

Part B: - SCOPE OF WORK (SAT TENDER NUMBER AUSTRALASIA HUB 007/22 SOCIAL MEDIA AND DIGITAL AGENCY).

Bid Description	
Social Media and Digital Agency	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Australasia Hub 007/22
Closing Time:	12h00
Closing Date:	11 November 2022 at 12h00 (AEDT/AEST) (No late submission will be accepted)
Bid Submission link	https://forms.gle/5TsaiWwqV8K4H1Nq8 Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads. No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Contact Person	Vikki Ma
Section	Finance
Contact Person	Ms. Vikki Ma
Email Address	vikki@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

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	2
2	TENDER SUBMISSION LINK	2
3	CONTACT AND COMMUNICATION	2
4	VALIDITY PERIOD AND CONTRACT DURATION	3
5	SCOPE OF SERVICES	3

1. CLOSING DATE

The closing date for the submission of proposals is **11 November 2022 at 12h00 (AEDT/AEST)**

No late submissions will be accepted.

2. TENDER SUBMISSION LINK

2.1 Bidders must submit their proposal using the below link.

<https://forms.gle/5TsaiWwqV8K4H1Nq8>

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

Bidders are required to complete all the fields before making a submission, on the link before uploading a PDF version of the full proposal, the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile) then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.

No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.

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

2.4 Tenderers will 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 inquiries in writing to the specified person, Vikki Ma via email Vikki@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and sent to the above email address.

- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **21 October 2022**.

All responses will be published by **31 October 2022** on the following links:

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

4. VALIDITY PERIOD AND CONTRACT DURATION

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.

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties agree otherwise

5. SCOPE OF SERVICES

A. BUSINESS PROBLEM

South African Tourism is seeking a social media and digital agency to manage online platforms for the Australia / New Zealand Hub to strategize, create and deliver effective, targeted content to meet overall business objectives of generating awareness, positivity and arrivals for destination South Africa.

The agency must therefore be able to deliver on the following:

- **Strategy:** Developing a social media and digital marketing strategy that covers audience, channel, performance against objectives, optimization, etc.
- **Creative:** The creative execution should take into account that there is a global asset base that can either be utilized as is, localized for the Australian market, and that some assets need to be created from scratch. The creative ability must include the implementation and localization of global toolkits.
- **Technical ability:** across all digital aspects including maintaining, updating, and creating new and existing website/s
- **Dissemination/Delivery:** The agency will be required to utilize the SA Tourism global platform tools. Currently, those tools consist of paid search, Facebook, and programmatic. SA Tourism will add additional tools as required. Where SA Tourism does not have the relevant platform tools, the agency must have the capacity to purchase its own.
- **Media Buy:** The agency needs to provide proof that they are Google certified for both paid and programmatic buys, as well as have Facebook Blueprint training.
- **Measurement and Reporting:** Agency needs to show proficiency with Google Stack, Facebook Analytics, Twitter Analytics, and any other channel analytics required. Ad servicing management will be done on the SA Tourism global account.

The agency will have to clearly illustrate how they have utilized data and analytics to drive choices and performance.

Furthermore, the agency brief and measurements will be developed in conjunction with the relevant Brand & Marketing teams to ensure that (a) we have a seamless fit with the SA Tourism HO agencies and infrastructure, and (b) that all developments in-country is centrally 'owned', recorded and measured in the head office repositories.

B. CAMPAIGN STRATEGY

SA Tourism Australia is looking for a digital agency to deliver a campaign development and fulfilment strategy with strong integration across all digital platforms (SA Tourism and partner-owned) to deliver on the business objectives as follows:

- To grow awareness of South Africa as a preferred leisure destination and showcase the variety of experiences South Africa has to offer
- Increase positivity toward the destination
- Prompt information gathering about visiting South Africa and educating the target market on the destination
- Increase conversion and bookings of holidays to South Africa to deliver arrivals targets
- Increase the online audience in the market across our digital platforms, an online audience that becomes brand advocate /brand ambassadors for South Africa as a leisure destination

The strategy needs to be multipronged but integrated, addressing the entire digital spectrum and the entire customer journey from awareness to conversion. The strategic approach should provide clarity on direction and intention on organic vs paid media, brand partnerships, influencers, online communities, etc. The strategy must also provide clear direction on community, reputation, narrative, and barrier management against the environment provided with agility to adjust to a mid- and post-pandemic environment.

