



SOUTH AFRICAN TOURISM

SAT Tender 244/24

Notes for Bid Clarification

Tender 250/24 : Public Relations Agency

Date issued: 20 September 2024

Tender closing date: 21 October 2024 @12h00

Introduction

This Addendum with clarification notes serves to inform potential bidders of changes, amendments, and/or clarifications made to the bid documentation. The following questions and/or changes have been received from those that are in a position of the bid documentation.

UK 250/24 Public Relations for United Kingdom and Ireland

QUESTIONS	REPLIES
➤ Please can you give ballpark budgets for the Public Relations brief	➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.
➤ Can we submit supporting materials alongside the formal submission form? If so, what documents can we submit eg PowerPoint?	➤ Power-point presentation is fine for your creative proposal
➤ Is there an opportunity for a call to discuss the brief before submission date?	➤ To ensure fairness and maintain the integrity of the procurement process, we are unable to conduct individual calls at this stage.
➤ Are there any parts of South Africa this brief should focus on?	➤ South African Tourism is the national tourism agency responsible for the marketing of the whole of South Africa. ➤ Currently, South African Tourism (SAT) does not have any official ambassadors.

- Do you have ambassadors already working with SAT?
- Do you have a more in depth target audience breakdown?
- How bold do you want to go with your creative platform from 1-10?
- What campaigns have you seen in the travel space or otherwise recently, that you rate highly?
- What are the ratios of activity between crisis/reactive comms and proactive storytelling?
- Are there any topics/subjects that are strictly off limits within our response?
- Is this programme about dominating the 'travel pages' or

- The target audience breakdown provided is intended to be a top-line overview. We expect agencies pitching for this brief to have access to more detailed audience insights and demographic data relevant to their proposed strategies. We encourage you to leverage your expertise and resources to tailor your approach to effectively reach and engage our diverse audience segments.
- We are open to bold and innovative ideas, and we encourage creativity in your proposals.
- Our evaluation process for tenders focuses on the alignment with our objectives and the proposed strategies rather than personal opinions on existing campaigns. We encourage you to share your own insights and examples in your proposal, as we value innovative ideas and diverse viewpoints.
- Both elements are crucial to a comprehensive PR strategy. Proactive storytelling should be at the forefront of your everyday efforts, while we also maintain readiness for crisis communication as needed.
- We encourage you to use your discretion and expertise when determining which subjects to include in your response.

expanding beyond the travel pages? ➤ Thinking beyond the classics of ‘safari,’ ‘adventure,’ and ‘scenic beauty’ ... what are archetypical SA holiday experiences? ➤ Are visitors going to a single destination, or travelling internally once they arrive? ➤ Do you want a single-minded ‘umbrella’ campaign that can speak to the different offerings of a SA holiday, or do you want tailored messages for different audiences seeking different experiences? ➤ What is the typical length of stay for a visitor to SA? ➤ Do you have a preferred system / tool for tracking measuring the effectiveness of PR, or would you like us to propose one?	➤ We expect responses to present a PR strategy that they believe will address our objectives. ➤ Agencies should conduct their own research and draw on their own experience to uncover unique and archetypical experiences. SA Tourism’s publically available research can be found here: https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ South African Tourism promotes the destination through the experiences the traveller can have. ➤ Please base your response on your expertise of what strategy would work best for the destination and our objectives. ➤ Your response should present the most effective tools and systems for your agency, ➤ 90 Days
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	➤ Bidders are encouraged to follow the scope of work and provide solutions
➤ Are you able to share the budget so that we can ensure our response meets your needs?	➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.
➤ What is the budget we should be working to? Or at least a parameter?	➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.
➤ Is there an opportunity to meet for questions?	➤ To ensure fairness and maintain the integrity of the procurement process, we are unable to conduct individual engagements at this stage.

