

**PART B: SCOPE OF WORK (SAT TENDER NO 190/21)**

Bid Description	
Global Tourism Advocacy Program	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender number 190/21
Closing Time:	12h00 (SA time)
Closing Date:	02 August 2021 (No late submission will be accepted)
Compulsory Session:	Compulsory Briefing
Date and Time:	16 July 2021 and 09:00 am (SA time)
Venue:	Online (Bidders to confirm attendance by emailing) raymond@southafrica.net
Address	Online platform to be shared by through email
Contact Person	Raymond Mabuela
Bid Submission Address	https://e-procurement.southafrica.net
Envelope Addressing	SA Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by SA Tourism. The portal is the official portal for SA Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes. The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (https://e-procurement.southafrica.net) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders

	should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose. The supplier user manual can be viewed and downloaded on SA Tourism's website at https://www.southafrica.net/gl/en/corporate/page/tenders. All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted. Prospective tenderers must periodically review both http://www.southafrica.net/gl/en/corporate/page/tenders and https://e-procurement.southafrica.net for updated information or amendments with regard to this tender, prior to due dates. Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender. Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used. Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated. No tenders transmitted by telegram, hand delivery, telex, facsimile, E-mail or similar apparatus will be considered.
Section	Supply Chain Management
Contact Person	Raymond Mabuela
Email Address	raymond@southafrica.net

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

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

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1 CLOSING DATE

The closing date for the submission of proposals is **02 August 2021**. No late submissions will be accepted.

Compulsory Briefing Session - **16 July 2021 at 9h00** (SA Time) RSVP Link: https://docs.google.com/forms/d/e/1FAIpQLSeZ_OpcDNhtsjyH_LHQUWuDA00VPddN0xnBlqKcXWAQPXHt-w/viewform

2. E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

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All bidders should therefore take note that the physical drop-offs and courier of bid responses to SA Tourism's physical address is no longer permitted.

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

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Raymond Mabuella via email raymond@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than **19 July 2021**.

All responses will be published by the **26 of July 2021** on the following links:

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

<https://e-procurement.southafrica.net>.

4 DETAILED SCOPE OF WORK

4.1 Scope of work

South African Tourism's mandate is to position South Africa as the preferred leisure and business destination of choice as well as to increase visitor arrivals from the continent and the world at large.

The COVID-19 pandemic, has however, presented South Africa and the world with a new set of challenges.

Prior to the start of the COVID-19 pandemic, South Africa already had an existing set of challenges as well as barriers such as; safety and security, visa regime challenges etc. The pandemic has conflated these challenges and introduced further barriers.

In early 2020, the world came to a standstill, with countries globally going into lockdown. This has had a devastating impact on the travel industry as well as South Africa's country and tourism brands. To further compound the challenges, the inaccurate labeling of the B.1.351 variant as the "South African Variant" has resulted in isolation of South Africa and the country being placed on "red lists" resulting in travelers from South Africa being banned from entering a number of countries. The placing of South Africa on "red lists" dissuades travelers from visiting our country, as this has time and cost implications on travelers; having to pay for and spend time in quarantine upon returning to their home countries. This has contributed towards the demeaning of South Africa's brand image and other countries discouraging their citizens from traveling to South Africa.

These travel bans and restrictions have resulted in many travelers not moving South Africa back on their list of countries to visit, despite our borders being open and our product offering being tailored to suit traveler needs in the COVID-19 environment. Furthermore, this has had a devastating impact on the Meetings, Incentives, Conferences and Exhibitions (MICE) subsector, with many conferences first being postponed and ultimately being cancelled; contributing negatively towards our GDP. This also impacts the bidding for future events.

This is despite the strides we have made as a country to scientifically tackle and manage the pandemic in uncertain times. We received global recognition through a prestigious award which was presented to SA's top adviser on COVID-19, Professor Salim Abdool Karim, and his counterpart in the United States, Dr Anthony Fauci. The doctors were jointly awarded a prize

for 'standing up for science' during the Covid-19 pandemic and for going beyond the line of duty as government advisors on health. The John Maddox Prize recognises the work of people around the world who promote science on a matter of public interest, facing difficulty or hostility in doing so.

As the world slowly opens up and we gear ourselves for recovery, as a sector, it is critical to mitigate the damage done to the country brand as well as the tourism brand throughout this period. As such, we require the services of an integrated marketing and communications agency to assist with strategy and creative development, planning, localisation and execution of Global Tourism Advocacy programme.

From a country attractiveness and brand appeal perspective, travelers need to be ensured that South Africa is safe, affordable, welcoming with a variety of value for money, unique experiences.

A. Demand-side challenges from key source markets; these are:

- Traveler Perceptions of the (overall) destination - as per Brand Strength Index
- Supply-side efficiency in the COVID-19 environment and post COVID-19

B. Barrier Issues

- COVID-19 (infection rates, recovery rate, death rate, vaccine roll-out, 'SA variant', efficacy of vaccines against variants)
- Health care system (efficacy and accessibility of world class healthcare)
- Safety and Security
- Airlift (direct airlift into and out of South Africa)
- Airport environment (the safety of this environment)
- Mobility (getting around within the destination)
- Repatriation (COVID-19 testing for tourists)
- Ease of Access

C. In addition, the Global Tourism Advocacy Programme would like to reach the following stakeholder groups in order to address the barriers stated above:

- Policy Makers
 - The officials in charge of making and influencing travel policies in South Africa's key source markets.
- Trade
 - This influences the South Africa's ability to successfully compete against other long haul destinations.
- Media
 - The media agenda is critical in influencing public perceptions on key issues, such as travel.
 - This includes foreign media based in South Africa
- Influential Voices

- These are voices within the key source markets which have a platform and play a role in influencing certain narratives and decisions.
- These are voices of individuals, organisations, politicians, diplomats etc.
- Business Events Stakeholders

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Business events is further defined under 4 clusters, that represents the types of formal organised business events namely MICE, key decision makers. The decision makers can be found in the following organisations.

