



SOUTH AFRICAN TOURISM

Part B: - SCOPE OF WORK SAT TENDER 006/22 - EVENTS MANAGEMENT AGENCY FOR SOUTH AFRICAN TOURISM AUSTRALIA OFFICE

Bid Description	
Events Management Agency for the South African Tourism Australia Office	
Bidder Name:	
CSD MAA number:	MAAA
Tender Number:	SAT Tender Number 006/22 Australia Office
Closing Time:	12h00 (New South Wales, Australia)
Closing Date:	11 July 2022 (No late submission will be accepted)
Compulsory Briefing Session:	No briefing session
Bid Submission Link	https://forms.gle/291ckJrxqk2hQXtA6
Section	Finance Management
Contact Person	Vikki Ma
	vikki@southafrica.net

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

Index	Page
--------------	-------------

1	CLOSING DATE	3
2	E-PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING	3
3	CONTACT AND COMMUNICATION	3
4	VALIDITY PERIOD	4
5	SCOPE OF SERVICES	4
6	PRICING SCHEDULE	9

1 CLOSING DATE

The closing date for the submission of proposals is **11 July 2022 at 12h00 (New South Wales, Australia)**. No late submissions will be accepted. There is no briefing session for this tender.

2 TENDER SUBMISSION LINK

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/291ckJrxqk2hQXtA6>

Should bidders encounter any issues with the submission link, queries must be directed in writing to tenders@southafrica.net

Prospective tenderers must periodically review <http://www.southafrica.net/gl/en/corporate/page/tenders> for updated information or amendments about this tender before due dates.

2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.

2.3 Tenders may be completed in black ink where mechanical devices e.g. typewriters or printers, are not used.

2.4 Tenderers must check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

3.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Vikki Ma via email vikki@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than **24 June 2022**.

All responses will be published by **30 June 2022** on the following links:

<https://www.southafrica.net/gl/en/corporate/page/tenders;>

4 VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

5 SCOPE OF SERVICES

5.1 SOUTH AFRICAN TOURISM AUSTRALIA - OPPORTUNITIES AND CHALLENGES IN THE CURRENT ENVIRONMENT

Opportunities

With the emphasis on physical distancing over the past 18 months, Australian consumers are looking to escape to destinations with wide open spaces. As such South Africa is the ideal destination, offering safari and wildlife experiences in the expansive African savannah and other breathtaking scenic outdoor attractions such as the Drakensberg Mountains, the Garden Route and the iconic Table Mountain - among many others.

South Africa also offers a number of wellness activities; sustainable travel experiences; and opportunities to give back to communities and conservation, in line with other emerging post-pandemic consumer interests.

Moreover, given the economic fallout of the pandemic, consumers are looking for value-for-money. South Africa's Rand offers a favourable exchange rate against the Australian Dollar, and even more so since the pandemic.

And finally, post the COVID-19 pandemic, health and safety protocols of a destination will be regarded as critical and travellers are likely to be more conscious of these factors than ever before. In response, South Africa has adopted strict Covid-safe hygiene protocols, offers a leading medical system and has superior infrastructure compared with other African nations.

Challenges

SA Tourism is faced with some key barriers and damaging perceptions that negatively impact the customer journey and tourist arrivals into the country. The top three barriers are as follows:

Concerns for personal safety and security perpetuated by negative consumer media coverage of South African crime and politics combined with the large number of South African expats currently residing in Australia who disseminate stories of crime to explain why they left the country after Apartheid.

South Africa is perceived to be expensive, fuelled by the pricing of luxury safari lodges.

And finally competitor destinations, meaning another destination was simply more appealing.

Now in addition, as a consequence of Covid, 40% of travel agencies have closed down driving consumers to look to other outlets to source information and book trips, as compared to 2019. In terms of airlift, South Africa has also lost their national carrier, South African Airways for the foreseeable future, meaning we now only have 1 direct airline flying from Australia, Qantas.