➤ And are we able to present our pitch document face-to-face?	➤ Please refer to part c, phase 2. SA Tourism will communicate with bidders qualified for Pitch Presentation
➤ Are we required to submit the presentation (phase 2B) as part of the original submission?	➤ Yes, please submit altogether.
➤ Is it advantageous for the supplier to have 2 locations – for example mainland and Ireland?	➤ If you believe this is a strength, then please highlight it.
➤ Is it acceptable to submit our response as a PowerPoint document, and saved as a pdf?	➤ Yes.
➤ SAT TENDER NUMBER UK 250/24 Public Relations for United Kingdom and Ireland). On the SA Tourism Portal the above tender is not listed. Please could you urgently assist as the closing date for questions is tomorrow 26 September 2024.	➤ The tender is correctly listed on SA Tourism website along with e tender portal, tender no SAT UK 250/24. Tender closing date is 21 st October 2024 1200 UK Time.
➤ We have been asked to submit a response to your tender for a PR agency. Which we are excited to do. However upon clicking the various links we are taken to a mimecast device enrolment page on which we enter the email address to get an	➤ Please consult your IT department.

authentication code and get an error. Are there any suggestions here? Or is there an alternative way to access the submission pages?	
➤ We are currently in the process of registering ourselves as a vendor with South African Tourism, however I wanted to clarify (as we understand the deadline to submit technical enquiries to yourself is tomorrow, 26th September), that we can do so, and send these across to you whilst we are in the registration process. Please kindly confirm.	➤ All questions should have been submitted by 26th September as mentioned in RFP, the stage of the process does not affect this.
➤ Is it possible to see a copy or further detail of the annual business plan, which stipulates “Big Things” to be done? ➤ Are you able to provide any research that you have conducted into macro-economic conditions and performance of tourism arrivals, length of stay and spend?	➤ The Big Things to be done are to target considerers and the trade. We can’t share further information on this than is currently laid out in the scope of work. ➤ SA Tourism’s publicly available research can be found here: https://www.southafrica.net/gl/en/corporate/page/research-overview

➤ Similarly, may you share any research conducted into the competitor set of Australia, New Zealand, Canada and California? ➤ Please may we get a copy of the recent brand tracking results? ➤ May you kindly provide the updated marketing strategy / brand platform, inclusive of priority comms pillars, tone of voice, key messages etc., so we can align our campaign ideas and press office programme? ➤ Is it possible to see any recent media analysis / PR value reports or end of campaign reports? ➤ Are you able to share any further information about your trade marketing programme, including reports and plans? ➤ Do you have a further breakdown of your target audience demographic and	➤ We encourage you to leverage your own expertise, insights and findings in your proposal. ➤ This is an internal document, you can find SA Tourism research in the link above. ➤ Please refer to our website and other publicly available information in order to inform your response based on your experience and expertise. ➤ Unfortunately, recent media analysis, PR value reports, and end-of-campaign reports are considered privileged information, as we have a contracted agency in place responsible for this work at the present time. ➤ We are not able to share any additional information. ➤ The target audience breakdown provided is intended to be a top-line overview. We expect agencies pitching for this brief to have access to more detailed audience insights and demographic data relevant to their proposed strategies. We
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additional detail on their fears / barriers and passions? ➤ Are you able to provide any information relating to anticipated or previous annual PR spend to help us develop campaign ideas, partnerships etc., within your budget parameters?	encourage you to leverage your expertise and resources to tailor your approach to effectively reach and engage our diverse audience segments. Also, refer to the research linked above. ➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.
➤ SA Tourism mention a pitch revert. Does the creative ideas revert have to be included in the original submission or is this for the if we make it into the second round?	➤ Kindly submit your proposal as per requirement set outline RFP Document Part A (6).
➤ Are you able to provide more detail or data on the core audiences referenced in the brief? ➤ In recent years which SAT campaigns have been most effective in the UK and Ireland markets?	➤ The target audience breakdown provided is intended to be a top-line overview. We expect agencies pitching for this brief to have access to more detailed audience insights and demographic data relevant to their proposed strategies. We encourage you to leverage your expertise and resources to tailor your approach to effectively reach and engage our diverse audience segments. Also, refer to the research linked above. ➤ We encourage you to develop your proposals based on current insights and trends in the UK and Ireland markets.

