

Date: 27 October 2022

REF: RFQ-012-AI-22

Dear Bidder

Subject Matter: Request for a proposal - Creative Data re-design

1. Background and Scope of Work

South African Tourism Board (SA 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 3A Public Entity in schedule 3 of the Public Finance Management Act 1 of 1999.

The mandate of SA 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 a common cause that tourism is a key strategic industry in terms of The National Tourism Sector Strategy documents as it supports governments' objectives of alleviating the triple challenges of unemployment, poverty, and inequality.

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. SA Tourism is on a journey towards re-establishing the entity as the main tourism authority and the thought leader to provoke, inspire, and challenge the thinking of the sector and players within and in adjacent industries to increase the contribution of tourism to bettering the lives of citizens within and outside of the tourism value chain.

1.1. BUSINESS PROBLEM

The AI unit is a business unit within SA Tourism. The unit is responsible for the collection of tourism data, authenticating the data, and putting the data in a format that makes it easy for non-research users to understand. currently, the unit has several PowerPoint presentations that need to be translated into an infographic-style output. the purpose of this RFQ is to find a company that can translate the data from the PowerPoint presentation into a format that is easily digestible for users.

Presentations afford the attendee to hear the presenter decode the information on the slide, beyond reading word for word. There is the provision of insight, highlighting of connections, and identifying themes across multiple slides that culminate in a complete story. This narrative is a combination of the visual representation of the data (charts, graphs, call-out boxes, etc.), and the text summaries on each

slide. However not every presentation can be presented in person or virtually to the long list of stakeholders. To this end, we need a supplier that can through visual language, infographics, charts, icons, and images/animations capture all the essence of a presentation and the insights emerging from the presentation into a brief, visually appealing, easy-to-understand, and highly informative infographic deliverable.

1.2. WHAT IS NEEDED?

The AI unit is looking for reputable and suitably qualified companies who have experience in putting infographics together to take data-heavy content and create high-quality engaging summaries that provide learnings and deliver insight and have clear recommendations. Bidders will need to demonstrate a good understanding of how to present data, how to articulate the point of the data, and the ability to be succinct, clear, and directive in the language used, in an appropriate tone for the various audiences. The entire stakeholder web that will consume this report includes but is not limited to internal leadership, external oversight bodies, industry players and associations, tourism travel intermediaries, and hospitality and service providers who are in South Africa or the target markets each report speaks to. The ability to understand how to summarize data in a way that tells a story is essential. For example, in the case study (PowerPoint A), there may be several slides that can be put together into one diagram to tell a succinct story.

As part of the evaluation criteria, all proposals must include an example of how data will be collected given the PowerPoint attached (PowerPoint A). Part of the evaluation criteria will be the evaluation of the output given by the supplier. The ability to compress, consolidate, and capture in simple terms the many complex moving parts of tourism and travel, consumer needs and preferences, priorities, and the action points for the marketer or tourism provider seeking to engage the audience in the market the report speaks to.

1.3. SCOPE OF WORK:

The scope of the work includes 20 PowerPoint presentations that need to be converted into an infographic-style format. It'll be beneficial if the infographics are editable/updateable as well as aligned to the brand CI. The format of the PowerPoint presentation attached (PowerPoint B) is the worst-case scenario concerning the time being invested to create the infographic. All presentations may not be in the same format but can be costed based on the presentation attached (PowerPoint B).

It is not as simple as creating a template for one presentation and assuming it would work for the rest. Each PowerPoint presentation is bespoke and each of the infographics needs to also be bespoke to the key points and trends emerging from the report.

Please attach costings for the following (cost must be based on PowerPoint B):

- (a) 20 PowerPoint presentations
- (b) 15 PowerPoint presentations
- (c) 10 PowerPoint presentations

All costings must be based on PowerPoint B.

2. Format of proposals

Bidders must complete and return all the necessary standard bidding documents (SBD's) attached to this request for technical and financial proposals.

