SOUTH AFRICAN TOURISM

PART B: SCOPE OF WORK SAT TENDER 338/26 – EVENTS MANAGEMENT AGENCY FOR SOUTH AFRICAN TOURISM AUSTRALASIA HUB

Bid Description	
Events Management Agency	
Bidder Name:	
Tender Number:	SAT Tender Australasia Hub 338/26
Closing Date:	22 September 2026 at 12h00 PM (AEDT/AEST) **(No late submission will be accepted)**
Bid Submission Link	**https://e-procurement.southafrica.net** Should bidders encounter any issues, queries must be directed in writing to **tenders@southafrica.net** Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, and relevant supporting documents for uploads. NB: Bidders are required to ensure that during submission on the system, the uploads were successful before the closing date and time. **No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.**
Contact Person	Ms. Vikki Ma
Email Address	vikki@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS – (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

1 CLOSING DATE

The closing date for the submission of proposals is **22 September 2026 at 12:00 PM (AEDT/AEST).** No late submissions will be accepted.

2. E PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism.

The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal.

The Portal's URL (https://e-procurement.southafrica.net) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at https://www.southafrica.net/gl/en/corporate/page/tenders.

All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.
Prospective tenderers must periodically review both http://www.southafrica.net/gl/en/corporate/page/tenders and https://e-procurement.southafrica.net for updated information or amendments with regard to this tender, prior to due dates.

2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.

2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.

2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

3.1 A nominated official of the bidder(s) can make enquiries in writing, to the specified person, Vikki Ma via email vikki@southafrica.net. Bidder(s) must reduce all telephonic enquiries to writing and send to the above email address.

3.2 Bidders are to communicate any technical enquiries through the nominated official in writing, no later than **31 August 2026.**

All responses will be published by the **03 September 2026** on the following links:

https://www.southafrica.net/gl/en/corporate/page/tenders; and

https://www.etenders.gov.za

4 DURATION OF THE CONTRACT

South African Tourism intends to enter into a thirty-six (36) month contract and service level agreement with the successful bidder(s). The contract will also be subject to a periodic performance evaluation on agreed terms and conditions unless the parties involved agree otherwise.

5 SCOPE OF SERVICES

5.1 SOUTH AFRICAN TOURISM AUSTRALIA – OPPORTUNITIES AND CHALLENGES IN THE CURRENT ENVIRONMENT

Opportunities

South Africa is the ideal destination with diverse offering to suit all travelers. It offers safari and wildlife experiences, breathtaking scenic outdoor attractions, bustling cities, culture and incredible food and wine.

South Africa also offers a number of wellness activities; sustainable travel experiences; and opportunities to give back to communities and conservation, in line with other emerging consumer interests.

Consumers are looking for value-for-money holiday destinations. South Africa's Rand offers a favourable exchange rate against the Australian Dollar.

Challenges

SA Tourism is faced with some key barriers and damaging perceptions that negatively impact the customer journey and tourist arrivals into the country. The top three barriers are as follows:

Concerns for personal safety and security perpetuated by negative consumer media coverage of South African crime and politics combined with the large number of South African expats currently residing in Australia who disseminate stories of crime to explain why they left the country after Apartheid.

South Africa is perceived to be expensive, fuelled by the pricing of luxury safari lodges.

And finally competitor destinations, meaning another destination was simply more appealing.

5.2 TARGET AUDIENCE

Targeting the following demographics and psychographic segments are key to ensuring success that leads to improved brand strength, increased arrivals and tourism spend.

5.2.1 Consumers

South African Tourism Australia's key consumer target audiences are as follows:

- **Wanderlusters 25-39yrs+:**

Wanderlusters travel to discover variety and enriching experiences. They are intelligent, well-rounded individuals with the eagerness to learn and explore new ideas. With a worldly attitude and a keen sense of adventure, they frequently travel for leisure and love the idea of traveling abroad. Although Wanderlusters can be unreceptive to organised tours, they desire a variety of activities when traveling, finding interest in discovering new cultures, understanding nature and trying foreign foods. Less concerned with the "must-haves" and luxury accommodations, Wanderlusters are authentic destination experience seekers and are rarely dissuaded by barriers, including potentially having to adapt to foreign languages. Single and seeking adventure, Wanderlusters have a strong desire to see the world and are not afraid to travel the unbeaten path alone. The majority are first timers to South Africa.

