



SOUTH AFRICAN TOURISM

SAT TENDER NUMBER NORTH AMERICA 001/22)

### Notes for Bid Clarification

*“Please include a signed copy of the Addendum with the Bid submission”*

#### Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those that have collected documentation.

Item	Description
1	<p><u>Question</u></p> <p>Regarding budget, can you provide a potential budget range or historical budgets for similar work, such that we have a sense of scale?</p> <p>Response</p> <p><u>Question</u></p> <p>For your current North American marketing efforts, what has been working? What has not been working?</p> <p>Response</p> <p>Focus on the brief</p> <p><u>Question</u></p> <p>Are media planning &amp; buying services (paid media &amp; advertising placements) part of the potential scope?</p>

Response

Yes

Question

Following the submission deadline of 29 August, how long does the review process take? By when are you hoping to select the agency partner and when would you expect the 36-month term contract to begin?

Response

Ambition to appoint an agency on November 1st 2022

Question

Is a response to the Annexure A - North America Roadshow Brief required as part of the submission for SAT Tender Number North America 001/22? If it is not required to be included in the submission, is there a separate deadline?

Response

The requirement must be submitted on the same deadline, and not a separate date

Question

What SA cities/regions are the most popular destinations for foreign tourists? Are there any you would w., ant us to prioritize?

Response

Focus on the brief

Question

What is the typical duration a “long haul” traveler vacations in SA?

Response

14 days

Question

Are there any priority cities/markets in the US and Canada that you’d want to focus on?

Response

Focus on the brief

Question

What’s the busiest time of year for North American tourists visiting SA?

Response

We want travellers all-year round

Question

	<p>Can you share any information about previous marketing communications campaigns that have been implemented by SAT and what have been the primary messaging themes?</p> <p>Is there any research/data to show what are the most popular attractions/activities in SA for foreign tourists (i.e. safaris, coast, fishing, dining, winery tours, site-seeing)?</p> <p><b>Response</b></p> <p>Focus on the brief</p> <p>Which countries do you see as your biggest competitors for attracting North American tourists? African destinations, Australia, Italy</p> <p>How is SAT responding to the global negativity around trophy hunting in the country? Focus on the brief</p> <p>Can you share examples of recent positive media coverage in North America that you have helped secure to promote tourism in SA? Are there any priority media outlets that you want to secure media coverage in? Focus on the brief</p> <p>Who are key spokespeople from SAT that are available for media opportunities? Focus on the brief</p> <p>What are the key reputational issues we should be aware of that have been covered in the media and could negatively impact foreign tourism to SA? Focus on the brief</p> <p>What are some of the largest corporate outings/conventions from North American companies that have been hosted in SA? And what are the most popular host cities for these events?</p> <p><b>Response</b></p> <p>Focus on the brief</p>
2	<p><b>Question</b></p> <p>With regards to the above mentioned tender, we would like to confirm if SAT is looking for an agency based in North America or if agencies in SA are allowed to participate?</p> <p><b>Response</b></p> <p>The Hub Office requires a communications agency that will contract with SAT in the USA. Agencies with affiliates in the USA who can process CE/PO/Invoices within the USA territory are welcome to apply.</p> <p><b>Question</b></p> <p>The tender document states that all work will be handled on a project basis (no retainers). How will this be implemented for work that is ongoing e.g. public relations, trade relations or social media? Will those parts of the tender be handled as sub-projects that are e.g. 1 year long and can be scoped and staffed as ongoing 1 year projects?</p> <p><b>Responses</b></p> <p>Scope each project, attaching the project fee, for the duration of the implementation</p> <p><b>Question</b></p> <p>The document includes an RFP for a North American Road show (page 48) - how is that RFP connected to the tender? Should bidders provide quotes and ideas for the roadshow as part of the tender documents?</p>

Response

The Roadshow is a pitch task, for demonstration purposes and will not form part of the 3-year project fee proposal

Question

We want to confirm that there are no non-compete clauses the winning bidder is required to sign meaning the winning bidder will be limited to work in any capacity with the destination marketing organizations (DMOs) either in Africa (e.g. Kenya, Tanzania, Botswana etc.) or DMOs within South Africa or other entities in the travel industry (e.g. hotels, airlines etc). Can you confirm that this assumption is correct?

