



SOUTH AFRICAN TOURISM

Delivered by e-mail

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Dear Supplier

Subject Matter: SAT Corporate Brand Index

1. Background and Scope of Work

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.

The success of delivering the mandate of SA Tourism is dependent on co-ordination among different stakeholders. Engagement and collaboration with other government departments and the tourism industry is therefore imperative.

To support efficient and effective stakeholder engagement, SA Tourism's stakeholder engagement approach aims to achieve the following objectives:

- To keep all stakeholders informed about what SA Tourism is doing so as to build better cooperation within the sector
- To give SA Tourism a better understanding of the issues facing industry and the choices they are making, so as to find synergies on which to cooperate
- To find levers and platforms available to SA Tourism to positively, continuously and consistently impact the tourism sector and stakeholders in order to ensure delivery to the tourism mandate.
- To identify activities on how to engage with industry and tourism bodies of government.
- To create a model using the stakeholder data as input into a corporate brand reputation score

In 2017, SA Tourism conducted its first stakeholder satisfaction survey which assessed the stakeholders' levels of awareness of SA Tourism's goals and strategy. The survey also measured the levels of satisfaction with engagement initiatives at the time and identified platforms preferred by stakeholders. The survey was conducted again in 2019 and the results showed a regression in stakeholder engagement from the previous year. The survey was conducted again in 2021.

The South African Tourism (SAT) invites reputable and experienced research service providers, with a good track record, to submit proposals that demonstrate their ability and capability to

conduct a stakeholder engagement survey in 2022/23 FY and 2023/24 FY that allows for comparability with previous studies.

Project Objectives

The current study aims to assess the satisfaction of stakeholders with initiatives by SA Tourism to engage with them in 2022/23 FY and 2023/24 FY by answering the following questions:

- What is the level of familiarity among stakeholders with SA Tourism's initiatives during and following the Covid pandemic?
 - How well has SA Tourism communicated and supported the industry during and after the Covid pandemic?
- How satisfied are the stakeholders with SA Tourism's efforts towards engagement with them, and what factors can help in driving the overall satisfaction?
- How satisfied are the stakeholders with the key engagement characteristics, and which of these characteristics are more likely to drive the overall satisfaction?
- What are the most leveraged and the most effective channels of communication for engagement with stakeholders?
- What can SA Tourism do to improve engagement with the stakeholders?

The most recent iteration of the study in 2021 introduced a Reputation Management Model and SAT Reputation Index. This model identifies the key drivers of satisfaction and help identify what areas to focus on to improve satisfaction going forward and was presented in the form of an index developed from a model using the stakeholder data as input into a corporate brand reputation score.

The model is based on principal component analysis, weighted through PCA induced factor loading from the questions with a 5-point Likert scale. For this 2022/23 (and 2023/24) survey SAT needs to track the Reputation Index and identify the areas driving changed in the score and initiatives and interventions for the brand reputation and better engagement with stakeholders.

Project requirements

- Develop robust questionnaire that ensure comparability with the previous survey
- Draw a sample of respondents from SA Tourism databases and ensure a reliable sample size to allow for valid and meaningful analysis
- Field electronic survey and collect responses in a database to be delivered to SA Tourism
- Analyse results and deliver detailed report of findings
- Use the stakeholder surveys to create a SA Tourism Corporate reputation score which is comparable to the 2021/22 FY model created.

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.

2. 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.

3. Evaluation Process:

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

Phase 1	Phase 2	Phase 3
Administration and Mandatory bid requirements	Functionality	Price and B-BBEE
Compliance with administration and mandatory bid requirements	<p>Bids will be evaluated in terms of functionality. Bidders must meet the minimum threshold of 70% to proceed to Phase 3: Price and Preference (B-BBEE) evaluation.</p> <p>Failure to meet the minimum points threshold will result in disqualification in this phase</p>	<p>The bidders that have successfully progressed through to Phase 2 will be evaluated in accordance with the 80/20 preference point system contemplated in the Preferential Procurement Policy Framework Act,</p> <p>80 points will be awarded for price while 20 points will be allocated for preference points for BBBEE as prescribed in the regulations.</p>

