



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS - SAT TENDER NUMBER SAT TENDER NO 190/21

Summary of the Evaluation Phases:

Phase 1 Pre-qualification Criteria	Phase 2 Technical Evaluation Criteria	Phase 3 Pitch Presentation Functional Criteria	Phase 4 Price and B-BBEE Evaluation
Bidders to submit all documents as outlined under Phase Bidders that do not meet subcontracting requirements are considered as being not acceptable tenders and will be disqualified and may not be considered for further evaluation or award.	Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 3. The Tender/Evaluation Matrix Cross Reference: Bidders should reference the criteria to the portfolio of evidence in the bid proposal. – it is of vital importance that systematic scoring can be carried out. Bidders are required to reference page numbers in Bid Proposals next to Phase	Only bidder(s) who pre-qualifies during Phase 2 of the bid evaluation process will be allowed to participate during phase 3 of the tender process.	The tender will be evaluated on either the 80/20 or 90/10 preference point system. Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation. Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used and If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism’s other critical requirements for this Bid, bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders’ responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.

Document that must be submitted	YES/NO	Non-submission may result in disqualification?
Confirmation of valid Tax Status		Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin (<i>South African Companies only</i>)
B - BBEE Certificate 1		B-BBEE Certificate (South African Companies) or, for companies that have less than R10 million turnover, a sworn affidavit or is required. A copy of the template for this affidavit is available on the Department of Trade and Industry website https://www.thedti.gov.za/gazette/Affidavit_EME.pdf (Failure to submit sworn affidavit will results in non-compliant on preference points system) (<i>South African Companies only</i>)
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure B-Registration on Central Supplier Database (CSD)		All agencies including proposed partner/subcontractor agencies must be registered as a service provider on National Treasury's Central Supplier Database (CSD). If you are not registered proceed to complete the registration of your company prior to submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number. Submit proof of registration. (<i>South African Companies only</i>)
Annexure E-Declaration of Interest - SBD 4)		Complete and sign the supplied pro forma document
Annexure D-Preferential Procurement SBD 6.1		Complete and sign the supplied pro forma document
Annexure F-Declaration of Bidder's Past Supply Chain Management Practices - SBD 8		Complete and sign the supplied pro forma document
Annexure G-Certificate of Independent Bid Determination - SBD 9		Complete and sign the supplied pro forma document
Proof of 30% minimum subcontracting in terms of Preferential Procurement Regulations, 2017		Declaration by the main bidder listing the names of the sub-contractor(s), the percentage subcontracted, and the marketing discipline the sub-contractor will be involved in. A tender that fails to meet the requirement for Subcontracting stipulated under will be disqualified for further evaluation
Proof of consortium agreement if applicable.		Written undertaking of consortium commitment between main bidder and partner(s)/subcontractor(s). (This must be signed by both parties)

Phase 1.1 Subcontracting as a condition of tender

As a schedule 3A Public Entity in terms of schedule 3 of the Public Finance Management Act 1 of 1999, South African Tourism fully conforms and supports the obligatory transformation initiatives embedded in the Preferential Procurement Regulations, 2017 issued in terms of section 5 of the Preferential Procurement Policy Framework Act, Act Number 5 of 2000 (PPPFA) when procuring goods or services from suppliers.

South African Tourism finds it feasible to apply subcontracting to advance designated groups for contracts above R30 million as contemplated in regulation 9(1) of the Preferential Procurement Regulations, 2017. This tender is therefore issued with a specific tendering condition as further contemplated in regulation 9(2) that the successful tenderer must subcontract a minimum of 30% of the value of the contract to-

Micro Enterprises (EMEs) or Qualifying Small Enterprise (QSE) which are 51% owned by either or more than one of the following designated groups:

- a) an EME or QSE;
- b) an EME or QSE which is at least 51% owned by black people;
- c) an EME or QSE which is at least 51% owned by black people who are youth;
- d) an EME or QSE which is at least 51% owned by black people who are woman;
- e) an EME or QSE which is at least 51% owned by black people with disabilities;
- f) an EME or QSE which is at least 51% owned by black people living in rural or underdeveloped areas or townships;
- g) a cooperative which is at least owned by Black people;
- h) an EME or QSE which is at least 51% owned by black people who are military veterans; or
- i) more than one of the categories referred to in paragraphs (a) to (h).

The main bidder will be required to sub-contract a minimum of 30% of the bid for each of the respective marketing disciplines being tendered for. The responsibility to sub-contract with competent and capable sub-contractor's rests with the main bidder. The contract will be concluded between the main bidder and South African Tourism, therefore, the main bidder and not the sub-contractor would be held liable for performance in terms of its contractual obligations.

Main bidders are discouraged from subcontracting with their subsidiary companies as this may be interpreted as subcontracting with themselves and / or using their subsidiaries for fronting. Where Main bidders' subcontracts with a subsidiary, this must be declared in tender documents.

Main bidders must submit proof of subcontracting arrangement between them and the subcontractor. Proof of subcontracting arrangement may include a subcontracting agreement between Main bidders and the subcontractor.