Apart from creating a localized strategy + content for the Australian market, the winning agency will also be expected to localize the global strategy to make it relevant to local audiences and increase engagement across all steps of the consumer and purchasing cycle.

Post-COVID it is important we understand consumer mindset and thought processes in order to respond to their needs proactively and with agility. There is a lack of understanding of who our potential customers are and what they're saying about us, their needs and pain points, and their potential buying behaviours. Our expectation is that the agency will do an analysis of the entire traveller's journey and ecosystem, from awareness to consideration, from promotion to purchase, to repeat travellers etc.). The agency must be able to track, implement, analyse and report with insights on the entire traveller's journey and ecosystem.

The agency must also be able to adapt and be agile with the strategy, to the ever-changing travel landscape and customer mindset in a post-COVID-19 world, taking into account impact on airlift and bricks and mortar travel agencies which have paved the way for greater online conversion. Where there's change, there are new possibilities. The agency must seize opportunities, take action, transform, and move forward with the below objectives in place.

- Perception: how many people are talking about the brand; what are people saying
- Consideration: how many people are showing interest in making a purchase (what is their background, demographics, interests, etc.)
- Purchase: which audiences made a purchase; what led them to do so
- Service: who is commenting on the service provided and how do they feel about it
- Retention: what is the satisfaction level of customers
- Loyalty: who is expressing they are committed to your brand by specific emotions like love and joy and other indicators
- Repeat: what are they looking for and how can we continue to engage them to come back to South Africa

Evaluation:

SA Tourism is looking for 'digital that sells and builds' and in evaluating the digital strategy, we will pay particular attention to the agency's ability to interpret the global brand strategy and the subsequent creation of localised promotional/sales driven/retail campaign. The strategy needs to ensure that SA Tourism has a thriving digital community as a way of creating customer engagement, community growth, and loyalty.

The strategy must take into consideration all aspects of the marketing mix and the agency must demonstrate an ability to work with other agencies of different disciplines such as SA Tourism's broader media agency, PR and communications agency as well as creative agencies/ partners.

The strategy must demonstrate an understanding of the peculiarities of tourism retail and sales marketing, as well as the sales cycle.

The strategy must demonstrate a complete understanding of the customer journey right from the purchasing cycle to the end journey by ensuring all digital touchpoints and experiences work towards creating a positive sentiment about the brand.

The strategy must validate the audience selection, how the brand will be built per target segment and why certain elements (e.g., new niche markets, featured experiences, influencer suggestions) were included.

The strategy must clearly address the usage of influencers, micro-influencers, etc. SA Tourism will pay particular attention to the ROI that can be derived from a limited budget, selection of proposed influencers vs projects, matching of proposed influencers to the SA Tourism brand, and how the strategy will enable SA Tourism to break through the clutter.

Channel/platform selection must be corroborated with audience categories with a clear indication of how data, analytics, etc. were used in the decision-making process. Once briefed, the agency can request SA Tourism for insights which will then help the agency determine the channel selection. The channel selection must be corroborated with audience categories showcasing reasons why the channel/medium would suit SA Tourism. Always assess the channel/platform selection that is compatible with SA Tourism's existing digital platform.

The strategy must include benchmarking and outcomes-based ROI. The strategy must show longevity after the specified campaign period.

Develop an excellent content marketing strategy that covers end-to-end techniques and tactics by using the most relevant content to serve, attract, convert, retain and engage the target audience

The strategy must include optimization of the website to get higher rankings in organic search results (i.e. ensure an SEO-optimized website that is easily understood by search engine crawlers that will increase the chances of ranking higher in SERPS (search engine results pages)).

Optimize SEM to motivate potential travellers to book/convert.

Conduct comprehensive research as part of the SEM keyword management strategy

SA Tourism often works with partners (traditional and non-traditional) and part of the strategy needs to indicate the selection of partners and how the campaign strategy will create a win-win for both partners.

