



## SOUTH AFRICAN TOURISM

### PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER AUSTRALASIA HUB 247/24 PR INTEGRATED AGENCY AND MARKETING SERVICES)

Summary of the Evaluation Phases (table below):

| Phase 1<br>Evaluation Requirements                                                                                      | Phase 2<br>Technical Evaluation Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Phase 3<br>Price and Specific Goals                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements. | <p>Technical functional evaluation (functionality) is divided into two (2) phases (Desktop technical functional evaluation and Pitch Presentation with total points of 100)</p> <p>1. Phase 2. A: Desktop technical functional evaluation = 70 Points maximum threshold:</p> <ul style="list-style-type: none"> <li>A bidder must meet a minimum threshold of 50 points on desktop technical functional evaluation in order to be considered in the next phase of evaluation, Phase 2. B (Pitch Presentation).</li> <li>Failure to meet the minimum points threshold will result in disqualification in this phase</li> </ul> <p>2. Phase 2. B Pitch Presentation = 30 points maximum threshold:</p> <ul style="list-style-type: none"> <li>A bidder must meet a minimum threshold of 20 points of Phase 2 B Pitch Presentation in order to be considered in the next phase of evaluation, Phase 3 (Price and Specific Goals)</li> </ul> <p>Failure to meet the minimum will result in disqualification in this phase</p> | <p>Bidders that are compliant with Phase 2 will be evaluated in phase 3 of price and preference of evaluation on the 80/20 or 90/10 preference points system.</p> <p>Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation. Where the lowest acceptable tender is below R50 million, the 80/20 preference point</p> |

### Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, the 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.

| The document that must be submitted                        | YES/NO | Non-submission may result in disqualification                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Confirmation of valid Tax Status                           |        | Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin. <b>(Only applicable to companies with the legal entity in South Africa).</b>                                                                                                                                                                                                                                                                                                                      |
| B - BBEE Certificate 1                                     |        | B - BBEE Certificate (South African Companies) or, for companies that have less than R10 million turnover, a sworn affidavit or BBBEE certificate is required. A copy of the template for this affidavit is available on the Department of Trade and Industry website <a href="https://www.thedti.gov.za/gazette/Affidavit_EME.pdf">https://www.thedti.gov.za/gazette/Affidavit_EME.pdf</a> (Failure to submit sworn affidavit will result in non-compliance on a preference points system). <b>(Only applicable to companies with the legal entity in South Africa).</b> |
| Annexure A-Invitation (SBD 1)                              |        | Complete and sign the supplied pro forma document                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Annexure B-Registration on Central Supplier Database (CSD) |        | All agencies including proposed partner/subcontractor agencies must be registered as service providers on National Treasury's Central Supplier Database (CSD). If you are not registered proceed to complete the registration of your company prior to submitting your proposal. Visit <a href="https://secure.csd.gov.za/">https://secure.csd.gov.za/</a> to obtain your vendor number. Submit proof of registration, not applicable for foreign suppliers.                                                                                                              |
| Annexure E-Declaration of Interest - SBD 4                 |        | Complete and sign the supplied pro forma document                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

**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 business requirements to South African Tourism under this tender.

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

Phase 2. A will measure the responsiveness of proposals as per submission on or before the closing date and time and Phase 2. B will comprise the pitch presentation.

**Phase 2 A Desktop technical functional evaluation-** A bidder will be evaluated out of **70 points** and is required to score a minimum threshold of **50 points out of 70 points** to qualify for presentation and online booking tool demonstration in Phase 2. B

**Phase 2 B Pitch Presentation-**A bidder will be evaluated out of **30 points** and are required to score a minimum threshold of **20 points out of 30 points** to be evaluated further in the next phase of evaluation (Price and Specific Goals).