South African Tourism intends to treat all private contracting parties fairly in relation to each other

where the provisions of the Preferential Procurement Regulations, 2017 do not allow South African Tourism to implement selective application of the subcontracting requirement envisaged by regulation 9 where the subcontracting requirements are applicable to all bidders irrespective of size (this therefore includes EME's and QSE's). **Tenders that do not meet subcontracting requirements are considered as being not acceptable tenders and will be disqualified and may not be considered for further evaluation or award.**

National Treasury's Central Supplier Database (CSD) has been upgraded to allow bidders' access to CSD for identification of potential sub-contractors from the pool of EMEs or QSEs to advance designated groups. The report containing the list of potential subcontractors may be drawn by accessing the following link: www.csd.gov.za

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

All bidders are required respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 3 for Pitch presentation evaluations.

Evaluation criteria for each agency for the Global Tourism Advocacy Program	Weighting	Reference Page in Bidders Proposal
<p>1. Unlocking Barriers</p> <p>Conduct a detailed analysis of travel barriers that exist in key source markets, and provide recommendations and tactics on how to address/remove each of these barriers. Proposed execution timelines to be included.</p> <p>Your recommendations must address barriers in:</p> <ul style="list-style-type: none"> - Leisure tourism (demand side) - Business travel (demand side) - Quality Assurance from South African Product Owners (supply side) - COVID-19 (infection rates, recovery rate, death rate, vaccine roll-out, 'SA variant', efficacy of vaccines against variants) - Health care system (efficacy and accessibility of world class healthcare) - Safety and Security - Airlift (direct airlift into and out of South Africa) 	35	

<ul style="list-style-type: none"> - Airport environment (the safety of this environment) - Mobility (getting around within the destination) - Repatriation (COVID-19 testing for tourists) - Ease of Access <p>Also look into other barriers, not limited to the above.</p>		
<p>2. Create an authentic Brand story to address perceptions and to generate exponential demand/growth</p> <p>Create a Brand PR strategy that builds positive brand affinity for South Africa amongst travel trade, business events organisers, leisure, travellers and business delegates planning trips in the short and the long term.</p> <p>Showcase strategic direction on elements (building blocks) that would contribute to a clear authentic South African brand story/narrative that inspires travelers and business events delegates to discover the real South Africa.</p> <p>Your proposed strategy must address each stage of the consumer and buyer’s journey.</p>	35	
<p>3. Reputation Management: Managing Crises and Issues</p> <ul style="list-style-type: none"> - Create a crisis and issues communications escalation framework and response mechanism - Showcase your agencies reputation management capability using two (2) possible tourism related scenarios (negative and positive) for both leisure tourism and business events and travelMonitoring and reporting tools and capability 	20	
<p>4. Ways of working, Credentials and Examples</p> <p>International footprint</p> <ul style="list-style-type: none"> - Demonstrate international footprint and presence of international partnerships which will assist in the execution of this programme - Demonstrate interagency collaboration <p>Agency team:</p> <ul style="list-style-type: none"> - Explanation of agency’s global capability, particularly in 	10	

<p>the key source markets.</p> <ul style="list-style-type: none"> - Explanation of current agency capacity including a full agency organogram. - Global agency team that will work on the business if awarded including skill levels and years of experience. <p>Credentials and examples of experience and global capability in integrated marketing and communications.</p> <ul style="list-style-type: none"> - Provide clear examples of all work relating to the above scope of work and case studies highlighting all elements, particularly. - Examples must include work done in the tourism sector, if applicable. <p>Letters of reference from clients who have benefitted from these services. (Letters of reference must be no older than 12 months).</p>		
Total Points	100 total weight	

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP and the subsequent system demonstration.
- The score for technical evaluation 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
Excellent	Exceeds the requirement. Exceptional demonstration by the bidder of the relevant ability, understanding, experience, skills, resources and quality measures required to provide the goods / services.	5
Good	Satisfies the requirement with minor additional benefits . Above average demonstration by the bidder of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services..	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods	3

	/ services, with supporting evidence.	
Minor Reservations	Satisfies the requirement with minor reservations . 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.	2
Serious Reservations	Satisfies the requirement with major reservations . 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.	1
Unacceptable	Does not meet the requirement . 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.	0

Phase 3: Pitch Presentation Criteria

A more concise formal brief/scope of work will be developed and shared with only those short-listed agencies who qualified during phase 2 of the tender.

This phase will culminate in a formal presentation to a bid evaluation panel who will evaluate functionality, comparative price and B-BBEE level of contribution of all agency pitches.

The bid evaluation criteria and minimum threshold for functionality will be shared at the with short-listed bidders.

Phase 4: Price and BBBEE Evaluation (80+20 or 90+10) = 100 points

Only Bidders that who meets the minimum threshold of **70%** on technical and the pitch presentation will be evaluated in Phase 4 for price and BBBEE level of contribution.

The total points for price evaluation (out of 80/90) and the total points for BBBEE evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and B-BBEE status level of contributor after the consolidation of points will normally be considered as the preferred bidder who South African Tourism will enter into further negotiations with for the respective marketing discipline that was tendered for.

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20

2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder all other bidders will be considered as unsuccessful.

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