



*Inspiring new ways*

**GENERAL TENDER CONDITIONS**

**AND**

**TENDER - REQUEST FOR PRESENTATION**

**Tender no SAT USA 001/19**

**Integrated Marketing Agency: Public Relations, Social Media & Activations**

**Date issued: 08 March 2019**

**Tender due date: 29 March 2019 (12h00 Eastern Standard Time)**

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

**WHERE APPLICABLE, 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 INTRODUCTION

South African Tourism is a statutory body whose main object is to promote tourism to and within The Republic of South Africa, by marketing the country as a tourism destination both internationally and domestically. Although accountable to Parliament of The Republic of South Africa, South African Tourism is an independent and impartial organization affiliated to the Government of the Republic of South Africa.

As a South African Government agency operating in The United States of America, our organization is compelled to operate within the confines of the Public Finance Management Act (PFMA) of The Republic of South Africa which have been established to secure transparency, accountability, and sound management of the revenue, expenditure, assets and liabilities of all South African Government Agencies.

Compliance to the regulations of the Public Finance Management Act (PFMA) forms part of South African Tourism's annual audit review by the Auditor General of South Africa at which time our organisation have to prove that our procurement processes took place within the minimum norms and standards as provided for within the Public Finance Management Act of The Republic of South Africa whilst having regard for the laws and regulations which governs procurement in the country in which goods and services will be delivered.

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 where every potential supplier are given the opportunity to offer goods and services to South African Tourism when needed.

The submission of proposals will be in terms of this document. All information requested, must be supplied and all annexure completed, whether such information or annexure refers to the eventual tender or not. This information will form part of the eventual tender and must thus be completed, as there will not be an opportunity to do so later. Thus it essential that the information supplied is both correct and true.

Prospective bidders must periodically review our website for updated information or amendments with regard to tenders, prior to due dates at the following link:  
<https://www.southafrica.net/gl/en/corporate/page/tenders>

## 2 CLOSING DATE

The closing date for the submission of proposals is **29 March 2019/ 12h00.** No late submissions will be accepted

## 3 TENDER DOCUMENTS MARKING

- 3.1 Failure on the part of the bidder 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.
- 3.2 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.
- 3.3 Bidders will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted with regard to claims arising from the fact that pages are missing or duplicated.
- 3.4 **Each tender, including 2 printed copies, and 1 electronic copy (in PDF format), must be submitted in a sealed envelope with the following markings:**

Tender Number	: SAT USA 001/19
Description	: Integrated Marketing Agency
Closing date	: 29 March 2019/ 12h00 (Eastern Standard Time)
Name of Company	: (Bidder)

Contact Person : (Bidder)3.5 Tenders should be hand delivered or couriered to the following address so as to reach the destination no later than the closing date and time:

Finance and Admin Manager  
Ms. Maya George  
South African Tourism  
500 Fifth Ave., Suite 2200  
New York, NY 10110  
United States of America

- 3.6 No tenders transmitted by telegram, telex, facsimile, E-mail or similar apparatus will be considered.
- 3.7 All inquiries must be directed in writing to: Finance and Admin Manager, Ms. Maya George, Email: [maya@southafrica.net](mailto:maya@southafrica.net)
- 3.7 Shortlisted agencies (agencies who meets the minimum requirement for functionality) or only the preferred bidder will be required to formally present their proposals to South African Tourism at its offices situated in New York City at a time and date which will be communicated in due course should the need exist.

#### 4 SECURITY AND INTEGRITY CLEARANCE

All information documents, records and books provided by South African Tourism to any bidder, in connection with the invitation to tender or otherwise, are strictly private and confidential. These will not be disclosed by any bidder to any third party, except with the express consent of South African Tourism, which will be granted in writing prior to such disclosure. South African Tourism, however, reserves the right to disclose any information provided by any bidder to any of the employees of South African Tourism for successful tenders.

A proposal for award will be rejected if South African Tourism determines that the supplier recommended for award, has engaged in corrupt or fraudulent activities in competing for the contract in question.

South African Tourism may require contractors to permit South African Tourism to inspect their accounts and records relating to the performance of the contract and to have them audited by auditors appointed by South African Tourism.

##### 4.1 FALSE INFORMATION

Should the Bidder provide and/or provides South African Tourism intentionally or negligently with false and/or misleading information or intentionally or negligently omitted any material fact that may have rendered any statement made by the Bidder misleading, in connection with this Tender Request for Presentation or supporting information or any subsequent requests for information and/or such misleading and/or false information and/or omission of any material fact induced South African Tourism in awarding the Tender and/or concluding any subsequent agreement shall entitle South African Tourism in its sole discretion forthwith disqualify the Bidder and/or to immediately terminate any agreements subsequently entered into without prejudice to any of South African Tourism's rights it has in terms of such agreement and/or any law.

##### 4.2 VAT, DUTIES AND OTHER TAXES

Prices must be quoted inclusive of VAT and all other relevant taxes and duties (where applicable) and should be shown separately.

#### 5 SPECIAL TENDER CONDITIONS

This tender and its acceptance will be subject to the terms and conditions described below.

South African Tourism is/will not be liable for any costs incurred in preparation and delivery of tenders.

All documents, samples and materials submitted as part of a tender become the property of South African Tourism, and yet in any event South African Tourism will not be liable for loss or damage to any documents, samples and materials submitted.

#### 5.1 TENDER SURETY

South African Tourism requires no Tender surety, but bidders should note the conditions set out below. However South African Tourism reserves the right to review this position at contractual stages.

#### 5.2 DOWNSCALING OF WORK

South African Tourism reserves the right to downscale the required services should the need arise. In such cases, South African Tourism will only downscale such services after every completed contractual period of 12 months. At least 3 months' notice of such downscaling will be provided to the successful bidder.

#### 5.3 VALIDITY PERIOD

The tender proposal must remain valid for at least six (6) months after the tender due date. All prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

#### 5.4 COMPLETENESS OF THE SOLUTION

The bidder must complete all documents in full and submit these with the proposal. Failure to comply with these requirements may invalidate the bidder or disqualify the proposal.

Notwithstanding any possible shortcomings and / or inconsistency in the specifications, the bidder must ensure that the solution offered will form a complete, cost effective and functional proposal for the whole project solution.

#### 5.5 CONTRACTUAL IMPLICATIONS

The bidder must complete all documents in full and submit these with the proposal. Failure to comply with these requirements may invalidate the bidder or disqualify the proposal.

5.5.1 Upon submission of the tender response, the Bidder is unconditionally bound by the terms and conditions of the Request for Proposal (RFP) and the tender response. In the event of any conflict or confusion arising between the terms and conditions of the RFP and the tender response, the RFP shall prevail.

5.5.2 The Bidder acknowledges that awarding of the Tender is based solely on the information supplied in the tender response, accordingly the relevant Terms and Conditions of the Request for Proposal and the tender response will be incorporated in the subsequent written agreement, unless otherwise provided by South African Tourism.

5.5.3 Other than providing rights to South African Tourism, nothing in this Tender Request and tender response should be construed to give rise to South African Tourism having any obligations or liabilities whatsoever, express or implied.

5.5.4 The successful Bidder shall only be entitled to render services and/or provide goods to South African Tourism once a separate written contract has been signed by both the Bidder and South African Tourism, whereupon the Request for Proposal and tender response will cease to have force and effect.

5.5.5 The successful bidder will assume sole responsibility, regardless of any third party or subcontracting agreements it may enter into.

5.5.6 The terms and conditions of this Request for Proposal and any agreement entered into between South African Tourism and a Bidder as a result of a successful proposal by the Bidder to this Request for Proposal (RFP) shall always be interpreted and subject to the laws of the United States of America. The terms and conditions of this sub- clause 5.5.6 shall survive any subsequent contractual provision or agreement attempting to evade, amend or nullify the said provisions of this sub - clause 5.5.6 to the Request for Proposal.