Meetings (Corporate & Association)	Incentives	Conferences	Exhibitions
Global Corporations	Global Corporations	Global Associations	Global PEOs
Regional Headquarters	Incentive Houses	AMCs	Regional PEOs
Corporate Agencies	Corporate Agencies	Core PCOs	National PEOs
National Headquarters	Regional Headquarters	Regional Associations	National Venues
	National Headquarters	National Associations	
	National DMCs	South African Contacts	
		National PCOs	
		National Venues	



- Social Influencers
 - Driven mainly by social media communities, social influence plays a role in people's decisions on whether or not to travel. Social Influence is subjective, based on personal biases, experiences and preferences.
- Expats
 - South Africans living abroad and foreign nationals in South Africa

D. Supply-side challenges from a South African perspective

- Data
 - Data Collection
 - Data analysis
 - Story-telling based on the data
- Travel Management System
 - Supply-side barrier issue confidence
 - In-market experience
 - Post-visit narrative

E. What we are asking you to respond to

- Source Market Advocacy Story
 - Develop source market analysis per individual source market
 - Identify the issues that exist in each source market
 - Based on the issues identified, propose a solution for each issue, per market
 - Propose a market specific plan, based on each solution
 - Create an overarching narrative
 - Identify dependencies from a South Africa Inc. perspective
 - Identify the necessary resources
 - Outline the investment per market
- Produce a global plan, which aims to address the 8 elements listed above.

F. Issue Management

- Issue management on the destination side, once people arrive in South Africa.
 - Leveraging positive experiences
 - Respond to any adverse 'in-experience' issues which may occur
 - Respond to negative post-visit experiences

G. Crisis Response Mechanisms

- Develop a crisis response mechanism for South Africa Inc.
- Develop crisis response protocols for tourism

H. Brand Public Relations

- The Brand PR Problem statement:
 - South Africa has "pockets" of excellence but these have not been clearly articulated into a compelling Brand Story that inspires people around the world to desire to experience South Africa regardless of perceived barriers.
 - From an Africa region perspective, South Africa is perceived as "Un-African" and "Unwelcoming". towards people from the rest of the continent and this is of particular concern.

I. The following input make up South Africa's unique leisure and business events offering

- Leisure tourism
 - Coastal Beaches
 - Scenic Outdoors
 - Cultural Roots
 - City Lifestyle
 - Safari
 - Active Adventure

J. Business Events Tourism

- Medical sciences
- Manufacturing
- Life Sciences
- Mining and minerals
- Financial sector
- Wholesale and retail trade
- Travel and tourism
- Agriculture
- Trade and Export Development and Promotion
- Medical Science
- Technology
- Science
- Education
- Religious
- Philanthropy

K. From a Lifestyle perspective:

- South Africa is a trailblazer in Music E.g. Master KG, Black Coffee etc.
- The Arts e.g. Trevor Noah, Charlize Theron, Nomzamo Mbatha, Thuso Mbedu etc.
- Fashion e.g. LaDuma of Amakhosa fame, Thebe Magugu etc.
- The best gastronomy with world-class chefs such as Chef Wandile Mabaso, Siba Mtongana etc.
- South African sporting excellence through hosting of successful global sports events and globally recognized super stars

L. South Africa Brand Story Tone of voice:

- Fun: moments of pleasure and enjoyment
- Inviting: offering the promise of an attractive or enjoyable experience
- Vibrant: full of energy and enthusiasm
- Real: exceptionally genuine
- Inspiring: an impassioned motivation

M. What we are asking you to respond to from a Brand PR perspective

- Create a global South Africa Brand Story that drives desire to experience South Africa
- Translate the South Africa Brand Story specifically to drive traveler desire and decision making
- Translate the South Africa Brand Story to address the Africa region challenges.

4.5 COLLABORATION WITH EXISTING IN-COUNTRY AGENCIES

South African Tourism currently has existing PR agencies in some of the various hubs. The appointed supplier will be required to, where necessary, collaborate with these in-country agencies.

4.6 AGENCY CREDENTIALS

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

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

4.7 INTELLECTUAL PROPERTY

All data collected and all work done within the duration of this contract is the property of South African Tourism. All work must be accessible to South African Tourism throughout the duration of the contract period and a close out report comprising of all elements and projects completed during and for the project, must be handed over to the South African Tourism.

4.8 PRICING SCHEDULE

A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender. The detailed pricing schedule should, for the avoidance of doubt, also be summarised under Part A (ANNEXURE C) of the bid document.

For the purpose of evaluation, the price shall include all local taxes and other reimbursable expenses.

4.9 PITCH PRESENTATION

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be expected to present a short pitch revert against the background and environment of the above scope.

END