discussed above and for the full 3-year period, inclusive of VAT:

It should further be noted that this contract will be awarded as a fixed price contract with provision for part payment against deliverables. However, in order to allow for comparative evaluation, the proposal must include unit costs for activities to be carried out as identified as key deliverables by the appointed service provider.

The price proposal must be completed in an Excel Workbook. The agency rate card must also be attached. The proposal must also include a table of persons allocated to the assignment (and where possible to each task), and hourly rates to be charged per person. Failure to include this in the proposal will lead to disqualification.

11. RULES OF BIDDING

The rules of bidding for this assignment are as follows:

- The Service Provider must be a single legal entity with all other necessary expertise secured via subcontract. The client will enter a single contract with a single firm for delivery of the work set out in these terms of reference.
- Original tax clearance certificates dated within 6 months of the closing date of this bid must be submitted by all firms or individual consultants submitting bids as part of a consortium or joint venture.
- Original valid BBBEE Certification
- Bids must be submitted on fixed price basis and in compliance with Section 12.

- The costs of preparing proposals and of negotiating the contract will not be reimbursed.
- The client reserves the right to withdraw or amend these terms of reference by notice in writing to all parties who have received the terms of reference.
- The client reserves the right to call interviews with short-listed bidders before final selection.
- The client is not bound to accept any of the proposals submitted and reserves the right to call for best and final offers from short-listed bidders before final selection.
- The client reserves the right to negotiate price with the preferred bidder.
- Service providers may ask for clarification on these terms of reference or any of its annexures up to close of business 48 hours before the deadline for the submission of the bids. Any request for clarification must be submitted by email to Roscoe Miller and Thato Moses at roscoe@experiencenortherncape.com & thato@experiencenortherncape.com and answers will be emailed to all firms that register an interest in this assignment, without revealing the identity of the source of the questions.
- Any effort by a bidder to obtain additional information through verbal interaction may result in rejection of the bid of the bidder concerned.
- Service providers may not contact the client on any matter pertaining to their bid from the time when bids are submitted to the time the contract is awarded. Any effort by a bidder to influence bid evaluation, bid compensation or bid award decision in any manner, may result in rejection of the bid concerned.
- The service provider must complete all documents supplied with this term of reference, identified as "Northern Cape Provincial Government, Government Procurement, General Conditions of Contract".
- Bidders must comply with government supply chain management requirements and administrative requirements of the client.

12. TIMEFRAMES

Publishing of adverts: Tuesday, 21 June 2022

Compulsory Briefing Session: Tuesday 05 July 2022

Closing of tender: Tuesday 14 July 2022 at 12h00

13. REFERENCES

The following documents which can be accessed from our offices provide pertinent areas of data and strategy should be based on strategic targets as set out within the broader Northern Cape Economic Development and Growth Strategy (GEGDS):

- Northern Cape Economic Growth and Development Strategy
- Northern Cape Tourism Master Plan
- Northern Cape Tourism Authority Strategic Plan and Annual Performance Plan
- Northern Cape Brand Manual

14. PROPOSAL SUBMISSIONS

The deadline for all submissions is Thursday 14 July 2022 at 12h00. Completed tender documents must be hand delivered to:

**Northern Cape Tourism Authority
Tender Box
15 Villiers Street
Kimberley, CBD**