



## SOUTH AFRICAN TOURISM

### PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER CENTRAL EUROPE HUB 003/21)

Summary of the Evaluation Phases (table below):

Phase 1 Evaluation Requirements	Phase 2 Technical Evaluation Criteria	Phase 3 Pitch Presentation	Phase 4 Price and B-BBEE Evaluation
Bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.	Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase III  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.	Only bidder(s) who score 70% and above on phase 2 will be invited for a pitch presentation of the solution. Bidder(s) are required to achieve a minimum 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

#### 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
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 <a href="https://www.thedti.gov.za/gazette/Affidavit_EME.pdf">https://www.thedti.gov.za/gazette/Affidavit_EME.pdf</a> (Failure to submit sworn affidavit will result in non-compliance on preference points system)
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure B-Registration on Central Supplier Database		All agencies including proposed

(CSD)		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 <a href="https://secure.csd.gov.za/">https://secure.csd.gov.za/</a> to obtain your vendor number. Submit proof of registration.
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

### 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 3 for Presentation evaluations.

100%	Percentage points allocated for FUNCTIONALITY		
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated		
<b>Deliverables / Performance Indicators</b> <b>Please refer to the detailed evaluation pointers under the scope of work shared above.</b>		Value allocated	Reference page in submission
<b>Expertise and experience in traditional and digital PR:</b> - Provide at least 3 client testimonials/contactable references on a letterhead letters (reference must show what piece of the work they have delivered within the last 24 months) and accolades and showcase examples of what you would do for South African Tourism.		20	
<b>Creativity and Innovation in PR around consumer brands and the distribution channel as well as trade activation:</b> - Provide at least 3 case studies of what you have previously done and also showcase examples of what you would do for South African Tourism.		30	
<b>Media Monitoring, Reputation Management Tracking:</b> - Approach, service and tools that will be made available to South African Tourism.		20	
<b>Expertise and experience of proposed team:</b> - The agency needs to show proven experience of proposed team to be deployed to the project. Number of years' and level of experience of the proposed team member. Abridged CV that includes key skills, clientele and work experience.		15	
<b>Reporting:</b> - Interval reporting (this will be decided on per campaign) must be supplied against objectives, inclusive of sentiment tracking, performance, awareness, etc. - The report must showcase the level of engagement and reach for each post/campaign which includes shares, saves, likes etc. The		15	

<p>agency should be able to advise on which of the factors contributed to the success of the campaign/post</p> <ul style="list-style-type: none"> <li>- Post report campaign results must include full decks of data and the accompanying insights which will also showcase community, reputation, and narrative management across various verticals.</li> <li>- A comprehensive framework of tools (including the maintenance of visualisation tools to South African Tourism) must be included.</li> <li>- The chosen agency will have to work with the media buying agency (where appropriate) to evaluate the success/ failure of the campaign using industry approved tools.</li> </ul>		
Total Weight	100	

If required, they will be at a high level where criterion will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- 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
<b>Excellent</b>	<b>Exceeds</b> 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.	<b>5</b>
<b>Good</b>	<b>Satisfies</b> the requirement with <b>minor additional benefits</b> . 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.	<b>4</b>
<b>Acceptable</b>	<b>Satisfies</b> 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.	<b>3</b>
<b>Minor Reservations</b>	Satisfies the requirement with <b>minor reservations</b> . 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.	<b>2</b>
<b>Serious Reservations</b>	Satisfies the requirement with <b>major reservations</b> . 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.	<b>1</b>
<b>Unacceptable</b>	<b>Does not meet the requirement</b> . 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.	<b>0</b>

### Phase 3: Pitch Presentation

Bidders who have achieved a minimum of 70% on phase 2 will be invited for a pitch presentation session and the detailed brief will be shared with only the bidders who have qualified in phase 2.

Bidders will be required to achieve a minimum threshold of 70% in order to proceed to Phase 4 for Price evaluations. Bidders who do not achieve the minimum threshold, which translates to a minimum score of 70 out of a possible maximum score of 100 points, will be disqualified.

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

Only bidder(s) who meets the minimum threshold of 70% for the pitch presentation during Phase 3 will be further evaluated for comparative 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.

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. 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>B-BBEE Status Level of Contributor</b>	<b>Number of points (90/10 system)</b>	<b>Number of points (80/20 system)</b>
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.

END