#### 5.6 CONDITIONS OF PAYMENT

South African Tourism will approve all content reviews and assessments set. No service will be provided to South African Tourism before an official purchase order has been issued to the supplier and service delivery will be within the specified time scale after the receipt of the official order.

All invoices will become due and payable 30 (thirty) days after receipt thereof unless otherwise agreed beforehand.

Notwithstanding any provisions in this document, no payment will become due or payable unless the invoice is accompanied with a statement, reconciling all monies already paid and still outstanding.

All invoices to be issued must be in US Dollars currency.

#### 5.7 QUALITY ASSURANCE

All services rendered by the Bidder, its personnel, agents or sub-contractors will be subject to on-going evaluation to determine its effectiveness and will be so guaranteed for the full duration of the contract period by the Bidder after acceptance by South African Tourism.

#### 5.8 INTELLECTUAL PROPERTY RIGHTS

All intellectual property rights, including, but not limited to, copyright, trademarks, design rights, patent rights and other similar rights in the Request for Presentation and the tender response and in any works or products created as a result of the performance of the Bidder in relation to this Request for Presentation and tender response, will vest in, and are hereby assigned to South African Tourism, unless specifically agreed otherwise, in the form of individual written Agreements signed by both parties.

#### 5.9 AWARDING OF CONTRACT

Proven relevant experience and success, as well as the ability to deliver services required will be important considerations.

By the submission of tender, each submitter warrants that he/she/it is highly skilled, professional, competent and experienced in the area for which he/she has tendered. Any work performed by a successful bidder will be evaluated.

The bidder also warrants that the service provided will be of a superior standard, and is unlikely to cause undue difficulties.

**The Tender may be awarded, in part or in full, at the sole discretion of South African Tourism, to one or more concerns on a non-exclusive basis.** Tenders that are qualified by a bidder's own conditions may be rejected as being invalid, and failure of the submitter to renounce such conditions when called upon to do so may invalidate the Tender.

South African Tourism may request clarification or additional information regarding any aspect of the Tender. The bidder must supply the requested information within 24 hours after the request has been made, otherwise the bidder may be disqualified. South African Tourism may also request a demonstration, and submitters must comply with such a request within a reasonable time as mutually agreed.

### 6 TERMINATION OF CONTRACT

South African Tourism reserves the right to curtail the scope of any tender awarded or to curtail any aspect of any bidder. In the event of any such cancellation, the bidder will have no claim against South African Tourism.

South African Tourism also reserves the right to terminate, in South African Tourism's sole discretion and without providing any reason for the termination, the award of any Tender to any party if such party breaches, on 2 or more occasions, any component of the Service Level Agreement to be signed by both the supplier and South African Tourism.

## 7 TENDER DOCUMENT SUBMISSION

All annexure must be completed in full, using the given numbering format. All attachments or references to attachments must be clearly marked and specific to information required. Compliance or Non-compliance with detailed information must be indicated per paragraph as per numbering format if there are additional and/or alternative products/services, options must be separately tendered for in the form of a separate document with a complete schedule describing deviations from specifications and technical brochures must be submitted where applicable.

If any of the conditions on this tender form are in conflict with any special conditions, stipulations or provisions incorporated in the tender, such special conditions, stipulations or provisions will apply.

Companies who fail to adhere to the above requirements; risk being disqualified from the evaluation process.

### 7.1 ANNEXURES TO TENDER - REQUEST FOR TENDER DOCUMENTS SUBMISSION PRIOR TO PRESENTATION DATE

#### 7.2 ANNEXURE A: DETAILED SPECIFICATION OF GOODS & SERVICES

#### 7.3 ANNEXURE B: COMPANY INFORMATION

An affidavit detailing the company structure, classification, sector, assets etc. of a firm is required. The affidavit provides vital information required to evaluate a tender. It is therefore compulsory that the document be completed and stamped by a practicing solicitor (*a person who has the authority to act as an official witness when legal documents are signed*).

#### 7.4 ANNEXURE C: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES

#### 7.5 ANNEXURE D: ACCEPTANCE OF GENERAL TENDER CONDITIONS OF SOUTH AFRICAN TOURISM

#### 7.6 ANNEXURE E: DECLARATION OF INTEREST FOR TENDERS

#### 7.7 ANNEXURE F: DECLARATION OF INTEREST FOR TENDERS (SBD4)

#### 7.8 ANNEXURE G: DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

This annexure serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.

The tender of any bidder may be disregarded if that bidder, or any of its directors have:

- Abused the institution's supply chain management system;
- Committed fraud or any other improper conduct in relation to such system; or
- Failed to perform on any previous contract.

#### 7.9 ANNEXURE H: CERTIFICATE OF INDEPENDENT BID DETERMINATION

#### 7.10 SUPPLIER REGISTRATION

Bidders registered as legal entities who wishes to submit proposals for this tender need to attach proof of successful supplier registration on National Treasury's Centralized Supplier Database (CSD) before any bid will be considered. **SA Tourism will also not consider any bids from bidders whose tax status is not valid on CSD.** Bidders who are not registered on CSD can do so on <https://secure.csd.gov.za/>

In bids where Consortia / Joint Ventures / Sub-contractors are involved, each party must submit a separate centralized supplier database registration report. **Failure to submit proof of CSD registration shall invalidate a tender and/or inclusion in any list or database of prospective suppliers.**

Bidders registered as legal entities outside the borders of South Africa is exempted from registering on National Treasury's Centralized Supplier Database (CSD) but will have to submit affirmation of certification of registration with the Chamber of Commerce (C.C.I.A.A.) or Companies House.

## 8 ANNEXURE A: DETAILED SPECIFICATION OF GOODS AND SERVICES

### 8.1 Background on South African Tourism

South African Tourism Board 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 the South African Board 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 National Tourism Sector Strategy documents as it supports government objectives of alleviating the triple challenges of unemployment, poverty and inequality.

### 8.2 South African Tourism's Business Units and Country Offices

South African Tourism executes a broad spectrum of segment-specific marketing activities and support activities throughout the world through its 20 Business Units. Details of these are as follows:

Name of Business Unit	Designation of Business Unit Manager	Sub Business Units and key projects falling under this Business Unit	
1. Strategy, Insights and Analytics (SIA)	Chief Research Officer		
2. National Convention Bureau (including Business Tourism)	Chief Convention Bureau Officer	2.1 Meetings and Convention sales 2.2 Meetings Africa 2.3. Lilizela Awards	
Tourism Execution:	COO		
3. Europe	Regional General Managers & Hub Heads	3.1 UK office 3.2 French office 3.3 Italy office	
4. Central Europe		4.1 Germany 4.2 Russia 4.3 Austria 4.4 Spain 4.5 Turkey	
5. Benelux and Scandinavia		5.1 Netherlands 5.2 Belgium 5.3 Finland 5.4 Norway 5.5 Denmark 5.6 Sweden	
6. Asia Pacific		6.1 China 6.2 Japan 6.3 South Korea	
7. Australasia Portfolio		7.1 Australia office 7.2 New Zealand	
8. North America		8.1 USA 8.2 Canada	
9. Latin America		9.1 Brazil 9.2 Argentina	
10. Africa Portfolio		Regional General Manager: Africa	10.1 Africa Portfolio Head Office services: Africa Land Hub East Africa hub (Kenya/Tanzania/Uganda/Ethiopia) DRC  10.2 West Africa hub office (Nigeria/Ghana) 10.3 Angola office
11. Domestic Tourism		Hub Head: Southern Africa	11.1 Intra South Africa travel by South Africans
12. Brand & Marketing		Chief Marketing Officer	12.1 Advertising & Marketing Management (including Global Brand Management,



