



SOUTH AFRICAN TOURISM

Delivered by e-mail:

Date: 13 July 2021

Dear Bidder

Subject Matter: Proposal to provide Marketing Asset Management Services

South African Tourism Board (SAT) 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. SAT is a schedule 3 A Public Entity in terms the Public Finance Management Act 1 of 1999.

The mandate of SAT 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.

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.

SAT fully supports and upholds the initiatives employed by government regarding good corporate governance and have, and maintain, policies and procedures that are aligned to best practice in ensuring that all SAT officials are executing their work in a manner which is consonant with the objectives of said government initiatives

SAT is hereby inviting your firm to submit your firm's credentials and a financial proposal in a bid to be appointed to provide the following Marketing Asset Management Services:

A) Marketing Asset Management Services Storage:

1. Business continuity in the management of SA Tourism marketing assets
2. Safe storage of physical film assets
3. Safe storage of all South African Tourism digital assets
4. A content management system that allows for the search and retrieval of all content within the current asset management system
5. Rights management services for SA Tourism to ensure business continuity while developing and broadcasting marketing assets
6. Talent management services for 3rd party agencies for content production
7. Legal advise related to usage rights
8. Assistance with maintaining usage rights through costing
9. Managing agency collaboration for the production of SA Tourism assets

- 10. Maintenance and management of the existing open trade facing portal to download assets for their production requirements
- 11. Uploading, categorizing and tagging of marketing assets for use by internal and external partners

1. Key considerations when preparing proposals:

- (a) Cover letter introducing your company;
- (b) National Treasury Centralized Supplier Database (CSD) registration summary report;
- (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) SAT requires a full overview of the methodology you will apply for this assignment;
- (f) Project approach and plan which outlines the activities to be undertaken during the process, bearing in mind that SAT requires the entire process to be finalised within five (5) weeks from the date of formal appointed. SAT intends to do the formal appointment by no later than 11 September 2020
- (g) Outline of the team and their qualifications who will be delivering the assignment;
- (h) Financial proposal to deliver the assignment including any other cost that SAT should be aware off for the successfully completion of the assignments;
- (i) SAT would prefer that the work be done both on-site at its Head Office and off site.

2. Evaluation Method

The evaluation process of bids will comprise of the following phases:

Phase I	Phase II	Phase III	Phase IV
Administration and Mandatory bid requirements	Functionality	Price and B-BBEE	Recommendation and Appointment
Compliance with administration and mandatory bid requirements	Bids will be evaluated in terms of functionality	Rate cards and B-BBEE will be evaluated as part of functionality	Recommendation to designated SAT official for approval of award

2.1 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						
Bidders relevant experience to the assignment specifically demonstrating capacity and capability pertaining to data investigation or similar matters 3 years up to 5 = 3 + 5 years up to 7 = 4 more than 7 years = 5						20%
Methodology and approach: Bidders must provide a detailed description of how they intend executing the assignment from inception to completion. This must include, as a minimum, a project plan with clear time frames, skills and resources utilized in each area, nature of compliance checks conducted, how the bidder intends on delivering on the services required by SA Tourism etc.						35%
Company track record: The bidder is required to provide three (3) contactable client references where its services can be verified. References should be presented in a form of a written letter on an official letterhead from clients where similar services have been provided and should not be older than seven (3) years. No appointment letters from clients will be accepted as reference letters.						15%
Expertise and experience of proposed resource to be assigned to the project: Proven experience of proposed personnel to be deployed to the project. Detailed CVs of proposed team must be submitted which must elaborate on areas that they were involved in. Number of years' experience of the proposed team member in: 5 years up to 10 = 3 + 10 years up to 15 = 4 more than 15 years = 5						30%
TOTAL POINTS FOR FUNCTIONALITY						100
A threshold of 80 % 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;

- 2.1.1 Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- 2.1.2 Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as well as key considerations under section 1. The official responsible for scoring the respective bids will evaluate and score all bids based on their submissions and the information provided.
- 2.1.3 The score for functionality will be calculated as in terms of the table below where the SAT official will rate each individual criterion on the score sheet using the following value scale:

Performance	Description	Score
Excellent	Response meets and exceeds the functionality requirements	5
Very good	Above average compliance to the requirements	4
Good	Satisfactory should be adequate for the stated elements	3
Average	Compliance to the requirements	2
Poor	Unacceptable, does not meet the set criteria	1

- 2.1.4 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.
- 2.1.5 The proposal from the bidder which meets the highest score for functionality will be deemed the preferred proposal.

3. Tax Certificate and B-BBEE Certificates

Please note that all submissions must include a valid Tax certificate and a B-BBEE verification certificate (if you have been assessed).

Points for B-BBEE level of contribution will be awarded in accordance with the below table:-

B-BBEE STATUS LEVEL OF CONTRIBUTOR	Points to be awarded as per functionality evaluation matrix
1	5
2	5
3	4
4	4
5	3
6	3
7	2
8	1

Non-Compliant contributor	0
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5. Deadline for submission

All proposals must be e-mailed, in PDF format, to Raymond@southafrica.net no later than Thursday, 23 July 2021.

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

Yours in Tourism

Raymond Mabuela
Sourcing Specialist