



SOUTH AFRICAN TOURISM

PART C: - TENDER EVALUATION PROCESS - SAT TENDER 303/25 MEDIA BUYING COMMUNICATION AGENCY FOR AFRICA CENTRAL, EAST, AND LAND HUBS

Summary of the Evaluation Phases (table below):

Table 1: Evaluation Summary

Phase 1 Administrative and Mandatory Bid Requirements	Phase 2 Desktop Functional Technical Evaluation	Phase 3 Price and Specific Goals Evaluation
<p>Bidders' responses will be evaluated based on Table 2 below.</p>	<p>Desktop Functional Technical Evaluation is divided into two (2) phases, desktop technical functionality and pitch presentation, with a weighting of 100% for each phase.</p> <ol style="list-style-type: none"> Phase 2A: Desktop technical functional evaluation on 100% (maximum threshold): <ul style="list-style-type: none"> A bidder must meet a minimum threshold of 70% or above on the desktop technical functional evaluation to be considered in the following evaluation phase, Phase 2B (Pitch Presentation). Failure to meet the minimum threshold will result in disqualification in this phase. <p>The bidders who meet the minimum threshold will be invited to a Pitch Presentation and will be provided with the South African Tourism Global Communication Strategy and the previous Africa-localised communication strategy.</p> <ol style="list-style-type: none"> Phase 2B Pitch Presentation = 100% (maximum threshold): <ul style="list-style-type: none"> The pitch presentation will be based on the Phase 2b evaluation criteria. A bidder must meet a minimum threshold of 70% or above on the pitch presentation evaluation to be considered for Phase 3 (Price and Preference B-BBEE Evaluation). Failure to meet the minimum threshold will result in disqualification in this phase. <p>NB: Bidders should reference the criteria to the portfolio of evidence in the bid proposal</p>	<p>The tender will be evaluated on the 80/20 preference points system (specific goals) based on the tender below R50 million.</p> <p>The highest-scoring bidder will be appointed on price and preference points (specific goals).</p>

Phase 1: Administrative Requirements

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.

Table 2: Phase 1 Evaluation

The documents that must be submitted	YES/NO	Non-submission may result in disqualification.
Registration on the Central Supplier Database (CSD)		<ul style="list-style-type: none"> All bidders, including proposed partner/subcontractor agencies, must be registered as a service provider on the National Treasury's Central Supplier Database (CSD). If the bidder is not registered, register with your company before submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number. Submit proof of registration. (Applicable to South African Companies only) Proof of registration can be in any form that SAT can verify that the bidder is registered on the CSD, e.g., MAAA number, CSD report, etc. Tax compliance is only considered when awarding the tender (the bidder), not during various evaluation phases. During the award phase, if a bidder is found to be non-compliant as per the CSD or SARS confirmation, the bidder must provide proof of compliance or written proof by SARS of their tax compliance status within seven working days, of which failure will result in the tender not being awarded to the bidder. <p>SAT reserves the right to consider the next bidder within the process.</p>
B - BBEE Certificate 1. Only applicable to SA bidders.		B - BBEE Certificate or, for companies that have 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 (Failure to submit a sworn affidavit will result in non-compliant on the preference points system)
Annexure A-Invitation (SBD 1)		<ul style="list-style-type: none"> Complete and sign where applicable. <p>If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, within two working days, a sign-off or duly completed of the SBD, and failure will result in the bid being disqualified.</p>
Annexure E-Declaration of Interest - SBD 4)		<ul style="list-style-type: none"> Complete and sign where applicable. <p>If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, within two working days, a sign-off or duly completed of the SBD, and failure will result in the bid being disqualified.</p>

Preference points claim form in terms of the preferential procurement regulations 2022 - SBD 6.1		<ul style="list-style-type: none"> • Complete and sign where applicable. <p>If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, within two working days, a sign-off or duly completed of the SBD, and failure will result in the bid being disqualified.</p>
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Phase 2: Desktop Functional Technical Evaluation is divided into two (2) phases, desktop technical functionality and pitch presentation, with the weighting of 100% for each phase.

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.

Bidders will be required to achieve a minimum threshold of **70%** in each of the phases to proceed to Phase 3 for Price and Specific Goals Evaluation.

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

Phase 2A: Desktop technical functional evaluation- A bidder will be evaluated out of 100% and is required to score a minimum threshold of **70%** to qualify for Phase 2 B (Pitch Presentation).

Phase 2B: Pitch Presentation - Bidders will be evaluated out of 100% and are required to score a minimum threshold of **70%** to be evaluated further in Phase 3 (Price and Specific Goals Evaluation).

Table 3 : Phase 2A Desktop Functional Evaluation

Phase 2A- Desktop Technical Evaluation Criteria	Weight Allocated	Reference pages in the bidder's proposal.
Evaluation criteria Company Expertise and Experience in Localising Media Strategy, Planning, and Buying: <u>Objective:</u> To assess the bidder's demonstrated ability to develop, localise, and execute strategic media plans in the CEL Africa region, with measurable results and operational understanding of local media landscapes. This includes evaluating the bidder's experience with multi-market campaigns, their negotiation capability with local media owners, their ability to optimise across channels, and their adherence to transparent media buying practices, specifically regarding rate negotiation and localisation of media formats. Illustrate your company's experience to the scope of work outlined in PART B: SCOPE OF WORK of this RFP, focusing specifically on projects conducted in Central Africa (Angola, DRC), East Africa (Ethiopia, Kenya, Tanzania and Uganda), and the neighbouring African (Land) countries (Botswana, Eswatini, Lesotho, Malawi, Mozambique, Namibia, Zambia and Zimbabwe). <u>Submission Requirements:</u> 1. 2 different case studies you have implemented within the past five (5) years in any of the specified CEL Africa markets. 2. The two case studies must be: - From different clients and sectors, to show diversity in	50	

