



SOUTH AFRICAN TOURISM

Delivered by e-mail

Date: 22 January 2019

Dear Bidder

Subject Matter: Request for a proposal for assisting with the development of business plans for the Asia & Australasia region for 2019-20

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 3 A Public Entity in terms of 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 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.

Having regard for the aforementioned SA Tourism is hereby extending an invitation to your firm, as part of a competitive bidding process, to submit a cost proposal for **assisting SA Tourism develop robust, actionable and measurable business plans for the hubs in the Asia & Australasia region, i.e. India, Middle East and South-East Asia, Australia and New Zealand**. SA Tourism is currently planning for the third year of implementing its five-year strategy and often needs to review past performance and improve its approach and implementation plans to ensure that it meets and exceeds its goals. The aim of the intervention to ensure that SA Tourism's hubs in the region have a clear roadmap on the actions and activities to be undertaken to ensure that the set targets are achieved.

To this effect, SA Tourism wishes to appoint a service provider who will stimulate robust discussion grounded in intelligence that will help the various teams in Asia & Australasia to develop its business plan for 2019-20. It is envisioned that the planning will be developed in a workshop with the team that will take place in the region as follows:

- India, Middle East and SE Asia, Mumbai – 11 to 15 February 2019
- Australia and New Zealand, Sydney – 18 to 22 February 2019

The appointed service provider is required to assist in directing and guiding the business planning workshop to:

- Ensure that a clear and structured approach in soliciting information and analyzing it to meet the business requirements is followed;
- Introduce new and innovative methodologies and tools to ensure that the objectives of each workshop are achieved; and

Page 1 of 6

- Achieve a sound and fresh approach to achieve robust actionable outcomes/ implementation plans with clear measures of success.

The appointed service provider is required to provide for pre-work, facilitation and packaging of outputs of the workshop. Travel and travel-related expenses will be provided by SA Tourism.

The bidder must demonstrate:

- Strong knowledge of doing business **in the region**
- Understand consumer behavior and trends **in the region**
- Solid experience in marketing **in the region**
- An understanding of the tourism sector is important
- Ability to bring marketing insights and trends to stimulate innovative thinking
- A bias to action and data-driven decision making
- Ability to work with diverse groups of people to elicit active engagement

1. 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 uses to facilitate the development of implementation plans;
- (f) Outline of the qualifications and related experience of the proposed candidate who will be assigned to the matter;
- (g) Financial proposal to deliver the assignment, i.e. your firm's daily rate for facilitation services, including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (h) Declaration of Interest – SBD 4;
- (i) Preference Point Claim Form – SBD 6.1;
- (j) Declaration of Bidder's Past Supply Chain Management Practices – SBD 8; and
- (k) Independent Bid Determination – SBD 9.

2. 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 technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

3. Evaluation Method

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

Phase 1	Phase 2	Phase 3
Administration and Mandatory bid requirements	Functionality	Price and B-BBEE
Compliance with administration and mandatory bid requirements	Bids will be evaluated in terms of functionality	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 BBEE as prescribed in the regulations.

5.1 Points awarded for functionality:

EVALUATION CRITERIA	Rating					Weight
	1	2	3	4	5	
The Bids will be evaluated on a scale of 1 – 5 in accordance with the criteria below. The rating will be as follows: 1 = Very poor, 2 = Poor, 3 = Good, 4 = Very good, 5 = Excellent						
Methodology and approach Comprehensive description of the tools and techniques used to elicit the best results from each workshop. Supplier to give a thorough explanation of how they will conduct workshops and should demonstrate that they have considered possible limitations to their approach and methodology and advise how to mitigate possible limitations. Bidders must include reasons and rationale for the methodology proposed, the benefits and insights it will garner that another method will not. Bidders must also provide a detailed description of the skills and resources they have, processes in place to focus on, monitor and check on quality; staff, facilities and technology resources to undertake successfully deliver on the services required by SA Tourism. <ul style="list-style-type: none"> • 3 = average demonstration of methodology • 4 = good demonstration of methodology • 5 = excellent demonstration of methodology 						30
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 an official letterhead from clients where similar services have been provided and should not be older than seven (3) years. No appointment letters from clients will be accepted as reference letters. References must be included for the bidders, partners and sub-contractors. <ul style="list-style-type: none"> • 3 = Three contactable reference within 12-18 months • 4 = Three contactable reference within 6-12 months • 5 = Three contactable reference within 6 months 						30
Expertise and experience of proposed facilitator to be assigned to this project:						40

Proven experience of proposed facilitator to be deployed to the project. Detailed CV of facilitator must be submitted which must elaborate on areas that they were involved in, with specific reference to the requirements listed on page 2 of this document.	
Number of years' experience of facilitator: 3 years up to 5 = 3 + 5 years up to 7 = 4 more than 7 years = 5	
TOTAL POINTS FOR FUNCTIONALITY	100
A threshold of 60% 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 - 5 rating scale as shown in the functionality criteria matrix under paragraph 5.1.
- 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.

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

The bidders that have successfully progressed through to Phase 3 (bidders who meets the minimum threshold for functionality of 60%) 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
7	4
8	2
Non-compliant contributor	0

5.3 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.

6 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 an original or certified copy of a B-BBEE verification certificate (if you have been assessed).

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

7. Deadline for submission

All proposals must be e-mailed, in PDF format, to raymond@southafrica.net before 14:00, Monday, 28 January 2018 and should remain valid for at least 1 month after the closing date.

8. 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 written approval of SA Tourism.

9. 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.

10. 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.

11. 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.

12. Retention

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

13. 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.

14. 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.

15. 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

Raymond Mabuela
Sourcing Specialist
Telephone: (+27)11-895-3182
Email: raymond@southafrica.net