



Part B: - SCOPE OF WORK (SAT TENDER NUMBER AUSTRALASIA HUB 247/24-INTEGRATED PR AGENCY AND MARKETING SERVICES).

Bid Description	
Integrated PR and Marketing Services	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SAT Tender Australasia Hub 247/24
Closing Time:	12h00 PM
Closing Date:	19 July 2024 at 12h00 PM (AEDT/AEST) (No late submission will be accepted)
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, and 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.
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, 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 **19 July 2024 at 12h00 PM (AEDT/AEST)** 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 Tenders must be completed in black ink where mechanical devices, e.g., typewriters or printers, are not used.

2.3 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 send to the above email address.

- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing, no later than **02 July 2024**.

All responses will be published by **05 July 2024** 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

South African Tourism (SA Tourism) based in Sydney, Australia, is extending an invitation to reputable PR and Integrated Marketing Services agencies with good track records to submit proposals in a bid to be appointed, on a non-exclusive basis, to deliver PR and Integrated Marketing Services to SA Tourism Australasia **for a period of 3 years**.

With many tourism boards and representation companies promoting their destination in Australia, SA Tourism must raise positive awareness for South Africa and break through the highly cluttered, and competitive consumer environment, and doing so by delivering high return-on-investment activities to maximize budget effectiveness. To this extent, SA Tourism needs an innovative PR and Integrated Marketing Services agency who are proactive with idea generation, to assist the organization in making a quantum leap forward with the development and execution of a fully integrated marketing effort over the next 3 years.

The Australasia Hub with an office in Sydney Australia is responsible for the Australian and New Zealand markets. There is a need to address the consumer directly and with the tonality and nuance in localised content that triggers desire with the consumer both by enhancing the perception that South Africa is a destination for them and by assuaging fears/barriers - such as fears around safety and security, the perception that it's expensive and other destinations being more appealing - which lose customers through the conversion funnel. Our business focus will be on Australia with possible projects in New Zealand and depending on available resources and business opportunities.

5.1 OPERATING ENVIRONMENT

In the current operating environment, not only must the destination's established and ongoing opportunities and challenges be considered, but also those left in the wake of Covid and the current economic climate.

Under ordinary circumstances, South Africa performs strongly on key attributes around wildlife experiences, being breath-taking and adventurous, and contends with barriers around concerns for personal safety, the perception that it's too expensive, and the competitive environment. However, the new challenge we face is "Growth & Recovery" in a post-Covid 19 World and operating in the 'New Normal'.

This include changes to the trade landscape as many trade outlets closed over the course of the pandemic and the media landscape which has also undergone significant changes with many traditional media outlets falling to the pandemic or migrating online

Opportunities

South Africa taps into emerging consumer interests following Covid, 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 current economic environment of a cost-of-living crisis, 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.

Challenges

SA Tourism is faced with some enduring 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.

Also over the course of Covid, 40% of travel agencies closed down driving consumers to look to other outlets to source information and book trips, as compared to 2019. Covid also had a significant impact on airlift and although it is recovering with our national carrier South African Airways returning to its Perth to Johannesburg route on 29 April 2024, there is still some way to go before airlift capacity returns to its pre-Covid number meaning that, in addition to increased fuel charges, it is expected travel will remain more expensive for several more years. Other than this, SA Tourism will continue to face the traditional barriers and damaging perceptions that negatively impact the customer journey and tourist arrivals into the country. The top three of which 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.

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

5.2 PLANNING

We are led by our APP (Annual Performance Plan) which defines our mandate, vision, mission and strategy as follows:

Our core mandate is increasing tourist arrivals to South Africa so that tourism in South Africa grows and increasingly contributes to GDP, job creation, inclusive economic participation (that is extended to townships, villages and SMMEs [small, medium, micro enterprises], and is enjoyed by all South Africans.

To this end, our vision is that South Africa is positioned as an exceptional tourist and business events destination that offers a value-for-money, quality tourist experience that is diverse and unique.

Our mission is to market South Africa to increase the volume of tourists and the value they add to the economy, by:

- Implementing an integrated tourism marketing strategy for South Africa.
- Promoting South Africa as a world class business events destination.
- Facilitating the delivery of service orientated, quality assured, tourism experiences.
- Positioning South African Tourism as an industry thought leader.
- Championing a digital outlook for the industry; and
- Enhancing stakeholder participation and collaboration.