➤ Are you able to provide any indication of budget? ➤ What criteria will you be using to evaluate pricing? ➤ Is your MICE campaign requirement purely editorial/ earned/ PR or do you need more specialist industry support? ➤ What is the scope of work for Bid Campaigns? Is this purely PR support or an expectation of a MICE bid specialist? ➤ Please confirm whether you want to target the island of Ireland or just Northern Ireland or just Ireland? ➤ Do you have any further information on your broader marketing and advertising plans? ➤ Is social media included within the communications remit?	➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief. ➤ Please refer to Part B – Pricing Schedule and Part C evaluation criteria. ➤ The MICE support will be a mix of both and will depend of the business needs of NCB. ➤ The scope of work is specifically for PR agency support for South African Tourism in the UK and Ireland. As part of this mandate, MICE does form a component of our overall strategy – specifically WTM London. ➤ SA Tourism UK and Ireland Hub covers the United Kingdom of Great Britain and Northern Ireland as well as The Republic of Ireland. ➤ We are unable to share this at this time. ➤ Please refer to the detailed scope of work, SA Tourism has an existing resource for social media, but will expect the service providers to work together and complement each other.
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- What other marketing services are being supplied by other agencies/ which agencies?
- Are you able to provide more detail on the global information re barriers – who has produced this, what are the findings?
- For criteria 4 expertise and experience of the proposed team you've requested three resources – can you provide further details of your expectations for these please
- When will the presentations be held and how many agencies will be invited to present?
- Do we need to submit the presentation deck at the same time as our proposal?
- Part A states that bidders are required to initial each page of the RFP to confirm they have read and understood the terms, conditions and scope of work required. Please confirm this

- As mentioned in the scope of work, SA Tourism's existing service providers cover media buy, social media and event.
- Our publicly available research can be found;
<https://www.southafrica.net/gl/en/corporate/page/research-overview>
- We expect a minimum of three resources to be dedicated to our account, as outlined in the provided table. This typically includes an account manager for day-to-day support, overseen by an account director, with a senior member of staff contributing strategically. We understand that terminology may differ, and we encourage you to present equivalent structures from your organisation that fulfill this expectation.
- The presentations will be held once the technical evaluation has been completed and the qualifying agencies will be contacted, the number will entirely depend on Phase 2A.
- Only your proposal required for Phase 2A needs to be submitted.
- It refers to every page of the tender document.

applies to all pages of Part A Tender Conditions Public Relations 250-24 and that we return this with our proposal ➤ There are two separate deadlines for the submission – 12pm UK time on Monday 21 October and Friday 18 October. Please can you confirm which is correct ➤ We are currently struggling to access the tender portal. Is it possible for us to submit our response via email or can you provide support for accessing	➤ The closing date is 21st October 2024. ➤ We are working on getting this fixed as soon as possible. Kindly keep on checking the website and e-procurement portal.
➤ Are you able to please share how many agencies you are speaking to at this stage of the process? ➤ Are you able to please share any budget parameters for this to help us consider the right team/support for your business needs?	➤ This is an open tender, there is no limit on the number if agencies that can apply. ➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.
➤ How many agencies have been approached with this tender? How did you choose which agencies to approach? ➤ How many agencies are you expecting to answer the RFP?	➤ This is an open tender, there is no limit on the number if agencies that can apply. The tender is advertised via PR Week and on our website, we have no approached any individual agency, ➤ This is an open tender and there is no limit on the number of agencies that chose to apply.

➤ How many agencies are you looking to take through to pitch/presentation stage? ➤ Are there any opportunities to meet you before the RFP deadline to ask questions and understand more about your requirements? ➤ What campaigns have you activated that have worked well for you? ➤ What is your annual budget for delivery of these services? Or what have you been paying your incumbent/previous agency? ➤ What are the top 3 qualities you want from your agency?	➤ The scoring is done across a panel and only once individuals have scored will we know how many will go through to pitch stage – it is entirely dependent on the scores received in Phase 2A. ➤ To ensure fairness and maintain the integrity of the procurement process, we are unable to conduct individual calls or meetings at this stage. ➤ Our evaluation process for tenders focuses on the alignment with our objectives and the proposed strategies rather than focussing on previous campaigns. We encourage you to share your own insights and examples in your proposal, as we value innovative ideas and diverse viewpoints ➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief. ➤ Please refer to Part C for details of criteria to be evaluated.
➤ Please can you clarify the budget? If you can't give an exact figure, please provide an annual ballpark?	➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.

