

PART A REQUEST FOR QUOTATIONS (RFQ)

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (DEPARTMENT OF TOURISM)					
RFQ NUMBER:	IM05632025	CLOSING DATE:	04-12-2025	CLOSING TIME:	11H00AM
DESCRIPTION	MEDIA MONITORING AND ANALYSIS SERVICES FOR THE DEPARTMENT OF TOURISM FROM 01 January – 31 December 2026				
BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE RFQ BOX SITUATED AT (STREET ADDRESS) OR PROVIDED EMAIL ADDRESS					
PHYSICAL ADDRESS : 17 TREVENNA STREET, SUNNYSIDE, PRETORIA 0002 OR EMAIL ADDRESS: QUOTATIONSSCM@TOURISM.GOV.ZA NOTE: IT IS THE RESPONSIBILITY OF THE BIDDER TO ENSURE THAT COMPLETED RFQ DOCUMENT IS DELIVERED TO THE CORRECT EMAIL OR PHYSICAL ADDRESS ON BEFORE THE CLOSING DATE AND TIME.					
BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO			TECHNICAL ENQUIRIES MAY BE DIRECTED TO:		
CONTACT PERSON			CONTACT PERSON	Sindi Zwane	
TELEPHONE NUMBER			TELEPHONE NUMBER	012 444 6612	
E-MAIL ADDRESS			E-MAIL ADDRESS	szwane@tourism.gov.za	
SUPPLIER INFORMATION					
NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	☐ Yes ☐ No [IF YES ENCLOSE PROOF]		ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?	☐ Yes ☐ No [IF YES, ANSWER PART B:3]	
QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS					
IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?			☐ YES ☐ NO		
DOES THE ENTITY HAVE A BRANCH IN THE RSA?			☐ YES ☐ NO		
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?			☐ YES ☐ NO		
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?			☐ YES ☐ NO		
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?			☐ YES ☐ NO		
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.					

Sd/B

PART B TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:

- 1.1. BIDS MUST BE DELIVERED BY THE STIPULATED DATE AND TIME TO THE CORRECT ADDRESS. ALL COMPLETED DOCUMENTS SHOULD BE SEND TO quotationsscm@tourism.gov.za OR HAND DELIVERED AT **TOURISM HOUSE, 17 TREVENNA STREET, SUNNYSIDE, PRETORIA 0002.** PHYSICAL SUBMISSION OR HAND DELIVERED RFQ DOCUMENTS MUST BE COMPLETED IN THE REGISTER FOR QUOTATIONS. BIDDERS FAILURE TO COMPLETE THE REGISTER WILL INVALIDATE THE RFQ. LATE BIDS/RFQ WILL NOT BE CONSIDERED WHEN MAKING A DECISION TO AWARD.
- 1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED – OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT. THE **STANDARDS BIDDING DOCUMENTS (SBD) FORMS MUST BE COMPLETED, SIGNED AND RETURNED** WITH THE RFQ / BID DOCUMENTS.
- 1.3. BIDDER'S ARE NOT ALLOWED TO ALTER THE CONTENT AND SEQUENCE OF INFORMATION IN THE SBD4 FORM.
- 1.4. THE UNDERSIGNED BIDDER DECLARES AND FURTHER AGREES TO HAVE READ 2010 VERSION OF THE GENERAL CONDITIONS OF CONTRACT (GCC) IS AVAILABLE ON THE NATIONAL TREASURY WEBSITE. TO ACCESS THE GCC THE BIDDER SHOULD CLICK THE FOLLOWING LINK <http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/> OR DOWNLOAD THE DOCUMENT FROM THE NATIONAL TREASURY.
- 1.5. THE **80 / 20** PREFERENTIAL POINT SYSTEM WILL BE APPLIED WHEREIN **80** POINTS IS FOR PRICE AND **20** POINTS IS FOR SPECIFIC GOALS. TENDERS WITH A RAND VALUE OF BETWEEN R 30 000 BUT NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). FIRSTLY, THE BID SUBMISSION / RFQ WILL EVALUATED IN LINE WITH THE SET CRITERIA OR FUNTIONALITY (*IF APPLICABLE*) AND THEREAFTER PROPOSAL WILL BE EVALUATED ON POINTS FOR PRICE AND SPECIFIC GOALS.
- 1.6. THE DEPARTMENT MAY APPLY THE 80/20 POINT SYSTEM IN RESPECT TO TENDERS BETWEEN R 2 000 AND R 30 000 (*INCLUSIVE OF APPLICABLE TAXES*). THAT WILL BE STIPULATED IN THE INVITATION TO BID/RFQ.
- 1.7. POINTS SCORED FOR **SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE** AND THE TOTAL WILL BE ROUNDED OFF TO THE **NEAREST TWO (2) DECIMAL PLACES**.
- 1.8. A **TENDER OR RFQ MUST BE AWARDED TO THE TENDERER WHO SCORE THE HIGHEST TOTAL NUMBER OF POINTS** IN TERMS OF THE PREFERENCE POINT SYSTEM (*PRICE AND SPECIFIC GOALS*) UNLESS OBJECTIVE CRITERIA IN TERMS OF SECTION 2 (1)(F) OF THE PPPFA ACT NO 5 OF 2000 JUSTIFY THE AWARD OF THE TENDER TO ANOTHER TENDERER
- 1.9. BIDDERS ARE REQUIRED TO **SUBMIT RESPONSIVE BIDS BY COMPLETING ALL PRICING AND ITEM INFORMATION** IN LINE WITH THE ENTIRE SCOPE OF WORK/GOODS/SERVICES. SHOULD THE SUPPLIER FAIL TO QUOTE ON THE ENTIRE SCOPE OF WORK AS PER THE RFQ THE DEPARTMENT MAY NOT AWARD THE CONTRACT TO THE SUPPLIER.
- 1.10. THE DEPARTMENT RESERVES THE RIGHT TO **NEGOTIATE WITH THE BIDDERS PRIOR OR POST AWARD.**
- 1.11. THE DEPARTMENT MAY **ALLOCATE ZERO/NIL POINTS FOR SPECIFIC GOALS WHERE PROOF IS NOT SUBMITTED** WITH THE RFQ.