Bidders are advised that their proposals should be concise, written in plain English and simply presented in the same order as indicted below :-

- (a) Cover letter introducing your firm and credentials, capacity, capability and experience for this assignment;
- (b) National Treasury Centralized Supplier Database (CSD) registration summary report with a valid tax status;
- (c) Valid certified copy of B-BBEE certificate;
- (d) Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work were undertaken.
- (e) Overview of the methodology your firm will apply for this assignment;
- (f) Project approach and plan which outlines the activities to be undertaken during the process bearing in mind that SA Tourism requires the entire process to be finalised as rapidly as possible;
- (g) Outline of the qualifications and related experience of the proposed candidate who will be assigned to the matter and three examples of content pieces written that are in line with our target audience from the candidate who will be assigned to this matter;
- (h) Financial proposal to deliver the assignment including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (i) Declaration of Interest - SBD 4;

3. Cost structure and project plan:

Bidders must submit the total bid price for the assignment based on the skills, resources, and time allocated to the project. Bidders should also propose innovation in their methodology to keep the cost to a minimum. SA Tourism reserves the right to request additional information or clarity on cost proposals before the evaluation thereof.

It is very important to note that we are looking for a supplier that can re-design the attached data most efficiently and creatively. The format proposed will be part of the evaluation criteria. The final re-design must be an output that can be displayed online (in an easy user friendly manner) and used as face-to-face presentations to stakeholders.

4. Evaluation Method

The evaluation process of bids will comprise of the following phases:

Phase 1	Phase 2	Phase 3
Administration requirements	Functionality	Price and B-BBEE
Compliance with administration requirements listed on 4.1	Bids will be evaluated in terms of functionality on 4.2	The bidders that have successfully progressed through to Phase 2 will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 80 points will be awarded for price while 20 points will be allocated for preference points for BBBEE as prescribed in the regulations.

4.1. Administration Requirements

- (a) National Treasury Centralized Supplier Database (CSD) registration summary report with a valid tax status,
- (b) Valid copy of B-BBEE certificate or sworn affidavit,
- (c) Declaration of Interest - SBD 4,
- (d) Preference points claim form in terms of the PPR 2017 - SBD 6.1

4.2. Points awarded for functionality:

EVALUATION CRITERIA	Rating			Weight
	1	2	3	
The Bids will be evaluated on a scale of 0 - 3 in accordance with the criteria below. The rating will be as follows: 0 = Nonresponsive 1 = unsatisfactory, 2 = acceptable, 3 = excellent				
Criterion 1: Bidders relevant experience to the assignment specifically demonstrating capacity for creating infographics or similar. Nonresponsive = 0 3 years up to 5 = 1 + 5 years up to 7 = 2 more than 7 years = 3 <i>Bidder must provide infographics produced for previous clients and indicate when they were produced.</i>				10
Criterion 2 Company track record: The bidder is required to provide three (3) contactable client references where its services can be verified. References should be presented in a form of a written letter on official letterhead from clients where <u>similar services</u> have been provided and should not be older than three (3) years. Nonresponsive = 0 1 reference = 1 2 references = 2 3 references = 3				10
Criterion 3 Approach and Execution plan: Provide the methodology or approach used for the cleaning up of the PowerPoint presentations. The methodology must include an aspect of timing. <i>Technical Functional Evaluation Matrix will be used to score this criterion.</i>				15
Criterion 4 Editability of re-design: i.e., is the infographic editable, updateable, and flexible in terms of format and output options. Yes = 3 No = 0				20

EVALUATION CRITERIA	Rating			Weight
	1	2	3	
Criterion 5 DEMONSTRATION <p>The re-design of the attached PowerPoint presentation will be evaluated by a committee and scored out of 10. The evaluation criteria include creative use of infographics, infographics relevant to the content, an output that can cater to a large amount of data, output that can be displayed online in a simple manner, ability of the company to understand data and display it in a way that makes sense to the user. Efficient use of space and a discrimination of what content to include or leave out based on what is absolutely essential to convey the key points and land the overall message.</p> <p>Below 4 = not suitable (score of 0) 4 to 7 = average and not suitable (score of 1) 8 = above average and suitable (score of 2) 9 to 10 = excellent and suitable (score of 3)</p>				45
TOTAL POINTS FOR FUNCTIONALITY				100
A threshold of 75% is applicable.				