- Can you confirm if the incumbent agency will be re-pitching?
- Does the “Pitch Presentation” also need to be formally submitted on the submission date?
- What change do you most want to see from this work? or - What changes do want to see after year 1 of working with new agency/new brief?
- Who are the decision-makers? Do they all have equal decision making?
- Can we have a tissue session if we want it? Or an opportunity to ask more questions to check strategy and creative routes so you get a better pitch?
- Percentage wise, what’s the focus split between UK and Irish markets?

- The decision regarding the incumbent agency's participation in the re-pitch process is at their discretion.
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- The submission for Part 2A is the only requirement to be submitted at this stage. The format is your choice.
- All information on our criteria is available in the evaluation document - Part C
- All members of the evaluation panel have equal input into the scoring.
- To ensure fairness and maintain the integrity of the procurement process, we are unable to conduct individual calls or meetings at this stage.
- This varies from year to year

➤ What is the percentage focus split between business, trade & consumer audiences? ➤ What KPI metrics will be put in places to track success, e.g. coverage, back-links, no. of FAM trips, etc? ➤ Are you able to share who your other agency partners are, e.g. ATL, digital, SEO, etc? ➤ Insights ➤ Can you share a full list of known barriers to overcome? ➤ What do you think the current perception of SA is and what would they like it to be? ➤ Are there any particular SA regions, experiences, cultural stars or local gems that you want to feature?	➤ This varies from year to year ➤ These are negotiated and confirmed at appointment stage. ➤ We aim to have a media buy agency, activations/events agency as well as social media in place and the appointed agency will be expected to work with our other business partners. ➤ Please refer to our publicly available research as well as utilising your own resources and expertise; https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ Please refer to our publicly available research as well as utilising your own resources and expertise; https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ South African Tourism is the national tourism agency responsible for the marketing of the whole of South Africa. ➤ Please refer to our publicly available research as well as utilising your own resources and expertise; https://www.southafrica.net/gl/en/corporate/page/research-overview
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➤ What do you see as the main / one reason people should travel to SA for above anywhere else in the world?

➤ What other campaigns/ brand activations have you seen that you like/ inspires you? What would your dream piece of coverage be?

➤ What are your main regional target areas in UK? Do you see this changing in the near future with new flight routes from UK/ Ireland?

➤ How many FAM trips do you have per year on average, split by trade & consumer?

➤ Who are your key customers, and would you like this to change?

➤ Have you seen any travel trends in the last couple of years

➤ Please refer to the scope of work and evaluation criteria for details of how proposals will be scored.

➤ Please refer to our publicly available research as well as utilising your own resources and expertise;
<https://www.southafrica.net/gl/en/corporate/page/research-overview>

➤ This is changeable and will be discussed annual during business planning.

➤ Please refer to our publicly available research as well as utilising your own resources and expertise;
<https://www.southafrica.net/gl/en/corporate/page/research-overview>

➤ Please refer to our publicly available research as well as utilising your own resources and expertise;
<https://www.southafrica.net/gl/en/corporate/page/research-overview>

➤ Please refer to our publicly available research as well as utilising your own resources and expertise;
<https://www.southafrica.net/gl/en/corporate/page/research-overview>