<p>your expertise.</p> <ul style="list-style-type: none"> - Each must highlight distinct media formats (e.g. traditional, digital, Out Of Home, radio, etc.). - Each case study must be relevant to the nature and scope of work described in PART B: SCOPE OF WORK of this RFP. <ol style="list-style-type: none"> 3. Two (2) client reference letters, each corresponding to a case study. Must verify the agency's role in media planning and buying, with emphasis on local execution. 4. Provide two (2) written and contactable media owner reference letters corresponding to the selected case studies. From reputable local publishers, platforms, or broadcast/media owners. Must confirm the agency's expertise in media negotiations, placement coordination, and campaign optimisation in-market. 5. Market Capability Matrix (to evaluate the extent of CEL Africa market capacity): <ul style="list-style-type: none"> - For each of the 14 CEL Africa countries, specify: <ul style="list-style-type: none"> o If you have executed any campaigns in the last five (5) years - Yes/No? o If you have your own office or local partner (name required)? o In what media formats can you buy - use a checklist format: TV, Radio, Digital, Out-of-Home, Print, etc.? <p><u>Case Study Required Elements:</u></p> <p>The selected case studies must illustrate the:</p> <ol style="list-style-type: none"> 1. Business challenge/campaign objective. 2. SMART Key Performance Indicators/Targets and success criteria, 3. The localised solution you implemented, brief outline of your approach, audience targeting and segmentation, media channel selection rationale, local media partnerships and rate negotiations, media schedules and flow plans. Proof of Executions (including proof of flighting, images, video links, screenshots of placements and campaign reports) 4. Quantitative performance results - outline the results against the KPIs and explain lessons learned, campaign adaptations, and market impact. <p><u>Reference Letter Required Elements:</u></p> <ol style="list-style-type: none"> 1. Be written on official client letterhead. 2. Be signed and dated within the past five years. 3. Clearly reference the project described in the case study. 4. Verify the agency's role in media planning and buying, with emphasis on local execution. 5. Include the client's name, title, organisation, and direct contact details (email and/or phone) 6. Confirm that the client is contactable for verification. <p><u>Criteria Scoring:</u></p> <ul style="list-style-type: none"> • 3 points = All five (5) Submission Requirements are fully met. All four (4) Case Study Required Elements are included in each Case Study. All six (6) Reference Letter Required Elements are met. Market capability confirmed for at least 8 of 14 CEL Africa countries, with direct access or partners listed. • 2 points = Four (4) out of the five (5) submission requirements are addressed. Three (3) out of four (4) Case Study Required Elements are present in each Case Study. Four (4) out of six (6) Reference Letter Required Elements are included in each Reference Letter. 		
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<ul style="list-style-type: none"> • 1 point = Three (3) out of five (5) Submission Requirements are addressed. 2 out of 4 Case Study Required Elements are present in each Case Study. Two (2) out of six (6) Reference Letter Required Elements are included in each Reference Letter. • 0 points = Less than three (3) Submission Requirements are met. Case studies are either omitted, or not from CEL Africa markets, or older than five years, or missing localisation and activation details, or Reference letters are not provided, or do not meet any of the five (5) required elements (e.g., no contact details, undated, not on letterhead, not related to the required scope of work). 		
<p>Monitoring, Tracking, Optimising and Reporting</p> <p><u>Objective:</u> To assess the bidder's operational capability to monitor, track, optimise, and report on media campaign performance across the CEL Africa region, using verifiable tools and methods, and demonstrating data-led decision-making that improved outcomes.</p> <p>Based on the two case studies that you mentioned above, please provide us with the following elements on how you monitored, tracked, optimised, and reported on media performance.</p> <p><u>Elements to be Provided:</u> For each of the two case studies, provide the following:</p> <ol style="list-style-type: none"> Monitoring Approach <ul style="list-style-type: none"> ○ Frequency and method of campaign performance checks. ○ Channels monitored (e.g., digital, TV, OOH, radio, print). ○ Responsible team(s): indicate which functions are in-house vs outsourced. Tracking Tools Used <ul style="list-style-type: none"> ○ Specify analytics tools/platforms (e.g. Google Ads, Meta Business Suite, Nielsen, etc.) ○ Indicate metrics tracked (e.g. impressions, CPM, CTR, Reach, conversions, frequency) Optimisation Actions <ul style="list-style-type: none"> ○ What performance issues were identified? ○ What actions were taken to improve delivery (e.g. reallocation of budget, change in creative or platforms, targeting changes)? ○ Quantified evidence of improved performance post-optimisation (e.g. 35% increase in CTR, etc.). Reporting <ul style="list-style-type: none"> ○ State if weekly, monthly or end of campaign. ○ Type and format of reports (e.g. dashboards, EXCEL, PPTs, automated reports) ○ Include sample visuals or summaries (screenshots, graphs, performance charts, optimisation summaries etc.) <p><u>Criteria Scoring:</u></p> <ul style="list-style-type: none"> • 3 points = All elements provided in both case studies. • 2 points = 3 elements provided. 	20	