| FUNCTIONAL EVALUATION CRITERIA: (Point to be allocated as per the functional evaluation matrix below)<br>Please refer to the detailed evaluation pointers under the scope of work shared above.                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Value allocated | Reference page in submission |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------|
| <b>Criteria 1: Expertise and experience in PR particularly in the Tourism industry:</b> <ul style="list-style-type: none"> <li>- Provide at least 2 examples of work delivered in the tourism industry and showcase how insights/ tools/concepts from these would inform what you would do for South African Tourism</li> <li>- Provide company credentials such as years of operation and at least 2 client testimonials/contactable references on a letterhead letter (reference must show what piece of the work they have delivered within the last 36 months).</li> </ul> <b>NB: functional evaluation matrix will be applied for scoring</b> | 20              |                              |
| <b>Criteria 2: Creativity and Innovation in PR around consumer brands and the distribution channel as well as trade activation:</b> <ul style="list-style-type: none"> <li>- Provide at least 2 examples of what you have previously done and also showcase examples of what you would do for South African Tourism.</li> <li>- Demonstrate results with comprehensive post-campaign reporting</li> </ul> <b>NB: functional evaluation matrix will be applied for scoring</b>                                                                                                                                                                      | 20              |                              |
| <b>Criteria 3: Media Monitoring and Reputation Management:</b> <ul style="list-style-type: none"> <li>- Demonstrate an approach to reputation and crises management that would be employed to address prospective issues for the brand, and the tools used which will be made available to South African Tourism.</li> </ul> <b>NB: functional evaluation matrix will be applied for scoring</b>                                                                                                                                                                                                                                                   | 20              |                              |
| <b>Criteria 4: Expertise and experience of the proposed team:</b> <ul style="list-style-type: none"> <li>- The agency needs to show proven experience of the proposed team to be deployed to the project. The number of years and level of</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                              | 10              |                              |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--|
| <p>experience of the proposed team member. An abridged CV that includes key skills, clientele, and work experience.</p> <ul style="list-style-type: none"> <li>○ No CV/profile in line with the above requirements = 0</li> <li>○ Less than 7 years =0</li> <li>○ 7 - 10 years =1</li> <li>○ 11 - 14 years =2</li> <li>○ 15+ years =3</li> </ul>                                                                                                                                                                 |            |  |
| <b>PHASE 2 A TOTAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>70</b>  |  |
| <b>Phase 2B PITCH PRESENTATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |            |  |
| <p><b>The proposed solution to meet the Scope of Work:</b></p> <ul style="list-style-type: none"> <li>- Based on your understanding of South African Tourism's needs and the challenges it faces in ANZ, provide a multi-year integrated solution demonstrating how you would service the account to meet the destination's objectives and how expected results will be delivered and measured</li> <li>- <b>NB: Evaluation will be in accordance with the technical functional evaluation matrix</b></li> </ul> | 30         |  |
| <b>TOTAL WEIGHT FOR PHASE 2 (A+B)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>100</b> |  |

If required, there will be a high level where criteria will be identified that the bid evaluation team might be interested in looking more closely at. 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.

- Bid 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.
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

#### Functional Evaluation Matrix

| Rating           | Definition                                                                                                                                                                                                                                                                                           | Score    |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Excellent</b> | <b>Exceeds</b> 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. | <b>3</b> |

|                     |                                                                                                                                                                                                                                                                                                                                                             |          |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Acceptable</b>   | <b>Satisfies</b> the requirement with <b>minor additional benefits</b> , 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. | <b>2</b> |
| <b>Average</b>      | Submission meets the minimum requirement with <b>major reservations</b> . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.                                                                   | <b>1</b> |
| <b>Unacceptable</b> | <b>Does not meet the requirement.</b> 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.                                                             | <b>0</b> |

### Phase 3: Price and Preference (specific goals) Evaluation (80/90+20/10) = 100 points

Only Bidders who meet the minimum of 70% threshold of functionality in Phase 2 will be evaluated in Phase 3 for price and preference (Specific goals).

The total points for price evaluation (out of 80/90) and the total points for specific goals evaluation (out of 20/10) 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.

### Objective Criteria

The recommended bidder will be required to submit a full set of the latest financials upon request from South African Tourism. SA Tourism may assess the financial health (Liquidity, solvency ratio, etc.) of the recommended bidder. Should the result of the financial assessment reflect financial distress that may hinder the supplier from successfully delivering the project, SA Tourism reserves the right not to award the Bid to the highest point scorer.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred service provider, all other service providers will be considered unsuccessful.

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