Name of Business Unit	Designation of Business Unit Manager	Sub Business Units and key projects falling under this Business Unit
		Corporate Identity compliance and all agency management) 12.2 Global Projects including Indaba 12.3 Global Trade Relations: 12.4 PR & Comms: Messaging management, Agency management, Messaging for key brand themes, events and situations 12.5 In-market Ubuntu Trade & Media awards 12.6 Digital: Content management incl. website, National product database Online/social media marketing
13. Watchlist market (including Strategic Hubs)	Embassy Liaison	
15. Finance (including Supply Chain and Payroll)	Chief Financial Officer	15.1 Financial Management 15.2 Supply Chain Management 15.4 Financial Compliance
16. Tourism Grading Council of South Africa	Chief Quality Assurance Officer	16.1 Operations including PMA and assessor management 16.2 Marketing and Communications 16.3 Customer and Stakeholder Relationship management Brand Experience: Trade , Media and Influencer Hosting Visitor Experience Market Access Facilitation
17. Human Capital	GM: Human Resources	17.1 Recruitment, resignations and dismissals 17.2 Industrial relations 17.3 Training & learning Payroll Management
18. Office of the CEO/COO	Chief Operating Officer	18.1 Legal 18.2 Administration (including fixed asset- and insurance management) 18.3 Board Secretariat 18.4 Internal Audit 18.5 CEO projects 18.6 Organisational planning, Risk management and Performance Information 18.7 Business Processes
19. Business Information Systems (including all IT Support functions)	General Manager: Business Information Systems	19.1 Applications and IT Infrastructure support and maintenance

### 8.3 Mandate

South African Tourism (SAT) is a Schedule 3A Public Entity, listed in terms of the Public Finance Management, 1999 (Act No. 1 of 1999), and it is accountable to the Minister of Tourism. SAT is a public entity established in terms of section 2 of the Tourism Act, 2014, (Act No. 72 of 2014). In line with its mandate, SAT receives funding for its operations from government.

Chapter 3 of the Tourism Act, 2014 provides the following as functions of the SAT:

- Market South Africa as a domestic and international tourist destination;
- Market South African tourism products and facilities internationally and domestically;
- Develop and implement a marketing strategy for tourism that promotes the objectives of the Act, and the National Tourism Sector Strategy;
- Advise the Minister on any other matter relating to tourism marketing;
- With the approval of the Minister, establish a National Convention Bureau in order to market South Africa as a destination for business events by:
  - Coordinating bidding for international conventions;
  - Liaising with other organs of state and suitable bodies to promote South Africa as a destination for business events; and
  - Reporting to the Minister on the work performance of the National Convention Bureau.

The Board of SAT must perform any function imposed on it, in accordance with a policy directive of the Minister, and not in conflict with the Act. Additionally, Chapter 4 of the Tourism Act, 2014 provides the following as functions of the Grading Council:

- Implement and manage the national grading system for tourism, as contemplated in section 28. The Minister must oversee the functioning of the Council, and
- The Council is, in this respect, accountable to the Minister for the proper implementation and management of the national grading system.

### 8.4 The Vision

The organisation's vision is, for South Africa, to be one of the preferred tourist destinations in the world in order to maximise the economic potential of tourism for the country and its people.

The vision will be achieved through the following:

- Facilitating the strategic alignment of the provinces and industry in support of the global marketing of tourism to South Africa;
- Removing all obstacles to tourism growth;
- Building a tourist-friendly nation; and
- Ensuring that tourism benefits all South Africans.

### 8.5 The Organizational Structure

SAT has five (5) divisions, Brand & Marketing, Tourism Execution, National Convention Bureau (NCB), Tourism Grading Council of South Africa (TGCSA), Finance & Supply Chain Management and Operations. SAT furthermore operates eleven (11) offices internationally, which serve as delivery stations for international markets and they are spread across five (5) continents. SAT operates its domestic and Africa (excluding West Africa and Angola) marketing activities from its head office based in Johannesburg, Sandton.

SAT currently employs about 173 employees across all business units; its approved staff compliment is approximately 193. Of the 173 staff members, fifty-eight (58) are based in the international offices, two in the Regional office and the balance at head office.

#### Country Office Locations

CONTINENT / REGION	COUNTRY
North America	1. USA (New York)
South America	2. Brazil (Sao Polo)
Europe	3. Germany(Frankfurt) 4. UK (London) 5. France (Paris) 6. Italy (Milan) 7. Amsterdam 8. Netherlands

Asia	9. China (Beijing) 10. Japan (Tokyo) 11. India
Australasia	12. Australia (Sydney)
Africa	13. Nigeria (Lagos) 14. Angola (Luanda)

Furthermore, from 2015/16 - these offices are serviced using a hub approach. This means SAT hub may be operating a number of offices that are not governed by the same laws.

The hub strategy is being implemented in the following ways:

AMERICAS		ASIA & AUSTRALASIA	EUROPE			
<b>North America</b>	<b>Latin America</b>	<b>Asia Pacific</b>	<b>Central Europe</b>	<b>Northern Europe</b>	<b>Southern Europe</b>	<b>United Kingdom</b>
USA (Office) - Hub Canada	Brazil (Office) - Hub Argentina	China (incl. Hong Kong & Macau) (Office) – Hub Japan South Korea	Germany (Office) - Hub Russia Switzerland Austria	The Netherlands (Office) - Hub Belgium Sweden Denmark	France (Office) - Hub Italy Spain	
AFRICA		INDIA	AFRICA –HEAD OFFICE HUB		WATCHLIST	
<b>West Africa</b>	<b>East Africa</b>	India (Office) - Hub	DRC		Finland Norway Turkey Malawi Swaziland Egypt and Morocco Israel and Saudi Tunisia Priority Missions	
Nigeria (Office) - Hub Ghana	Kenya (Office) – Hub Tanzania Ethiopia					
<b>Central Africa</b>	<b>SADC</b>	ASIA AIR LINK HUB				
Angola (Office)	Botswana Malawi Mozambique Zimbabwe Zambia Lesotho Namibia	Malaysia Singapore UAE				
		AUSTRALASIA				
		Australia (Office) – Hub New Zealand				

## 8.6 Scope of services

As a destination, South Africa has enjoyed a very high awareness amongst US consumers but ‘negative perceptions’ still remain barriers to entry. Consumer insights show that South Africa (SA) does not stand for one clear thing in the minds of USA travellers. Without a clear connection to a brand, SA becomes interchangeable within its category, even when awareness is high.

The USA is the second largest long-haul source market for SA where key traveller segments are ‘NSSAs’ and ‘Wanderlusters’ who have extensive international travel experience and seek variety at destinations.

South African Tourism’s hypothesis of these two key travel segments includes the following:

### ‘Wanderluster’

The American Wanderluster segment is made up of younger travellers between the ages of 26 and 40, who do not have children. Highly educated and open-minded, they are very interested in travel in general, and have an annual household income above \$100,000+. They are adventure seekers (but also travel for relaxation) and within South Africa they are interested in safari, natural beauty and culture. While open to traveling alone, they are likely to travel with a significant other or with friends. They are quick decision-makers, with only a minority waiting more than 2 months to make a reservation, or to take a trip after making the reservation.

### ‘Next Stop South Africa’ (NSSA)

The American NSSA is an older, wealthier, more experienced international traveller, with annual household income above \$100,000+. They are aged between 41 and 65, with 75% over 55 years old. Close to half this group are retired and do not have any dependent children, this explains their high relative number of days available for vacation. NSSAs are highly interested in traveling for education and culture, with some interest in heritage and relaxation. They prefer independent or small group travel, and look for luxury and comfort as part of their experience. Within South Africa, they are interested in natural beauty, culture and good restaurants. They thoroughly research the destination and plan out their holidays allowing 1-4 months between reservation and travel.

- 8.6.1 SA Tourism is therefore inviting proposals from reputable service providers with vast experience to provide Public Relations, Social Media/ Digital and Online Communications and Brand Activations to complement existing media investments in order to offer a fully integrated marketing approach that is inclusive of consumer, media and trade engagements for a period of three years. After three years the agreement may be extended for another two years at SAT’s discretion. SA Tourism needs an integrated PR, marketing & communications agency to engage with media, consumers and stakeholders constantly and consistently with positive messages and innovating campaigns that align with the SA Tourism communications strategy.

