



Delivered by e-mail

Date: 13 July 2021

Dear Supplier

Subject Matter: Panel of Writing Services

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.

South African Tourism is looking to appoint a panel of suitably qualified freelance writers to partner with over a period of two years to support the Corporate Comms, Brand PR, and PR team for the 2021/22 and 2022/23 fiscal.

The content to be produced will be mainly focused on:

- Communication and news updates from and about South African Tourism - the corporate entity.
- Communication and news updates from the Office of the CEO
- Articles which will vary between media releases, thought leadership pieces, op eds, Speeches and speaker notes
- Content pieces aimed at showcasing South Africa's travel experiences and tourism - these are more lifestyle and more on focusing at South Africa (the destination)
- Using influential voices in arts, fashion, food and culture to tell the South African Brand Story
- The content written by you (the writers) will be owned by South African tourism and will be used both for editorial purposes (both in SA and globally) and as part of marketing content across both traditional and social media.
- Content will be used in our promotion efforts in our social media including Twitter, Instagram and Southafrica.net website.
- Content will also be shared with members of tourism trade both in SA and globally
- Content pieces aimed at showcasing South Africa's travel experiences and tourism - these are more lifestyle and more on focusing at South Africa (the destination)

Using influential voices in arts, fashion, food, sport and culture to tell the South African Brand Story

By submitting your proposal to be part of the writer's panel on SA Tourism's database, you agree to submit your invoices at R5 per word

Additional Details:

- When necessary, the writer will be required to conduct Zoom interviews (no travel time) with the spokespeople. The recording of the Zoom interview will need to be shared as part of the final submission
- We require the writer to produce media facing content that captures the essence of the story based on the interview that will be conducted
- We require creative and proactive writers, who are passionate about South Africa, understand SA Tourism the entity and its business units
- We are looking for punctual writers who can always deliver timeously, self-starter and driven

Format of proposals

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 firm 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) Overview of the methodology your firm uses to facilitate the development of implementation plans;
- (f) Outline of the qualifications and related experience of the proposed candidate who will be assigned to the matter;
- (g) Financial proposal to deliver the assignment, i.e. your firm's daily rate for facilitation services, including any other cost SA Tourism should be aware off for the successful completion of the assignment;
- (h) Declaration of Interest - SBD 4;
- (i) Preference Point Claim Form - SBD 6.1;
- (j) Declaration of Bidder's Past Supply Chain Management Practices - SBD 8; and
- (k) Independent Bid Determination - SBD 9.

Cost structure and project plan:

Suppliers must submit the total price for the assignment based on the skills, resources and time allocated to the project. Suppliers should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome. SA Tourism reserves the right to request additional information or clarity on cost proposals prior to the evaluation thereof.

Evaluation Method:

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

Phase 1 Pre-qualification Criteria	Phase 2 Technical Evaluation Criteria
Bidders to submit all documents as outlined under Phase 1: SBDs and CSD.	Bidder(s) are required to achieve a minimum threshold of 70% will be part of the Panel. Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

Functionality:

“functionality” means the measurement according to predetermined norms, as set out in the RFP 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 and viability of a service and the technical capacity and ability of a supplier.

Evaluation criteria	Weighting
Bidders relevant experience to the assignment specifically demonstrating capacity pertaining to writing 3 years up to 5 = 3 + 5 years up to 7 = 4 more than 7 years = 5	15
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.	15
Quality of Work Examples of similar types of work that are in line with our target audience (from the candidate who will be assigned to this matter)	55
Recognized Journalism, PR, Communication Qualification	15
Total weight	100

Evaluation matrix determining value of weights based on				
Very poor	Poor	Average	Good	Excellent
1	2	3	4	5

Proposals will be evaluated strictly according to the evaluation criteria stipulated in this section

- Suppliers must submit supportive documentation for all functional requirements. The official responsible for scoring the respective proposals will evaluate and score all proposals based on submissions and the information provided.
- The score for functionality will be calculated in terms of the 1 - 5 rating scale as shown in the functionality criteria matrix above
- 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.

Important notice: A minimum threshold of 70% has been set for suppliers to achieve for FUNCTIONALITY during the evaluation process of Phase 1. Any supplier who does not achieve at least 350 points or more (>70%) will be eliminated and will not qualify for been part of Panel of Writers.

Awarding of Points for Price and Broad-Based Black Economic Empowerment (This will take place after contracting depending on the complex of the Brief)

The suppliers that have successfully progressed through to Phase 2 (suppliers who meets 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

Adjudication and Final Award of project

Bidders who scored minimum threshold of 70% will be part of the Panel.

National Treasury Centralized Supplier Registration and B-BBEE Certificates

All 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.

Deadline for submission

All proposals must be e-mailed, in PDF format, to sizakele@southafrica.net no later than 12h00PM on Monday the 26th of July 2021 and should remain valid for at least 3 months after the closing date.

Confidentiality

The request for a technical and cost proposal and all related information shall be held in strict confidence by suppliers and usage of such information shall be limited to the preparation of the bid. All suppliers are bound by a confidentially agreement preventing the unauthorized disclosure of any information regarding SA Tourism or of its activities to any other organization or individual.

The suppliers may not disclose any information, documentation or products to other clients without written approval of SA Tourism.

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 supplier shall after completion of the contract, invoice SA Tourism for the services rendered. No payment will be made to the successful supplier 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 supplier's bank account normally 30 days after receipt of an acceptable, valid invoice. Page 7 of 7

Non-compliance with delivery terms

The successful supplier must ensure that the work is confined to the scope as defined and agreed to. As soon as it becomes known to the supplier 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 Audit and Risk Committee must be given immediate written notice to this effect.

Retention

Upon completion of the assignment and / or termination of the agreement, the successful supplier shall on demand hand over to SA Tourism's Audit and Risk Committee all documentation, information, etc. relevant to the assignment without the right of retention.

Cost

The supplier will bear all the costs associated with the preparation of the response and no costs or expenses incurred by the supplier will be borne by SA Tourism.

Cancellation of the request for proposal

SA Tourism may, prior to the award of the bid, have the right to cancel the RFP 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 proposals 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.

The appointment of the successful supplier will be subject to the signing of a Service Level Agreement with South African Tourism which will clearly outline the key deliverables, project duration and other terms and conditions which will be negotiated at the appropriate time.

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

Yours in Tourism
Sizakele Nkosi
Email- sizakele@southafrica.net