2. TAX COMPLIANCE REQUIREMENTS

- 2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
- 2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
- 2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE **WWW.SARS.GOV.ZA**
- 2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
- 2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
- 2.6 WHERE NO TCS IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
- 2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."

3. 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
- c) USE THE PRESCRIBED SEQUENCE IN ATTACHING THE **ANNEXURES** THAT COMPLETE THE BID OR RFQ DOCUMENT

ANNEXURE B	IS PROOF OF OWNERSHIP BY WOMAN SUBMITTED. i. SHAREHOLDING (CERTIFICATE) PORTFOLIO BY PROOF OF REGISTRATION OF THE COMPANY WITH COMPANIES AND INTELLECTUAL PROPERTY REGISTRATION OFFICE (CIPRO) / COMPANIES INTELLECTUAL PROPERTY COMMISSION (CIPC). IN CASE OF JOINT VENTURE, A BIDDER MUST SUBMIT PROOF OF REGISTRATION FOR BOTH ENTERPRISES; ii. CERTIFIED COPY (COPIES) OF ID-DOCUMENT(S) OF THE WOMAN OR WOMEN; AND iii. A CSD FULL REPORT AND NOT SUMMARIZED PREFERABLY DRAWN PRIOR TO THE CLOSING DATE MUST BE SUBMITTED BY BIDDERS.		
ANNEXURE C	IS PROOF OF OWNERSHIP BY BLACK PERSON (S) SUBMITTED. i. SHAREHOLDING (CERTIFICATE) PORTFOLIO BY PROOF OF REGISTRATION OF THE COMPANY WITH COMPANIES AND INTELLECTUAL PROPERTY REGISTRATION OFFICE (CIPRO) / COMPANIES INTELLECTUAL PROPERTY COMMISSION (CIPC). IN CASE OF JOINT VENTURE, A BIDDER MUST SUBMIT PROOF OF REGISTRATION FOR BOTH ENTERPRISES; ii. CERTIFIED COPY (COPIES) OF ID-DOCUMENT(S) OF BLACK PERSON(S); AND iii. A CSD FULL REPORT AND NOT SUMMARIZED PREFERABLY DRAWN PRIOR TO THE CLOSING DATE MUST BE SUBMITTED BY BIDDERS.		
ANNEXURE D	QUALIFYING EXEMPTED MICRO ENTERPRISE (EME) – AND OR QUALIFYING SMALL ENTERPRISE (QSE) – MUST SUBMIT A VALID B-BBEE SWORN AFFIDAVIT (VALID FOR A PERIOD OF 12 MONTHS FROM THE DATE SIGNED BY THE COMMISSIONER) ACCOMPANIED BY CIPS BUSINESS REGISTRATION AND SHARE CERTIFICATE. IN CASE OF JOINT VENTURE TO CLAIM POINTS , A CONSOLIDATED B-BBEE CERTIFICATE ISSUED BY AN ACCREDITED VERIFICATION AGENCY, IRRESPECTIVE OF THE SIZE OF THE COMPANIES INVOLVED IN A JOINT VENTURE MUST BE SUBMITTED. THE DEPARTMENT CANNOT ACCEPT JOINT VENTURE AFFIDAVIT.		
ANNEXURE E	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?		