The appointment of an integrated agency will SA Tourism competitive advantage in being able to engage with the consumers by showcasing high quality content of the destination. This agency will need to promote the SA Tourism message, while at the same time will be driving campaigns and promotions across the various platforms, responding professionally and appropriately to issues arising, and engaging with care and intelligence in this very public, volatile domain.

The appointed service provider will localize the Global Brand Communications and creative strategies, as conceptualised by the lead marketing services agency and local SAT New York team, and outline engagement plans that will assist SAT to achieve the business goals/targets to dispel negative perceptions in the USA. The successful bidder must therefore identify how best to position South Africa as the preferred holiday destination for USA travellers, outline a multi-year communication strategy and establish a yearly marketing plan that aligns with the overall marketing plan in order to understand how to engage USA travellers online on behalf of South African Tourism.

Consequently, the appointed agency will be responsible for, but not limited to the following:

## 8.7 Public Relations

- 8.7.1 Examine our two target market segments and present a local detailed plan to re-engage these markets through the use of effective PR tactics.
- 8.7.2 Provide strategic consultancy, idea generation, conceptualisation and execution of online and offline consumer conversion campaigns.

- 8.7.3 Present measurable PR campaigns designed to address the issues outlined in this brief and how these would ultimately drive conversions across our key segments.
- 8.7.4 Position South Africa as a preferred holiday destination in the USA through positive media relations to induce favourable coverage. This must include a focus on agenda-setting media as well as consumer, trade and online media.
- 8.7.5 Identify and leverage the PR opportunities in the USA and South Africa that will engage with SA Tourism's key audiences.
- 8.7.6 Identify non-traditional partnership opportunities and assist in crafting a value proposition to the prospective partners to secure the collaboration.
- 8.7.7 Develop plans to maximise positive editorial coverage of South Africa as the preferred holiday destination.
- 8.7.8 Execute trade media campaigns in line with Global Trade Plan. Assist with Marketing Collaboration Agreements

## **8.8 Operational PR Services**

- 8.8.1 Create an 'always on' 24/7 press office including consumer, travel trade and influencer engagement.
- 8.8.2 Develop and maintain a consumer and trade media database of all media in the USA - with particular emphasis on tourism (a copy of this database should be made available to SA Tourism on a 6-monthly basis).
- 8.8.3 Identify and recommend media, journalists, influencers and bloggers which should be targeted for familiarisation trips to South Africa and recommend the best activities to organise for engaging their audiences.
- 8.6.4 Build relationships with key online content writers and online media outlets for coverage on South Africa and thus driving increased referral traffic to the USA website and improve search engine visibility.
- 8.6.5 Evaluate and source non-paid opportunities to increase our brand reach and visibility online.
- 8.6.6 Identify niche markets (including African Americans and LGBTQ) and recommend content to engage these audiences.
- 8.8.7 Prepare and issue media releases and fact sheets as per written briefs and follow-up with media to pursue publishing.
- 8.8.8 Write speeches/ talking points for SA Tourism officials at key tourism events and media interactions and/or interviews.
- 8.8.9 Develop and write articles or editorial pieces for publications as required or briefed by SA Tourism.
- 8.8.10 Develop and produce all long-form content as required and/or briefed by SA Tourism.
- 8.8.11 Produce, develop and edit multi-media content to support online and offline campaigns when needed.
- 8.8.12 Disseminate information and pictures to media as instructed by SA Tourism.
- 8.8.13 Approach media and secure interviews for SA Tourism.
- 8.8.14 Provide a monthly clipping service of traditional, online and social media to SA Tourism and recommend ways to address matters arising.
- 8.8.15 Crisis Communication and Reputation Management
- 8.8.16 Social Media, Digital and Online PR
- 8.8.17 Stakeholder Management
- 8.8.18 Consumer and Trade Activations
- 8.8.19 Digital Support

## **8.9 Trade PR**

- 8.9.1 Develop a trade strategy (B2B) that establishes credibility, increases visibility of South Africa and engages the USA and CAN travel trade.
- 8.9.2 Develop concepts that provide a platform for SAT to interact with the US and CAN travel trade.
- 8.9.3 Conceptualise digital campaigns for the US and CAN travel trade and track results.
- 8.9.4 Identify long-term opportunities for collaboration with travel trade partners that mutually benefits and adds value to SAT and partners.
- 8.9.5 Develop content for B2B partners.

## **8.10 Crisis Communication and Reputation Management**

- 8.10.1 Develop a USA crisis communication framework informed by the Global Communications Strategy.
- 8.10.2 Alert SA Tourism as to potential negative stories or issues which may need to be dealt with in the media and recommend crisis management activities.
- 8.10.3 Identify and alert SA Tourism where lobbying or high level intervention may be required in market and recommend a USA-centric position.

## **8.11 Social Media, Digital and Online PR**

- 8.11.1 Analyse existing social media footprint and identify how best to meet SA Tourism's consumer strategy.

- 8.11.2 Conceptualise and run innovative social media campaigns to support local offline and online activity. Create and curate content for digital channels (e.g. blogs, videos, images, etc.) using appropriate global assets for local USA audiences.
- 8.11.3 Manage digital audience, engage in dialogue and drive positive sentiment throughout all social channels.
- 8.11.4 Provide ongoing social media management and consultancy.
- 8.11.5 Provide 'always on' 24/7, day-to-day community management of all social media platforms with planning, scheduling and management of all posts and monitor engagement.
- 8.11.6 Curate USA-centric content for social media using available global assets.
- 8.11.7 Liaise with SA Tourism's local events, media investment agencies for social media support of all local events and marketing activities.
- 8.11.8 Provide monthly social media reporting for the duration of this agreement on activities, key metrics and competitive benchmarks; include reporting on the social sentiment of South Africa and proposing ways of addressing negative sentiments and promoting positive sentiment;
- 8.11.9 Work with PR to liaise with influential bloggers to take on familiarisation trips; and
- 8.11.10 Ensure all social media channels are growing via combination organic and paid strategy.
- 8.11.11 Manage a budget for social media promotion on behalf of SAT (Bidder will create projects plans/ invoice Client for additional ad buys)
- 8.11.12 SAT in the USA maintains the following social media platforms:
  - (a) Facebook - [Visit South Africa](#)
  - (b) Instagram - [@VisitSouthAfrica](#)
  - (c) Twitter - [@SouthAfrica](#)
  - (d) YouTube - [VisitSouthAfricaNA](#)
  - (e) Pinterest - [VisitSA](#)

## 8.12 Stakeholder Management

- 8.12.1 Manage the database of the key stakeholders in the US market including - tourism industry stakeholders, SA embassy/ consulate staff and prominent pro-South Africa celebrities, business people or sports people (a copy of this database should be made available to SA Tourism on a monthly basis, this database will remain the property of SA Tourism at all times)
- 8.12.2 Manage a database of South African-based stakeholders including - national and provincial tourism government officials, provincial tourism authorities, city tourism authorities, other tourism bodies, products and service providers.

## 8.13 Consumer and Trade Activations

The entire project management and execution of consumer and trade activations as briefed, including:

- 8.13.1 Project communication and consultancy.
- 8.13.2 Co-ordination and workflow Management.
- 8.13.3 Managing and appointing sub-contractors on the basis of competitively priced bids and complying with South African Tourisms supply chain policies.
- 8.13.4 Enforcement of South African Tourism's policies and processes throughout and across all parties.
- 8.13.5 Agency liaison with existing Global Lead Agency/ SA Tourism HQ.
- 8.13.6 South African Tourism's Project including not limited to the following
- 8.13.7 Consumer Shows and general consumer activations as briefed.
- 8.13.8 Public Relations Events and activations as briefed
- 8.13.9 Trade Activations and other events briefed.
- 8.13.10 Stakeholder events and activations briefed.
- 8.13.11 Roadshow Activations and activations as briefed.
- 8.13.12 Global activations as required by SA Tourism within the US and CAN
- 8.13.13 Warehouse storage facilities/costs for housing any of South African Tourisms activation assets.