5.2 TARGET AUDIENCE

Targeting the following demographics and psychographic segments are key to ensuring success that leads to improved brand strength, increased arrivals and tourism spend.

5.2.1 Consumers

South African Tourism Australia's key consumer target audiences are as follows:

- **Wanderlusts 25-39+:**

Wanderlusts travel to discover variety and enriching experiences. They are intelligent, well-rounded individuals with the eagerness to learn and explore new ideas. With a worldly attitude and a keen sense of adventure, they frequently travel for leisure and love the idea of traveling abroad. Although Wanderlusts can be unreceptive to organised tours, they desire a variety of activities when traveling, finding interest in discovering new cultures, understanding nature and trying foreign foods. Less concerned with the "must-haves" and luxury accommodations, Wanderlusts are authentic destination experience seekers and are rarely dissuaded by barriers, including potentially having to adapt to foreign languages. Single and seeking adventure, Wanderlusts have a strong desire to see the world and are not afraid to travel the unbeaten path alone. The majority are first timers to South Africa.

- **Next Stop South Africa (NSSA) 55+:**

NSSAs travel to discover new frontiers and consumers grouped in the Next Stop South Africa category are keenly interested in traveling for education and culture as well as heritage and shopping. When planning their trip, they're fairly travel agent-dependant and looking for a more structured trip. They are motivated to visit South Africa by the idea of safari and have been dreaming of a trip like this (even if they didn't realise it was to South Africa) for quite some time. Overall, they are well-travelled with a relatively high disposable income. When planning their trip, the most important attributes they seek are the ability to engage in a variety of activities, ease of getting around, safety and availability of good cuisine. When it comes to traveling to South Africa, they are lured by the natural beauty, culture, local cuisine, tourist attractions, safari and interacting with the people of the country.

Centre of Gravity between these two groups (i.e. the commonalities) are that they are:

- Well-travelled. Worldly.
- Independent.
- Travellers, not tourists.
- Travel is state of mind for them. They are global citizens for whom travel is an essential part of their everyday lives.
- Curious - they travel to expand their knowledge and to evolve (it keeps them interesting).
- Looking for immersive experiences - they want to engage with the destination and its people, not view it at arm's length.
- Experiential - they seek out interesting and high-quality experiences.
- Involved - they like to make their own decisions and maintain a sense of control over their destiny.

5.2.2 Trade

Trade (inclusive of travel agents, online travel agents (OTAs), tour operators, airlines, alternative sales channels etc.) are important distribution channel partners for SA Tourism. Trade are highly fragmented and spread across the country.

The Australian travel trade landscape comprises brick-and-mortar and OTAs who interact directly with consumers. The retailers usually work with South African wholesalers who package offerings via South African destination management companies (DMCs) and market them via their retail network. Wholesalers typically do not bypass the retail travel suppliers to sell directly to consumers.

Although Australian consumers engage with OTAs to seek information about their international trips, including hotels and flights, most of them prefer to book via brick-and-mortar travel agents because of their concern about their money's security or

they need help putting more complex itineraries together for destinations they are not familiar with.

In some instances, tourists may contact a destination marketing company since some DMCs (such as Springbok Atlas) market directly to consumers through their online platforms. As an emerging trend, leisure tourists also engage with wholesalers and DMCs to seek the most appropriate information about the destination.

Given the economic losses caused to the travel industry due to travel bans, the landscape of the distribution network may completely change in the post-pandemic world with currently more than 40% of retail agencies closed down as a result. There will be a demand for new travel agents once borders open as most have moved on to other industries. This means there is an opportunity for SA Tourism to run more training events to train new entrants into the industry.

Travel agents and wholesalers believe that Australian tourists consider South Africa a better destination - in terms of infrastructure - than other African destinations, but they still perceive South Africa to be unsafe in terms of health, safety and security. South Africa has also lost one of two direct airlines over the past year -our national carrier, South African Airways. Therefore, there is less capacity to sell. The remaining airline Qantas, has slashed commissions to travel agents this year.