Response

Non-compete clauses apply for all African DMOs only

Question

The conditions of payment in the tender document (section 4.5.4) states that undisputed invoices will be paid within 30 days. Will it be possible to get upfront payment for pass-through cost (e.g. buying media, third party fees etc.)? In the US it is custom that a interest penalty will be applied for undisputed invoices not being paid within the agreed upon time (e.g. 30 days). Will it be possible to include such mechanism in this contract?

Response

Legally required mechanisms applicable in the USA will be applied at a minimum

Question

The scope of work for creative states that global toolkits will be to be adapted to the local market while some other assets will need to be created from scratch. Can you provide more insights into the global toolkits that are available (what is included in the toolkit, how often are they updated etc.) and what amount of assets you expect to be created from scratch? Will creating new assets require travel to South Africa and if so do cost for travel need to be included in the overall budget for this tender?

Response

Global toolkit refers to the Brand Idea and the applicable corporate identity guidelines, which will be produced at our HQ. In-market agencies will localise campaigns guided by the global toolkit

Question

We anticipate the contract to be a minimum of a year that is renewable or similar, could you confirm?

Response

Three-year contract

Question

Could we request an extension to the submission deadline?

Question

Is it required to have any team members based in South Africa?  
Will North American agencies who have in-country partners or team members receive additional points?

Response

There is no requirement to have agency staff based in SA

Question

How many trade events will the firm be responsible for executing per year?

Response

To be determined via the annual operating plan process

Question

How many trade events will the agency be responsible for attending onsite?

Response

To be determined via the annual operating plan process

Question

In 7.6, the RFP states "Handle trade facing campaigns in the region where required by SAT." Can you please provide more details on what that entails? Is this from a PR standpoint or advertising?

Response

Trade engagements are mostly in person

Question

Will the North American agency be required to travel to South Africa for an immersion or client meetings? How many times per year?

Response

As required

Question

Should all pricing be submitted in USD?

Response

Not likely, however we will advise soon

Question

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients globally?

Response

We judge based on experience

**Questions:**

Is the MICE roadshow brief (Annexure A-North\_America\_Roadshow\_Brief (1)) included in this packet an assignment for the in-person presentations or something that needs to be addressed specifically in the initial written response?

Response

Please submit as part of the initial response. Also, to be presented later during the in-person presentations.

Question

There are multiple mentions of Australia throughout the PART A - GENERAL TENDER CONDITIONS -SAT TENDER NUMBER NORTH AMERICA 001-22 INTEGRATED MARKETING, AND COMMUNICATION AGENCY document. Are we correct in assuming these mentions are unintentional and should be ignored?

Response

This is a North America bid process, domiciled in the USA. Only USA laws apply and not Australia.

3 INTRODUCTION - page 3

*“As a South African Government agency operating in **Australia** servicing **Australasia** Hub, our organisation is compelled to operate within the confines of the Public Finance Management Act (PFMA) of The Republic of South Africa which have been established to secure transparency, accountability, and sound management of the revenue, expenditure, assets and liabilities of all South African Government Agencies.”*

Response

*It is North America Bid/Tender not Australia*

Question

7 PROPOSAL SUBMISSION -page 13

*“The law of **Australia** will govern the contract created by the acceptance of my/our tender and that I/we choose domicilium citandi et executandi in the country at (full address of this place).”*

Response

*The Tender is for United states (New York office) not Australia*

Question

ANNEXURE A: COMPANY INFORMATION (SBD 1) - page 18

*“What is the enterprise’s annual turnover - AUD amount”*

Response

*Use USD not AUD*

Question

ANNEXURE C: DETAILED BREAKDOWN OF TOTAL COST AND STANDARD SERVICES  
“Total bid price - AUD”

Response

The correct currency is USD

The RFP states that legal entities outside of South Africa are exempt from registering on the National Treasury’s CSD. Would an equivalent registration with a U.S. State and a registered Employer Identification number be sufficient for this requirement, as the United States doesn’t have such certifications?

Response

Agreed

Question

Do you currently have a global social and PR agency?

Response

No

Question

If the value of the bid is not to exceed R50,000,000, is that for Agency Fees only or does it also apply to expenses for travel, production and other expenses for executing the required services?

Response

Bidders must come up with cost proposal for a contract period. The below has nothing to do with cost proposal limit but it will guide us in terms of price comparison to use of either 80/20 (Below R50 million) or 90/10(Above R50 million). The lowest acceptable tender is below R50 million, the 80/20 preference point system must be used. If the lowest acceptable tender is above R50 million, the 90/10 preference point system must

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