Example of general activation management services:

- 8.13.14 Event creative concept and set design.
- 8.13.15 Activation Production.
- 8.13.16 Activation Execution.
- 8.13.17 Activation Logistics.
- 8.13.18 Budget Management

## 8.14 Digital Support

- 8.14.1 Recommend online campaign-specific features to support offline and online activities and provide a central interaction space for all stakeholders.
- 8.14.2 Recommend mobile apps and 3rd party technologies to leverage, such as augmented reality and immersive video.
- 8.14.3 Develop campaign specific digital, video and graphic creative assets to support offline activities;

- 8.15.1 Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 8.3 above.
- 8.15.2 Proposals should also include credentials in the form of at least 2 examples of exemplary case studies carried out in the area of social media campaign creation and management.
- 8.15.3 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:
- (a) Client name & background;
  - (b) Challenge faced by client;
  - (c) Solution delivered by your agency with supplementary graphics and/or URLs where appropriate; and
  - (d) Value added by your agency.
- 8.15.4 Key objectives for integrated PR & marketing agency:
- Increase arrivals
  - Increase tourism spend
  - Increase South Africa's positive brand awareness
  - Improving geographical spread
  - Improving seasonality patterns
  - Promote transformation
  - Promote South Africa to be a value for money destination
  - Position South Africa as a preferred holiday destination by showcasing a variety of experiences allowing time for bonding through our brand attributes of wildlife, scenic beauty and adventure
- 8.16 SAT expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to include information relevant to the following six topics:
- (a) Introduction
    - Agency overview, size, company structure; and
    - Relationship with other subsidiaries of your parent company
  - (b) Marketing capabilities
    - Describe any prior destination marketing experience;
    - Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
    - Describe any competitive advantages that differentiate you from your competitors
  - (c) Solution overview
    - Brief description of your understanding of SAT's needs and the challenges it faces in the USA. In doing so, please do not paraphrase or repeat the content of this RFP; and
    - Describe how you would deliver on each Scope of Services section and any additional value-added services that you could offer based on your understanding of SAT's challenges
  - (d) Experience, skills and qualifications of the proposed team who will work on the project/account

- Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects;
  - Indicate how the quality and availability of staff will be assured over the term of the agreement; and
  - Outline the reporting structure and how each team member would liaise with the client lead and the PR and media buying account leads.
- (e) Work plan and project management
- Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
  - Outline plans to monitor the campaign's performance and implement corrective measures where necessary.
- (f) Cost
- Provide two high level cost estimates, including all fees and resource rate cards for:
    - Solution to meet minimum requirements; and
    - Solution with proposed value-added services.
  - Cost should be presented in the same format for year 1, 2 and year 3 (with applicable escalation where relevant) and should separately indicate any once-off cost associated with the project.
  - SAT also requires representation of cost for the additional 2 years should SAT chooses to further extend the 3 year appointment

#### 8.17 Short listing

The final evaluation might look at short-listed bidders (bidders who meets the minimum required score for functionality) in more detail and may call for additional information and presentations.

#### 8.18 Association between consultants

Service providers may associate with each other to complement their respective areas of expertise, or for other reasons. Such an association may be for the long term (independent of any particular assignment) or for a specific assignment. The "association" may take the form of a joint venture or a sub-consultancy. In case of a joint venture, all members of the joint venture should sign the contract and are jointly and severally liable for the entire assignment. Once the bids or Requests for Proposals (RFPs) from service providers are issued, any association in the form of joint venture or sub-consultancy among firms should be permissible only with the approval of SAT. SAT will not compel consultants to form associations with any specific firm or group of firms, but may encourage associations with the aim to enhance transfer of skills.

#### 8.19 Bid protocol and packaging of bids

Bidders should take precaution to not contravene the provisions of Section 4 (1) (b) (iii) of The Republic of South Africa's Competition Act No. 89 of 1998, as amended, which prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).

An agreement to engage in a restrictive horizontal practice is presumed to exist between two or more firms if -

- a) any one of those firms owns a significant interest in the other, or they have at least one director or substantial shareholder in common; and
- b) any combination of those firms engages in that restrictive horizontal practice;
- c) an agreement for co-operation between two or more competing businesses operating at the same level in the market;
- d) Price fixing- an arrangement in which several competing businesses make a secret agreement to set prices for their products to prevent real competition.

8.19.1 Proposals are expected to be presented in one pack. The pack, however, should be noticeably **subdivided into 3 parts** in the following order:

Bid protocol and packaging of bids



**Part A:** Documents and information relating to the vetting of company/commercial information where the following information and supporting documents should be provided in sequential order, for vetting and verification purposes:

- a) Cover letter introducing your company;
- b) National Treasury Centralized Supplier Database (CSD) registration summary report (only applicable to entities legally registered within the borders of South Africa);
- c) Affirmation of certification of registration with the Chamber of Commerce (C.C.I.A.A.) or equivalent report (only applicable to entities legally registered outside the borders of South Africa);
- d) Valid certified copy of B-BBEE certificate ((only applicable to entities legally registered within the borders of South Africa);
- e) Copies of latest Statement of financial position, Statement of financial performance and Cash flow statement;
- f) Letter of Good standing - Compensation Fund (COIDA) (only applicable to entities legally registered within the borders of South Africa);
- g) Certified copies of Identity Documents or Valid Passports of Members, Directors or owner (*Copy with original stamp*);
- h) 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.

**Part B-** All documents and completed annexures of the Request for Proposal (RFP) in sequential order as they have been issued where bidders are required to:

- a) Initial each page of the Request For Proposal (RFP) to confirm that they have read and understood the contents of the bid;
- b) Duly completed (and signed where relevant) all Standard Bidding Documentation (SBD's) as required from section 9 onwards, including Annexure A-K and provide certificates where relevant.

Should all of these documents not be included and signed where applicable, the bidder may be disqualified on the basis of non-compliance/ non-responsiveness.

**Part C-** Credentials against the proposed scope of services, including a cover letter introducing your company and any information which will demonstrate:

- a) Bidders' capability to provide the required services, this may include but not limited to resources e.g. equipment, staff, asset register, global footprint etc. in line with SAT's request for proposals (RFP);
- b) Description and location of proposed premises where the actual services will be delivered from (SAT may perform site inspections of the proposed premises of shortlisted bidders);
- c) Proof of previous relevant experience;
- d) Proposal in line with your understanding of what the scope of work entails and any additional information which you deem valuable for consideration during the bid evaluation process;
- e) Any value added services you are able to offer relevant to this scope of services;
- f) Proposed team structure and skills of team members who will be assigned to this contract should you be the successful bidder;
- g) A detailed cost breakdown (inclusive of VAT) based on your understanding of SAT's full requirements under this tender. Where unsure, as much detail as possible should be provided. Also clearly indicate any once-off cost. The cost should be shown for 3 years and for 5 years but where each respective year is clearly defined.

Companies who fail to adhere to the above requirements; risk being disqualified from the evaluation process.

## 8.20 Anti-Corruption Compliance

SA Tourism is committed to conducting its business ethically and to achieving and maintaining the highest standards of corporate governance, particularly in respect of anti-corruption compliance. We require all of our business partners, suppliers, vendors, contractors and service providers, who play an important and valued role in our continuing business success, to behave ethically and to avoid engaging in corrupt business activities.

To assist SA Tourism in respect of its commitment to ethical business practices, all successful bidders are required to complete an anti-bribery compliance questionnaire and thereafter to undergo an anti-bribery due diligence check ; the outcome thereof may determine, at SA Tourism’s discretion, whether SA Tourism will enter into any contractual agreement or other arrangements with the supplier, or not.