4. 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) ("THE INTERIM CONSTITUTION") AND OR
- b) WHO IS A WOMAN, AND / OR

WHERE $P_s = 80 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)$
 PS POINTS SCORED (AWARDED) FOR PRICE OF TENDER UNDER CONSIDERATION

PT = PRICE OF TENDER UNDER CONSIDERATION; AND

PMIN = PRICE OF THE LOWEST ACCEPTABLE TENDER

4.16 SPECIFIC GOALS

4.16.1 % OWNED BY PEOPLE WHO ARE WOMEN

A MAXIMUM OF SIX (06) POINTS WILL BE AWARDED TO A TENDERER WHO IS A WOMAN. EQUITY OWNERSHIP FOR 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. **DOCUMENTS REQUIRED ARE DETAILED ON ANNEXURE B ABOVE AND MUST BE SUBMITTED WITH THE RFQ/BID RESPONSE TO CLAIM POINTS.**

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

THUS, POINTS AWARDED: 6 $\times \frac{\% WO}{100} = 14 \times \frac{\% WO}{100} =$

4.16.2 % OWNED BY BLACK PEOPLE

A MAXIMUM OF TWELVE (12) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK AND DID 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. **DOCUMENTS REQUIRED ARE DETAILED ON ANNEXURE C ABOVE AND MUST BE SUBMITTED WITH THE RFQ/BID RESPONSE TO CLAIM POINTS.**

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

THUS, POINTS AWARDED: $12 \times \frac{\% BO}{100} = 4 \times \frac{\% BO}{100} =$

4.17 SMALL, MEDIUM AND MICRO ENTERPRISES (SMME'S)

A MAXIMUM OF TWO (2) POINTS WILL BE AWARDED TO A TENDERER WHO IS CLASSIFIED AS SMME

IS THE COMPANY CLASSIFIED AS EME OR QSE? **DOCUMENTS REQUIRED ARE DETAILED ON ANNEXURE D ABOVE AND MUST BE SUBMITTED WITH THE RFQ/BID RESPONSE TO CLAIM POINTS.**

YES = 2 POINTS
 NO = 0 = POINT

4.18 THE DEPARTMENT 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.

4.19 INFORMATION ON THE DETAILED **CSD FULL REPORT (DIRECTORS / SHAREHOLDERS)** SHOULD BE THE SAME AND SUPPORTED BY COPIES OF IDENTITY DOCUMENTS AND COMPANY REGISTRATION DOCUMENTS / SHAREHOLDER CERTIFICATES.

5. CRITERIA FOR BREAKING DEADLOCK IN SCORING

- 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;
- IF TWO OR MORE TENDERES SCORE EQUAL TOTAL NUMBER OF POINTS IN ALL RESPECTS, THE AWARD WILL BE DECIDED BY THE DRAWING OF LOTS

6. DELIVERIES

- 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
- DELIVERIES NOT COMPLYING WITH THE PURCHASE ORDER FORM MAY BE RETURNED TO THE SUPPLIER(S) AT THE SUPPLIER'S EXPENSE. THE DEPARTMENT WILL NOT BE LIABLE FOR PAYMENT OF INCORRECTLY DELIVERED GOODS OR SERVICE

c. BIDDERS SHOULD INDICATE THE PLANNED DELIVERY PERIOD (IN DAYS) FROM THE DATE AN ORDER IS

ISSUED

7. POPIA DISCLAIMER

7.1 COMPLIANCE WITH PERSONAL INFORMATION ACT, 4 OF 2013

PERSONAL INFORMATION SHARED WITH THE DEPARTMENT OF TOURISM (DEPARTMENT) 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.

7.2 CONSENT TO PROCESSING AND FURTHER PROCESSING OF PERSONAL INFORMATION

THE DEPARTMENT MAY PROCESS AND FURTHER PROCESS RECEIVED PERSONAL INFORMATION, INTERNALLY OR EXTERNALLY, IN THE EXECUTION OF ITS MANDATE AND/OR AS REQUIRED BY LAW. THE DEPARTMENT MAY SHARE PERSONAL INFORMATION WITH ITS SERVICE PROVIDERS, AGENTS, CONTRACTORS, LEGAL AND OTHER PROFESSIONAL ADVISORS AUTHORISED TO PROCESS THIS INFORMATION. THE DEPARTMENT MAY THUS PLACE RECEIVED PERSONAL INFORMATION IN THE PUBLIC DOMAIN DUE TO THE NATURE AND REQUIREMENTS OF ITS WORK.