And our strategy in Australia and New Zealand is to maximise our outbound potential by elevating South Africa's position in the market relative to long-haul competitors.

While our global Brand and Marketing team are responsible for growing brand equity to create tourism demand for South Africa as a leisure and business events destination in identified markets, and our global PR and Communications team is responsible for showcasing South Africa's exceptional experiences and people whilst showcasing South African Tourism and the greater tourism sector's contribution to economic growth and employment, we as the ANZ 'Tourism Execution' team are responsible for creating demand through travel acquisition by implementing integrated marketing communication and working with the distribution channels to sell South Africa as a destination.

5.3 BUSINESS PROBLEM

SA Tourism is therefore inviting proposals from reputable service providers in a bid to be appointed as the preferred “PR and Integrated Marketing Services Agency” for SA Tourism Australasia. The appointed service provider should be based in Australia and will be required to deliver an integrated communications strategy to:

- 5.3.1 Drive and build brand equity amongst our core target audiences
- 5.3.2 Build Top-of-mind awareness to drive demand to South Africa
- 5.3.3 Drive positivity and consideration for travel to South Africa
- 5.3.4 Conduct activity to increase tourism arrivals, length of stay and tourism spend from Australia and New Zealand to South Africa
- 5.3.5 Improve geographic spread and promote transformation in South Africa to maximise the benefits of tourism to all its residents.

The successful bidder must therefore outline a PR and marketing strategy plan including innovative campaigns to address the barriers to position South Africa as the preferred holiday destination for Australasia (focus on Australia with possible projects in New Zealand) via a multi-year integrated communication strategy.

5.4 TARGET AUDIENCE

Core traditional consumer targets for SA Tourism have been identified as “NSSA’s” and “Wanderlusts” however there are commonalities among both of them which describe the likely traveller to South Africa which are more relevant than demographics. The family market, traditionally un-tapped, has also been identified as a potential game-changer in driving incremental arrivals.

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 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 are 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 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.

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 and B2B

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 changes to the landscape of the distribution network following Covid, may completely change in the post-pandemic world with currently more than 40% of retail agencies closed down as 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, safety and security. South Africa lost one of two direct airlines South African Airways over the course of Covid, and though it has recently returned there is still more pre-Covid airlift capacity to recoup so there is less to sell, while the other direct carrier Qantas, has slashed commissions to travel agents post Covid.

MICE (Meetings, Incentives, Conferences, Events)

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 un-tapped 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. This has included, 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.

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, there are positives, 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 has strong relationships with the owners of these publications, five of which are based in Sydney.

5.5 BRAND PR

- 5.5.1 Fully integrated PR and marketing development, planning, execution and monitoring (incl. optimization and reporting) of the annual marketing plan which includes i.e. digital, offline and social media PR expertise.
- 5.5.2 Create, implement and track campaign messaging for the hub and tweak where applicable for the various markets (based on market insights). Work in collaboration with the Digital and creative agency appointed to align campaign messaging. For the hub: ensure consistent messaging for integrated consumer and trade campaigns across the relevant channel mix.
- 5.5.3 Proactive idea generation to enrich the overall marketing plan with breakthrough projects/campaigns to address the SA Tourism defined targets. Identify and activate non-travel and travel-related brand partnerships to boost confidence in destination South Africa and extend reach and share of voice in the region.
- 5.5.4 Implement a smart and clear ROI model throughout all activities.
- 5.5.5 Amplify agreed integrated marketing and PR plan and campaign(s), identify and propose platforms and/or ideas to maximise consumer campaign leveraging and partnerships in market.
- 5.5.6 Create and implement an integrated PR strategy for traditional, social and digital in line with annual marketing plan.
- 5.5.7 Handle management of projects incl. communication and consultancy, workflow-management, weekly updates and project management reporting as per SAT requirements.
- 5.5.8 Increase PR coverage on the destination South Africa annually according to set targets.
- 5.5.9 Evaluate and possibly amplify fiscal media buy by negotiating advertorial and editorial where applicable.
- 5.5.10 Identify and manage influencers and key opinion leaders online
- 5.5.11 Writing and distributing newsworthy press releases and copywriting support
- 5.5.12 Create and manage a top SA consumer and trade media database for SA Tourism to own
- 5.5.13 Consumer and Trade Media: Identify, execute and monitor media activation such as media networking events, round tables, etc. - as per agreed integrated marketing & PR plan or on an ad hoc project with specific purpose and deliverable(s)