SA Tourism reserves the right to disqualify bidders based on the results and outcomes of its risk based anti-bribery due diligence procedures and will not furnish reasons for such decisions.

Successful bidders will further be required to sign warranties and undertake contractually that, in carrying out their responsibilities on behalf of SA Tourism, neither they nor their owners, officers, directors, employees, or their agents or subcontractors will pay, offer, or promise to pay, or authorize the payment directly or indirectly, of any money, gift, or anything of value to any government official or anyone else for the purpose of influencing any act or decision of such official or of the government to obtain or retain business, or to direct business to any person.

#### 8.21 Period of appointment

The appointment of the successful bidder will be subject to the signing of a contract and service level agreement based on the preferred bidder’s tender proposal and final agreed scope of work by SA Tourism.

### 9. Evaluation process

The evaluation process will comprise of the following gates:

Gate 0	Gate 1	Gate 2	Gate 3
<b>Administration and Mandatory bid requirements</b>	<b>Functionality</b>	<b>Price and B-BBEE</b>	<b>Recommendation and Appointment</b>
Compliance with administration and mandatory bid requirements	Bids will be evaluated in terms of functionality and Presentation (Refer to section 8.3 & 9.1.4 of the bid document)	Bids evaluated in terms of the 80/20 or 90/10 preference system	Recommendation to SA Tourism Bid Adjudication Committee and appointment

#### 9.1 PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2011 (this is only applicable for South African -registered legal entities).

BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF B-BBEE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2011.

##### 9.1.1 Gate 0: Pre-qualification Criteria

Without limiting the generality of SA Tourism’s other critical requirements for this Bid, bidder(s) must submit the documents listed paragraph 9.5.1.

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 administration and mandatory bid requirements. The bidder(s) proposal may be disqualified for non-submission of any of the documents.

##### 9.1.2 Gate 1: Technical Evaluation Criteria = Weighting of 100 basis points

All bidders are required to respond to the technical requirements of the solution as outlined under paragraph 9.1.

Only Bidders that have met the Pre-Qualification Criteria in (Gate 0) will be evaluated in Gate 1 for functionality. Functionality will be evaluated as follows:

- i. Desktop Technical Evaluation - Bidders will be evaluated out of a weight of 100 where bidders will be required to achieve a minimum threshold of 60% (300 points out of a possible maximum of 500 points). Bidders who does not meet the 60% minimum threshold will be eliminated and will not be considered for further evaluation.
- ii. Only bidders who have met the minimum threshold under the (i) will be advanced to Gate 2 for further evaluation.

The Bidder's information will be scored according to the following points system:

Functionality	Maximum Points Achievable	Minimum Threshold
Desktop Technical Evaluation Evaluation criteria in the scorecard below	500	60% / 300 points
<b>OVERALL COMBINED POINTS</b>	<b>500</b>	

9.1.3 South African Tourism reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required.

**9.1.4 Criteria and weighting for Functionality:**

Evaluation criteria	Weighting
1. Expertise and experience in events management  Number of years' experience:  <ul style="list-style-type: none"> <li>• 1 - 3 years = 3</li> <li>• 3 - 5 years = 4</li> <li>• 5 + years = 5</li> </ul>	25
2. Proposed solution to meet minimum scope of work  <ul style="list-style-type: none"> <li>• 3 = average demonstration of solution</li> <li>• 4 = good demonstration of solution</li> <li>• 5 = excellent demonstration of solution</li> </ul>	25
3. Quality of work plan & project management (incl. project team and experience)	15
4. Creative process & value-added services proposed	15
5. Interpretation of SA Brand for consumers in digital environment	10
6. Presentation of the proposed solution	10
	100 tw - total weight

Evaluation Matrix determining value of weights based on				
Poor	Average	Good	Excellent	Best in Class
1	2	3	4	5

Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.

9.1.5 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 and the subsequent system demonstration.

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

Rating	Definition	Score
<b>Excellent</b>	<b>Exceeds</b> the requirement. Exceptional demonstration by the bidder of the relevant ability, understanding, experience, skills, resources and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	<b>5</b>
<b>Good</b>	<b>Satisfies</b> the requirement with <b>minor additional benefits</b> . Above average demonstration by the bidder of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	<b>4</b>
<b>Acceptable</b>	<b>Satisfies</b> the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods / services, with supporting evidence.	<b>3</b>
<b>Minor Reservations</b>	Satisfies the requirement with <b>minor reservations</b> . Some minor 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>2</b>
<b>Serious Reservations</b>	Satisfies the 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, resource & quality measures required to provide the goods / services, with little or no supporting evidence.	<b>0</b>

9.1.7 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. The total score will be converted to a percentage and only Bidders that have met or exceeded the minimum threshold of 60% for functionality will be evaluated and scored in terms of the pricing and B-BBEE status level of contributor.

- 9.1.8 Individual value scores will be multiplied with the specified weighting for the criterion to obtain the marks scored for all the elements. These marks will be added and expressed as a fraction of the best possible score for all criteria. This score will be converted to a percentage.
- 9.1.9 Any proposal not meeting the minimum score of **60 percent (60%)** on the technical/functionality evaluation will be disqualified and the financial proposal will not be considered.
- 9.1.10 **Gate 2:** Price = 100 points

Only Bidders that have met the 60% threshold in **Gate 1**

(a) *Stage 1 - Price Evaluation (80 Points)*

Criteria	Points
Price Evaluation	100
$P_s = 100 \left( 1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$	

The following formula will be used to calculate the points for price:

Where

- $P_s$  = Points scored for comparative price of bid under consideration
- $P_t$  = Comparative price of bid under consideration
- $P_{\min}$  = Comparative price of lowest acceptable bid

**9.2 Points awarded for B-BBEE status level of contributor**

B-BBEE Status Level of Contributor	Number of points (90/10 system)
1	10
2	9
3	6
4	5
5	4
6	3
7	2
8	1
Non-compliant contributor	0

Failure on the part of a bidder to fill in and/or to sign this form and submit a B-BBEE Verification Certificate from a Verification Agency accredited by the South African Accreditation System (SANAS) or a Registered Auditor approved by the Independent Regulatory Board of Auditors (IRBA) or an Accounting

Officer as contemplated in the Close Corporation Act (CCA) together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed;

- 9.2.1 Bidders who qualify as EMEs in terms of the B-BBEE Act must submit a certificate issued by an Accounting Officer as contemplated in the CCA or a Verification Agency accredited by SANAS or a Registered Auditor. Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates;

“EME” means any enterprise with annual total revenue of R5 million or less.

- 9.2.2 Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a Registered Auditor approved by IRBA or a Verification Agency accredited by SANAS;
- 9.2.3 A trust, consortium or joint venture, will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate;
- 9.2.4 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid;
- 9.2.5 Tertiary institutions and public entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice;
- 9.2.6 A person will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended sub-contractor is an EME that has the capability and ability to execute the sub-contract;
- 9.2.7 A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capability and ability to execute the sub-contract.