impacting the way visitors are exploring SA? ➤ Do you have internal insights and trends data that we would be able to use proactively in consumer communications? ➤ Do you have influencer ‘ambassadors’ for SA who you regularly work with as country ambassadors? Or more traditional media? ➤ Do you have any existing partnerships with media houses we should be aware of? ➤ Are there any particular media titles/ platforms that you’ve found challenging to create earned cut-through on/in? ➤ What past partnerships are you most proud of and why? ➤ Are there any externally facing brand messages/ straplines that	➤ Currently, South African Tourism (SAT) does not have any official ambassadors. ➤ No ➤ Please present your preferred titles and platforms to best suit the scope of work presented. ➤ This is a new scope of work and will be judged on fresh ideas. ➤ All information is publicly available across our website and the tender documents. ➤ Please refer to section 2 of the scope of work ‘Operating Environment’
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we should consider in our creative process? ➤ Who do you consider to be your biggest competitors? ➤ SA Tourism experts, assets and budget: ➤ Who are the SA Tourism key spokespeople for the B2C & B2B market? ➤ How much access can we get to them in London / Ireland in person or virtually for media / events? ➤ What paid budget is dedicated to UK/Ireland events each year? ➤ Would you be open to conducting in person consumer events and activities, as well as media, trade, and stakeholder events? ➤ What do your metrics/data show regarding recent trends in	➤ The Minister of Tourism and the CEO of South African Tourism. ➤ Senior leadership attend WTM. ➤ This is not relevant to the PR tender. ➤ SA Tourism appoints and activations and events agency for this purpose, the PR agency will be expected to support and work in conjunction with this agency. ➤ Please refer to our publicly available research as well as utilising your own resources and expertise; https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ The comms strategy is formed in conjunction with both Head Office in Johannesburg and the locally appointed agency relying on their expertise. ➤ We are looking for a response to the brief provided.
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South Africa’s reputation on issues and risks like safety and security, community wellbeing, political stability, etc.? In which areas are you trending right way and wrong way, and to what extent are these persistent challenges rising or falling in the minds of your target consumers? ➤ How do you typically approach issues and reputation management – for example, to what extent is your approach proactive versus reactive, centralised from South Africa versus driven by the UK & Ireland team to reflect consumer sentiment here, etc.? ➤ How effective do you feel your current approach to reputation management has been, and where do you see areas for improvement? ➤ To what extent is ongoing issues and reputation management a central part of your agency’s work, with team members	➤ All information is in the scope of work and evaluation criteria. ➤ All information on requirements is in the scope of work and evaluation criteria. ➤ All information on requirements is in the scope of work and evaluation criteria.
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focused on this area, as opposed to as-needed, extra support?

- What UK & Ireland-specific crisis communications preparedness capabilities are in place? For example, do you need support in developing or enhancing your UK & Ireland communications protocols/plans, tailored risk/scenario mapping and response content, etc.?
- How do you incorporate communications about wider challenges or risks affecting the tourism sector or influencing consumer sentiment into your work, such as over-tourism, climate impact, environment/nature/biodiversity protection, community impact, etc.? To what extent are these priority areas to address?
- Who are your key spokespeople for reputation management

- The Minister of Tourism and the CEO of South African Tourism. Communication policy will be shared upon appointment.

- Please provide the best solution based on your expertise.

- This will be inline with NCB requirements and do not form part of the day-to-day.

activity? Do they sit in the UK & Ireland or in South Africa? ➤ How do you use different channels, across media, digital/social, stakeholder engagement, etc., to conduct reputation management activity? Do you have perspective on which ones are most effective? ➤ You mention reaching businesses to host events in SA as a key audience – are there specific sectors we should focus in on? ➤ What are the existing relationships with trade bodies in the UK & Ireland? Where would you be looking for the agency to focus its efforts? ➤ You have some very useful insights on consumer attitudes towards SA as a destination – do you have similar insights / research into business attitudes and what they see as barriers/opportunities?	➤ All information on requirements is in the scope of work and evaluation criteria. ➤ These will be shared upon appointment. ➤ Please refer to our publicly available research as well as utilising your own resources and expertise; https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ All information on requirements is in the scope of work and evaluation criteria.
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➤ What percentage of customers come through trade, and would you like this to increase or move more towards direct bookings? ➤ Are existing relationships with trade media focused on travel media or are there sectors that SA tourism already engages with? What are some of the successes SA Tourism has experienced with trade media over the years? Are SA Tourism open to paid partnerships when it comes to trade media / events?	➤ All information on requirements is in the scope of work and evaluation criteria. ➤ We work with our media buy agency and events agency on these aspects.
➤ I'm trying to complete the registration on the e-procurement site, as we are pitching for: SAT Tender 250/24 Public Relations Agency for United Kingdom and Ireland ➤ Are there consumer research documents and UK & Ireland arrival figures available (incl. room nights & spend?)	➤ Register one procurement ➤ All information can be found; https://www.southafrica.net/gl/en/corporate/page/research-overview