Due to the uncertain times around the pandemic, the strategy must address the volatile environment we operate in and contingency plans to mitigate that.

C. CAMPAIGN MECHANICS AND EXECUTION

SA Tourism is specifically looking for an agency that brings in conversion, audience growth & retention into the execution of the campaign. The execution could entail an adaptation of global creative or locally developed creative against market needs. SA Tourism is looking for an end-to-end solution and the digital agency appointed should also be able to buy media and purchase all elements when required (this includes collateral, media buy across all channels, imagery, and videos from the third party, etc.). Quick turnaround time for the production of imagery + videography will be crucial. The imagery and videography need to be captivating and engaging to keep the consumer interested at all times. The agency should develop a social media platform road map that articulates why SA Tourism is on social media, channel by channel, and what they would like to accomplish. A digital image cleanse of the website, social media handles along with a profile cleanse should also be included

Evaluation:

The digital campaign must be led by the marketing strategy, objectives and target audiences defined in this document and be analytics and data-led

The digital campaign must reach a diverse set of audiences and be executable through varied platforms such as but not limited to:

The South African Tourism website (southafrica.net)

- facebook.com/southafricantourismAU
- Instagram.com/southafricaanz
- [include local YouTube]

The agency must demonstrate proficiency across these platforms considering the market conditions (high congestion with multiple tourism bodies promoting their destinations) in Australia, the evaluation will be performed against how identifiable and 'ownable', the execution is for South Africa.

It is important that all actions on the digital platforms whether campaigns or creative, must resonate with our Australian target markets and display a strong call to action. Our digital platforms need to be highly engaging with enthralling imagery, video content, and copy.

- Execution must be shown both as localisation from a global brand as well as the development of new creative.
- All the executions must be suitable for the required purpose for both consumer and trade
- The campaign must show longevity beyond the campaign period.
- Campaign mechanics and management must be clearly explained.
- If the agency does any media buy for SA Tourism, it needs to show proficiency in the standard tracking used by SA Tourism (Google stack, Facebook Analytics, Twitter Analytics, etc.) and how that can be integrated into the SA Tourism GA dashboard.
- The agency must have the ability to develop digital platforms such as microsites, website development, etc. as per SA Tourism's need at the time.
- Development of a digital toolkit for both trade and media which would also include the development of e-presentations, development of eye-catching creative communication solutions, etc.
- SA Tourism is looking for an end-to-end solution. The campaign mechanics must include a project plan on how the various executions and underlying logistics will be coordinated and managed.
- Audience management and optimization are key (ex: building audience buckets, conversion journey tracking, re-targeting, others) and the agency must demonstrate sufficient capacity for ongoing community management.
- 24/7 response availability and support system for any crisis communications management - proficiency with crisis management is critical.
- Showcase how analytics are employed to inform and predict conversational opportunities
- Sentiment reporting and 24/7 detection of conversations.
- Online behaviour segmentation to create customer/buyer personas.

D.MEASUREMENT AND REPORTING

Although measurement and reporting have been included in the campaign element, we will evaluate the agency separately on their ability to monitor any campaigns and market conditions, including individual elements of the campaign. We request actionable advice on how to rebuild and thrive in the current

marketing environment which would include implications, takeaways, data-led insights, etc. that would help us achieve our targets and grow.

Evaluation:

- Interval reporting (this will be decided on per campaign) must be supplied against objectives, inclusive of sentiment tracking, performance, awareness, etc.
- The agency needs to show an integration model on how they will collaborate with other in-country agencies, SA Tourism's global agencies, etc. The model must show how learnings can be integrated across all the above.
- SA Tourism will expect image testing to be done for all campaigns - testing parameters and hypothesis to be jointly decided on by SA Tourism and the agency - and the report feedback must include optimisations. AB testing is mandatory for all campaigns which will include full performance analysis of content and imagery recommendations for optimisation.
- The report must showcase the level of engagement and reach for each post/campaign which includes shares, saves, likes, etc. The agency should be able to advise on which of the factors contributing to the success of the campaign/post
- Post campaign report results must include full decks of data and the accompanying insights which will also showcase community, reputation, and narrative management across various digital verticals (social media channels, blogs, vlogs, and other online communities)
- A comprehensive framework of tools (including the maintenance of visualisation tools for SA Tourism) must be included.
- 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.