<ul style="list-style-type: none"> • 1 point = 2 elements provided. • 0 points = 1 element provided. No or irrelevant response to the requirements. 		
<p>Experience of the Service Team:</p> <p>Objective: To assess the strength and relevance of the proposed service team's experience in media strategy, planning, buying, and account management in the African market, based on demonstrated credentials, qualifications, and client/campaign history.</p> <p>Highlight the companies your personnel have worked for and the clients or campaigns they have managed to illustrate their media strategy, planning and buying experience within the African continent. Please provide details of any applicable and noteworthy credentials, along with their summarised CVs, related to media strategy, planning, buying, and account management.</p> <p><u>Submission Requirements</u></p> <ol style="list-style-type: none"> 1. Summarised CVs (a maximum of one page) for each proposed team member involved in media strategy, planning, buying, or account management. 2. Noteworthy Credentials Summary: examples = Relevant formal qualifications (e.g., degrees or diplomas in marketing, communication, or media space). Achievements or recognitions that demonstrate expertise, credibility, and relevance to this RFP scope. Industry-recognised certifications. Industry awards or recognition for campaigns delivered in Africa. Track record of managing high-profile or multi-country campaigns in Africa. 3. Work History for each team member, showing: <ul style="list-style-type: none"> ○ Named clients/campaigns worked on within the African continent. ○ Roles and responsibilities held in each example. ○ Media formats handled (e.g. digital, Out Of Home, radio, TV, print) 4. Organogram with clear reporting lines for project roles. <p><u>Criteria Scoring</u></p> <ul style="list-style-type: none"> • 3 points = All 4 Submission Requirements are provided for more than 8 team members. • 2 points = All 4 Submission Requirements are provided for 4 to 8 team members. • 1 point = All 4 Submission Requirements are provided for 3 team members. • 0 points = Less than 3 profiles submitted, or profiles do not include African experience or relevant industry certifications/qualifications. 	20	

<p>Commission Structure and Costings.</p> <p>Objective: To objectively assess the agency's cost and commission structure in delivering media strategy, planning, and buying services. The review will evaluate financial transparency, resource allocation, rebate handling policies and how cost structures contribute to measurable media performance outcomes.</p> <p>Based on the two (2) case studies you highlighted, please provide how you utilised the allocated budget and structured your commission.</p> <p>Submission Requirements:</p> <ol style="list-style-type: none"> 1. Provide a breakdown of how the project budget was allocated across: media strategy development, media planning, channel-specific media buying, analytics and reporting, and project/account management. 2. A transparent fee structure, showing agency fees/commissions, mark-ups, and third-party costs (e.g., research platforms, production, influencer marketing fees, media monitoring, ad tech platforms), and how discounts/rebates are handled. Declare if the fee is based on % of spend, fixed fee or time and resources. Attach any formal policies or codes of conduct that govern rebate handling, cost transparency, or supplier neutrality in your organisation. 3. Rebate Models and Policy Declaration: Clearly state whether media rebates, bonuses, volume discounts, or commissions received from media owners are fully returned to the client, partially returned (state the %) or retained in full by the agency. Include supporting documentation or a sample rebate clause from your standard client agreements, if applicable. If no rebates are received, this must be explicitly declared. 4. Provide a resource rate card for key media roles (e.g. strategist, buyer, analyst, account manager), showing: <ul style="list-style-type: none"> o Title and seniority o Hourly/daily rate o Time billed to the project Must align with known industry norms for the region. 5. A justification for the budget allocation strategy. Justification should show how the spend enabled outcomes (e.g. "R500K on digital generated 1.2M impressions at R0.41 CPM.") 6. Cost-control measures applied. <p>All elements must be tied to project objectives, demonstrate value for money, and reflect an efficient use of resources.</p> <p>Criteria Scoring</p> <ul style="list-style-type: none"> • 3 points = All 6 submission requirements are fully provided. • 2 points = 4-5 of the 6 requirements are provided. • 1 point = 2-3 of the 6 requirements are provided. • 0 points = only 1 of the 6 requirements is provided. No budget, fee structure, resource rate card, or Rebate Models and Policy Declaration provided, response is irrelevant, or is not linked to any of the case studies provided. No alignment with project objectives. 	10	
PHASE 2.A TOTAL	100	

