



SOUTH AFRICAN TOURISM

Tender no SAT 001/20 Public Relations Agency UK & Ireland

Notes for Bid Clarification

#	Questions	Responses
1	Why is the tender up for review? Is it statutory?	All our agency contracts are appointed on a fixed term basis. The contract with the current agency is concluding.
2	Against each objective do you have specific key performance indicators/metrics?	Arrivals – number of arrivals into South Africa Tourism spend – amount of holiday spend in South Africa Geographic spread – distribution of holidays throughout South Africa's provinces Value for money – amount of holiday spend in South Africa
3	Is there an in-country PR or communications manager that we will be working with?	There will be a project manager within South African Tourism
4	Will there be need to work with South African based office?	Yes, in collaboration with the UK office.
5	Please provide a calendar of current events and activations that PR will need to work on?	These are not yet final and will depend on current campaigns.
6	Can you provide us with a list of current partners, businesses or associates that SAT has in the UK and Ireland?	This information will not be provided to bidders at this stage of the tender process.

7	Who are your official spokespeople?	There are various spokespeople depending on the messaging, audience and context.
8	Which partner agencies will be associated with the account?	No other partner agencies will be associated with the account.
9	Please can you provide current marketing effectiveness tracking and performance as mentioned in the RFP; brand tracking, awareness, positivity and conversion.	No additional information will be provided to bidders at this stage of the tender process. You can view all our publicly available information on https://www.southafrica.net/gl/en/corporate/page/research-overview
10	Please can you supply examples of your most successful PR activations of 2019/2020 and a rationale for their success.	All our previous campaigns are publicly available on our website www.southafrica.net/uk
11	You mention that PR needs to message the barriers to consideration. Could you elaborate on what those barriers are?	Please refer to 'Scope of Services' from page 16 in the RFP.
12	Please could you provide some detail around the 'South African Tourism Global Brand Communications strategy' you reference in the RFP	No additional information will be provided to bidders at this stage of the tender process. You can view all our publicly available information on https://www.southafrica.net/gl/en/corporate/page/research-overview
13	Please could you provide enhanced detail on the target audience profile of visitors you are primarily looking to influence.	No additional information will be provided to bidders at this stage of the tender process. You can view all our publicly available information on https://www.southafrica.net/gl/en/corporate/page/research-overview
14	Can you please waive the requirement for some documents in PART A of the proposal to be certified by a Commissioner for Oaths (e.g. annexures B & F, passport copies and share certificates) because of the national lockdown in force currently in the UK? Law firm offices are closed at present, which makes it extremely difficult to arrange for original documents to be seen, signed and stamped	Unfortunately we cannot waive the requirement but you can get the documents sign by a practising solicitor. I understand due to lockdown firms are not open, you can insert an official note duly signed by directors confirming that requirements / signatures will be submitted once the lockdown is lifted i.e. post 02nd December 2020
15	What is the intended start date for the contract?	This is not finalised yet but we are aiming for a January 2021 start date, this is due to the ongoing situation.
16	On which dates will we hear if we have been shortlisted and, if so, which agency is ultimately chosen?	We are aiming to inform all the bidders by the second week of January 2021
17	We believe that claiming for B-BBEE status is optional, not obligatory, for our tender submission, but that	Yes, you are right. To claim these points, the bidder needs to be registered in South Africa.

