



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER 303/25- Digital Assets Management System and Services)

Table 1: Summary of the Evaluation Phases (table below):

Phase 1 Administrative and Compliance requirements	Phase 2 Technical Evaluation Criteria and Pitch Presentations	Phase 3 Price and Specific goals Evaluation
Bidders must submit all documents as outlined under Phase 1.	Bidder(s) are required to achieve a minimum threshold of 70% to proceed to Phase 3. All bidders are required to attend Pitch Presentations of their proposals as per the Evaluation criteria	Service provider/Bidder(s) who achieved a minimum threshold of 70% in phase 2 will be evaluated on the 80/20 or 90/10 preference points system. Once a tender is received, the highest acceptable tender will be used to determine the preference point system for the evaluation. Where the highest acceptable tender is below R50 million, the 80/20 preference point system must be used. If the highest acceptable tender is above R50 million, the 90/10 preference point system must be used.

Phase 1: Administrative and Compliance requirements

All documents must be completed, and each page must be initialized and signed by the duly authorized representative of the prospective service provider (s). During this phase, service providers' responses will be evaluated based on compliance with the listed administrative and mandatory bid evaluation.

Table 2: Phase 1: Administrative Requirements

Documents that must be submitted	YES/NO	
Invitation SBD 1		Complete and sign where applicable.
Registration on the Central Supplier Database (CSD)		- All bidders, including proposed partner/subcontractor agencies, must be registered as a service provider on the National Treasury's Central Supplier Database (CSD). - If the bidder is not registered, register with your company before submitting your proposal. Visit https://secure.csd.gov.za/ to obtain your vendor

Documents that must be submitted	YES/NO	
		number. Submit proof of registration. (Applicable to South African Companies only) • Proof of registration can be in any form that SAT can verify that the bidder is registered on the CSD, e.g., MAAA number, CSD report, etc. • Tax compliance is only considered when awarding the tender (the bidder), not during various evaluation phases. • During the award phase, if a bidder is found to be non-compliant as per the CSD or SARS confirmation, the bidder must provide proof of compliance or written proof by SARS of their tax compliance status within seven working days, of which failure will result in the tender not being awarded to the bidder. • SAT reserves the right to consider the next bidder within the process.
Declaration of Interest - SBD 4		• Complete and sign where applicable.
Preference points claim form in terms of the preferential procurement regulations 2022 - SBD 6.1		• If the bidder is found to have missed signing off or duly completed the SBD, SAT may require, bidder(s) to respond email from sourcing specialist within two working days, a sign-off or duly completed of the SBD, and failure will result in the bid being disqualified.

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.

Phase 2 Desktop technical, functional evaluation and Pitch Presentations- A bidder will be evaluated out of 100% and is required to score a minimum threshold of 70 % to qualify for Phase 3

Evaluation criteria (The criterion below will be evaluated based on the Functional Evaluation Matrix)	Weighting	Reference Page in Bidder's Proposal
NB: The criterion will be evaluated in accordance with the Technical Functional evaluation matrix		
Phase 2 A- Desktop Technical Evaluation Criteria		
Criteria 1. Company experience to scope of work The Bidder must clearly show their experience and expertise in offering the asset and content management services as stated in the Scope of Work and Services. The case studies should cover all important aspects of content /asset management and content /asset management system (Website Analytics, Content Performance Reports, User Engagement Reports, and User analytics, Search Engine Optimization (SEO) Reports etc.) Bidders must submit a minimum of three (3) case studies with reference letters that are linked to case studies as per the scope of work. The reference letters must be in the company letter head,	30	

must be within five (5) years counting the closing date. The reference letters must be signed, show period and contact details. Scoring will be based on the following: 1 Point: Good Experience Demonstrated The bidder provides three relevant case studies, each accompanied by a corresponding reference letter. All case studies and reference letters must be directly linked to the scope of work and demonstrate experience gained within the last five years. 2 Points: Very Good Experience Demonstrated The bidder provides four relevant case studies, each accompanied by a corresponding reference letter. All case studies and reference letters must be directly linked to the scope of work and demonstrate experience gained within the last five years. 3 Points: Excellent Experience Demonstrated The bidder provides five relevant case studies, each accompanied by a corresponding reference letter. All case studies and reference letters must be directly linked to the scope of work and demonstrate experience gained within the last five years. Non-scoring factors • Submission of less than 3 case study and 3 verified reference letters • Lack of submission specific to the provided scope of work		
Criteria 2: Methodology -Execution Plan Bidders need to submit a comprehensive execution plan. This plan should clearly detail their approach to delivering the entire scope of work and services, from the very beginning of the project right through to completion. The plan must specifically cover the following key areas: - Detailed Project Plan: This should outline all phases, tasks, and resources required. - Timeframes: Provide clear and realistic timelines for each stage of the project. - Methodology Alignment: Explain the methodology they'll use and how it aligns with the project's goals and requirements. Zero Points: No Mention The bidder's submission makes no mention of any of the three required areas (Detailed Project Plan, Timeframes, Methodology Alignment). 1 = Point: Limited Coverage The bidder's submission mentions only one of the three required areas. 2 = Points: Partial Coverage The bidder's submission mentions two of the three required areas. 3 = Points: Comprehensive Coverage The bidder's submission comprehensively addresses all three required areas (Detailed Project Plan, Timeframes, and Methodology Alignment).	15	
Criteria 4: Experience of Service Team: Illustrate the experience of your personnel by providing us with details of applicable noteworthy credentials and their profiles OR CV relating to the scope of work and services including qualifications The bidder needs to provide an organogram and company structure indicating levels of experience of the team with their Profiles or CVs. The resources below must have a minimum of 5 years' proven experience and submit the CV or Profiles • Content management and content management system. • Account director • Senior content manager/ senior creative content manager	25	