➤ Can you share the URL for the United Kingdom and Ireland 'Hub' mentioned in the SOW? ➤ What is the preferred % split between PR and MICE in the SOW? ➤ Is there an indication of budgets? ➤ What shows (media, trade, consumer) does SAT currently attend? ➤ Which destinations does SAT consider its main competitors? ➤ Can SAT provide examples of past & current partnerships that it considers successful and unsuccessful? ➤ Who are SAT's other agencies in UK & Ireland? ie. media, trade etc. ➤ Are there any existing (or pipeline) brand or talent partners we need to be aware of?	➤ https://www.southafrica.net/uk/en/travel ➤ This changes depending on business needs. ➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief. ➤ All information on requirements is in the scope of work and evaluation criteria. ➤ Please refer to section 2 of the scope of work. ➤ We cannot provide this information, all information is in the tender documents. ➤ There will be a media buy agency as well as events and activations agency to work alongside PR.
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➤ Regarding regions within South Africa, are there specific areas that are underrepresented or under visited by UK & Ireland tourists that you'd want us to focus on – or is it a more general brief focusing on the whole of the country? ➤ Are there specific activities that South Africa excels at that you want to draw attention to (eg wineries, safaris, diving) and other untapped hidden gems that you'd want us to shine a light on to attract your 'considerers'? ➤ You mention one of the barriers being safety and security, what are you doing currently to reassure/address this? ➤ Is there more that you can share about your target audience? Age profile and life stage for eg. From where have you drawn your hypothesis/data to back this up? ➤ How are you currently targeting the LGBTQ+ audience in the UK/Ireland? ➤ Which other marketing agencies do you work with in the UK/Ireland?	➤ South African Tourism is the national tourism agency responsible for the marketing of the whole of South Africa. ➤ South African Tourism is the national tourism agency responsible for the marketing of the whole of South Africa. Our brand pillars are available on our website. ➤ We encourage you to share your insights and strategies for reassuring potential travellers in your proposals. ➤ All information can be found; https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ We encourage you to share your insights and strategies for targeting this audience. ➤ SA Tourism will have a media buy agency, a social media agency and a activationd/events agency.
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- Are there creative executions/plans in the pipeline that you can share with us?
- What can you tell us about established relationships/partnerships that you have with airlines, tour operators, hotel group/within hospitality within the UK/Ireland that might appeal to your target audience?
- What are your KPIs for measuring success within this remit?
- Confirm that Part B page 2 should say 21/10 not 18/10 for submission deadline.
- Can you share with us your annual PR spend from the last 3 years (UK/Ireland).
- How are you currently monitoring media outputs in the UK & Ireland?
- Can you tell us about the size/shape of your own team that our team would report into.
- Page 9 of Part B – can you confirm that only shortlisted agencies will be invited to pitch presentation. We are not expected to include our pitch presentation as part of the submission due on 21/10?

- These are to be developed upon appointment.
- We encourage you to share your insights and strategies for developing these relationships from a PR perspective as per the scope of work.
- These are discussed and set at contracting stage.
- 21st October is the closing deadline.
- We cannot disclose this information.
- This is managed by the incumbent agency, please put forward your solution for media monitoring.
- The UK office has a potential head count of 8 people.
- We can confirm that only agencies that fulfil the criteria will be brought forward to pitch presentations and agencies should only include the requirements for Phase 2A in their submission.