- 5.5.14 Media Hosting: Negotiate deals with press for press trips, incl. Indaba media hosting and handle the presstrips following SA Tourism procedures - and potentially host media on the ground in South Africa
- 5.5.15 Assist activation needs in market e.g. sourcing hosts, photographers, videographers, facilitators etc. to activate in the region as briefed
- 5.5.16 Draft and deliver consumer-facing communication via EDMS using SA Tourism CRM system as briefed

- 5.6 TRADE FACING PR
 - 5.6.1 Amplify the marketing and PR campaign in the hub through relevant trade extensions and platforms for consumer-facing campaigns to integrate conversion elements and negotiate such relevant options with trade in the region. Implement and monitor such trade amplification.
 - 5.6.2 Handle trade-facing campaigns in the region where required by SA Tourism.
 - 5.6.3 Identify, implement and monitor trade-focused events relevant for the integrated marketing and PR plan or as an ad hoc project: annual events relevant to SA Tourism to leverage a captive audience with credible "third party" endorsement (B2B / B2B2C). Handle logistics i.e. booking of the venues, invitation management aligned to SA Tourism procurement.
 - 5.6.4 Draft and deliver trade-facing communication via EDMS using SA Tourism CRM system or social/networking platforms (eg. LinkedIn) as briefed.

- 5.7 REPUTATION MANAGEMENT PR
 - 5.7.1 Develop, implement and monitor a positive messaging strategy for the region
 - 5.7.2 Develop, implement and monitor a crisis management strategy and plan
 - 5.7.3 Supporting SA Tourism office when needed (including during business trips to SA)
 - 5.7.4 General reputation: approach media and secure interviews for SA Tourism spokespersons during the year, as well as secure possibilities to submit campaign concepts for awards
 - 5.7.5 Stakeholder relations: Identify and alert SA Tourism where lobbying or high-level intervention may be required in-market, propose activation suggestions
 - 5.7.6 Monitor clippings, news and social media channels about South Africa (incl. reporting: in-depth during crises / regularly on monthly basis incl. activity and contact reports)
 - 5.7.7 Social Media Channels: provide direction on community management in times of crises
 - 5.7.8 Provide reporting and support with: monthly PR value for the region by channel, updated project minutes, monthly SA Tourism management reports, media activity and contact reports, quarterly and annual reports, development and tracking of relevant competitor and airlift analysis for the region.

- 5.8 SOCIAL PR AND DIGITAL PR
 - 5.8.1 Create integrated PR plans with social communications platforms considered - including ways to utilise, amplify, manage and mitigate risk across these platforms
 - 5.8.2 Establish social media influencers plans and campaigns
 - 5.8.3 Liaise with influential bloggers to take on familiarisation trips / leverage in overall campaigns and coverage
 - 5.8.4 Examples of general campaign management services:
 - Campaign creative concept
 - Activation Production
 - Activation Execution
 - Activation Logistics
 - Budget Management
 - Activation Report
 - Project communication and consultancy
 - Workflow-management
 - Weekly/regular updates to SA Tourism
 - Utilise monitoring tools for optimising and reporting both owned and by integrating into existing SA Tourism tools including but not limited to CRM systems, project management platforms and media monitoring services.

- 5.9 STRATEGY

SA Tourism Australasia is looking for an integrated marketing and public relations agency to deliver a marketing strategy with strong execution elements across all platforms and environments to establish and /or amplify South African Tourism's message, enhance the brand and assist to drive sales and conversion.

The strategy will have to include how we inspire Australian consumers, convince them to seek information on South Africa and ultimately choose South Africa over competitor destinations by providing information that reduces perceived barriers which include: safety and security and the perception of expense while making them feel that 'South Africa is a destination for me'. In addition, we should be mindful of enhancing the benefit of tourism to all South African residents by driving geographic spread, showcasing immersive hidden gems and traveller-conscious experiences that expose them to something new & different and to meet our people across South African provinces to drive inclusive growth.

