



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS - (SAT TUNDER NUMBER SOUTH EUROPE HUB 001/21)

Summary of the Evaluation Phases:

Phase 1 Pre-qualification Criteria	Phase 2 Technical Evaluation Criteria	Phase 3 Pitch Presentation	Phase 4 Price and B-BBEE Evaluation
Bidders to submit all documents as outlined under Phase 1: Evaluation Requirements	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 2: Technical Evaluation Criteria = Weighting out of 100 basis points	The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be expected to present a short pitch revert against the background, environment and scope of work stated above. The shortlisted agencies will be given a written brief on the challenges, target market, competitor analysis and pitch deliverables. Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 4.	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. The bidder(s) proposal will be disqualified for non-submission of some or any of the documents.

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
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 result in non-compliance on preference)

		<i>points system) (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.
Proof of consortium agreement if applicable.		Written undertaking of consortium commitment between main bidder and partner(s)/subcontractor(s).

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

All bidders are required to 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 4 for Price and BBBEE level of contribution evaluations.

Evaluation criteria	Weighting	Reference Page in Bidder's Proposal
Expertise and experience in tourism trade marketing strategy development, localization and execution - provide client projects and testimonials/references on a letterhead within the last 24 (starting from 2018) months and accolades.	20	
Expertise and experience in brand, creative and media strategy development, localisation/regionalisation of content and execution - Showcase examples of what you would do for South African Tourism given the above business problem. Please provide 2 case studies of what you have previously done and showcase an example of what you would do for South African Tourism. For campaign mechanics, please showcase the approach, service and tools that will be made available to South African Tourism	20	
Creativity and Innovation in PR around consumer brands and the distribution channels - provide 2 case studies that shows different aspects of creativity and innovation in PR	15	
Experience in Trade Engagements: workshops, webinars, activations, fam trips, networking sessions, toolkits, trade collateral, concepts and database management and storage for collateral - provide client projects and testimonials/references on a letterhead within the last 12 months and accolades.	15	
B2B & B2C Campaign Management: Media buy strategy, brand performance and monitoring, Competitor performance tracking and Reporting - approach, service and tools that will be made available to South African Tourism	10	
Agency credentials and servicing team: The agency will be expected to present a body of evidence that clearly illustrated their ability to interpret global brand strategies and the localisation of promotional, sales drive and retail campaigns. The case studies must include promotions that was created and developed for DMOs and/or other tourism players. The agency also needs to show proven experience of the proposed team to be deployed to the project. Number of years (min 7) and level of experience of the proposed team member.	10	
Proposed cost structure model i.e. project fees, output based etc. (not actual bid price)	10	
Total Weight	100	

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

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits . Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential required services, with supporting evidence.	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 / services, with supporting evidence.	3
Minor Reservations	Satisfies the requirement with minor reservations . Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resource 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, resource 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

The shortlisted agencies who qualify after the technical evaluation (Phase 2) will be expected to present a short pitch revert against the background and environment. The shortlisted agencies will be given a written brief on the challenges, target market, competitor analysis and pitch deliverables. Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 4

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

Only Bidders that who meets the minimum threshold of functionality in Phase 3 will be evaluated in Gate 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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