7.3 FURTHER PROCESSING OF PERSONAL INFORMATION

YOU FURTHER GRANT THE DEPARTMENT EXPRESS 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.

7.4 DUTY OF CARE

THE DEPARTMENT VALUES YOUR PRIVACY AND SHALL TAKE ALL REASONABLE MEASURES TO PROTECT RECEIVED PERSONAL INFORMATION.

7.5 EXEMPTION FROM LIABILITY

THE DEPARTMENT (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

NO	SCOPE OF WORK (DESCRIPTION SERVICES OR GOODS)	QUANTITY	AMOUNT
	<u>MEDIA MONITORING AND ANALYSIS SERVICES BRIEF:</u> The Department of Tourism seeks to appoint a service provider that is able to provide comprehensive media monitoring and analysis services from 01 January – 31 December 2026 <u>REQUIREMENTS - MEDIA MONITORING ANALYSIS MECHANISMS</u> The service provider MUST be able to provide the following basic Media Monitoring Analysis Mechanisms: 1) Provide a daily media monitoring service for the Department. - Daily Monitor South African - Mainstream and Community media (TV, Radio, Print, Online and Social Media platforms) for tourism news - Daily Monitor International Mainstream Media (TV, Radio, Print, Online and Social Media Platforms) Monitor domestic (South African – Mainstream and Community media), for tourism news - Daily Monitor Social media platforms (Facebook, Twitter) - Provide News items (Broadcast; print and Online) on request. 2) Have an intelligence media monitoring system that allows for		

	keyword searches 3) Have access to all South African mainstream and community media platforms, and international news sources and platforms. 4) Provide Monthly media analysis reports for the Department. 5) Provide Monthly social analysis reports for the Department. 6) Provide Quarterly media analysis reports for the Department. 7) Provide 4 Adhoc Issue Based Overall media analysis (Media and Social) reports. 8) Provide technical support for the duration of the service period. <u>Kindly note:</u> The Department will provide a list of comprehensive keywords and events that will guide the media monitoring and analysis conducted by the appointed service provider.		
	DELIVERABLES	QUANTITY	AMOUNT
1	1) 2 X Daily Comprehensive Media Monitoring Alert Reports - The appointed service provider must provide media monitoring alert reports of tourism news (Print; online and Broadcast that contain: - Accessible Electronic links of articles on tourism news (Advised by the Keywords and events provided by the Department of Tourism) - Scanned Clippings of Print articles (in the absence of electronic versions of articles) - Accessible Links to electronic Video and Audio Clips of tourism news on mainstream and Community Radio and Television platforms. - Accessible Links to trending social media posts on tourism issues. NOTE: The composition of the above listed monitored news must be advised by the Keywords and events provided by the Department of Tourism) Duration: 01 January till 31 December 2026 (365 days) Frequency: Daily (Mon – Sun) Delivery time: 06h00 (morning) & 18h00 (Evening) Delivery mode: Electronic (Via E-mail: Will be provided by the Department)	730 Daily alert Reports	
	2) 1 x Weekly Social Media Alert Reports - The appointed service provider must Monitor the Department of Tourism's Social media platforms (Facebook, Twitter) and provide a weekly alert report that indicates the following: - Word cloud of the top tourism posts and trends - An overview of the focus, audience reach and sentiment of the top 15 tourism posts and mentions Duration: 01 January till 31 December 2026 (26 weeks) Frequency: Weekly (Mondays) Delivery time: 08h00 (morning) Delivery mode: Electronic via e-mail (in Excel spreadsheet)	53 Weekly alert Reports	
	3) 1 x Monthly Media Analysis Report - The appointed service provider must provide a media analysis report on the fifth (5th) day of each new month. The analysis report must contain the following: Executive Summary - Media environment in the reporting period - Number of news items analysed in that Month - Number of positive and negative news items	53 Monthly Media Analysis Reports	

