



**SOUTH AFRICAN TOURISM**

**SAT TENDER NUMBER AUSTRALASIA 008/22**

**Notes for Bid Clarification**

Integrated PR Agency

**Date issued: 11 October 2022**

**Tender closing date: 11 November 2022 @12h00**

## Introduction

This Addendum with clarification notes serves to inform potential bidders of changes, amendments and/or clarifications made to the bid documentation. The following questions and/or changes have been received from those that are in position of the bid documentation.

Item	Questions and Responses
1	<p><b><u>Question</u></b></p> <p>Please clarify whether the B-BBEE contribution points process will apply to these tenders given B-BBEE is not an established practice/requirement in Australasia</p> <p><b><u>Response</u></b></p> <p>No, not related to us here. sometimes the parent company in SA, and they have extended arm here, they need to fill in this bit.</p>
2	<p><b><u>Question</u></b></p> <p>The PR Agency &amp; Marketing Services tender requests anonymised samples of previous client scopes for both AUD\$100K and AUD\$250K budgets. Are you referring to annual or 3 year budgets? And are these budgets to include 3rd party costs like advertising, influencer payments, famil/event/etc. expenses, or purely agency fees?</p> <p><b><u>Response</u></b></p> <p>you can indicate which fee is for PR agency fee, which fee is for 3rd party etc with scope of work</p>
3	<p><b><u>Question</u></b></p> <p>Please clarify the contracts would be signed in Australia</p> <p><b><u>Response</u></b></p> <p>the contract will be drafted by winning PR tender here, and review by our head office then sign by our RGM</p>
4	<p><b><u>Question</u></b></p> <p>Should our pricing schedules include proposed figures for 3rd party costs such as those listed above or only agency fees?</p> <p><b><u>Response</u></b></p> <p>please list all the fee involved, yes, PR fee, and other fees ,</p>

5	<p><b><u>Question</u></b></p> <p>Please confirm our proposals can be uploaded as littleBIG-designed and created pdfs, with other requested information completed via the supplied forms and uploaded as pdfs, along with any other supporting requested documents as pdfs also (noting the 10 file, 1GB limit)-</p> <p><b><u>Response</u></b></p> <p>any formats will do, if I cant open it after the submission date, I will contact you again to unzip or send in other formats</p>
6	<p><b><u>Question</u></b></p> <p>Section 7 on the Part A document - Page 14 requests a signature and date but it has 2021 I believe this should be 2022 can you please update and confirm?</p> <p><b><u>Response</u></b></p> <p>yes you are correct, should be 2022, please cross 2021 out and amend to 2022</p>
7	<p><b><u>Question</u></b></p> <p>Annexure A: Company Information (SBD) Part A document Page 15 - What does SBD stand for</p> <p><b><u>Response</u></b></p> <p>Standard bidding document (SBD) - the SBD is majority designed for if any directors have personal relationship with South African Tourism, e.g. family friends etc.</p>
8	<p><b><u>Question</u></b></p> <p>Annexure C: Detailed Breakdown of total cost Part A Page 20 - The table has a heading of Projected Annual escalation percentage. Can you please explain what this is in relation to?</p> <p><b><u>Response</u></b></p> <p>it means your yearly increase, e.g. CPI rate or fixed rate 1% 2% or whatever rate your company's policy says</p>
9.	<p><b><u>Question</u></b></p> <p>Part B Scope of Work Bid Description page 1 - Requests an MAAA number please advise what this is?</p> <p><b><u>Response</u></b></p> <p>NA in Australia</p>

10	<p><b><u>Question</u></b></p> <p>The RFP calls for 3 phases are we to submit all three phases prior to 11th November at 12pm or just complete phase 1 and 2A and if successful more time will be allocated to provide phase 2B and Phase 3?</p> <p><b><u>Response</u></b></p> <p>everything on 11st Nov online, you will not have access to lodge anything after 12pm.</p>
11	<p><b><u>Question</u></b></p> <p>Is it possible to gain access to your asset library to source images and logos?</p> <p><b><u>Response</u></b></p> <p>check here  <a href="https://www.southafrica.net/gl/en/corporate/page/asset-library">https://www.southafrica.net/gl/en/corporate/page/asset-library</a></p>
12	<p><b><u>Question</u></b></p> <p>Are you able to share historical budget figures for similar work? Is there an earmarked budget (programming and/or fee) that you are able to share for this scope of services?</p> <p><b><u>Response</u></b></p> <p>we are unable to share, please quote what is your cost with your scope of services for this tender</p>
13	<p><b><u>Question</u></b></p> <p>Will the chosen agency be required to have travel trade representatives on-staff or contracted?</p> <p><b><u>Response</u></b></p> <p>Yes – there is a Trade Relations Manager on staff</p>
14	<p><b><u>Question</u></b></p> <p>What was the most successful campaign (PR, digital, social and/or paid) for South Africa in this region pre-pandemic?</p> <p><b><u>Response</u></b></p> <p>This is requesting additional information and examples which do not form part of the RFP.</p>
15	<p><b><u>Question</u></b></p> <p>We're in the process of completing a tender for South Africa Tourism and want to confirm whether the tender requires a creative response? We've read through the supplied documents and for the most part it looks to require only examples of existing work and</p>

	<p>written responses, however 5B suggests a creative response specific to South Africa Tourism.</p> <p><b><u>Response</u></b></p> <p>yes please give example of creatives as listed on the document</p>
16	<p><b><u>Question</u></b></p> <p>We are excited to respond to the SAT Australasia Hub 008/22 - Integrated PR Agency and Marketing Services tender.</p> <p>We have noticed there is another tender SAT Australasia Hub 007/22 - Social Media and Digital Agency Services tender.</p> <p>We are an integrated PR and Marcomms agency with strong proven skill sets across both tenders. Would SAT be open to receiving a submission from us that answers both in the same submission or would you require us to respond to them separately?</p> <p>We would obviously offer a number of cost and time efficiencies if we were awarded both contracts, so I'd like to enquire as to the best way to present this to you.</p> <p><b><u>Response</u></b></p> <p>Yes please submit separate two documents for each tenders, as the evaluation criteria and evaluation committee are different</p>