• Senior editor, lead system administrator • Lead system developer, or equivalent The above resources will be evaluated individually, and the weight is 5 on each resource 1 = 5 years of experience as per the scope of work and CV or profile to mention qualifications 2 = 6 to 7 years of experience as per the scope of work and CV or profile to mention qualifications 3 = 8 years of experience as per the scope of work and CV or profile to mention qualifications Non scoring factors: • Lack of submission of staffing plan/ team envisioned to service the account (incl. but not limited to account director, senior content manager/ senior creative content manager, senior editor, lead system administrator, lead system developer or equivalent). • Bidders not submitting resources above will lead to Zero • Less than 5 years' experience of proposed team members included in staffing plan • No mentioning of qualifications		
Criteria 5. The bidder's proposal must clearly and thoroughly describe their proposed system, demonstrating its alignment with the scope of work and services required. The proposal should highlight the following key aspects of their solution: a) Core Features: Detail how the system's key features directly address the requirements outlined in the scope of work. b) System Functionality: Clearly explain the system's operational capabilities and how they align with the functional demands specified in the scope of work. c) Advanced Capabilities: Showcase any intelligent or advanced functionalities, such as Artificial Intelligence (AI), detailing their benefits, unique capabilities, and how they enhance the proposed solution. d) Scope Alignment: Ensure the entire proposal consistently reflects a clear understanding of the project's scope of work. e) Practical Examples: Include concrete examples of how the proposed solutions would be implemented or have been successfully applied in similar business contexts. 0 Points: Unacceptable Proposal The bidder's presentation or proposal is entirely outside the defined scope of work, demonstrating a fundamental misunderstanding of the requirements 1 Point: Limited Functionality Demonstrated The proposed system demonstrates only one core functionality directly relevant to the scope of work. 2 Points: Partial Functionality Demonstrated The proposed system demonstrates two core functionalities directly relevant to the scope of work. 3 Points: Comprehensive Functionality Demonstrated The proposed system demonstrates three or more core functionalities that fully address and align with the scope of work. This includes showcasing relevant smart functionalities and providing practical examples where applicable.	30	
TOTAL FOR PHASE 2A	100	

- 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:

Functional Evaluation Matrix**Phase 3: Price and Specific Goals Evaluation (80+20 or 90+10) = 100 %**

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

The total points for price evaluation (out of 80/90) and the total points for specific goals evaluation (out of 20/10) will be consolidated. The bidder who scores the highest points for comparative pricing and specific goals after the consolidation of points will normally be considered as the preferred bidder with whom South African Tourism will enter further negotiations for the respective marketing discipline that was tendered.

Objective Criteria

- (i) In cases where SA Tourism had/has current/historic non-performances with a provider, SAT reserves the right not to appoint the specific provider and move to the next highest scoring bidder.
- (ii) Should the recommended bidder and SA Tourism not agree on the SLA regarding service performance, the penalty may be implemented as a mitigating factor to address the non-performance issues; SAT reserves the right to cancel/terminate the contract and move to the next acceptable bidder.
- (iii) Upon successful negotiation and signing of a contract and services level agreement with the preferred service provider, all other service providers will be considered unsuccessful.

1. LIST OF RETURNABLES**BIDDERS SHOULD PLEASE ADHERE TO THE FOLLOWING INSTRUCTIONS**

- a) TICK APPLICABLE BOX
- b) ENSURE THAT THE FOLLOWING DOCUMENTS ARE COMPLETED, SUBMITTED AND SIGNED WHERE APPLICABLE

ANNEXURES	DOCUMENT DESCRIPTION	YES	NO
PART A & B	IS THE BID INVITATION FORM, TERMS, AND CONDITIONS FOR BIDDING COMPLETED, SIGNED, AND SUBMITTED?		
SUPPLIER IS REQUIRED TO USE THE PRESCRIBED SEQUENCE IN ATTACHING THE ANNEXURES THAT COMPLETE THE BID OR RFQ DOCUMENT			
ANNEXURE A	IS THE STANDARD BID DOCUMENT (SBD4) FORM THE BIDDER'S DISCLOSURE COMPLETED, SIGNED, AND SUBMITTED?		
ANNEXURE B	IS THE BIDDER'S QUOTED PRICE OR FINANCIAL OFFER SUBMITTED AND ALIGNED WITH THE SCOPE OF WORK? OR STATED IN THE BELOW TABLE OF DESCRIPTION OF SERVICE/GOODS?		
ANNEXURE C	IS PROOF OF OWNERSHIP BY BLACK YOUTH ATTACHED IN THE FORM OF (A)) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED, (B) COPY OF THE ID-DOCUMENT(S) OF THE BLACK YOUTH.		