Table 4: Phase 2B Desktop Functional Evaluation

Phase 2B- Pitch Presentation Evaluation Criteria	Weight Allocated	Reference pages in the bidder's proposal.
<p>Evaluation criteria</p> <p>Develop a localised media communication strategy for the CEL Africa region that addresses the destination brands' challenges, business objectives, and brand goals.</p> <p>Objective: To assess the bidder's capability to develop and present a robust, localised multi-market media communication strategy for all 14 CEL Africa countries that aligns with South African Tourism's global brand goals. The strategy must reflect a deep understanding of local market conditions, demonstrate audience targeting precision, show ROI-focused planning and buying, and present clear, executable actions tailored for each country.</p> <p>Pitch Presentation Requirements: Bidders must present a comprehensive multi-country strategy covering the following:</p> <ol style="list-style-type: none"> Strategic Framework for a 14-Country Campaign: Strategic media thinking in localising the SAT global communication strategy. <ul style="list-style-type: none"> Understanding of the brief and business objectives Key communication challenge(s) and strategic response Specifying Audience insight, segmentation, and persona development (based on African traveller data) Media communication strategy and rationale (why specific channels, audiences, timing, formats?). Integration across paid, owned and earned media (offline, digital, social, influencer, etc.) Country-Specific Media Planning and Buying Approach: A strategic approach that involves developing a plan to place advertisements to reach a target audience strategically. <ul style="list-style-type: none"> Approach to media planning (tools, methodology, collaboration) Buying efficiencies and negotiation power Key media channels to be used Media mix justification by channel (reach, frequency, effectiveness, cultural relevance) Forecasted media KPIs Market Adaptation and Execution: Localisation of strategy with tailored initiatives for the CEL Africa region with integration across media (offline, digital, social, influencer, etc.). <ul style="list-style-type: none"> Localised messaging adaptations per country Cultural/media consumption patterns considered Local execution plan: media partners, talent, influencers Use of in-country teams or vetted local partners Media Schedules per country Creativity and Innovation Components: <ul style="list-style-type: none"> Examples of innovative media solutions or partnerships. Use of non-traditional channels or emerging platforms. Illustrate thought leadership in trends, new formats, and technology. Local Market Knowledge and Reach: <ul style="list-style-type: none"> Showcase the understanding of target market nuances. Experience with similar industries or audiences. Showcase geographic reach and partner networks that will support the campaign roll-out (critical in multi-country campaigns). <p>Pitch Presentation Criteria Scoring</p> <ul style="list-style-type: none"> 3 points = All 5 pitch presentation requirements were presented. 2 points = 3-4 pitch presentation requirements were presented: 1 point = Only 1-2 Pitch Presentation requirements were presented: 	50	

<ul style="list-style-type: none"> • 0 points = The presented strategy is not relevant, or the content does not align with the SAT strategy or CEL market focus; presentation was incomplete or irrelevant. 		
<p>Identify two (2) Synergistic Collaboration Opportunities for SA Tourism Africa with relevant distribution channels.</p> <p>Objective: To evaluate the bidder's ability to identify, negotiate, and activate strategic, Africa-relevant media and distribution partnerships that enhance campaign reach, cultural resonance, and media ROI across CEL Africa markets. The evaluation will consider alignment with SAT's brand, potential for multi-market impact, and evidence of readiness and feasibility.</p> <p>Pitch Presentation Requirements: Bidders must present two (2) clearly defined and ready-to-activate collaborative media partnerships that are aligned to South African Tourism's brand values and campaigns in the CEL Africa region. For each collaboration, bidders must present:</p> <ol style="list-style-type: none"> Partnership Profile and Rationale: <ul style="list-style-type: none"> ○ Name and type of partner (e.g., broadcaster, digital platforms/Online Travel Agents (OTAs), Influencers/Content Creators, travel portal, tourism board) ○ Region(s) of operation ○ Relevance to SAT's audiences and campaign goals Nature of Collaboration: <ul style="list-style-type: none"> ○ Proposed activation model (e.g., content syndication, co-branded storytelling, barter media, influencer amplification, etc.) ○ Integration with planned media or campaign touchpoints ○ Specific channels/formats involved (e.g., linear TV, mobile web, WhatsApp, radio, travel app) Proof of Engagement or Feasibility: <ul style="list-style-type: none"> ○ Letters of intent, sample agreements, or prior collaborations ○ Contact names for verification Estimated Value or Impact: <ul style="list-style-type: none"> ○ Estimated reach uplift or media value ○ Potential cost savings (e.g., barter deal value, bonus inventory, subsidised production) ○ Relevance across multiple CEL markets Partner Exclusivity or Differentiation: <ul style="list-style-type: none"> ○ Whether the opportunity offers SAT a first-mover or exclusive position ○ Whether it taps into culturally relevant, localised distribution or underutilised platforms <p>Pitch Presentation Criteria Scoring</p> <ul style="list-style-type: none"> • 3 points = All 5 pitch presentation requirements were presented. • 2 points = 4-5 pitch presentation requirements were presented. • 1 point = Only 2-3 Pitch Presentation requirements were presented. • 0 points = Only 1 Pitch Presentation requirement was presented, or no relevant collaborations were presented, or the content does not align with the SAT strategy or CEL market focus; presentation was incomplete or irrelevant. 	15	
<p>Expertise, experience and account management and team.</p> <p>Objective: To evaluate the bidder's organisational capacity, account management structure, and operational ecosystem to support the delivery of media services across the SAT CEL Africa Region.</p>	20	

