



SOUTH AFRICAN TOURISM

PART C: TENDER EVALUATION PROCESS (SAT TENDER NUMBER 331/26 PUBLIC RELATIONS FOR UNITED KINGDOM AND IRELAND)

Summary of the Evaluation Phases (table below):

Phase 1 Evaluation Requirements	Phase 2 Technical Evaluation Criteria	Phase 3 Price
Service providers' 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 2. 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. Desktop technical, functional evaluation = 100 points: A bidder must meet a minimum threshold of 75 points of desktop technical and functional evaluation to be considered for the next phase of evaluation, Phase 3 price. Failure to meet the minimum point threshold will result in disqualification in this phase.	The tender will be evaluated on pricing evaluation. The highest-scoring bidder on price will be recommended for appointment.

Phase 1: Administrative and Mandatory Bid Requirements

Without limiting, the generality of South African Tourism is other critical requirements for this bid, service provider must submit all the documents required.

All documents must be completed and signed by the duly authorised 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 requirements.

Table 2: Phase 1 Evaluation (Administration Requirements)

Document submitted that must Be submitted	YES/NO	Description
Invitation SBD 1		Complete and sign the Standard Bidding Document
Declaration of interest (SBD 4)		Complete and sign the Standard Bidding Document

Table 3: Phase 1 Evaluation (Mandatory Requirements)

Document submitted that must Be submitted	YES/NO	Failure to meet the requirements will result in disqualification.
Geographical area		Bidders must have a footprint/offices in the United Kingdom or Ireland. Attach office address proof OR Service Level Agreement with UK or Irish based companies.
Registration Certificate		Confirmation of company registration details as submitted to Companies House.
Financial Position		Recent audited final accounts & cashflow submitted to Companies House & HMRC

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 2 will measure the responsiveness of proposals as per submission on or before the closing date and time

Phase 2 Desktop technical functional evaluation- A bidder will be evaluated out of **100 points** and is required to score a minimum threshold of **75 points out of 100 points** to qualify for price comparison.

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	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) client testimonials/references (must clearly specify the services delivered and show the period in which the work was performed, confirming that the work was completed within the last 36 months). To be considered, the testimonials and/or references must: • have a signature and contact details of the referee, • Testimonials/ References should be in the form of a formal written letter on a client's letterhead • clearly mention work from within 36 months prior to date of closing. Scoring matrix; 1 = Three client testimonials/references within the past 36 months. 2 = Four client testimonials/references within the past 36 months. 3 = Five client testimonials/references within the past 36 months. NON-SCORING 0 = Fewer than three client testimonials/references within the past 36 months. Providing letters that are not relevant to the scope, Providing appointment letter / Purchase orders. If any testimonial/references are older than 36 months, unsigned, or missing contact details, it will not be considered. NB: (a) SA Tourism reserves the right to reach out to the referees for the purpose of verification of the reference letters. (b) During this verification process, should SA Tourism find the work referenced to be poor, SA Tourism reserves the right to not consider the reference, OR may result in non-award.	20	

Criteria 2: Case studies in PR around travel and consumer brands in the UK and/or Irish market: Bidders must provide two (2) examples of previously conceptualised and executed PR campaigns, delivered within the last 36 months, aimed at a UK and/or Irish audience, with at least one (1) case study from the travel industry. For each case study, indicate how the insights, tools and concepts used would inform your proposed PR approach for South African Tourism. <u>Case study content requirements (scored components):</u> Each case study will be assessed against the following five components (up to 5 points per case study): 1. Business problem: Clearly communicate the business problem to be solved. 2. Data-driven insights: Demonstrate data-driven insights at the conceptualisation stage. 3. Integration of platforms: Show integration of other platforms (e.g., digital, activation, media). 4. Earned vs paid impact: Present earned vs paid media impact. 5. Post-campaign reporting: Provide comprehensive post-campaign reporting (e.g., KPIs, outcomes, learnings). Mandatory baseline: For a case study to receive any score, it must include components 1, 2, and 5. • If a case study omits any of 1, 2, or 5, that case study scores 0 (zero). • When all three mandatory components are present, additional points are awarded for components 3 and 4 (if included), up to the 5-point maximum per case study Combined scoring and conversion to the criterion score: Sum the two case-study subtotals (max 10 points across both), then convert to the criterion score (0-3) according to the matrix below. This criterion score is then scaled to the 25-point weight. Scoring Matrix (0-3 points): • 0 = One or both case studies fail to meet the mandatory baseline (1, 2, and 5) or the combined subtotal across the two case studies is 6. • 1 = Combined subtotal of 6 points across both case studies (mandatory baseline met for both). • 2 = Combined subtotal of 7-9 points across both case studies. • 3 = Combined subtotal of 10 points (i.e., all five components demonstrated in both case studies).	25	
Criteria 3: Media Monitoring, Crisis & Insights. Demonstrate ability to manage reputation and crisis communication, monitor media coverage, and provide actionable insights and competitor benchmarking. Provide examples that show: 1. A crisis communication plan (including escalation steps, stakeholder roles, timelines) = 1 point. 2. Media monitoring approach and tools/platforms used = 1 point.	20	