2. CRITERIA FOR BREAKING DEADLOCK IN SCORING

- a) IF TWO OR MORE OF THE TENDERERS HAVE SCORED EQUAL TOTAL NUMBER OF POINTS, THE CONTRACT WILL BE AWARDED TO THE TENDERER THAT SCORED THE HIGHEST POINTS FOR SPECIFIC GOALS;
- b) IF TWO OR MORE TENDERS SCORE EQUAL TOTAL NUMBER OF POINTS IN ALL RESPECTS, THE AWARD WILL BE DECIDED BY THE DRAWING OF LOTS

3. DELIVERIES

- a. ALL DELIVERIES MAY BE ACCOMPANIED BY A DELIVERY NOTE OR AN INVOICE OF AN OFFICIAL PURCHASE ORDER NUMBER AGAINST WHICH THE DELIVERY HAS BEEN AFFECTED
- b. DELIVERIES NOT COMPLYING WITH THE PURCHASE ORDER FORM MAY BE RETURNED TO THE SUPPLIER(S) AT THE SUPPLIER'S EXPENSE. SAT WILL NOT BE LIABLE FOR PAYMENT OF INCORRECTLY DELIVERED GOODS OR SERVICE
- c. BIDDERS SHOULD INDICATE THE PLANNED DELIVERY PERIOD (IN DAYS) FROM THE DATE AN ORDER IS ISSUED

4. POPIA DISCLAIMER**4.1. COMPLIANCE WITH THE PERSONAL INFORMATION ACT, 4 OF 2013**

PERSONAL INFORMATION SHARED WITH THE SAT SHALL BE TREATED WITH CONFIDENTIALITY AND IN COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT, 4 OF 2013 (POPIA) AND OTHER APPLICABLE LAWS. FOR PURPOSES OF THIS DISCLAIMER, "PERSONAL INFORMATION" SHALL BE DEFINED AS DETAILED IN THE PROMOTION OF ACCESS TO INFORMATION ACT, ACT 2 OF 2000 (PAIA) AND POPIA, AND "PROCESSING" AND "FURTHER PROCESSING" SHALL BE READ, INTERPRETED AND UNDERSTOOD AS DETAILED AND DEFINED IN POPIA.

4.2. CONSENT TO PROCESSING AND FURTHER PROCESSING OF PERSONAL INFORMATION

THE SATMAY PROCESS AND FURTHER PROCESS RECEIVED PERSONAL INFORMATION, INTERNALLY OR EXTERNALLY, IN THE EXECUTION OF ITS MANDATE AND/OR AS REQUIRED BY LAW. THE SATMAY SHARE PERSONAL INFORMATION WITH ITS SERVICE PROVIDERS, AGENTS, CONTRACTORS, LEGAL AND OTHER PROFESSIONAL ADVISORS AUTHORISED TO PROCESS THIS INFORMATION. THE SATMAY THUS PLACE RECEIVED PERSONAL INFORMATION IN THE PUBLIC DOMAIN DUE TO THE NATURE AND REQUIREMENTS OF ITS WORK.

4.3. FURTHER PROCESSING OF PERSONAL INFORMATION

YOU FURTHER GRANT THE SATEXPRESS AND/OR IMPLIED PERMISSION TO FURTHER PROCESS RECEIVED PERSONAL INFORMATION AND PLACE IT IN THE PUBLIC DOMAIN, IN THE EXECUTION OF ITS MANDATE AND STATUTORY OBLIGATIONS.

4.4. DUTY OF CARE

THE SAT VALUES YOUR PRIVACY AND SHALL TAKE ALL THE REASONABLE MEASURES TO PROTECT RECEIVED PERSONAL INFORMATION.

4.5. EXEMPTION FROM LIABILITY

THE SAT (INCLUDING ITS OFFICIALS AND/OR EMPLOYEES) ACCEPTS NO LIABILITY WHATSOEVER, FOR ANY LOSS, DAMAGE (WHETHER DIRECT, INDIRECT, SPECIAL, OR CONSEQUENTIAL), AND/OR EXPENSES OF ANY NATURE WHATSOEVER WHICH MAY ARISE AS A RESULT OF, OR WHICH MAY BE ATTRIBUTABLE DIRECTLY OR INDIRECTLY, FROM INFORMATION MADE AVAILABLE HEREIN, OR ACTIONS OR TRANSACTIONS RESULTING THEREFROM

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ⁱ The following words may be used interchangeably throughout the bid document, bidder, supplier, service provider