<p>Pitch Presentation Requirements: Bidders must present the following:</p> <ol style="list-style-type: none"> Organogram: <ul style="list-style-type: none"> Diagram showing the structure of the core team assigned to the SAT account. The Organogram must include at least 10 defined roles with reporting lines and a dedicated account manager. Includes clearly labelled roles and reporting lines. Identify senior oversight and day-to-day account management personnel. Account Management Process: <ul style="list-style-type: none"> Written process outlining how the SAT account will be managed across functions. Cover project planning, coordination, escalation, and reporting procedures. What measures are in place to ensure continuity of service in the event of staff turnover? Specify what tools or systems (e.g., Monday.com, MS Teams, Slack, Trello, email, dashboards) you use for client interaction and campaign updates. Agency Ecosystem: <ul style="list-style-type: none"> Documented list of in-market partners or affiliates across the Africa CEL markets. Includes each partner's name, country, scope of support (e.g., media owner, media buyer, production, creative, etc.), and any previous collaboration with the bidder. Sample or overview of back-of-house processes showing coordination between the lead agency and in-market partners. <i>This is to be highlighted during the pitch presentation and included in a detailed document as a leave-behind.</i> <p>Expectation: <i>In addition to the Senior pitch presentation team, the core account team (Account Manager, Digital Manager, Strategist and Lead Planner) should also be present.</i></p> <p><u>Pitch Presentation Scoring</u></p> <ul style="list-style-type: none"> 3 points = All 3 Pitch Presentation Requirements were presented. 2 points = 2 of the 3 Pitch Presentation Requirements were presented. The Organogram is present but includes fewer than 10 roles or lacks reporting lines. The Account management process comprises fewer than 3 workflow areas. 1-2 in-market partners listed, with partial or missing role descriptions. The Back-of-house process sample is incomplete - it does not include in-market partners. 1 point = Only 1 Pitch Presentation Requirement was presented. The Organogram or account management plan is present, but it is missing core role identification or workflow steps. The Ecosystem list is not included, or lists affiliates without a defined function or location. No back-of-house process sample provided. 0 points = None of the Pitch Presentation Requirements were presented, or the Pitch Presentation Requirements are not relevant to account management for the SAT brief and scope of work. 		
<p>Media performance management, monitoring, optimisation, and reporting - approach, service and proprietary tools that will be made available to South African Tourism. Must support your multi-country, localised media communication strategy across the 14 CEL Africa markets.</p> <p><u>Objective:</u> To assess the bidder's capability to deliver accountable, transparent, and data-driven media performance reporting. The review will evaluate the bidder's tools, reporting formats, optimisation approach, and ability to produce actionable insights aligned to South African Tourism's KPIs across 14 CEL Africa markets.</p> <p><u>Pitch Presentation Requirements:</u> Bidders must present examples or templates that demonstrate the following:</p>	15	

<ol style="list-style-type: none"> 1. Structured Reporting Format <ul style="list-style-type: none"> ○ Includes clearly defined performance KPIs aligned with the proposed localised digital strategy. ○ Define success metrics. ○ Provide a sample country-level and multi-country summary report template. 2. Use of Analytics Tools <ul style="list-style-type: none"> ○ Showcase tools and platforms that would be used for monitoring and reporting (e.g., e.g. Nielsen, Google stack, Kantar, DSPs, DMP, or any proprietary technology). ○ Demonstrates how data is captured and visualised. 3. Performance tracking and Optimisation <ul style="list-style-type: none"> ○ Illustrate how performance will be tracked. ○ Illustrate how performance will be optimised in real time. ○ Share any frameworks or models your team uses for ongoing optimisation and learning. ○ Describe the workflow for daily/weekly/monthly performance reviews and decision-making. 4. Insights and Recommendations <ul style="list-style-type: none"> ○ Includes sample analysis (what the data means) and data-driven recommendations for optimisation. ○ Demonstrate how cultural/media consumption nuances from individual markets are incorporated into insight development. 5. Reporting Frequency & Governance <ul style="list-style-type: none"> ○ Indicates how frequently reports are delivered and who is responsible for review and improvement (e.g. monthly, quarterly, per campaign). <p>Criteria Scoring</p> <ul style="list-style-type: none"> • 3 points = All 5 Pitch Presentation Requirements were presented. • 2 points = 3-4 of the submission requirements were presented. • 1 point = Only 1-2 submission requirements were presented. • 0 points = No report was presented, or the presentation was irrelevant or non-compliant with RFP. No data, tools, KPIs, or performance structure evident. 		
PHASE 2B TOTAL	100	

NB: Bidder/s will be required to present their costing.

The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- 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.

Phase 3: Price and Preference (specific goals) Evaluation (80/20) = 100 points

Only Bidders who meet the minimum 70% threshold of functionality in Phase 2B will be evaluated in Phase 3: Price and Specific Goals Evaluation.

- Failure to meet the minimum threshold during Phase 2B, the bidder will not qualify for Phase 3.

The total points for price evaluation (out of 80) and the total points for specific goals evaluation (out of 20) will be consolidated. The bidder who scores the highest points for comparative pricing and specific goals after the consolidation of points will normally be considered as the preferred bidder with whom South African Tourism will enter into further negotiations for the respective marketing discipline that was tendered.

Table 5: Price and Preference (specific goals)