Evaluation Criteria	Weight
<p>Credentials and experience relevant to the scope of work under this RFP</p> <ul style="list-style-type: none"> • 5+ years of company being in existence • Experience on working on similar projects (Industry, methodology and size; suppliers should clearly state work done similar to a project of this nature) <p>The supplier 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 four (4) years. No appointment letters from clients will be accepted as reference letters.</p> <p><u>SCORING:</u></p> <ul style="list-style-type: none"> • 3 contactable client references within 4 years - 5 points • 2 contactable client references within 4 years - 4 points • 1 contactable client references within 4 years - 3 points • Contactable references between 5-10 years old - 2 points • Contactable references more than 10 years old - 1 point • References that do not meet the criteria - 0 points 	15
<p>Proposed methodology, technique and approach to be applied to the project:</p> <ul style="list-style-type: none"> • Comprehensive application of the research design and demonstrate understanding of the business goal/problem (Supplier to give a thorough explanation of how they will conduct the study, and should demonstrate that they have considered possible limitations to the study and advise how to mitigate possible limitations); • Technology applications/tools; supplier may propose efficient, technologically advanced tools that are either cost effective and/or robust, and/or have a quicker turnaround time compared to traditional tools • Proposal to include output examples reflecting the study objectives • Data validation / Quality assessment: (Supplier should relate, quality measures that are applied by the entity to ensure that the data is of sound quality) <ul style="list-style-type: none"> > Best practice methodology applied on the latest tools, well-reasoned methodologies and processes of the project demonstrated clearly - 5 > Industry standard methodology applied on the latest tools, well-reasoned methodologies and processes of the project demonstrated clearly - 4 > Industry standard methodology applied on the tools, well-reasoned methodologies and processes of the project demonstrated - 3 > Industry standards applied on the tools, stating methodologies and processes of the project demonstrated - 2 > Industry standards not applied on the tools, methodologies and processes of the project - 1 > Methodology not presented - 0 	35
<p>The proposed project team that will be assigned to the project team and each team members role and years of experience in research and</p>	

<p>previous work on statistical models and brand or corporate reputation calculations</p> <p>Account manager/ Main point of contact should have:</p> <p>5= 15+ years research experience (5 points) 4= 10 - 14 years research experience (4 points) 3= 5 - 9 years research experience (3 points) 2= 2 - 4 years' experience (2 points) 1= 1 years (1 point) 0= Less a year (0 Points)</p> <p>Data scientists / analysts should an average have:</p> <p>5= 10+ years research experience (5 points) 4= 8 - 9 years research experience (4 points) 3= 5 - 7 years research experience (3 points) 2= 2 - 4 years' experience (2 points) 1= 1 years (1 point) 0= Less a year (0 Points)</p> <p>Support team members should have an average of:</p> <p>5= 10+ years research experience (5 points) 4= 8 - 9 years research experience (4 points) 3= 5 - 7 years research experience (3 points) 2= 2 - 4 years' experience (2 points) 1= 1 years (1 point) 0= Less a year (0 Points)</p>	<p>10</p> <p>10</p> <p>10</p>
<p>Capacity and Capability</p> <p>This detailed infrastructure and capacity presents:</p> <ul style="list-style-type: none"> ➤ Bidder must provide evidence of field force and fielding tools for multiple methodologies, ability to run multiple methodologies in parallel ➤ Bidder should relate, quality measures (data validation assessment) that are applied by the entity to ensure that the data is of sound quality ➤ Bidder needs to demonstrate compliance with data laws of each country ➤ Bidders must demonstrate the usage of advanced technologies, tools or methods to execute the study ➤ Bidders to give a thorough explanation of how they will conduct the study, and should demonstrate that they have considered possible limitations to the study and advise how to mitigate possible limitations <p>Scores will be allocated as follows:</p> <ol style="list-style-type: none"> 1. If a bidder meets all four requirements as set out in the bullet points above a full score of 5 will be given. 	<p>20</p>

<p>2. If a bidder meets three of the requirements above, it will receive a score of 4 points.</p> <p>3. If a bidder meets two of the requirements above, it will receive a score of 3 points.</p> <p>4. If a bidder only meets one requirement, it will receive a score of 2 points.</p> <p>5. If the methodology is not aligned to any of the requirements, it will receive a score of 0 points.</p>	
TOTAL WEIGHT	100

Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, 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, resources, 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

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.
- The points for functionality and the points for B-BBEE level of contribution will be added together and the proposal from the supplier which meets the highest score will be deemed the preferred proposal.

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 further adjudication where only comparative price and B-BBEE level of contributor will be considered.

Awarding of Points for Price and Broad-Based Black Economic Empowerment

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

The successful supplier will usually be the service provider scoring the highest number of points for comparative price and BBEE level of contribution or it may be a lower scoring bid on justifiable grounds or no award at all.

4. 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.

5. Deadline for submission

All proposals must be e-mailed, in PDF format, to quotes@southafrica.net no later than **12h00PM on Friday the 29th of April 2022** and should remain valid for at least 3 months after the closing date.

6. 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 confidentiality 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.

7. 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.

8. 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.

9. Retention

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

10. 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.

11. 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

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