## 10. ANNEXURE B - COMPANY INFORMATION

THE FOLLOWING PARTICULARS MUST BE FURNISHED (FAILURE TO DO SO MAY RESULT IN YOUR BID BEING DISQUALIFIED)		
BID IN RESPECT OF TENDER NO	SAT USA 001/19	
LEGAL NAME OF BIDDER		
TRADING NAME OF BIDDER		
COMPANY REGISTRATION NUMBER		
POSTAL ADDRESS		
STREET ADDRESS		
CONTACT PERSON FOR THIS TENDER		
TELEPHONE NUMBER	Code:	Number:
CELLPHONE NUMBER		
FACSIMILE NUMBER	Code:	Number:
E-MAIL ADDRESS		
TYPE OF COMPANY/FIRM		
<input type="checkbox"/> PARTNERSHIP / JOINT VENTURE / CONSORTIUM		
<input type="checkbox"/> ONE PERSON BUSINESS / SOLE PROPRIETY		
<input type="checkbox"/> CLOSE CORPORATION		
<input type="checkbox"/> COMPANY		
<input type="checkbox"/> BV		
<input type="checkbox"/> Other - Specify		
DESCRIBE PRINCIPAL BUSINESS ACTIVITIES		
COMPANY CLASSIFICATION		
<input type="checkbox"/> MANUFACTURER		
<input type="checkbox"/> SUPPLIER		
<input type="checkbox"/> PROFESSIONAL SERVICE PROVIDER		
<input type="checkbox"/> OTHER e.g. transport etc (specify)		

Total number of years the firm has been in business		
Total number of employees :		
Full Time		
Part Time		
Street Address of all Facilities used by Firm (eg. Warehousing, storage space, offices etc.)		
Do you Share Facilities	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, which facilities		
With who do you share facilities (Name of Firm / Individual)		
Is the firm registered or does it have a business license		
<input type="checkbox"/> Registered	Number :	
<input type="checkbox"/> Company Registration Number	Number :	
Detail all trade associations in which you have membership		
Did the firm exist under another name	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, What was the firm's previous name		
Who were the owners / partners / directors		



List the current partners, proprietors and shareholders by name, Passport number, Citizenship, and Ownership, as relevant

Shareholder Name	Passport Number	Citizenship	Date of Ownership	Percentage Voting

Note. Identify should owners themselves be a company or partnership

Complete the following information for each Partner, Proprietor, Shareholder, Director, and Officer of the Firm (viz. chairperson, company secretary, director, etc.) Should space be insufficient, please attach annexures

Title	Name	Gender (M/F)	Percentage of time devoted

Identify any owner or management officer who has an ownership interest in another firm. Should space be insufficient, please attach annexures

Name	Name & address of other firm	Percentage Owner	Type of other business

Identify any owner or management officer who is an employee of, or has duties in another business enterprise

Name	Type of other business

List the major items of equipment, plant and vehicles owned by the firm			
Item Description			Quantity
What is the enterprises annual turnover (excluding taxes) during the lesser period for which the business has been operating, or for the previous three financial years			
GBP amount:	£		
Or Previous three financial years	Year	Year	Year
	£	£	£
List the four largest contracts / assignments completed by your firm in the last three years			
Work Performed	For whom	Contact Person & Telephone numbers	Contract Fee Amount

ARE YOU AN ACRREDITED REPRESENTATIVE IN UNITED KINGDOM FOR THE GOODS / SERVICES / WORKS OFFERED?	YES or NO
--	-----------

The undersigned is duly authorised on behalf of the firm and affirms that the information furnished is true and correct	
Name and surname	
Signature	
Capacity under which the bid is signed	
Duly authorised to sign on behalf of	
Date	
Solicitor Signature	
Solicitor Stamp	

**11. ANNEXURE C: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES**

Bidders must ensure that a detailed pricing schedule is included that is broken down to meet the conditions set out in this document. If uncertain, as much detail as possible should be provided.

List any third party's involvement in your solution and include costs thereof. Provide a summary of all costs. The tender prices should be quoted in GBP currency. Refer to Validity Period with regard to costs.

Bidders need to provide a clear cost breakdown by body/role across all of the stated projects. i.e

**Public Relations**

- Example, how many bodies will make up the PR team?
- What is the ranking and roles of the teams by job title?
- Average rate per body in the team.

Please summarise the total cost below which agrees to your detailed pricing schedule:

**SUMMARY OF TOTAL PROJECT COST**

TOTAL BID PRICE FOR 3 YEARS	GBP (Including all applicable taxes)	Projected annual escalation Percentage
YEAR 1		
YEAR 2		
YEAR 3		
OTHER (SPECIFY)		
OTHER (SPECIFY)		
OTHER (SPECIFY)		
TOTAL COST FFOR YEARS		

**SUMMARY OF TOTAL PROJECT COST**

TOTAL BID PRICE FOR 5 YEARS	GBP (Including all applicable taxes)	Projected annual escalation Percentage
YEAR 4		
YEAR 5		
OTHER (SPECIFY)		
OTHER (SPECIFY)		
TOTAL COST FOR 5 YEARS		

**12. TIME FRAMES**

Pricing schedule should include stipulated time frames for delivery and/or execution and a detailed project / roll-out plan where applicable.



**13. ANNEXURE D: ACCEPTANCE OF GENERAL TENDER CONDITIONS OF SOUTH AFRICAN TOURISM**

I/We hereby tender to supply all or any of the services described in the Tender Request for Presentation, in accordance with the specifications stipulated therein (and which will be taken as part of, and incorporated into, this tender submission) at the prices and on the terms regarding time for delivery and/or execution inserted therein, to South African Tourism on the terms of the General Tender Conditions of South African Tourism

I/WE AGREE THAT -

- 13.1 The offer herein will remain binding upon me/us and open for acceptance by South African Tourism during the Validity Period indicated and calculated from the closing time of the tender.
- 13.2 if I/we withdraw my/our tender within the period for which I/we have agreed that the tender will remain open for acceptance, or fail to fulfill the contract when called upon to do so, South African Tourism may, without prejudice to its other rights, agree to the withdrawal of my/our tender or cancel the contract that may have been entered into between me/us and South African Tourism and I/we will then pay to South African Tourism any additional expense incurred by South African Tourism having either to accept any less favorable tender or, if fresh tenders have to be invited, the additional expenditure incurred by the invitation of fresh tenders and by the subsequent acceptance of any less favourable tender; South African Tourism will also have the right to recover such additional expenditure by set-off against moneys which may be due or become due to me/us under this or any other tender or contract or against any guarantee or deposit that may have been furnished by me/us or on my/our behalf for the due fulfillment of this or any other tender or contract and pending the ascertainment of the amount of such additional expenditure to retain such moneys, guarantee or deposit as security for any loss the Province may sustain by reason of my/our default;
- 13.3 if my/our tender is accepted the acceptance may be communicated to me/us by e-mail, letter or order by ordinary post or registered post;
- 13.4 laws of the United States of America will govern the contract created by the acceptance of my/our tender.

I/We furthermore confirm that I/we have satisfied myself/ourselves as to the correctness and validity of my/our tender; that the price(s) and rate(s) quoted cover all the work/item(s) specified in the tender documents and that the price(s) and rate(s) cover all my/our obligations under a resulting contract and that I/we accept that any mistakes regarding price(s) and calculations will be at my/our risk.

I/We hereby accept full responsibility for the proper execution and fulfillment of all obligations and conditions devolving on me/us under this agreement as the Principal(s) liable for the due fulfillment of this contract.

I/We agree that any action arising from this contract may in all respects be instituted against me/us and I/we hereby undertake to satisfy fully any sentence or judgment which may be pronounced against me/us as a result of such action.

I/We agree that background screening can be done to all directors of our legal entity that submits this bid

I/We declare that I/we have participation /no participation in the submission of any other offer for the supplies/services described in the attached documents. If in the affirmative, state name(s) of tender(s) involved:



Duly signed by authorised person on this      day of    2018 as unconditional acceptance of the terms and conditions of this Tender.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

In capacity as: \_\_\_\_\_

**These conditions form part of the tender and failure to comply therewith may invalidate a tender.**

**14.1 ANNEXURE E: DECLARATION OF INTEREST FOR TENDERS**

This declaration must accompany tender documents submitted.

Any legal person, including persons employed by the South African Tourism or persons who act on behalf of South African Tourism or persons having a kinship with persons employed by South African Tourism including a blood relationship may make an offer or offers in terms of this tender invitation. In view of possible allegations of favouritism, should the resulting tender, or part thereof, be awarded to persons employed by South African Tourism, or to persons who act on behalf of South African Tourism, or to persons connected with or related to them, it is required that the bidder or his/her authorized representative will declare his/her position vis-à-vis the evaluating authority and/or take an oath declaring his/her interest, where

The bidder is employed by South African Tourism or acts on behalf of South African Tourism; and/or the legal person on whose behalf the tender document is signed, has a relationship with persons/a person who are/is involved with the evaluation of the tender(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation of the tender.