5.2.3 MICE

In the Australian market, MICE specialists generally book directly through the product/service providers. In the case of less familiar destinations such as South Africa, they leverage the services of the DMCs. Conference/event organisers reach out directly to DMCs or wholesalers for their services.

SA Tourism has recognised the untapped potential in this market and has elevated MICE as a key priority. South Africa is the leading MICE destination in Africa due to its superior infrastructure, business conferencing facilities and diverse in activity offering.

The investment in business travel and tourism by a company, drives great return over a period of time; this includes not only the conference and meetings industry (i.e. corporates travelling to meet international buyers and sellers and attending global events), but also the incentive industry. Corporates often incentivise suppliers and their own staff by offering travel to exotic locations as part of their strategy to enhance and reward performance.

Conference/event organisers in Australia are increasingly realising the benefits to their businesses from organising MICE trips as the lead time is often lengthy (thus securing a future income stream) as well as the opportunity to increase their profit from additional bookings from delegates travelling with their loved ones.

5.2.4 Media

- **Consumer Media**

Since the beginning of 2020, the Australian media landscape has significantly shifted, with COVID-19 accelerating change that has been unfolding over many years. Announcements over the past 18 months have included suspensions and forced leave for journalists, multiple redundancies, discontinuation and suspension of titles, as well as many publications closing for good.

Print lifestyle titles were particularly hard hit, with publishing house, Bauer (now Are Media) closing eight of its best known titles. Women's Health and Men's Health were temporarily cut before being bought by Paragon Media and returning to shelves in February 2021.

One of the most significant changes last year was News Corp's decision to move almost all of its regional and community newspaper titles to digital only, signifying an accelerated push to

move to digital-only publishing. With the increasing state-based focus each of the metro mastheads have, the localisation of stories is important as journalists seek out more content from their regional and community counterparts.

However it's not all doom and gloom with a number of specialist titles launching this year, including a new travel site (exploretravel.com.au) from Australian Community Media and Travel + Luxury - a quarterly glossy magazine and content vertical on theaustralian.com.au; signifying that publishers are optimistic about the importance of travel to consumers in a post-pandemic market.

With the continual rise of clickbait-based content, particularly amongst high-reaching consumer news titles such as Daily Mail, News.com.au and 7News.com.au, stories need to pack a punch and translate into earned conversation.

- **Trade Media**

In the Australian and New Zealand trade media landscape, there are currently 7 key trade media platforms. Over the past year, most of these companies have turned digital as the travel industry are working from home and does not have access to the physical editions that would have been posted out to their offices. Most of these companies are running on lean staff with the owner acting as the main point of contact. SA Tourism have strong relationships with the owners of these publications, five of which are based in Sydney.

5.2.4 Expatriates

There are approximately 200,000 South African-born expats (193,860 at June 2019) living in Australia. Second only to the South African expat population in the US, they comprise 2.6 per cent of Australia's overseas-born population and 0.8 per cent of Australia's total population, making the South African-born population the seventh largest migrant community in Australia.

Insights tell us that South African expats in Australia are currently brand detractors. Although they often have pride and nostalgia toward their homeland - their experiences/commentary about crime they may have witnessed/heard about in the country, perpetuates fears around safety and security among their Australian acquaintances. Given their significant presence in the country, these comments significantly contribute to the poor perception Australians have towards South Africa in terms of safety and security.

5.3 OVERVIEW OF SCOPE OF WORK

Having regard for the aforementioned, SA Tourism is inviting reputable, experienced and suitably qualified bidders to submit proposals for the provision of an event management agency.

SA Tourism is looking for an events management agency to execute mainly consumer, trade and MICE events and activations for the duration of the contractual period. The events must allow guests to immerse themselves in destination South Africa in a manner that strengthens brand positivity and affinity, and subsequently drives tourism arrivals into South Africa.