E. INTELLIGENCE AND INFORMATION USAGE

SA Tourism understands that we are operating in a constantly changing environment and that attitudes towards travel will not remain static. Our expectation would be that our agency will have the ability to monitor these constant consumer changes through our campaign work and contribute to our insights deck. The agency will also have to provide intelligence on our competitors through competition mapping along with showcasing the tools used by them digitally. It is imperative that the agency understands social algorithms, audience segmentation, and analytics in its full capacity. The agency should conduct quarterly training for the in-market SA Tourism staff on trends, tech updates, campaigns do's and don'ts, updates on social algorithms, updates on new channels and latest measurement techniques and tools, etc.

Evaluation:

- SA Tourism would wish to see which data was used, how it was used, how it was authenticated (throughout the process), and what analysis was done.
- SA Tourism would wish to see how AB testing will be conducted on all campaign components, over and above imagery.
- SA Tourism to be custodians of the data retrieved and that the agency is accustomed and practice data usage policies and procedures
- The agency will have to be able to deliver an insight report with learnings after every campaign element and a complete insights deck on campaign completion.
- The agency must indicate how 'live' insights will be delivered and cross-reference how these updated insights will be used to optimise the campaign, as well as how these insights will be used to craft and refine future campaigns.

- The agency must indicate how it would integrate with other existing tools such as CRM systems, project management platforms and media monitoring services.
- Basic intelligence generated by the digital agency must also aim to expand brand presence across all digital platforms including social media and also help in the identification of new social/digital platforms

5.1 OPERATING ENVIRONMENT

South Africa performs strongly on key attributes around wildlife experiences, being breath-taking and adventurous, however key barriers in the customer journey affect our ability to deliver arrivals - most notably these barriers include concerns for personal safety and the perception that it's too expensive.

Covid-19 has also brought with it a range of new opportunities and challenges - with many trade outlets folding over the course of the pandemic, the closure of many traditional media outlets and the increasingly digital world, we need to evolve our approach to reach consumers from awareness to conversion in a seamless manner.

Opportunities:

With the emphasis on physical distancing over the past 24 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 breath-taking 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, the 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, - in terms of being "too expensive to get there" and also 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 who are currently only operating 3-4 days a week from Sydney. Moreover, due to reduced capacity, competition and increased fuel charges, it is expected travel will be more expensive for the next five years.

5.2 PLANNING

The Australasian hub specifies the work that needs to be carried out through their annual business plans, by stipulating “Big Things” to be done. These big things consist of both a trade as well as a consumer focus and are compiled after a process that entails monitoring of macro-economic conditions and performance, brand tracking results such as awareness, positivity and conversion, as well as other key components contained in the marketing funnel. While key business objectives for the upcoming fiscal have yet to be defined, the most recent and likely prevailing on an ongoing basis is as follows:

Recovery: Ensure a strong presence in the market and that South Africa is top of mind post COVID19 and once current travel restrictions are lifted.

Consumer: *Inspire Australians to choose SA as their desired destination to visit now (post travel restrictions) by showcasing a variety of fun and memorable South African experiences that make SA friendly & welcoming, easily accessible and demonstrate good VFM.*

Trade: *Increase sales of SA by effectively collaborating with conversion partners - inclusive of traditional trade, non-traditional trade, MICE operators & out-of-sector partners - to promote and sell a variety of relevant and VFM experiences that meet the demands of the consumer.*

5.3 TARGET AUDIENCE

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

Consumers

SA 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 an 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 are fairly travel agent-dependent 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-traveled 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 interaction with the people of the country.

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

- Well-travelled. Worldly.
- Independent.
- Travellers, not tourists.
- Travel is a 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.

Expatriate South Africans living in Australia

Another secondary target group to consider are "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.

The objective of SA Tourism from a consumer perspective is specifically to drive leisure travel, since those travelling for VFR (visiting friends and relatives) are likely to do so regardless of marketing activities, however given how influential expatriates are regarding their views of South Africa, consideration must be given to increasing and disseminating positive discourse and advocacy among this group.

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 is 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.

