



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER AUSTRALASIA HUB 246/24 SOCIAL MEDIA AND DIGITAL AGENCY)

Summary of the Evaluation Phases (table below):

Phase 1 Evaluation Requirements	Phase 2 Technical Evaluation Criteria	Phase 3 Price and Specific Goals Evaluation
Bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.	Technical functional evaluation (functionality) is divided into two (2) phases (Desktop technical functional evaluation and Pitch Presentation functional evaluation with a total of 100 points) 1. Phase 2. A: Desktop technical functional evaluation = 50 points maximum threshold: - A bidder must meet a minimum threshold of 35 points on desktop technical functional evaluation in order to be considered to the next phase of evaluation, Phase 2.B (Pitch Presentation). - Failure to meet the minimum points threshold will result to disqualification on this phase 2. Phase 2. B Pitch Presentation = 50 points maximum threshold: - A bidder must meet the minimum threshold of 35 points on Phase 2 B functional evaluation in order to be considered to the next phase of evaluation, Phase 3 (Price and BEE) <i>Failure to meet the minimum will result to disqualification on this phase</i>	The tender will be evaluated on either the 80/20 or 90/10 preference point system. Once a tender is received, the lowest acceptable tender will be used to determine the preference point system to be used for the evaluation. Where the lowest acceptable tender is below R50 million, the 80/20 preference point system must be used and If the lowest acceptable tender is above R50 million, the 90/10 preference point system must be used.

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, the bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorized representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.

Document that must be submitted	YES/NO	Non-submission may result in disqualification
Confirmation of valid Tax Status		Written confirmation that SARS may, on an ongoing basis during the tenure of the contract, disclose the bidder's tax compliance status. SARS Tax Compliance System Pin (this is only applicable for South African registered legal entities)
B - BBEE Certificate 1		B - BBEE Certificate (South African Companies) or, for companies that have less than R10 million turnover, a sworn affidavit or is required. A copy of the template for this affidavit is available on the Department of Trade and Industry website https://www.thedti.gov.za/gazette/Affidavit_EME.pdf (Failure to submit sworn affidavit will result in non-compliance on preference points system) (this is only applicable for South African registered legal entities)
Annexure A-Invitation (SBD 1)		Complete and sign the supplied pro forma document
Annexure B-Registration on Central Supplier Database (CSD)		All agencies including proposed partner/subcontractor agencies must be registered as a service providers on National Treasury's Central Supplier Database (CSD). If you are not registered proceed to complete the registration of your company prior to submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number. Submit proof of registration.
Annexure E-Declaration of Interest - SBD 4		Complete and sign the supplied pro forma document

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite business requirements to South African Tourism under this tender.

The technical functional evaluation (functionality) will comprise of two (2) phases:

Phase 2. A will measure the responsiveness of proposals as per submission on or before the closing date and time and Phase 2. B will comprise of pitch presentation technical functional evaluation

Phase 2 A Desktop technical functional evaluation- A bidder will be evaluated out of **50 points** and is required to score a minimum threshold of **35 points out of 50 points** to qualify for presentation and online booking tool demonstration in Phase 2. B

Phase 2 B Pitch Presentation-A bidder will be evaluated out of **50 points** and are required to score a minimum threshold of **35 points** to be evaluated further in the next phase of evaluation (Price and B-BBEE).

Deliverables / Performance Indicators Please refer to the detailed evaluation pointers under the scope of work shared above.	Value allocated	Reference page in submission
Criteria1a: 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 36months - Present any accolades and showcase examples of work you would do for South African Tourism - NB: The criterion will be evaluated in accordance with the Technical Functional evaluation matrix	20	
Criteria1b: Introduction - demonstrate expertise and experience in digital media: - 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 - NB: The criterion will be evaluated in accordance with the Technical Functional evaluation matrix	20	

Criteria 2: 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, and 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 the client's other contracted agencies such as PR and media agencies. The proposed team should have an average of: - o No CV/profile in line with the above requirements = 0 - o Less than 7 years =0 - o 7 - 10 years =1 - o 11 - 14 years =2 - o 15+ years =3	10	
PHASE 2 A TOTAL	50	
PHASE 2 B PITCH PRESENTATION		
Criteria 3: Solution overview: (Live Pitch Presentation) - Brief description of Bidder's understanding of SA Tourism's needs and the challenges it faces in ANZ. - 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 current operating environment. NB: The criterion will be evaluated in accordance with the Technical Functional evaluation matrix	30	
Criteria 4 : Work plan and project management (Live Pitch Presentation) - Propose a work plan with associated timelines that will accomplish the tasks mentioned under the scope of services; and - Outline plans to monitor the campaign's performance and implement corrective measures where necessary. NB: The criterion will be evaluated in accordance with the Technical Functional evaluation matrix	20	
PHASE 2 B TOTAL	50	
TOTAL FOR PHASE 2 (A+B)	100	

If required, there will be a high level where criterion will be identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and make notes of what they consider to be gaps in the proposals compared with how well the business requirements are satisfied.

- Bids proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements as indicated in the Terms of Reference. The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- The score for functionality will be calculated in terms of the table below where each Bid Evaluation Committee (BEC) member will rate each individual criterion on the bid evaluation score sheet using the following value scale/matrix:

Technical Functional Evaluation Matrix

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential value, with supporting evidence.	3
Acceptable	Satisfies the requirement with minor additional benefits , above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services. Response identifies factors that will offer potential required services, with supporting evidence.	2
Average	Submission meets the minimum requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, resources, and quality measures required to provide the goods/services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement . Does not comply and/or insufficient information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resources & quality measures required to provide the goods/services, with little or no supporting evidence.	0

Phase 3: Price and Preference (specific goals) Evaluation (80/90+20/10) = 100 points

Only Bidders who meet the minimum of 70% threshold of functionality in Phase 2 will be evaluated in Phase 3 for price and preference (Specific goals).

The total points for price evaluation (out of 80/90) and the total points for specific goals evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and specific goals after the

consolidation of points will normally be considered as the preferred bidder with whom South African Tourism will enter into further negotiations for the respective marketing discipline that was tendered.

Objective Criteria

The recommended bidder will be required to submit a full set of the latest financials upon request from South African Tourism. SA Tourism may assess the financial health (Liquidity, solvency ratio, etc.) of the recommended bidder. Should the result of the financial assessment reflect financial distress that may hinder the supplier from successfully delivering the project, SA Tourism reserves the right not to award the Bid to the highest point scorer.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred service provider, all other service providers will be considered unsuccessful.

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