	companies claiming B-BBEE status may have an advantage in the GATE 3 evaluation of suppliers. Are we correct?	
18	Does B-BBEE status carry the full 10%/20% weighting in the evaluation process for this tender, which is a for a UK-based supplier? We ask because verified B-BBEE status is a more unusual qualification for UK-based companies.	
19	Can you give any guidance on the rough size of annual budget available for this programme?	This is not confirmed yet.
20	We note that official forms must be used in our submission and not retyped; however, are we permitted to retype the table set out in section 9.7.3 ('Technical/Functional Evaluation Criteria'), because it may be difficult to fit all the necessary cross-referencing information into the small boxes in the table's third column?	To give a detailed response to the RFP, bidder needs to create a separate document as per their understanding and ability in compliance with 9.5.1 (PART C). What we want is bidder to use the RFP document to fill in their response from 9.10 onwards.
21	May we receive a copy of the South Africa Global Brand Communications Strategy before submitting our proposal?	No other information will be provided to bidders at this stage. All additional information can be obtained from https://www.southafrica.net/gl/en/trade/category/south-african-tourism-research
22	Is there any desired weighting we should be aware of between Consumer, Trade and Stakeholder activity?	The weighting for consumer, trade and stakeholder has not been defined for this RFP.
23	Can you please provide any details how the PR agency would be required to collaborate with SAT's social media agency (e.g. the respective roles of each business in proposing activities)?	Collaboration will be based on projects and will be in the form of regular all-agency meetings led by South African Tourism.
24	An objective is to improve 'geographical spread' - are there specific regions within the UK you would like PR to focus on?	No specific region but rather a distribution of holidays across all provinces.
25	When talking about introducing a fresh and vibrant view of South Africa the RFP refers to former activity via branded content partnerships. Can you share details of these?	All our marketing work is publicly available on our website on www.southafrica.net/uk

26	Are there any metrics you can share that better define 'Experienced International Travellers'?	All other additional information can be found publicly on https://www.southafrica.net/gl/en/corporate/page/research-overview
27	Please can you share the Global Brand Communication Strategy referenced in the RFP?	No additional information will be provided to bidders at this stage of the tender process. All other information can be found on https://www.southafrica.net/gl/en/corporate/page/research-overview
28	Is there an allocated activity budget for the UK and Ireland market?	Budget is not yet confirmed
29	Would you like us to use a set exchange rate to allow you to easily compare proposals?	Proposals should use GBP currency.
30	Is a B-BBEE certificate applicable to us if we are registered outside of South Africa?	B-BBEE only applies to companies registered in South Africa.
31	Under point 11 does the second column, where we should write the total amount required for our activity plan, include added value items?	Yes, all costs including value added
32	Do we need to register with the Central Supplier Database as we are a UK based company? If no, please confirm what we should enter in this field in the details section of the procurement portal?	No, UK based bidders only need to register on e-procurement portal. kindly send an email to the address provided on e-procurement portal manual for assistance.
33	Please confirm that physical copies are no longer required. The tender states they aren't but the invitation letter requests two copies are sent to your London office	NO physical copies, I'm not sure which letter you are referring to, the RFP document clause 3 and 4 clarify how to submit bids.
34	Can you direct us to the Preferential Procurement Regulations, 2017 to understand our B-BBEE level of contribution?	Since you are a UK based supplier this does not apply to you. Please see the attached file.
35	ANNEXURE A – Detailed specification of all goods and services, does not have a form to fill in. Does this mean provide a list of all of our services we can provide generally?	This is the scope of services that SA Tourism has listed and potential bidders will execute
36	PART C – Is this where we would provide creative ideas and information against the table provided on page 21?	Yes, you are right.
37	Has your global revert been done for 20/21 and could we get a copy of it to better understand the	No other information will be provided to bidders at this stage. All additional information can be obtained from https://www.southafrica.net/gl/en/trade/category/south-african-tourism-research

	strategic platform and brand proposition?	
38	Is it possible to get a copy of your latest Brand Tracker to better understand the key metrics and where we need to improve?	No other information will be provided to bidders at this stage. All additional information can be obtained from https://www.southafrica.net/gl/en/trade/category/south-african-tourism-research
39	Could you provide any further detail on your target audience demographics? Is there a particular demographic where you have seen tourism affected in 2018/19/20?	No other information will be provided to bidders at this stage. All additional information can be obtained from https://www.southafrica.net/gl/en/trade/category/south-african-tourism-research
40	What is your current volume of coverage (traditional, online and social) so that we can provide more accurate quotes for media monitoring and clipping?	No other information will be provided to bidders at this stage. All additional information can be obtained from https://www.southafrica.net/gl/en/trade/category/south-african-tourism-research
41	Can you confirm if it is a physical or digital submission? The RFP states digital submission only through the portal but the invitation to tender asks for a physical submission in London.	Bidders must use the URL (https://e-procurement.southafrica.net) to submit their tender documents before the closing date.
42	Who are your most active/supportive trade partners?	No other information will be provided to bidders at this stage. All additional information can be obtained from https://www.southafrica.net/gl/en/trade/category/south-african-tourism-research
43	What has been your most successful PR activity to date in	Information on previous campaigns can be seen on our website www.southafrica.net/uk . No additional