The majority of the world's national tourism boards are represented in Australia, resulting in the outbound market being highly competitive and Australian international travellers inundated with offerings from competitor destinations. SA Tourism is looking for an events agency that will aide it in breaking through the clutter and ensure that destination South Africa is top of mind across key target markets. SA Tourism's events management agency needs to be able to use an insights-based approach to create and execute strategically-targeted events that will ultimately result in a desire to travel to South Africa and generate increased bookings once international borders open.

The appointed agency will be responsible for the following deliverables:

Strategic:

- Concept development
- Creative execution
- Analytical and insightful reporting

Functional:

- Sourcing venues
- Venue hire
- Catering
- Service and equipment
- Entertainment
- Audio visual
- Signage
- Theming
- Invitations, registrations, reminders and management of RSVPs, database management
- Photography
- Travel and accommodation of all staff and talent associated with event
- Transport of goods between events
- All logistics
- Direction of guests, hosts and spokespeople
- Press kits, collateral and gifts
- Production and installation of branding
- Conceptualisation and build of infrastructure - e.g. exhibition stands and registration kiosks
- Provision of three quotes for all products and services, invoice reconciliation and reporting as required by SA Tourism

**This list is not exhaustive but rather indicative of the type of work required across projects. All required services will be detailed with each individual project.*

Project management and reporting:

- Project communication and consultancy
- Workflow management
- Weekly updates to SA Tourism - only for the duration of the project
- Monthly reporting as per SA Tourism requirements - only for the duration of the project
- Any additional learnings or insights identified

This tender is for Australia and New Zealand but the SA Tourism Australia office can commission work for other markets on a needs basis. The commissioned agency will need to render/bill these services through their Australia office only in AUD.

Please note:

This is NOT a global tender

No affiliates in other countries will be required as the Australian agency must operate and liaise from Australia

5.4 SUBMISSION DOCUMENTS

The following must be submitted as part of the tender submission:

5.4.1 AGENCY CREDENTIALS

A. EXPERIENCE AND SERVICING TEAM

Please provide us with your agency credentials by providing a summary of the agency, its positioning and structure.

Expertise and experience of the proposed agency team needs to be supplied and the service team will be requested to handle the presentation if requested. Senior Management should be part of the servicing team. The servicing team that would potentially service the account should be active participants during the pitch. The servicing team should be strategic, creative and bring the brand to life.

Three client testimonials from the past 48 months (4 years) must be submitted. These client testimonials must be on a letterhead, dated and signed or emailed from the client and clearly specify what work was done specifically by the *agency* and delivered for the client.

Evaluation:

- Established full-service events agency with a proficient servicing team that has the capacity, skills, and tools to run successful events.
- Experience in both tourism and non-tourism industry clients.
- 3 positive references - Testimonial must reflect delivery against objectives and KPIs and delivering full service

B. PORTFOLIO OF PRIOR EVENTS/ACTIVATIONS

Please submit a body of evidence of a minimum of three (3) events (one being a non-tourism partner) that clearly illustrate the agency's ability to interpret a client brief and strategically execute an event to achieve their objectives. Please clearly indicate the linkage of the performance of the activation to the relevant objectives. Case studies must include events or activations that were executed over multiple platforms and with various partners.

Evaluation:

- Proven success in planning and executing events that deliver on clients' objectives.
- Innovative concept and relevance to the clients identified segments.
- Thorough execution plan illustrating some of the functional deliverables.
- Demonstrate an end-to-end solution with quantifiable measures of success.

5.4.2 PROPOSED SOLUTION

For the purpose of this tender, we request bidders to submit a 'mock' solution for an event that will reignite the demand for travel to South Africa among consumers (that can also be augmented to factor trade and MICE).

The solution must consider SA Tourism's areas of opportunity as well as the barriers and how best to bring South Africa to life as the world, Australia in particular, looks ahead to freedom of travel.

The proposed event/activation must reach our consumer target consumer audiences, Wanderlusts and NSSAs, however please also indicate how the event could be extended to include or allow for augmentation of the trade and MICE markets.

