

**PART B: SCOPE OF WORK****SA TOURISM TENDER NUMBER SAT 230/23 PR STRATEGY, TACTICS, AND ROLL OUT-PLAN DEVELOPMENT**

Bid Description	
Global PR Strategy, Tactics and Roll Out Plan Development	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 230/23
Closing Time:	12h00
Closing Date:	14 December 2023 (No late submission will be accepted)
Contact Person	Raymond Mabuela
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire 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. NB: Bidders are required to ensure that during submission on the system, the uploads were successful before the closing date and time

	No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Email Address	Tenders@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, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT.

1 CLOSING DATE

The closing date for the submission of proposals is **14 December 2023 at 12h00.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to 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 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, Raymond Mabuela, via email at Tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing by 30 November 2023 at 12h00.

All responses will be published by 04 December 2023 at 12h00.on the following link:

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

3.3. 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.

3.3 DURATION OF THE CONTRACT

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

4. DETAILED SCOPE OF WORK

A. DESTINATION BRAND PR & REPUTATION MANAGEMENT PR

- **Destination Brand PR is about** building positive destination affinity and awareness for **South Africa (the destination)** amongst travellers planning trips in order to increase the number of people who book and come to visit South Africa.

B. Destination Brand & Reputation Management PR services

- Develop and plan an integrated Brand PR strategy, which includes digital, offline and social media PR in line with the annual marketing strategy.

- Create global campaign messaging and tweak where applicable for the various markets (based on market insights). Ensure consistent messaging for integrated consumer and trade campaigns across the relevant channel mix.
- Proactive idea generation to enrich the overall Global PR plan with breakthrough projects/campaigns to address the SAT defined targets.
- Identify and activate non-travel and travel-related brands to collaborate with to boost confidence in destination South Africa and extend reach and share of voice in the region.
- Develop a smart and clear ROI model
- Create a strategy to amplify the work done by South African Tourism Hub teams in South Africa
- Provide and constantly monitor present and future trends to track and ensure messaging and actions meet social expectations.
- Collaborate with relevant Hub's PR team for global events and exhibitions
- Create content generation/narrative strategy for different target audiences

C. CORPORATE COMMUNICATIONS AND PR

- **Corporate Brand PR is about positioning South African Tourism (the Corporate)** as the authority and thought leader within the South African and global tourism sector.
- Create corporate Communications strategy for traditional, social and digital channels.
- Create a Stakeholder Management communication strategy
- Provide proactive and innovative ideas to position South African Tourism as an industry thought leader.
- Identify opportunities for positioning South African Tourism, its CEO and Executives on the relevant platforms.
- Provide a roll out plan for the Corporate Communications strategy to ensure visibility and drive a positive narrative about South African Tourism.

D. SOCIAL PR AND DIGITAL PR

- Conceptualise innovative social media-driven PR strategy to further enhance PR efforts

E. MEASUREMENT & REPORTING

- Monthly performance reports to be provided across the Destination and Corporate Brand PR and Communications activities;
- Campaign specific reports to be produced based on specific campaigns that are briefed
- Understanding of SA Tourism measurement, analytics and visualisation for purposes of reporting. Access to these will be granted by SA Tourism

- Use of the SAT Analytics suite to measure performance across paid media and owned digital platforms;
- Use of the SAT Meltwater suite for purposes of online and social listening to identify conversation opportunities and measure exposure across social media and online platforms

Experience/Understanding of Global PR landscapes across various markets

5. PRICING SCHEDULE

- Only Bidders who meet the minimum threshold of **Phase 2A and 2B** functionality in Phase 2 will advance to Phase 3. Failure to meet the minimum thresholds of both phases of evaluation will result in disqualification regardless of combined scored points.
- Bidder is required to share a commercial proposal for a 3-year on-retainer model with South African Tourism Tender 230/23. Failure to comply with the pricing model will result to disqualifications.
- With reference to the above tender, the contract period for the successful bidders will be for 3-years.
- We, therefore, are inviting the bidders to supply commercial proposals for the above period based on the following specific briefs per agency discipline. The pricing should be inclusive of any applicable escalation percentage etc.; if the pricing does not explicitly cite the applicable taxes or escalation, SA Tourism will take it as inclusive.
- Bidders should submit the pricing schedule in the format as below, South African Tourism would select the option that will be cost benefit for the organization.
- Commission percentage for all the external costs where the bidder will be required to procure services on behalf of South African Tourism through third party(ies).

End