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.

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.

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.

6. PROPOSAL DETAILS

Proposals from bidders should clearly demonstrate their understanding of the brief and should further demonstrate their ability to successfully deliver on all the requirements as outlined under section 5 above.

6.1 Proposals should also include credentials including a body of evidence that clearly illustrated their ability to interpret global brand strategies and the localisation of promotional, sales driven and retail campaigns. The agency must present at least 3 case studies which include promotions that were created and developed for DMOs and/or other tourism players. Please clearly indicate the linkage of the performance of the campaign to the relevant sales performance. Case studies must include campaigns that were executed over multiple platforms and illustrate an end solution.

6.2 All credentials should highlight your methodology around concept development, creative capabilities and any instances where you have leveraged other 3rd parties or departments within your wider organisation.

They should not be older than three years and should include:

- Client name & background;
- Challenge faced by client;
- Solution delivered by your agency with supplementary graphics and/or URLs where appropriate;
- The creative enhancement added by your agency;
- The process that led to this solution, including how you found unique differentiators from competitors and innovate ways to engage consumers and travel trade;
- Social media impact of activations - number of shares, buzz monitoring, trends;
- Outline of tools used to project manage events and ensure they are delivered efficiently;
- Examples of how you engaged other client agencies to leverage activations through the line.

6.3 SA Tourism expects to receive several proposals, in order for our bid committee to effectively evaluate the proposals, prospective bidders are required to **include information relevant to the following topics:**

6.3.1 Introduction - demonstrate expertise and experience in digital media

- Agency overview, size, company structure and relationship with other subsidiaries of your parent company (if applicable) - provide company credentials such as years of operation
- Client base - provide at least 3 client testimonials/contactable references on a letterhead pertaining to work conducted within the last 36 months
- Present any accolades and showcase examples of work you would do for South African Tourism

6.3.2 Marketing capabilities and USP

- Describe any prior destination marketing experience;
- Outline how other experiences outside of destination marketing would allow you to deliver innovative solutions to this sector; and
- Describe any competitive advantages that differentiate you from your competitors

6.3.3 Solution overview

- Brief description of your understanding of SA Tourism's needs and the challenges it faces in ANZ. In doing so, please do not paraphrase or repeat the content of this RFP. Describe how you would deliver on each scope of services section and any additional creative enhancement that you could offer based on your understanding of SA Tourism's challenges - also taking into consideration the impact of Covid-19 crisis.

6.3.4 Experience, skills and qualifications of the proposed team who will work on the project/account

- Senior Management and Executive Management should be part of the servicing team. A minimum of 7 years of experience in the industry is crucial. The servicing team that would potentially service the account should be active participants during the pitch along with the business development/sales team. The servicing team should be strategic, creative and bring the brand to life.

- Provide a chart illustrating the specific human resources that will be assigned to the project and their experience on similar projects;
- Indicate how the quality and availability of staff will be assured over the term of the agreement; and
- Outline the reporting structure and how each team member would liaise with the client lead and client's other contracted agencies such as PR and media agencies.

6.3.5 Work plan and project management

- Propose a work plan with associated timelines that will accomplish the tasks mentioned under scope of services; and
- Outline plans to monitor the campaign's performance and implement corrective measures where necessary.

The campaign would be evaluated against the evaluation criteria supplied above for the various aspects.

8 Pricing Schedule

Share a commercial proposal for a 3-year project based contract

With reference to the above tender, the contract period for the successful bidders will be for a period of three years. We therefore are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline.

Please note this tender is for an agency that will be used on a project/needs basis by SA Tourism in Australia, but may be required to do work for any other business units of South African Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems listed above. The price quoted by the agency during submission will be used whilst evaluating. However, it is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year.

A detailed price schedule should be included in the proposal where the following should be considered:

- Agency fees basis projects i.e. responsibilities, levels of seniority, creatives, client service, strategy, production management etc.
- In-house rate for the resources
- Mark-up policy on external costs, i.e. third-party production, etc.
- Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e. total transparency for all commercial deals relating to South African Tourism
- Indicate any once-off costs that may occur

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

i.e. this is not a fixed retainer amount and the agency will be briefed per project during the year.

END