In order to give effect to the above, complete the following and submit with the tender.

Are you or any person connected with the bidder, act on behalf of, or employed by South African Tourism?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, state particulars :		
Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed in the department concerned or with South African Tourism, and who may be involved with the evaluation or adjudication of this tender?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, state particulars :		
Are you or any person connected with the bidder, aware of any relationship (family, friend, other) between the bidder and any person employed by South African Tourism, who may be involved with the evaluation or adjudication of this tender?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, state particulars :		

Duly signed by authorised person on this \_\_\_\_\_ day of \_\_\_\_\_ 2017 as

Declaration of Interest for the tendering of: \_\_\_\_\_

TENDER REQUIREMENT, TENDER NUMBER.

Signature: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 In capacity as: \_\_\_\_\_  
 For and on behalf of: \_\_\_\_\_  
 COMPANY NAME (BIDDER): \_\_\_\_\_

Solicitor Declaration:
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**14.2 ANNEXURE F: DECLARATION OF INTEREST FOR TENDERS (SBD4)**

This declaration must accompany tender documents submitted.

1 Any legal person, including persons employed by the state, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or Presentation). In view of possible allegations of favouritism, should be the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorized representative declare his/her position in relation to the evaluating/adjudicating authority where-

- the bidder is self employed by the state; and/or
- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

2 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

2.1	Full name of bidders or his or her representative:	
2.2	Passport Number:	
2.3	Position occupied in the company (director, trustee, shareholder):	
2.4	Company registration number:	
2.5	Tax reference number:	
2.6	BTW registration number:	

2.7 Are you or any person connected with the bidder presently employed by the state? YES / NO

2.7.1 If so, furnish the following particulars:

2.7.1.1	Name of person / director / trustee / shareholder / member:	
2.7.1.2	Name of state institution at which you or the person connected to the bidder is employed:	
2.7.1.3	Position occupied in the state institution:	
2.7.1.4	Any other particulars:	

2.7.2 If you are presently employed by the state, did you obtain the appropriate authority YES / NO  
to undertake remunerative work outside employment in the public sector?

2.7.2.1 If yes, did you attach proof of such authority to the bid document? YES / NO

(Note: Failure to submit proof of such authority, where applicable, may result in the disqualification of the bid)

2.7.2.2	If no, furnish reasons for the non-submission of such proof:
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2.8 Did you or your spouse, or any of the company's directors/trustees/shareholders/members YES / NO  
or their spouses conduct business with the state in the previous twelve months?

2.8.1	If yes, furnish particulars:
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2.9 Do you, or any person connected with the bidder, have any relationship (family, friend, YES / NO  
other) with a person employed by the state and who may be involved with the evaluation  
of this bid?

2.9.1	If yes, furnish particulars:
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2.10 Are you, or any person connected with the bidder, aware of any relationship (family,  
friend, other) between any other bidder and any person employed by the state who YES / NO  
may be involved with the evaluation and or adjudication of this bid?

2.10.1	If yes, furnish particulars:
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2.11 Do you or any of the directors/trustees/shareholders/members of the company have any interest in any other related companies whether or not they are bidding for this contract? YES / NO

2.11.1	If yes, furnish particulars:	
--------	------------------------------	--

3 Full details of directors/trustees/members/shareholders

	Full Name	Identity Number	BSN Number
3.1			
3.2			
3.3			
3.4			
3.5			
3.6			
3.7			
3.8			
3.9			

4 DECLARATION

I, THE UNDERSIGNED (NAME) \_\_\_\_\_

CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 2 AND 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 3 OF THE GENERAL CONDITIONS OF CONTRACT SHOULD THIS DECLARATION PROVE TO BE FALSE.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
POSITION

\_\_\_\_\_  
NAME OF BIDDER

**15. ANNEXURE G - DECLARATION OF BIDDERS'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES (SBD8)**

This Standard Bidding Document must form part of all bids invited where a service provider has performed work in South Africa during the last 5 years.

It serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.

The bid of any bidder may be disregarded if that bidder or any of its directors have-

- abused the institution's supply chain management system;
- committed fraud or any other improper conduct in relation to such system; or
- failed to perform on any previous contract.

In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

Item	Question	Yes	No
15.1	<p>Is the bidder or any of its directors listed on the National Treasury's Database of Restricted Suppliers as companies or persons prohibited from doing business with the public sector?</p> <p>(Companies or persons who are listed on this Database were informed in writing of this restriction by the Accounting Officer/Authority of the institution that imposed the restriction after the <i>audi alteram partem</i> rule was applied).</p> <p>The Database of Restricted Suppliers now resides on the National Treasury's website (<a href="http://www.treasury.gov.za">www.treasury.gov.za</a>) and can be accessed by clicking on its link at the bottom of the home page.</p>	<p>Yes</p> <input type="checkbox"/>	<p>No</p> <input type="checkbox"/>
15.1.1	If so, furnish particulars:		
15.2	<p>Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)?</p> <p>The Register for Tender Defaulters can be accessed on the National Treasury's website (<a href="http://www.treasury.gov.za">www.treasury.gov.za</a>) by clicking on its link at the bottom of the home page.</p>	<p>Yes</p> <input type="checkbox"/>	<p>No</p> <input type="checkbox"/>
15.2.1	If so, furnish particulars:		
15.3	<p>Was the bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years?</p>	<p>Yes</p> <input type="checkbox"/>	<p>No</p> <input type="checkbox"/>

15.3.1	If so, furnish particulars:		
15.4	Was any contract between the bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
15.4.1	If so, furnish particulars:		

**CERTIFICATION**

I, the undersigned, (NAME IN FULL) \_\_\_\_\_, certify that the information furnished on this Declaration is true and correct.

I accept that, in addition to cancellation of a contract, action may be taken against me should this declaration, made on behalf of the tendering company, prove to be false.

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Position

\_\_\_\_\_

Name of bidder

**16. ANNEXURE H - CERTIFICATE OF INDEPENDENT BID DETERMINATION (SBD9)**

- 16.1 This Standard Bidding Document (SBD) must form part of all bids<sup>1</sup> invited.
- 16.2 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).<sup>2</sup> Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
- 16.3 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
- a. disregard the bid of any bidder if that bidder, or any of its directors have abused the institution's supply chain management system and or committed fraud or any other improper conduct in relation to such system.
  - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.

This SBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.

In order to give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:

<sup>1</sup> Includes price quotations, advertised competitive bids, limited bids and Presentations.

<sup>2</sup> Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

**17 CERTIFICATE OF INDEPENDENT BID DETERMINATION (SBD9)**

I, the undersigned, in submitting the accompanying bid:

.....

(Bid number and Description)

in response to the invitation for the bid made by:

**SOUTH AFRICAN TOURISM**

Do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: .....that:

(Name of Bidder)

- 17.1 I have read and I understand the contents of this Certificate;
- 17.2 I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
- 17.3 I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
- 17.4 Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
- 17.5 For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
  - (a) Has been requested to submit a bid in response to this bid invitation;
  - (b) Could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
  - (c) Provides the same goods and services as the bidder and/or is in the same line of business as the bidder.
- 17.6 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However communication between partners in a joint venture or consortium<sup>3</sup> will not be construed as collusive bidding.
- 17.7 In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
  - (a) Prices;
  - (b) Geographical area where product or service will be rendered (market allocation)
  - (c) Methods, factors or formulas used to calculate prices;
  - (d) The intention or decision to submit or not to submit, a bid;
  - (e) The submission of a bid which does not meet the specifications and conditions of the bid; or
  - (f) Bidding with the intention not to win the bid.

- 17.8 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 17.9 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.  

<sup>3</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.
- 17.10 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

.....  
Signature

.....  
Date

.....  
Position

.....  
Name of bidder