For illustrative purposes, a maximum budget of AUD 250,000 can be assumed.

Whilst the tender submission must be made online through the tender portal (as detailed on page 1 of this Part B document), SA Tourism may request all bidders to present their 'Proposed Solution' to SA Tourism in a virtual or in-person format (depending on the location of the bidding agency and the COVID restrictions in place at the time). SA Tourism will provide all details ahead of time should there be a need for the presentation of the 'Proposed Solution'.

You will be evaluated on the event strategy and creative concept, execution and logistics and measurement and reporting which are all outlined below in more detail. Please ensure the following components are covered in your bid to allow for thorough scoring:

A. STRATEGY AND CREATIVE CONCEPT

SA Tourism Australia is looking for an event management agency that will deliver an event ideation that provides solutions for the consumer groupings whilst also factoring in trade and MICE audiences to amplify the SA Tourism message and to ultimately drive sales and conversion.

Evaluation:

- SA Tourism is looking for events that inspire and sell South Africa.
- The strategy must demonstrate an understanding of the current environment and research data provided by SA Tourism and provide a strategic event idea for consumer, trade and MICE audiences.
- South African Tourism often works with partners (traditional and non-traditional) and part of the strategy needs to indicate how partners can be incorporated in the events.
- Due to the uncertain times around the pandemic, the strategy must address the volatile environment we operate in and contingency plans to mitigate any associated risk in that regard.
- Based on the current COVID-19 crisis, please demonstrate your understanding of consumers' concerns and how SA Tourism should address them.
- The concept needs to be innovative and relevant to identified segments.
- Longevity - how can the event live beyond the event.

B. EXECUTION AND LOGISTICS

SA Tourism is looking for an agency that can execute and manage event logistics. Event execution could entail an adaptation of global creative or locally-developed creative to cater for market needs. SA Tourism is looking for an end-to-end solution from the events agency.

Evaluation:

- Risk management (including medical insurance, safety & security, disaster management, COVID-related risks, etc.)
- The agency must demonstrate a very clear execution plan for the events, especially considering safety protocols.
- Events and activations can be virtual or face-to-face, depending on COVID-19 protocols. The agency must demonstrate both aspects and must reach all audiences i.e. business and leisure consumers, trade, corporates and all relevant stakeholders.
- Promotion of the event e.g. media / PR recommendations.
- Ensure complete compliance to SA Tourism brand and corporate identity guidelines for all activations and collateral.
- Facilitate and oversee all associated logistics.

C. MEASUREMENT AND REPORTING

We will evaluate the agency separately on their ability to demonstrate an end-to-end solution with quantifiable measures of success (i.e. return on investment (ROI) etc.)

Evaluation:

Provide a sample report inclusive of but not limited to:

- Interval reporting (this will be decided on per project) must be provided.
- Post-report activation results must include full decks of data (including questions asked) and the accompanying insights.
- Budget reporting.
- Database collection will form an integral part of reporting and must be delivered into the SA Tourism CRM system. Management of data protection compliance rules and regulations will be handled by the events agency.

6 PRICING SCHEDULE

SA Tourism will earmark realistic budgetary resources where the preparation of a well thought-through cost estimate is essential for entire project management and execution of exhibitions, consumer and trade events.

SA Tourism will not consider any retainer fees under this scope of services. Bidders should therefore only propose a remuneration model that is based on a project management fee as a % of the net procurement value of the project.

A detailed price schedule (e.g. rate card) should be included in the proposal where the following should be considered:

- Agency fees on a project basis i.e. responsibilities, levels of seniority, client service, strategy, production management, etc.
- In-house resources rates.
- Mark-up policy on external costs, i.e. third-party production, etc.
- Annual fee increase proposal over the 3-year term.
- Full disclosure of commercial agreements with partners, where SA Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e. total transparency for all commercial deals relating to SA Tourism.
- Indicate any once-off costs that may occur.

It is however important to note that SA Tourism will contract based on project fee model structure only.

END.