The agency must also be able to collaborate with trade partners, such as airlines, to maximise synergies, enhance traveller experience and close sales. Key verticals within the travel trade value chain include - consumers (and customers), travel suppliers, travel intermediaries, inbound operators and product/service providers:

Consumers - Consumers include tourists who visit the destination. Customers are those entities that make bookings on behalf of the tourists (consumers), such as corporate travel desk. Consumers are categorised as leisure and MICE tourists

- 5.9.1 Travel suppliers - Travel suppliers refer to the retailers who sell the packages of the wholesalers in the market. It also includes independent agents who sell airline or hotel booking services. These include brick-and-mortar travel agents and online travel agents (OTAs)
- 5.9.2 Travel Intermediaries - Travel intermediaries refer to the wholesalers who both sell and design the packages for the consumers. They typically sell their packages through a vast distribution channel that consists of the retailers. They primarily include the tour operators
- 5.9.3 Inbound operators - Inbound operators are trade entities operating in the destination markets, in this case South Africa, who assist the intermediaries with their local expertise in developing tour packages. Key inbound operators include the destination management companies (DMCs)
- 5.9.4 Product/Service Providers - Product/Service providers include providers of flight services, accommodation, regional transport, local guides, travel insurance, visa and other activities/excursions.

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 in the form of at least 3 examples of exemplary work carried out in the following areas:
 - 6.1.1 Consumer communication and marketing campaigns
 - 6.1.2 Events, roadshows and/or training workshops
- 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 two years and should include:
 - 6.2.1 Client name & background;
 - 6.2.2 Challenge faced by client;
 - 6.2.3 Solution delivered by your agency with supplementary graphics and/or URLs where appropriate;
 - 6.2.4 The creative enhancement added by your agency;
 - 6.2.5 The process that led to this solution, including how you found unique differentiators from competitors and innovate ways to engage consumers and travel trade;
 - 6.2.6 Social media impact of activations - number of shares, buzz monitoring, trends;
 - 6.2.7 Outline of tools used to project manage events and ensure they are delivered efficiently;
 - 6.2.8 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 Expertise and experience in PR particularly in the Tourism industry
 - Provide at least 2 examples of work delivered in the tourism industry and showcase how insights/ tools/ concept from these would inform what you would do for SA Tourism
 - Provide company credentials such as years of operation and at least 2 client testimonials/contactable references on a letterhead letters (reference must show what piece of the work they have delivered within the last 48 months).

6.3.2 Creativity and Innovation in PR around consumer brands and the distribution channel as well as trade activation:

- Provide at least 2 examples of what you have previously done over the last 36 months and also showcase examples of what you would do for SA Tourism.
- Demonstrate results with comprehensive post-campaign reporting

6.3.3 Media Monitoring and Reputation Management:

- Demonstrate approach to reputation and crises management that would be employed to address prospective issues for the brand, and the tools used which will be made available to SA Tourism.

6.3.4 Expertise and experience of proposed team:

- The agency needs to show proven experience of the proposed team to be deployed to the project. Number of years' and level of experience of the proposed team member. Abridged CV that includes key skills, clientele and work experience.

6.3.5 Proposed solution to meet Scope of Work:

- Based on your understanding of SA Tourism's needs and the challenges it faces in ANZ, provide a multi-year integrated solution demonstrating how you would service the account to meet the destination's objectives and how expected results will be delivered and measured
- 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 the Covid-19 crisis.

7. Pricing Schedule

- Provide all management fees and detailed resource rate cards
- An anonymised detailed cost breakdown of a previous project delivered for up to AUD 100k
- An anonymised detailed cost breakdown of a previous project delivered for up to AUD 250k
- Cost should be presented in the same format for 3 years (with applicable escalation where relevant) and should separately indicate any once-off costs that may occur.
 - Share a commercial proposal for the provided solution overview
 - 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 shortlisted 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 mainly in Australia and New Zealand, but may be required to do work for any other business units of SA Tourism. The agency, while quoting their estimates, must take the above scope of work into consideration along with providing solutions to the business problems. The price quoted by the agency during submission will be used whilst evaluation. 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.

END