- **Next Stop South Africa (NSSA) 55+yrs:**

NSSAs travel to discover new frontiers and consumers grouped in the Next Stop South Africa category are keenly interested in traveling for education and culture as well as heritage and shopping. When planning their trip, they're fairly travel agent-dependant and looking for a more structured trip. They are motivated to visit South Africa by the idea of safari and have been dreaming of a trip like this (even if they didn't realise it was to South Africa) for quite some time. Overall, they are well-travelled with a relatively high disposable income. When planning their trip, the most important attributes they seek are the ability to engage in a variety of activities, ease of getting around, safety and availability of good cuisine. When it comes to traveling to South Africa, they are lured by the natural beauty, culture, local cuisine, tourist attractions, safari and interacting with the people of the country.

Centre of Gravity (25-65yrs) between these two groups (i.e. the commonalities) are that they are:

- Well-travelled. Worldly.
- Independent.
- Travellers, not tourists.
- Travel is state of mind for them. They are global citizens for whom travel is an essential part of their everyday lives.
- Curious - they travel to expand their knowledge and to evolve (it keeps them interesting).
- Looking for immersive experiences - they want to engage with the destination and its people, not view it at arm's length.
- Experiential - they seek out interesting and high-quality experiences.
- Involved - they like to make their own decisions and maintain a sense of control over their destiny.

5.2.2 Trade

Trade (inclusive of travel agents, online travel agents (OTAs), tour operators, airlines, alternative sales channels etc.) are important distribution channel partners for SA Tourism. Trade are highly fragmented and spread across the country.

The Australian travel trade landscape comprises brick-and-mortar and OTAs who interact directly with consumers. The retailers usually work with South African wholesalers who package offerings via South African destination management companies (DMCs) and market them via their retail network. Wholesalers typically do not bypass the retail travel suppliers to sell directly to consumers.

Although Australian consumers engage with OTAs to seek information about their international trips, including hotels and flights, most of them prefer to book via brick-and-mortar travel agents because of their concern about their money's security or they need help putting more complex itineraries together for destinations they are not familiar with.

In some instances, tourists may contact a destination marketing company since some DMCs (such as Springbok Atlas) market directly to consumers through their online platforms. As an emerging trend, leisure tourists also engage with wholesalers and DMCs to seek the most appropriate information about the destination.

Travel agents and wholesalers believe that Australian tourists consider South Africa a better destination – in terms of infrastructure – than other African destinations, but they still perceive South Africa to be unsafe in terms of health, safety and security.

5.2.3 MICE

In the Australian market, MICE specialists generally book directly through the product/service providers. In the case of less familiar destinations such as South Africa, they leverage the services of the DMCs. Conference/event organisers reach out directly to DMCs or wholesalers for their services.

South Africa is the leading MICE destination in Africa due to its superior infrastructure, business conferencing facilities and diverse in activity offering.

The investment in business travel and tourism by a company, drives great return over a period of time; this includes not only the conference and meetings industry (i.e. corporates travelling to meet international buyers and sellers and attending global events), but also the incentive industry. Corporates often incentivise suppliers and their own staff by offering travel to exotic locations as part of their strategy to enhance and reward performance.

Conference/event organisers in Australia are increasingly realising the benefits to their businesses from organising MICE trips as the lead time is often lengthy (thus securing a future income stream) as well as the opportunity to delegate boost (increase their profit from additional bookings from delegates travelling with their loved ones).

5.3 OVERVIEW OF SCOPE OF WORK

Having regard for the aforementioned, SA Tourism is inviting reputable, experienced and suitably qualified bidders to submit proposals for the provision of a full service event management agency. A f*ull Service Event agency* manages every stage of an event from start to finish, including strategy, creative concept development, event design, logistics, supplier coordination, production management, and on-site execution to ensure a seamless and fully integrated experience.The agency must be based in Australia.

SA Tourism is looking for an events management agency to execute mainly consumer, trade and MICE events and activations for the duration of the contractual period. The events must allow guests to immerse themselves in destination South Africa in a manner that strengthens brand positivity and affinity, and subsequently drives tourism arrivals into South Africa.

The majority of the world's national tourism boards are represented in Australia, resulting in the outbound market being highly competitive and Australian international travellers inundated with offerings from competitor destinations. SA Tourism is looking for an events agency that will aide it in breaking through the clutter and ensure that destination South Africa is top of mind across key target markets. SA Tourism's events management agency needs to be able to use an insights-based approach to create and execute strategically-targeted events that will ultimately result in a desire to travel to South Africa and generate increased bookings.