➤ What's your timeline for getting back to agencies to pitch/start the contract?	➤ This will be determined by the response and will be communicated to you.
➤ Please find below a few questions from our side, additionally we currently cannot access the portal and are presented with the attached when we attempt to do so. We have flagged to our IT department who advised clearing of our cache but unfortunately it is still now working and as such they have suggested there is an issue with the site. Please could you advise on this? ➤ In Part A point 6 you mention that 'annexes must be completed in full using the given number format. All attachments or references to attachments must be clearly marked and specific to the information required.' - may we confirm that all attachments (Part A/B/C) can be on separate headed pages, signed/initialled? ○ Eg the Acceptance of General Tender Conditions of South	➤ We are working on a solution, in the mean-time please keep on checking the website and e procurement portal. ➤ Yes ➤ Kindly refer to Part A, 3.5.24

African Tourism can be re-typed onto a separate document and submitted

- Should each Annexure (SBD 1/SB4) be reproduced on separated, signed documents and shared or shared as one document?
- To confirm only South African based companies need to be registered on CSD?
- On Part B page 2 it mentions a submission date of the 18th October 2024, may we confirm that it is noon on the 21st of October
- If an issue and/or questions arise post 26th September may we still contact our specified person Wiqar via email?
- Is there a required format that the commercial proposal should be submitted in? Eg Powerpoint/Word
- For Bidder Resources Allocation - We do not operate by rate card but a set retainer attached to

- This is correct.
- 21st October 2024 is the closing date.
- No enquiries shall be entertained after 26th September.
- There is no stipulation for this.
- Kindly adhere to the requirements as per the RFP document
- No

KPIs - if we submit the team with hours N/A will this deduct points/cancel our submission ➤ Is there any scope for negotiation if we were to progress to Phase 3 (in regards to budget)	➤ We are aware and are addressing this.
➤ Can you give us the background to what has led you to this point of putting the work out to pitch? ➤ What hasn't worked for you in the past year? What have been the biggest challenges? ➤ What's the number one problem you want to solve this year with PR? ➤ On a scale of 1-10, how brave or bold as a brand are you willing / do you want to be? ➤ Any tactics you prefer / dislike? Content, stunts, celebs etc.? ➤ You mention key business objectives as increasing tourism arrivals and spend – what are	➤ SA Tourism goes to tender every 3 years for PR support in the UK & Ireland. ➤ We are unable to provide this information, all information on criteria is in the tender documents ➤ All information is in the tender documents. ➤ We encourage creativity in your proposals. ➤ As this is subjective and panel are varied, we would be unable to answer this question. ➤ All information can be found; https://www.southafrica.net/gl/en/corporate/page/research-overview

the current levels at for both, and what would you like to see them increase to, and by when? In the three years of the term or over a 12-month period?

- How do you currently measure PR value and ROI? And what are the current levels at, and by how much would you like them to improve by, and by when?
- Can you break your audience down further – what is the core demographic among UK and IRE travellers you’re looking to target?
- Do you have any data on your core target audience about the current drivers to visit SA – what would make them choose SA as a holiday destination?
- What’s currently working well for you in terms of driving coverage and helping to meet current business objectives? And on the flip side, what’s not working so well?
- What’s the split/where should our core focus be when it comes to looking at consumer vs trade PR?
- What have you done to date to try to challenge those negative perceptions of travel/holidaying in SA?

- This is determined at contracting stage.

- All information can be found;
<https://www.southafrica.net/gl/en/corporate/page/research-overview>

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- We are seeking fresh proposals based on the scope of work provided.

- The split changes depending on business needs, we suggest you present the split you believe to be the most suitable.

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➤ You mention Australia, NZ, Canada and California as key competitive destinations and that SA does not index as strongly – is that with your target audience? And how much better are those regions performing? Are those the core competing destinations we should consider in addition to the above? ➤ What is the main shift change you want to see through bringing on a new PR agency? ➤ What is the key driver for appointing a new agency – why now? What’s the critical point you’ve got to that’s made you kickstart this process? ➤ How many other agencies are pitching, and who are they?	➤ Please use your internal resources and expertise and present your insight into this. All publicly available information can be found; https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ See the answer to question 1 ➤ See the answer to question 1 ➤ This information is not unknown until the submission date has passed, this is an open tender.
➤ How many agencies are participating? ➤ When you say 'campaign/ ideas' - what do you mean? ➤ Are we expected to submit creative campaigns/ideas as part of the first submission?	➤ This information is not unknown until the submission date has passed, this is an open tender. ➤ Please provide PR campaign ideas for South African Tourism. ➤ All information on what is to be scored is in part c, evaluation process.