1. LIST OF RETURNABLES BIDDERS SHOULD PLEASE ADHERE TO THE FOLLOWING INSTRUCTIONS a) TICK APPLICABLE BOX b) ENSURE THAT THE FOLLOWING DOCUMENTS ARE COMPLETED, SUBMITTED AND SIGNED WHERE APPLICABLE			
ANNEXURES	DOCUMENT DESCRIPTION	YES	NO
PART A & B	IS BID INVITATION FORM, TERMS, AND CONDITIONS FOR BIDDING COMPLETED, SIGNED, AND SUBMITTED?		
SUPPLIER IS REQUIRED TO USE THE PRESCRIBED SEQUENCE IN ATTACHING THE ANNEXURES THAT COMPLETE THE BID OR RFQ DOCUMENT			
ANNEXURE A	IS THE STANDARD BID DOCUMENT (SBD4) FORM BIDDER'S DISCLOSURE COMPLETED, SIGNED AND SUBMITTED?		
ANNEXURE B	IS BIDDER'S SWORN AFFIDAVIT - EXEMPTED MICRO ENTERPRISE (EME) - OR QUALIFYING SMALL ENTERPRISE (QSE) - STILL VALID (FOR A PERIOD OF 12 MONTHS) FROM THE DATE SIGNED BY COMMISSIONER SUBMITTED TO CLAIM POINTS FOR SMME'S?		
ANNEXURE C	IS THE BIDDER'S QUOTED PRICE OR FINANCIAL OFFER SUBMITTED AND ALIGNED WITH THE SCOPE OF WORK? OR STATED IN THE BELOW TABLE OF DESCRIPTION OF SERVICE/GOODS?		
ANNEXURE D	IS PROOF OF OWNERSHIP BY BLACK WOMAN ATTACHED IN THE FORM OF (A) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED, (B) COPY OF THE ID-DOCUMENT(S) OF THE BLACK WOMAN(E)		
ANNEXURE E	IS PROOF OF OWNERSHIP BY BLACK PERSON (S) IN THE FORM OF, (A) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE BLACK OWNERSHIP IS LISTED, AND (B) COPY OF IDENTITY DOCUMENTS.		
ANNEXURE F	IS PROOF OF OWNERSHIP BY BLACK YOUTH ATTACHED IN THE FORM OF (A)) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED, (B) COPY OF THE ID-DOCUMENT(S) OF THE BLACK YOUTH.		
ANNEXURE G	IS THE LATEST REPORT FROM CENTRAL SUPPLIER DATABASE (CSD) SUBMITTED? THE REPORT WILL BE USED AMONGST OTHERS TO VERIFY TAX COMPLIANT AND BANKING DETAILS. TO FURTHER CONFIRM IF THE SHAREHOLDERS/DIRECTORS OF THE COMPANY ARE BLACK WOMEN, BLACK YOUTH OR BLACK-OWNED. INFORMATION AND DETAILS ON BLACK WOMEN, BLACK YOUTH AND BLACK OWNERSHIP SHOULD BE SIMILAR TO THE INFORMATION SUBMITTED ON ANNEXURES B, C, D, E AND F ABOVE.		
2. APPLICATION OF PREFERENCE POINT SYSTEM 4.1 DEFINITIONS HISTORICALLY DISADVANTAGED INDIVIDUALS (HDI) IS DEFINED AS A SOUTH AFRICAN CITIZEN - a) WHO, DUE TO THE APARTHEID POLICY THAT WAS IN PLACE, HAD NO VOTING RIGHTS IN THE NATIONAL ELECTIONS PRIOR TO THE INTRODUCTION OF THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1983 (ACT NO. 100 OF 1983) OR THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1993 (ACT NO. 200 OF 1993) (<i>"THE INTERIM CONSTITUTION"</i>) AND OR b) WHO IS A WOMAN AND/OR c) YOUTH 4.2 WITH THE UNDERSTANDING THAT ANY PERSON WHO RECEIVED SOUTH AFRICAN CITIZENSHIP ON OR BEFORE THE INTRODUCTION OF THE INTERIM CONSTITUTION, WILL NOT BE DEEMED TO BE HDI. 4.3 ANY REFERENCE TO WORDS "BID" OR "BIDDER" HEREIN AND/OR IN ANY OTHER DOCUMENTATION SHALL BE CONSTRUED TO HAVE THE SAME MEANING AS THE WORDS "TENDER" OR "TENDERER". 4.4 "A WOMAN" REFERS TO A FEMALE PERSON WHO IS A SOUTH AFRICAN CITIZEN 4.5 "HDI EQUITY OWNERSHIP" REFERS TO THE PERCENTAGE OF A PARTNERSHIP OR BUSINESS THAT IS OWNED BY INDIVIDUALS, OR IN THE CASE OF A COMPANY, THE PERCENTAGE OF SHARES WHICH IS OWNED BY INDIVIDUALS WHO ARE ACTIVELY INVOLVED IN THE MANAGEMENT DECISIONS AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE COMPANY OR BUSINESS AND WHO EXERCISES CONTROL IN THE BUSINESS IN RELATION TO THEIR OWNERSHIP AT THE			

CLOSE OF TENDER. WHERE INDIVIDUALS ARE NOT ACTIVELY INVOLVED IN THE MANAGEMENT AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE BUSINESS AND WHO DOES NOT EXERCISE CONTROL IN RELATION TO THE PERCENTAGE OF THEIR OWNERSHIP, EQUITY OWNERSHIP POINTS CANNOT BE AWARDED.

- 4.6 “**BLACK PEOPLE**” IS A GENERIC TERM WHICH MEANS AFRICANS, COLOURED AND INDIANS WHO ARE CITIZENS OF THE RSA BY BIRTH OR DESCENT OR BY NATURALISATION BEFORE 27 APRIL 1994 OR AFTER.
- 4.7 “**SMALL ENTERPRISE**” MEANS A SEPARATE AND DISTINCT BUSINESS ENTITY, TOGETHER WITH ITS BRANCHES OR SUBSIDIARIES, IF ANY, INCLUDING COOPERATIVE ENTERPRISES, MANAGED BY ONE OWNER OR MORE PREDOMINANTLY CARRIED ON IN ANY SECTOR OR SUBSECTOR OF THE ECONOMY.
- 4.8 “**YOUTH**” IS A GENERIC TERM WHICH MEANS PERSONS BETWEEN 14 TO 35 YEARS OF AGE. (THE MAXIMUM AGE OF PERSON/DIRECTOR/SHAREHOLDER ETC MUST BE BELOW OR 35 YEARS ON OR BEFORE THE CLOSING DATE AND TIME OF THE RFQ)
- 4.9 “**EXEMPTED MICRO ENTERPRISE (EME)**” IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE WITH AN ANNUAL TOTAL REVENUE OF R 10 MILLION OR LESS.
- 4.10 “**QUALIFYING SMALL ENTERPRISE (QSE)**” IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE WITH AN ANNUAL TOTAL REVENUE OF BETWEEN R 10 MILLION AND R 50 MILLION
- 4.11 “**SPECIFIC GOALS**” REFERS TO CONTRACTING WITH PERSONS, OR CATEGORIES OF PERSONS, HISTORICALLY DISADVANTAGED BY UNFAIR DISCRIMINATION ON THE BASIS OF RACE, GENDER OR DISABILITY AND IMPLEMENTING PROGRAMME AS PUBLISHED IN THE GOVERNMENT GAZETTE NO. 16085 DATED 23 NOVEMBER 1994.