The appointed agency will be responsible for the following deliverables:

Strategic:

- Concept development
- Creative execution
- Analytical and insightful reporting

Functional:

- Sourcing venues
- Venue hire
- Catering
- Service and equipment
- Entertainment
- Audio visual
- Signage
- Theming
- Invitations, registrations, reminders and management of RSVPs, database management
- Photography / videography
- Travel and accommodation of all staff and talent associated with event
- Transport of goods between events
- All logistics
- Direction of guests, hosts and spokespeople
- Press kits, collateral and gifts
- Production and installation of branding
- Conceptualisation and build of infrastructure – e.g. exhibition stands and registration kiosks
- Provision of three quotes for all products and services, invoice reconciliation and reporting as required by SA Tourism

**This list is not exhaustive but rather indicative of the type of work required across projects. All required services will be detailed with each individual project.*

Project management and reporting:

- Project communication and consultancy
- Workflow management
- Weekly updates to SA Tourism – only for the duration of the project
- Monthly reporting as per SA Tourism requirements – only for the duration of the project
- Any additional learnings or insights identified

This tender is for Australia and New Zealand but the SA Tourism Australia office can commission work for other markets on a needs basis. The commissioned agency will need to render/bill these services through their Australia office only in AUD.

Please note:
This is NOT a global tender
No affiliates in other countries will be required as the Australian agency must operate and liaise from Australia

5.4 SUBMISSION DOCUMENTS

The following must be submitted as part of the tender submission:

5.4.1 AGENCY CREDENTIALS

A. EXPERIENCE AND SERVICING TEAM

Please provide us with your agency credentials by providing a summary of the agency, its positioning and structure. The agency must be based in Australia.

Expertise and experience of the proposed agency team needs to be supplied and the service team will be requested to handle the presentation if requested. Senior Management should be part of the servicing team. We require 2 dedicated staff to service the SAT Account, an Account Manager and Event Manager. Your other staff may be required to work on an adhoc project basis therefore we request their details in the rate card (in Section 6, Pricing Schedule). The servicing team that would potentially service the account should be active participants during the pitch. The servicing team should be strategic, creative and bring the brand to life.

Three client testimonials from the past 48 months (4 years) must be submitted. These client testimonials must be on a letterhead, dated and signed or emailed from the client and clearly specify what work was done specifically by the *agency* and delivered for the client.

B. PORTFOLIO OF PRIOR EVENTS/ACTIVATIONS

Please submit a body of evidence of a minimum of three (3) events from the last 36 months (3 years) that clearly illustrate the agency's ability to interpret a client brief and strategically execute an event to achieve their objectives. Please clearly indicate the linkage of the performance of the activation to the relevant objectives.

5.4.2 PROPOSED SOLUTION

For the purpose of this tender, we request bidders to submit a 'mock' solution for an event that will ignite the demand for travel to South Africa among consumers using the new global campaign concept, 'South Africa Awaits. Come Find Your Joy'. The global campaign concept ensures we position South Africa as the destination of choice for travellers to fully experience the richness of life when they are encouraged to view it through the eyes of a child.

Campaign Big Idea-

The daily grind of life gets to all of us. Our responsibilities and to-do lists grow ever-longer, and with it, our ability to fully immerse in the moment and take it all the beauty and wonder of our world diminishes.

As a destination filled with rich, authentic and exceptional people and experiences, South Africa invites travellers to experience the regenerative power of joy.

South Africa awaits. Come Find Your Joy.

The solution must consider SA Tourism's areas of opportunity as well as the barriers and how best to bring South Africa to life.

The proposed event/activation must reach our target consumer audiences, Wanderlusters and NSSAs, however please also indicate how the event could be extended to include or allow for augmentation of the trade and MICE markets.

Whilst the tender submission must be made online through the tender portal (as detailed on page 1 of this Part B document), SA Tourism may request all bidders to present their 'Proposed Solution' to SA Tourism in a virtual or in-person format (depending on the location of the bidding agency).