	- A Month to Month analysis of the audience reach; impact, and sentiment of the Department's published communication products and interviews - Overview of the tonality and sentiment of analysed news items - Remedial recommendation on how to leverage on the positive outcome of the media analysis to counter the negative sentiment of news that portrays the department in a less favourable light. - All reports must include a trend and comparative view, month-on-month and ▪ Ratings Breakdown ▪ Regional Breakdown ▪ Scorecard ▪ Top Media Channels ▪ Share of Voice on all media platforms, including social media ▪ Representatives ▪ Top Reporters and social media influencers ▪ Focus of Coverage ▪ Word Cloud ▪ Methodology (guideline – this must be more than AVE) Duration: 01 January till 31 December 2026 (12 months) Frequency: Monthly (first Monday) Delivery time: 08h00 (morning) Delivery mode: Electronic via e-mail (in PDF and Power Point Presentation)		
4)	12 x Monthly Social Media Analysis Reports - The appointed service provider must provide one (1) monthly social media-analysis report that provides an overview of the Department's social media performance in relation to its brand positioning, published media products, campaigns and events. The report must feature and expand on the specifications listed below: a. Word Cloud of the top tourism news, posts and trends b. Engagement metrics of the Department's posts on Facebook and Twitter. c. Track social media ROI by monitoring @handles, campaign phrases, #hashtags, profiles, URLs and topics on social media platforms and blogs d. An overview of the Sentiment of the Departments published posts and mentions e. Identify and recommend potential influencers and ambassadors that could elevate the Department's brand positioning. f. Provide an overview of the Department's share of voice on social media platforms Duration: 01 January till 31 December 2026 (12 months) Frequency: Monthly (first Monday) Delivery time: 08h00 (morning) Delivery mode: Electronic via e-mail (in PDF and Power Point Presentation)	12 Monthly Social Media Analysis Reports	
5)	4 x Quarterly Media Analysis Report - The appointed service provider must provide a media analysis report on the fifth (5th) day of each new month. The analysis report must contain the following: ▪ Executive Summary - Media environment in the reporting period	4 Quarterly reports. last report to be submitted in January 2027	

	- Number of news and social items analysed in that Month - Number of positive and negative news and social media items - A Month to Month analysis of the audience reach; impact, and sentiment of the Department's published communication products, interviews and social media - Overview of the tonality and sentiment of analysed news items - Remedial recommendation on how to leverage on the positive outcome of the media analysis to counter the negative sentiment of news that portrays the department in a less favourable light. - All reports must include a trend and comparative view, month-on-month and ▪ Ratings Breakdown ▪ Regional Breakdown ▪ Scorecard ▪ Top Media and Social Channels ▪ Share of Voice on all media platforms, including social media ▪ Representatives ▪ Top Reporters and social media influencers ▪ Focus of Coverage ▪ Word Cloud ▪ Methodology (guideline – this must be more than AVE) Duration: 01 January till 31 December 2026 Frequency: Monthly (first Monday) Delivery time: 08h00 (morning) Delivery mode: Electronic via e-mail (in PDF and Power Point Presentation)		
	6) 10 x ADHOC Media Analysis Report – (event or issue driven) - The appointed service provider must provide adhoc media analysis reports. The analysis report will be issue based and must contain the following: ▪ Executive Summary - Media environment in the reporting period - Number of news and social items analysed in that Month - Number of positive and negative news and social media items - A Month to Month analysis of the audience reach; impact, and sentiment of the Department's published communication products, interviews and social media - Overview of the tonality and sentiment of analysed news items - Remedial recommendation on how to leverage on the positive outcome of the media analysis to counter the negative sentiment of news that portrays the department in a less favourable light. - All reports must include a trend and comparative view, month-on-month and ▪ Ratings Breakdown ▪ Regional Breakdown ▪ Scorecard ▪ Top Media and Social Channels ▪ Share of Voice on all media platforms, including social media ▪ Representatives ▪ Top Reporters and social media influencers ▪ Focus of Coverage ▪ Word Cloud	10 adhoc reports	

▪ Methodology (guideline – this must be more than AVE) Duration: 01 January till 31 December 2026 Frequency: Delivery of date will be arranged when the report is requested Delivery time: 08h00 (morning) Delivery mode: Electronic via e-mail (in PDF and Power Point Presentation)			
TOTAL PRICE EXCLUDING VAT			
VAT@ 15 % (ONLY IF THE BIDDER/SUPPLIER IS REGISTERED FOR VAT)			
GRAND TOTAL INCLUDING VAT (TOTAL BID OR RFQ PRICE)			

NB: FAILURE TO SUBMIT DULY COMPLETED FORMS AND SIGNED AUTHORISATION DECLARATION, WITH THE REQUIRED ANNEXURE(S), IN ACCORDANCE WITH THE ABOVE PROVISIONS MAY INVALIDATE THE BID FOR SUCH GOODS OR SERVICES OFFERED.



NAME AND SURNAME: Susan de Bruin

DESIGNATION: DIRECTOR External Communication

DATE: 25 November 2025

SIGNATURE OF BIDDER:.....

CAPACITY UNDER WHICH THIS BID IS SIGNED:.....

(Proof of authority must be submitted e.g. company resolution)

DATE:.....