



SOUTH AFRICAN TOURISM

Delivered by e-mail

Date: 24 October 2019

Dear Bidder

Subject Matter: Request for quotation (RFQ) for Social Media Freelancers

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.

1. SA Tourism undertakes the RFQ to appoint 3 Social Media freelancers to provide content creation, image/video editing and posting and booting services for the Lilizela Awards Ceremony to be held on the 9th of November 2019 at the Sun Arena in Pretoria. The required services are as follows:

- 2 people on the ground, for a full day, capturing and creating content to post across the Lilizela social media channels
- 1 person, for a full day, to edit any needed imagery and video according to the creative specifications across the Lilizela social media channels

2. Format of proposal

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 profile 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) Outline of the qualifications, social platform certifications and related experience;;
- (f) Financial proposal to deliver the assignment including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (g) Declaration of Interest - SBD 4;

3. Cost structure and project plan:

Bidders must submit the total bid price for the assignment based on the skills, resources, location and time allocated to the project. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

4. 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 3 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 BBBEE 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						
Posting and Boosting Content on Social Media Channels: Bidder's relevant experience to the assignment specifically demonstrating hands-on capacity and capability to post content and manage Facebook pages through Business Manager both paid and organic posts, Twitter account both paid and organic, YouTube and LinkedIn. Up-to date experience with relevant certifications = 3 2 years' experience with relevant up to date certifications = 4 +2 years' experience with relevant up to date certifications = 5						30
Creative Editing for Social Media Channels: Bidder's relevant experience to the assignment specifically demonstrating hands-on capacity and capability to edit any image or video according to the creative specifications across Facebook, Twitter, YouTube and LinkedIn. Up-to date experience with relevant certifications = 3 2 years' experience with relevant up to date certifications = 4 +2 years' experience with relevant up to date certifications = 5						35
Live Content Capturing for Social Media Channels: Bidder's relevant experience to the assignment specifically demonstrating hands-on capacity and capability to write text content live/during the Lilizela Awards Ceremony that will be as posts across Facebook, Twitter, YouTube and LinkedIn. 1 year Social Media copywriting experience with relevant certifications = 3 2 years' Social Media copywriting experience with relevant certifications = 4 +2 Social Media copywriting experience with relevant certifications = 5						35
TOTAL POINTS FOR FUNCTIONALITY						100
A threshold of 70 % 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 meet the minimum threshold for functionality of 70%) 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 no later than 12h00 on Thursday, 31st of October 2019 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 SA Tourism's Digital Channels Manager 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 Digital Channels Manager 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 Digital Channels Manager 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 SCM Sourcing Specialist.

Thanking you and looking forward to your proposal in this regard.

Yours in Tourism

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