“functionality” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.
- III. The score for functionality will be calculated in terms of the 1 - 3 rating scale as shown in the functionality criteria matrix under paragraph 4.2.
- IV. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria.
- V. The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

4.2.1. Technical 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, resource, 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

4.3. Awarding of Points for Price and Broad-Based Black Economic Empowerment

The bidders that have successfully progressed through to Phase 3 (only bidders who meets the minimum threshold for functionality of 75%) will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations of 2017.

80 points will be awarded for price while 20 points will be allocated for preference points for BBEE as prescribed in the regulations.

Points for B-BBEE level of contribution will be awarded in accordance with the below table:-

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6

B-BBEE Status Level of Contributor	Number of Points
7	4
8	2
Non-compliant contributor	0

4.4 Adjudication and Final Award of Bid

The successful bidder will usually be the service provider scoring the highest number of points for comparative price and BBEE level of contribution or it may be a lower scoring bid on justifiable grounds or no award at all.

5. National Treasury Centralized Supplier Registration and B-BBEE Certificates

All bid submissions must include a copy of successful registration on National Treasury's Centralized Supplier Database (CSD) with a valid tax clearance status and a valid copy of a B-BBEE verification certificate (if you have been assessed).

Proposals which do not include these documents will not be considered.

6. Deadline for submission

All proposals must be downloaded on this link: <https://forms.gle/eQZfrWNTrymZeiM6A> no later than 12h00 on Friday 04 November 2022 and should remain valid for at least 45 days after the closing date.

7. Confidentiality

The request for a technical and cost proposal and all related information shall be held in strict confidence by bidders and usage of such information shall be limited to the preparation of the bid. All bidders are bound by a confidentiality agreement preventing the unauthorized disclosure of any information regarding SA Tourism or of its activities to any other organization or individual. The bidders may not disclose any information, documentation, or products to other clients without the written approval of SA Tourism.

8. Terms of Engagement

Prior to commencing with the assignment, the successful bidder will be required to meet with the Chairperson of SA Tourism's Audit and Risk Committee to align the final statement of work (SOW) and criteria for approval.

9. Payments

No advance payments will be made in respect of this assignment. Payments shall be made in terms of the deliverables as agreed upon and shall be made strictly in accordance with the prescripts of the PFMA (Public Finance Management Act, 1999. Act 1 of 1999).

The successful bidder shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful bidder unless an invoice complying with section 20 of VAT Act No 89 of 1991 has been submitted to SA Tourism.

Payment shall be made into the bidder's bank account normally 30 days after receipt of an acceptable, valid invoice.

10. Non-compliance with delivery terms

The successful bidder must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the bidder that they will not be able to deliver the services within the delivery period and/or against the quoted price and/or as specified, SA Tourism's Audit and Risk Committee must be given immediate written notice to this effect.

11. Retention

Upon completion of the assignment and/or termination of the agreement, the successful bidder shall on demand hand over to SA Tourism's Head Insights all documentation, information, etc. relevant to the assignment without the right of retention.

12. Cost

The bidder will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the bidder will be borne by SA Tourism.

13. Cancellation of the request for a technical and cost proposal

SA Tourism may, prior to the award of the bid, have the right to cancel the bid if:

- (a) Due to changed circumstances, there is no longer a need for the service; or
- (b) Funds are no longer available to cover the part and/or total envisaged expenditure; or
- (c) No acceptable bids are received.

SA Tourism reserves the right to withdraw this request for technical and cost proposals, to amend the term or to postpone this work by email notice to all parties who have received this request.

14. Clarification

Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference, or any other aspect concerning this request for technical and cost proposals, is to be requested in writing. From: The Sourcing Manager.

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism

Email: quotes@southafrica.net