4.1280 / 20 PREFERENCE POINT SYSTEM

TENDERERS WILL BE AWARDED POINTS AS FOLLOWS:

The points must be allocated and awarded as follows:

i.	Total Tendered Price	: 80 points	} Specific Goals (Maximum points)
ii.	Black Women Ownership	: 04 points	
iii.	Black Ownership	: 10 points	
iv.	Black Youth	: 02 points	
v.	Small, Medium and Micro Enterprises	: 04 points	

(SMME's)

Total : 100 points

- 4.13 THE POINTS SCORED FOR SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE AND THE TOTAL MUST BE ROUNDED OFF TO THE NEAREST 2 DECIMAL PLACES

4.14 TENDER PRICE

THE FOLLOWING FORMULA WILL BE USED TO CALCULATE THE POINTS OUT OF 80 FOR PRICE IN RESPECT OF TENDER WITH A RAND VALUE NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). THE LOWEST ACCEPTABLE TENDER MUST SCORE 80 POINTS FOR PRICE, AND OTHER TENDERS WHICH ARE HIGH IN PRICE MUST SCORE FEWER POINTS, ON PRO RATA BASIS.

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

WHERE -

PS = POINTS SCORED (AWARDED) FOR PRICE OF TENDER UNDER CONSIDERATION
 PT = PRICE OF TENDER UNDER CONSIDERATION; AND
 PMIN = PRICE OF THE LOWEST ACCEPTABLE TENDER

4.15 SPECIFIC GOALS

4.15.1 % OWNED BY PEOPLE WHO ARE BLACK WOMEN (WO)

A MAXIMUM OF FOUR (04) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK WOMAN. EQUITY OWNERSHIP FOR BLACK WOMEN WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBER/S WHO ARE ACTIVELY INVOLVED IN THE DAY TO DAY MANAGEMENT OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK WOMEN ----- %

THUS, POINTS AWARDED: $4 \times \frac{\% WO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:



- a) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- b) COPY OF THE ID-DOCUMENT (S) OF THE BLACK WOMAN(E)
- c) LATEST CENTRAL SUPPLIER DATABASE (CSD) REPORT OF WHICH OWNERSHIP OF THE BLACK WOMAN IS LISTED

4.15.2 % OWNED BY BLACK PEOPLE (BO)

A MAXIMUM OF TEN (10) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK AND DOES NOT HAVE VOTING RIGHTS ACCORDING TO THE DEFINITION OF AN HDI. EQUITY OWNERSHIP FOR BLACKS WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBERS WHO ARE ACTIVELY INVOLVED IN THE DAY-TO-DAY ACTIVITIES OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK PERSON(S) WHO DID NOT HAVE VOTING RIGHTS... %

THUS, POINTS AWARDED: $10 \times \frac{\% BO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) COPY OF ID DOCUMENT.
- b) COPY OF THE FOUNDING DOCUMENTATION ON THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- c) LATEST CSD REPORT WITH BLACKS AS SHAREHOLDERS/DIRECTORS OF THE COMPANY

4.15.3 SMALL, MEDIUM AND MICRO ENTERPRISES (SMMEs)

A MAXIMUM OF FOUR (4) POINTS WILL BE AWARDED TO A TENDERER WHO IS CLASSIFIED AS SMME

IS THE COMPANY CLASSIFIED AS EME OR QSE?

YES = 4 POINTS =

NO = 0 POINT

PROOF OF DOCUMENTATION MUST BE ATTACHED IN THE FORM OF:

- a) SWORN AFFIDAVIT THAT IS VALID FOR A PERIOD OF 12 MONTHS FROM THE DATE SIGNED BY THE COMMISSIONER.

4.15.4 % OWNED BY BLACK YOUTH

A MAXIMUM OF TWO (2) POINTS WILL BE AWARDED TO A TENDERER WHO IS Black Youth. EQUITY OWNERSHIP FOR BLACK YOUTH WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBERS WHO ARE ACTIVELY INVOLVED IN THE DAY TO DAY ACTIVITIES OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK YOUTH. %

THUS, POINTS AWARDED : $2 \times \frac{\% DO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) A COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- b) A COPY OF ID DOCUMENT;
- c) LATEST CENTRAL SUPPLIER DATABASE (CSD) REPORT OF WHICH OWNERSHIP OF THE BLACK YOUTH IS LISTED.

