

Q&A for PR agency

1. We are very excited about the possibility of working with South African Tourism. However, I hope you will also understand that pitching for this opportunity takes a lot of time and effort and you are envisioning many applicants. To help us understand the opportunity at hand, could you please share how much you spent with the current agency on fees over the past 12 month period (and ideally also a list of projects they managed). This will help us to understand the likely volume of activity, which impacts significantly on our approach. **We have not had an agency over the past 12 month period**
2. If this is information you can disclose, what is the total budget for Australia / New Zealand for South African Tourism in 24/25? Do you envisage a similar level of investment over the coming three year period? **We are unable to disclose this information**
3. In the assessment, you say the pricing is evaluated by the 80/20 or 90/10 preference point system. I'm not familiar with this. Could you please explain this further? I understand it's to help assess ROI, but given the broad nature of the scope of work including strategy writing, events etc. how would this work? Do you have an example of a past evaluation that we could please see the workings of to help us understand? **that's not applicable for company are located in Australia, that's for South African company with regards to the 80/20 principle, 20 points are allocated to a bidder in respect of its B-BBEE status level. With regards to the 90/10 principle, 10 points are allocated in respect of the bidder's B-BBEE status level.**