3. Sample reporting dashboards/templates showing KPIs (e.g., share of voice, sentiment, reach) = 1 point. 4. Insights and recommendations included in reports = 1 point. 5. Competitor analysis integrated into reporting = 1 point. Total: 5 points <i>Examples can be summaries or sample screenshots of dashboards/reports, not full documents. Screenshots must include headings showing KPIs.</i> Scoring matrix; 3 = Evidence includes all five requirements: 0 = Does not meet minimum of more than four requirements or no examples provided.		
Criteria 4: Expertise and experience of the proposed team and workplan: While agencies may allocate additional resources to deliver the account, evaluation will be based on the three key roles explicitly required in the scope of work to ensure fairness and consistency. The successful agency will design a work plan that best suits the account; however, scoring will focus on these three profiles and their ability to fulfill the responsibilities outlined: - Senior Lead (e.g., Account Director): responsible for strategic oversight, client liaison, and governance - minimum 8+ years relevant experience. - Mid-Level Manager (e.g., Account Manager): responsible for campaign execution, stakeholder coordination, and reporting - minimum 5+ years relevant experience. - Day-to-Day Executive (e.g., PR Executive): responsible for press office operations, media engagement, and daily deliverables - minimum 2+ years relevant experience. Bidders must submit a one-page summary for each of the three roles, covering <i>all</i> of the following required elements: 1. Key skills relevant to destination PR and tourism, academic qualifications, any certifications and relevant tools/platform expertise 2. Previous PR projects worked on - can be PR campaigns, clients, campaign name implemented in the UK or Ireland (preferably within the last 36 months). 3. Workplan to execute SAT's scope of work and role and responsibilities in the SA Tourism press office structure (including 24/7 support capability). Scoring matrix; 3 = All three profiles include all three elements, and each meets or exceeds the minimum experience threshold for their role. 0 = Less than three profiles provided with less than three elements, and each does not meet or exceed the minimum experience threshold for the role.	10	

Criteria 5: Campaign pitch. Provide one creative campaign idea for South African Tourism that demonstrates: 1. Understanding of one of the following key brand challenges - value for money, geographical spread, differentiation 2. Integration with multiple agencies and stakeholders for execution 3. Use of partnerships and platforms to extend reach 4. Clear consumer and trade activation components 5. Measurable KPIs for success (traffic, Share Of Voice, sentiment, reach, conversion metrics) Campaign idea should not exceed 10 slides/pages (excluding title slides)- more than 10 slides will result in a score of 0. Scoring Matrix (Objective, 0-3 scale) 3 = Campaign idea meets all five requirements. 2 = Campaign idea meets four of five requirements. 1 = Campaign idea meets three of five requirements. 0 = Does not meet the minimum of three requirements or more than 10 slides.	25	
TOTAL WEIGHT FOR PHASE 2	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.

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.

Bidders must submit pricing in the prescribed table format as outlined in the Scope of Work document (see below). This table will form the basis of the pricing evaluation and will focus solely on the three key roles specified in the scope of work (Senior Lead, Mid-Level Manager, and Day-to-Day Executive) and their associated hours and rates.

Note that all costs have to include relevant taxes.

Bidder Resources Allocation

Resource Name as Per South African Tourism	Bidders Resource Linkage to SA Tourism	Hourly Rate Card	Monthly Hours	Monthly Amount	Annual/yearly Amount
Associate Director or agency equivalent			15		
Account Director or agency equivalent			21		
Account Manager or agency equivalent			25		
Total (Inclusive of taxes) Year 1 + Year 2 + Year 3					

In addition, bidders should submit a separate work plan designed to best suit the account and demonstrate how resources will be allocated to deliver the scope of work - the work plan should be a high-level resource allocation recommended for the account. *While agencies may choose to allocate additional resources in their work plan, the pricing evaluation will be based exclusively on the prescribed table. The successful bidder will be contracted based on the submitted work plan at the contracting stage.*

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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