4.15.5

Table B: Ownership

NAME AND SURNAME /ENTITY NAME	GENDER (MALE OR FEMALE)	AGE i.e., 32	CITIZENSHIP (RSA, OR SPECIFY OTHER)	ETHNIC GROUP (BLACK, WHITE, ETC.)	NUMBER OF SHARES PER SHAREHOLDER	PERCENTAGE OF OWNERSHIP (%) PER SHAREHOLDER
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Total						

(To be completed by bidder)

TABLE- C: SPECIFIC GOALS

Ownership	Total percentage of ownership	specific goals points claimed
Black Woman ownership		
Black Ownership		
Black Youth Ownership		
Total		

4.16 THE SAT CAN ONLY AWARD POINTS PROVIDED SUFFICIENT INFORMATION AND REQUIRED DOCUMENTS ARE CORRECTLY COMPLETED AND RETURNED WITH THE PROPOSALS IN LINE WITH LIST OF RETURNABLE DOCUMENTS ON PARAGRAPH THREE (3) ABOVE. POINTS OBTAINED FOR PRICE SHOULD BE ADDED TO POINTS OBTAINED FOR SPECIFIC GOALS.

4.17 TENDER MUST BE AWARDED TO THE TENDERER SCORING THE HIGHEST POINTS. HOWEVER, A CONTRACT MAY BE AWARDED TO A TENDERER THAT DID NOT SCORE THE HIGHEST POINTS ONLY IN ACCORDANCE WITH SECTION 2 (1)(F) OF THE PPPFA 05 OF 2000.

3. CRITERIA FOR BREAKING DEADLOCK IN SCORING

- a) IF TWO OR MORE OF THE TENDERERS HAVE SCORED EQUAL TOTAL NUMBER OF POINTS, THE CONTRACT WILL BE AWARDED TO THE TENDERER THAT SCORED THE HIGHEST POINTS FOR SPECIFIC GOALS;
- b) IF TWO OR MORE TENDERS SCORE EQUAL TOTAL NUMBER OF POINTS IN ALL RESPECTS, THE AWARD WILL BE DECIDED BY THE DRAWING OF LOTS

4. DELIVERIES

- a. ALL DELIVERIES MAY BE ACCOMPANIED BY A DELIVERY NOTE OR AN INVOICE OF AN OFFICIAL PURCHASE ORDER NUMBER AGAINST WHICH THE DELIVERY HAS BEEN AFFECTED
- b. DELIVERIES NOT COMPLYING WITH THE PURCHASE ORDER FORM MAY BE RETURNED TO THE SUPPLIER(S) AT THE SUPPLIER'S EXPENSE. SAT WILL NOT BE LIABLE FOR PAYMENT OF INCORRECTLY DELIVERED GOODS OR SERVICE

<p>c. BIDDERS SHOULD INDICATE THE PLANNED DELIVERY PERIOD (IN DAYS) FROM THE DATE AN ORDER IS ISSUED</p>	
<p>5. POPIA DISCLAIMER</p> <p>5.1. COMPLIANCE WITH THE PERSONAL INFORMATION ACT, 4 OF 2013 PERSONAL INFORMATION SHARED WITH THE SAT SHALL BE TREATED WITH CONFIDENTIALITY AND IN COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT, 4 OF 2013 (POPIA) AND OTHER APPLICABLE LAWS. FOR PURPOSES OF THIS DISCLAIMER, "PERSONAL INFORMATION" SHALL BE DEFINED AS DETAILED IN THE PROMOTION OF ACCESS TO INFORMATION ACT, ACT 2 OF 2000 (PAIA) AND POPIA, AND "PROCESSING" AND "FURTHER PROCESSING" SHALL BE READ, INTERPRETED AND UNDERSTOOD AS DETAILED AND DEFINED IN POPIA.</p> <p>5.2. CONSENT TO PROCESSING AND FURTHER PROCESSING OF PERSONAL INFORMATION THE SATMAY PROCESS AND FURTHER PROCESS RECEIVED PERSONAL INFORMATION, INTERNALLY OR EXTERNALLY, IN THE EXECUTION OF ITS MANDATE AND/OR AS REQUIRED BY LAW. THE SATMAY SHARE PERSONAL INFORMATION WITH ITS SERVICE PROVIDERS, AGENTS, CONTRACTORS, LEGAL AND OTHER PROFESSIONAL ADVISORS AUTHORISED TO PROCESS THIS INFORMATION. THE SATMAY THUS PLACE RECEIVED PERSONAL INFORMATION IN THE PUBLIC DOMAIN DUE TO THE NATURE AND REQUIREMENTS OF ITS WORK.</p> <p>5.3. FURTHER PROCESSING OF PERSONAL INFORMATION YOU FURTHER GRANT THE SATEXPRESS AND/OR IMPLIED PERMISSION TO FURTHER PROCESS RECEIVED PERSONAL INFORMATION AND PLACE IT IN THE PUBLIC DOMAIN, IN THE EXECUTION OF ITS MANDATE AND STATUTORY OBLIGATIONS.</p> <p>5.4. DUTY OF CARE THE SAT VALUES YOUR PRIVACY AND SHALL TAKE ALL REASONABLE MEASURES TO PROTECT RECEIVED PERSONAL INFORMATION.</p> <p>5.5. EXEMPTION FROM LIABILITY THE SAT(INCLUDING ITS OFFICIALS AND/OR EMPLOYEES) ACCEPTS NO LIABILITY WHATSOEVER, FOR ANY LOSS, DAMAGE (WHETHER DIRECT, INDIRECT, SPECIAL, OR CONSEQUENTIAL), AND/OR EXPENSES OF ANY NATURE WHATSOEVER WHICH MAY ARISE AS A RESULT OF, OR WHICH MAY BE ATTRIBUTABLE DIRECTLY OR INDIRECTLY, FROM INFORMATION MADE AVAILABLE HEREIN, OR ACTIONS OR TRANSACTIONS RESULTING THEREFROM</p>	

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