



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER UNITED KINGDOM & IRELAND HUB 250/24 PUBLIC RELATIONS AND COMMUNICATIONS SERVICES)

Summary of the Evaluation Phases (table below):

Phase 1 Evaluation Requirements	Phase 2 Technical Evaluation Criteria	Phase 3 Price
Bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.	Service provider (s) are required to achieve a minimum threshold as per the below Phase 2A & 2B. The Tender/Evaluation Matrix Cross Reference: Service providers should reference the criteria to the portfolio of evidence in the bid proposal. – It is of vital importance that systematic scoring can be carried out. 1. Phase 2. A: Desktop technical, functional evaluation = 70 points: A bidder must meet a minimum threshold of 55 points of desktop technical and functional evaluation to be considered for the next phase of evaluation, Phase 2B (Presentation). Failure to meet the minimum point threshold will result in disqualification in this phase. 2. Phase 2. B Presentation = 30 A bidder must meet the minimum threshold of 20 points of Phase 2B functional evaluation to be considered for the next phase of evaluation, Phase 3 (Price Comparison).	The bidder will be evaluated based on Price Comparison.

	Failure to meet the minimum will result in disqualification in this phase.	
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Phase 1: Administrative and Mandatory Bid 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 authorised 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.

Table 2 Phase 1 Evaluation

Document that must be submitted	YES/NO	Non-submission may result in disqualification.
Registration Certificate		Confirmation of company registration details as submitted to Companies House.
Financial Position		Recent audited final accounts & cashflow submitted to Companies House & HMRC
Annexure A-Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure C-Declaration of Interest - SBD 4)		Complete and sign the supplied SBD 4
Proof of Joint-venture; consortium, subcontracting agreement if applicable.		Written undertaking of the joint venture, consortium commitment between main bidder and partner(s)/subcontractor(s).
Mandatory Bid Requirements		
Geographical area		Bidders must have a footprint/offices in the United Kingdom. Attach office address proof OR Service Level Agreement with UK based companies.

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 two (2) phases:

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

Phase 2A Desktop technical functional evaluation- A bidder will be evaluated out of **70 points** and is required to score a minimum threshold of **55 points out of 70 points** to qualify for presentation and online booking tool demonstration in Phase 2B

Phase 2B Pitch Presentation bidder will be evaluated out of **30 points** and are required to score a minimum threshold of **20 points out of 30 points** to be evaluated further in the next phase of evaluation (Price and B-BBEE).

Table 3 Phase 2 Evaluation

FUNCTIONAL EVALUATION CRITERIA: (Point to be allocated as per the functional evaluation matrix below) Please refer to the detailed evaluation pointers under the scope of work shared above.	Value allocated	Reference page in submission
Criteria 1: Expertise and experience in PR particularly in the Tourism industry: Provide at least a minimum of three (3) contactable client testimonials/references on a client letterhead (reference must show what piece of the work they have delivered within the last 36 months from the closing date). The Company must have a minimum of 3 years 1 = A minimum of three years' experience and three relevant letters/testimonials 2 = A minimum of three years' experience and four relevant letters/testimonials 3 = A minimum of three years' experience and Five relevant letters/testimonials 0 = less than three years' experience and three relevant letters/testimonials	10	

Criteria 2: Creativity and Innovation in PR around consumer brands and the distribution channel as well as trade activation: Provide at least two (2) examples of what you have previously done in conceptualising and executing creative and innovative PR campaigns in the travel industry. The work should also showcase how insights/ tools/concepts from these would inform what you would do for South African Tourism in the last 36 months Demonstrate results with comprehensive post-campaign reporting. NB: A functional evaluation matrix will be applied for scoring	30	
Criteria 3: Media Monitoring and Reputation Management: Demonstrate an approach to reputation and crisis management that would be employed to address prospective issues for the brand, and the media monitoring tools which will be made available to South African Tourism. NB: A functional evaluation matrix will be applied for scoring	20	
Criteria 4: Expertise and experience of the proposed team: The agency needs to show proven experience in destination PR of the proposed team to be deployed to the project (Three Resources). The number of years and level of experience of the proposed team member. An abridged Profiles/CV that includes key skills, clientele, and work experience and attaches a relevant qualification No Qualification, CV/profile in line with the above requirements, and less than 5 years of experience = 0 5 - 7 years =1 8 - 10 years =2 11+ years = 3	10	
PHASE 2 A TOTAL	70	
Phase 2B PITCH PRESENTATION	30	
All agencies will be expected to present a short pitch revert against the background, environment, and scope of work stated above. The pitch presentation also needs to address the below: • Prepare an engaging PR and comms campaign/ideas for business and leisure consumers, clearly indicating when it would be appropriate to commence this campaign and how/if South Africa can leverage occasions in the British and Irish calendar/s. • Outline how the idea will be executed over multiple years. • Clearly indicate how this campaign will reposition	30	

South Africa's offering • The campaign/ideas should ensure a top-of-mind recall for the destination. • Clearly indicate the channels, messaging, and platforms required to dominate the consumer travel preference. • The campaign must be multi-platform, and integrated, and show how end-to-end solutions will be delivered. • It is also crucial to show your understanding of the consumers' concerns and how SA Tourism should address them. • Also, list down daily hygiene factors and routine scope that will be included in the retainer. NB: Evaluation will be in accordance with the technical functional evaluation matrix		
TOTAL WEIGHT FOR PHASE 2 (A+B)	100	

If required, there will be a high level where criteria 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:

Table 4: 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	3

	potential value, with supporting evidence.	
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 Comparison

The bidder who advances to Phase Three (3) will be evaluated based on price comparison; the bidder with the lowest price or the bidder who is cheaper will be recommended for appointment.

Upon the successful negotiation and signing of a contract and services level agreement with the preferred bidder, all other bidders will be considered as unsuccessful.

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 recommended bidder's financial health (Liquidity, solvency ratio, etc.). Should the result of the economic 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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