



PART C: TENDER EVALUATION PROCESS - SAT 345/26 - APPOINTMENT OF A PUBLIC RELATIONS AGENCY MEISEA

Summary of the Evaluation Phases:

Table 1

Phase 1 Administrative bid requirements	Phase 2 Functional Technical Evaluation	Phase 3 Price evaluation
Bidders' responses will be evaluated based on Table 2 below before considering the next phase if the bidder qualifies.	Bidder(s) are required to achieve a minimum threshold of 75% to advance to Phase three (3) 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. Bidders are required to reference page numbers in Bid Proposals next to the criteria under Table three (3)	The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who is cost-effective.

Phase 1: Evaluation Requirements

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

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

Administrative documents or information that must be submitted or disclosed.	YES/NO	Requirements
Annexure A - Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure E - Declaration of Interest - (SBD 4)		Complete and sign the supplied SBD 4
Proof of Joint-venture, consortium, or subcontracting agreement, if applicable.		The written undertaking of the Joint venture, consortium commitment between the main bidder and partner(s)/subcontractor(s).

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 system, technical, and functional support to South African Tourism under this tender.

Bidders are required to achieve a minimum threshold of **75%** to proceed to phase 3: (Price). Bidders who do not meet the minimum threshold will not be considered further.

Table 3: Technical evaluation (PR Agency)

100%	Percentage points allocated for FUNCTIONALITY		
75%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated		
Deliverables / Performance Indicators Please refer to the detailed evaluation pointers under the scope of work shared above.		Value allocated	Reference page in submission
Campaign pitch and strategy Pitch: A key strategic priority for FY 2026-27 will be leveraging the ICC Cricket World Cup 2027, hosted in South Africa, as a platform to drive destination awareness, consideration, and travel demand from India. Provide one creative PR campaign idea for South African Tourism basis the above that demonstrates: • A strategic communications approach to maximize South Africa's hosting of the ICC Cricket World Cup 2027 that highlights a phased activation plan covering the lead-up to, during, and post-tournament periods • Use of partnerships and platforms to extend reach • Clear consumer and trade activation components • Measurable KPIs for success (traffic, Share of Voice, sentiment, reach, conversion metrics) The evaluation panel will assess a maximum of 10 content slides/pages plus (+) one title slide. Any content beyond this limit will not be evaluated. Scoring Matrix (Objective, 0-3 scale) 3 = Campaign idea meets all four requirements. 2 = Campaign idea meets three requirements. 1 = Campaign idea meets two or one requirement 0 = Does not meet any of the above requirements If the requirements are not relevant to the pitch being asked for, they will not be considered, and the pitch will receive a score of zero (0).		30	
Case Studies: Bidders must submit exactly two (2) case studies of previously conceptualized and executed PR campaigns, delivered within the last 36 months, aimed at an Indian audience. Of the two case studies, at least one (1) must be for an international tourism board Step 1: Mandatory Submission Check (Pass/Fail)			

The bidder must submit exactly two (2) case studies that meet ALL of the following conditions: • Each case study is delivered within the last 36 months • At least one (1) of the two case studies is for an international tourism board If any one of the above conditions is not met, the bidder is scored 0 for this criterion, and Step 2 below is not applied. Step 2: Content Scoring (applied only if Step 1 is met) Each of the two case studies is scored individually, out of 3, based on how many of the following three elements it addresses: • What were the insights • What was the strategy • What were the tools used Scoring matrix (applied separately to each case study): Score of 3 = All three elements above are addressed Score of 2 = Any two of the three elements above are addressed Score of 1 = Any one of the three elements above is addressed Score of 0 = None of the three elements above are addressed Step 3: Final Score for this Criterion Final score = (Case Study 1 score + Case Study 2 score) ÷ 2, rounded to the nearest whole number (a result of 0.5 rounds up). Example: Case Study 1 scores 3 and Case Study 2 scores 1 → average = 2.0 → final score for this criterion = 2.	25	
Reputation Management and Crisis Communication 1) Proactive Reputation Management Capability (1 Report) Share one report of planned reputation-building work, not reactive fixes. The report should show the starting reputation challenge, the strategy deployed, and a measurable shift in perception, sentiment, or share of voice. 2) Reactive Crisis Management (1 Report) Share one report that encompasses a specific crisis that was managed for a client: share the cause of the crisis, response timeline and actions taken, followed by proof of resolution 3) Monitoring and Early-Warning Systems What tools, processes, or listening capability the agency uses to detect reputational risk <i>before</i> it becomes a crisis Score of 3 = All the above three elements are met. Score of 2 = Any of the above two elements are met. Score of 1 = Any of the above one element is met. Score of 0 = None of the above elements are met.	20	

Reference Letters Share three (3) reference letters, one (1) of which must be from an international tourism board. All reference letters must be no later than 3 years old on the letterhead of the client. Score of 3 = All the above three letters have been submitted, which includes one from an international tourism board. Score of 2 = Where only two references have been shared, OR three references have been shared but none with an international tourism board Score of 1 = Where only 1 reference letter is shared Score of 0 = Any one or none of the above elements are met. PLEASE NOTE: - Reference letters should be presented in the form of a written/typed letter on official letterhead, dated, with contact details. - Reference letters that do not have the above-mentioned details will not be considered No appointment letters from clients will be accepted as reference letters.	25	
Total Weight	100	

South African Tourism will reserve its rights to request bidders for presentations/demonstrations, where these will provide an opportunity for the bid evaluation committee to look more closely at the proposals and identify gaps between how the bidder indicated that their proposed solution met the business requirements and what the team is able to discern regarding how closely it actually meets the needs of the business.

If required, they will be at a high level, with criteria identified that the bid evaluation team might be interested in examining more closely. The bid evaluation committee will have the opportunity to ask questions and note gaps in the proposals, as well as how well the business requirements are satisfied.

- Bid proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must submit supportive documentation for all functional requirements as part of their bid documents 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 and the subsequent system demonstration.

- Bidders are required to achieve a minimum threshold of **75%** to proceed to Phase 3: (Price). Bidders who do not meet the minimum threshold will not be considered further.

Phase 3: Price evaluation

The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who scores the highest points.

Documents for shortlisted suppliers on Phase Three (3).	YES/NO	Description
An income tax compliance & turnover CA certificate for the last three (3) years from the closing date of the tender (signed and attested by a Chartered Accountant)		Bidders shortlisted for Phase three (3) will be required to provide a tax compliance & turnover CA certificate within 48 hours. Failure to meet the 48-hour timeline will result in disqualification.

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