You will be evaluated on the event strategy and creative concept, execution and logistics and measurement and reporting which are all outlined below in more detail. Please ensure the following components are covered in your bid to allow for thorough scoring:

A. STRATEGY AND CREATIVE CONCEPT

Demonstrate your strategy and creative concept of your event solution that will ignite the demand for travel to South Africa among consumers using the new global campaign concept, 'South Africa Awaits. Come Find Your Joy' for the consumer groupings whilst also factoring in trade and MICE audiences to amplify the SA Tourism campaign message and to ultimately drive sales and conversion.

B. EXECUTION AND LOGISTICS
Demonstrate how you will manage and execute the logistics of the event. A full end-to-end execution strategy including PR, media, logistics, risk mitigation. Incorporate opportunities with partners for direct conversion

C. MEASUREMENT AND REPORTING

Clear measurement and reporting framework to track performance and results including interval, budget and post-event reporting.

6 PRICING SCHEDULE

SA Tourism will earmark realistic budgetary resources for all exhibitions, consumer events, and trade events. The preparation of a well-thought-through cost estimate is essential for the entire project management and execution process.
Please note the following strict financial conditions:

- **No Retainer Fees:** SA Tourism will not consider any retainer fees under this scope of services.
- **Project-Based Contracting:** SA Tourism will contract strictly on a per-project basis using a project fee model structure.
- **Remuneration Model:** Bidders must propose a project management fee calculated as a percentage (%) of the net procurement value of the project.
- **Tax Inclusive Pricing:** All proposed percentages and calculated fees must be fully inclusive of all applicable taxes, duties, and levies, including GST (Goods and Services Tax) etc.

Bidders must complete the table below exactly as required. Failure to comply with these guidelines, including providing tax-inclusive pricing and a clear indication of price escalation terms, or failure to fully complete the table, will result in the immediate disqualification of the bidder's pricing proposal.

Please fill in the table below to demonstrate your event fee costs based on your company's proposed fee percentages.

- **Column A (Event Threshold Value):** Represents the net procurement value tiers of the project.
- **Column B (Management Fee %):** Insert your proposed project management fee percentage for that specific tier (inclusive of all applicable taxes).
- **Column C (Total Cost):** Calculate and insert the total absolute dollar fee based on the highest threshold in column A (inclusive of all applicable taxes like GST). *For example, 5 000 AUD (Event Threshold Value) X 10% (Management fee percentage) = 5 500 AUD (Total Cost)*

Table 1: Year 1

A. EVENT THRESHOLD VALUE	**B. MANAGEMENT FEE PERCENTAGE (%)**	**C. TOTAL COST** (inclusive of all applicable taxes like GST).
Up to 10,000 AUD		Fee on $10,000 event=
10,001 to 50,000 AUD		Fee on $50,000 event=
50,001 to 150,000 AUD		Fee on $150,000 event=
$151,000 or above above		Fee on $800,000 event=
Total for Year 1		AUD =

Table 2: Year 2 with Annual Escalations

A. EVENT THRESHOLD VALUE	B. MANAGEMENT FEE PERCENTAGE (%)	C. TOTAL COST (inclusive of all applicable taxes like GST).
Up to 10,000 AUD		Fee on $10,000 event=
10,001 to 50,000 AUD		Fee on $50,000 event=
50,001 to 150,000 AUD		Fee on $150,000 event=
$151,000 or above above		Fee on $800,000 event=
Total for Year 2		AUD =

Table 3: Year 3 with Annual Escalations

A. EVENT THRESHOLD VALUE	B. MANAGEMENT FEE PERCENTAGE (%)	C. TOTAL COST (inclusive of all applicable taxes like GST).
Up to 10,000 AUD		Fee on $10,000 event=
10,001 to 50,000 AUD		Fee on $50,000 event=
50,001 to 150,000 AUD		Fee on $150,000 event=
$151,000 or above above		Fee on $800,000 event=
Total for Year 3		

Table 4: Total Costs

Description	**Yearly Total**
Total for Year 1	
Total for Year 2	
Total for Year 3	
Total for Year 3 (To be used for evaluation purpose)	

NB: Rate Card Pricing:

- **Commercial Transparency:** Bidders must provide full disclosure of all commercial arrangements, inter-agency agreements, or partnerships where SA Tourism is a beneficiary, including any gratuitous (free or value-add) services. Absolute transparency is mandatory for all commercial dealings relating to SA Tourism.

- **Resource Rate Card:** Bidders must include a comprehensive rate card detailing standard hourly or daily rates for all proposed personnel and operational resources.

END.