	the UK market and why do you class this as successful?	information/reports will be provided to bidders at this stage.
44	What are the biggest barriers you have faced in landing coverage?	Refer to Scope of Services from page 16 of the RFP document.
45	Is travel media as big a priority as news and lifestyle media?	Refer to Scope of Services from page 16 of the RFP document.
46	<p>Due to the fact that the UK goes into lock down tomorrow will you be accepting bids electronically for this tender? As deliveries are no longer guaranteed.</p> <p>Are there any amendments since it's release e.g. change of date for submission?</p>	<p>All bids will be accepted via our e-procurement channel. Kindly check the clauses 3 and 4 of the RFP document which gives you a detailed information.</p> <p>There is no change of date at present. However just wanted to let you know that all costs presented on the bid should be in GBP.</p>
47	Is there an indication of budget for the 3 years?	There is no prescriptive budget for the three years.
48	Should the ANNEXURES be included in PART B – Ie are they considered as SBDs?	Bidder needs to submit the bids as per clause 8 of RFP document. If SA Tourism require any additional document in later stage of the tender process, bidder will be notified of the same.
49	Ref point 5.2.1 – The RFP says the full price must be quoted in GDP however Annexure C asks for costs in ZAR. Which currency is required for the financial proposal?	All costs to be shown in GBP including taxes. This is an error which will be rectified.
50	Ref point 6.26 – When is the contract due to begin?	There is no definite start date to the contract but SA Tourism aim to start the contract from 02 nd January 2021.
51	Ref point 8 – Is a PDF of a PowerPoint document an agreeable format to submit?	Kindly submit your response in easily readable PDF format.
52	Ref point 8.2 – Annexure B says the documentation regarding company information must be completed and stamped by a Commissioner of Oath. We have an employee in the US office who is a US notary who could sign and stamp these	The Commissioner of Oath should be independent and not an employee of the bidder' organisation.

	documents – would this be acceptable?	
53	Ref point 9.1 – It says the UK has been identified as a growth market. Given the impact of COVID-19 on tourism what is the target for growth over the next 3 years? Ireland has been identified as an investment market – can you please define ‘investment market’ and how this relates to the PR requirement.	Investment market is one that is selected by South African Tourism on the basis of their volume or value and are inspected for their potential to collaborate. PR requirements should take into consideration the differences in UK and Ireland and provide solutions on engage the markets.
54	Ref point 9.3 – With regards to your two key target audiences of First Time Visitors and Repeat Visitors would you also consider including families and the LGBTQ+ markets in either or both target audiences?	Further segmentation of markets beyond first time visitors and repeat visitors will vary depending on the objectives that campaigns are trying to achieve and based on known insights and evolving trends.
55	Is it possible to obtain a copy of the most up to date 2020/21 Business Plan and South African Tourism Global Communications Strategy?	All additional information can be found on our website www.southafrica.net . No further documents will be sent to potential bidders.
56	Ref point 9.3.2 – Can you give an example of what you would define as a non-traditional partnership?	Partnerships that are not necessarily in the travel and tourism sectors.
57	Ref point 9.5.1 - re PART B it says all completed annexures to be included in sequential order. Are we to assume that because there is no form for Annexure A and it relates to the specification of goods and services that this should actually be included in PART C as this relates to the response to Annexure A?	Annexure A will form part of Part B.
58	A) – it says initial each page of the RFP to confirm an understanding of the bid – does this mean we should include an initialized scanned in copy of the RFP in PART B?	Yes bidder needs to initial all pages and sign under appropriate annexures of the RFP document.