- Can you give us a steer on budget please? For fees and for costs?
- Can you give an example of a tourism campaign you like for its creativity/ effectiveness? And can you also share one that you didn't like?
- Can you share more background/insights/data on your target market? E.g. age, gender, occupation etc.?
- What are the key messages we need to land with all comms?
- What is the number one challenge or problem that you are trying to solve with this brief?
- Will there be a chance to have a call with yourself or any members of the team before submitting?
- Who will be the direct client team?
- What is the sign off process like for campaigns and who will be signing off the ideas?

- As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.
- All relevant information can be found in the provided documents. We encourage you to draw on your expertise and share what you believe works best in tourism campaigns, both in terms of creativity and effectiveness.
- Please use your internal resources and expertise and present your insight into this. All publicly available information can be found; <https://www.southafrica.net/gl/en/corporate/page/research-overview>
- Please use your own expertise to present key messaging, you can refer to our website to view our key pillars www.southafrica.net
- All details are laid out in the tender documents.
- To ensure fairness and maintain the integrity of the procurement process, we are unable to conduct individual calls at this stage.
- The team based in the UK office.
- This will be discussed upon appointment.

➤ Do you have any media/influencer/celebrity fans that we should be aware of? ➤ What does success look like for you?	➤ No ➤ All requirements are in the tender doc criteria evaluation/
➤ Please can you clarify what is the current state of the trade relations and representations in the UK and Ireland? ➤ Are you looking to either bolster an existing trade relations strategy or establish a new direction with the appointed PR agency? ➤ Can you share more information on the consumer insights or market data that can be shared? ➤ Criteria 1 states, "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"	➤ The UK team has 2.5 roles dedicated to trade. ➤ 3.Please present your best practise strategy with regards to this element. ➤ 4.All publicly available information can be found; https://www.southafrica.net/gl/en/corporate/page/research-overview ➤ The requirement is for a minimum of three years of experience, along with at least three contactable client testimonials or references on client letterhead. These testimonials should reflect work delivered within the last 36 months from the closing date. This means the experience should come from any clients you have worked with for a minimum of three years, as long as the relevant testimonials are from the past three years.

○ Please can you clarify, if this is A minimum of three years' experience and Five relevant letters/testimonials? if so, does this mean anyone we have with for 3 years or in the past 3 years? ➤ According to “ANNEXURE D: GENERAL CONDITIONS OF A CONTRACT” of “PART A: GENERAL TENDER CONDITIONS” of the “SAT TENDER NUMBER UK 250/24”, the successful Bidder shall only be entitled to render services and/or provide goods to SAT once a separate written contract has been signed, which should be aligned to “GOVERNMENT PROCUREMENT GENERAL CONDITIONS OF CONTRACT”. ➤ Furthermore, Clause 7 – “PERFORMANCE SECURITY” of the “GOVERNMENT PROCUREMENT GENERAL CONDITIONS OF CONTRACT” stipulates that, “Within thirty (30) days of receipt of the	➤ Yes, this is right. ➤ PR we mean Public Relations
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notification of contract award, the successful bidder shall furnish to the purchaser the performance security of the amount to be specified in ➤ It is mentioned, " Outline the reporting structure and how each team member would liaise with the client lead and the PR and media buying account leads." ○ Please can you clarify if PR is referring to another agency type? ➤ Is there a requirement to register our intent to bid? If so, where and how does this need be done?	➤ There is no requirement, please submit your proposal by 21st October. ➤ As this is a government procurement process, we are unable to provide specific budget figures. However, we encourage you to submit your proposal outlining your approach and estimated costs based on your experience and understanding of the brief.
➤ Please can you give ballpark budgets for the Public Relations brief ➤ Can we submit supporting materials alongside the formal	➤ Please submit in a format that works for you. ➤ To ensure fairness and maintain the integrity of the procurement process, we are unable to conduct individual calls at this stage.

submission form? If so, what documents can we submit eg PowerPoint? ➤ Is there an opportunity for a call to discuss the brief before submission date?	➤ South African Tourism is the national tourism agency responsible for the marketing of the whole of South Africa. ➤ No
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