QUESTIONS AND ANSWERS

Tender Number: SAT 362/26

Tender Description: Appointment of an Integrated Global Public Relations (PR) and Digital Communications Agency

Date of Briefing: 13 November 2026

1. Scope of Work & Global/Local Partnerships

Q1: As a global agency, are there specific markets where South African Tourism requires connectivity? Does this scope also include domestic/local PR, and must an international agency partner with a local South African agency to be successful?

- **Response :** South African Tourism targets 14 core focus markets (extended to 24), alongside strategic growth markets such as Singapore, Mexico, and Malaysia, determined by our Market Prioritisation Framework (MPIF). Yes, the scope includes domestic (South African) PR, where the appointed agency will double up as the domestic PR partner and collaborate with our internal teams and existing partner agencies.
- It is **not mandatory** for an international agency to partner with a local agency, nor must a South African agency have physical offices in every international market. Bidders must demonstrate proven global experience, capability, and established networks/partnerships to execute campaigns across these priority international and domestic markets as outlined in the evaluation criteria.

2. Commercial Disclosures & Subcontracting

Q2: Regarding the requirement for full disclosure of all commercial agreements and work done with partners, does this extend to work recently executed via incumbent agencies (e.g., recent short-term campaigns)?

- **Response:** Full disclosure is strongly encouraged. Specifically, bidders must declare any third-party entities, joint ventures, consortiums, or subcontracted partners that will benefit from or assist in delivering the scope of work between South African Tourism and the appointed bidder. All intended partners and their respective roles/rate cards must be declared upfront in the bid proposal; bidders cannot introduce undisclosed delivery partners after the tender closes.

3. Tender Submission & E-Procurement Portal

Q3: Which parts of the tender (Part A, Part B, and Part C) must be uploaded onto the e-procurement portal on or before the closing date of 4 December 2026? Should the

Phase 2B Pitch Presentation be submitted upfront, and if so, can it be updated later if shortlisted?

- **Response:** Bidders must upload all required documents under Part A (signed SBD forms and administrative compliance), Part B (Scope of Work acknowledgement), Part C (Technical/Functional Proposal), and the separate Pricing/Resource Cost Template on the e-procurement portal 12:00 PM (SAST) on 4 December 2026. No email or late submissions will be accepted.
- Regarding the Phase 2B Pitch Presentation deck: The pitch brief was included in the tender document for transparency, so bidders know what is required upfront.

Q4: When are the Phase 2B pitch presentations expected to take place?

- **Response:** Following the Phase 2A desktop technical evaluation (which requires a minimum threshold of 70 points), shortlisted bidders will be invited to present in January 2027 one week's notice given to prepare. Bidders are encouraged to submit as all information is published

Q5: What is the maximum file size limit for uploading documents onto the e-procurement portal?
Response: The portal limit is approximately 10 MB

Q6: On page 21 of Part A, there is a pricing/resource table referencing legal roles (Director, Senior Associate, Associate, Candidate Attorney). Is this applicable to this tender?

- **Response:** No, that table is an administrative error and does not apply to this tender. An amended Part A document removing page 21 will be circulated to all bidders who attended the compulsory briefing.

4. Technical Evaluation & Case Studies

Q7: For Criterion 2 (Case Studies), each case study requires client contact details. Do we also need to submit accompanying signed reference letters?

- **Response :** No, reference letters are not required. To ensure a fair, auditable, like-for-like evaluation, bidders must strictly provide the client contact details directly within each case study as stipulated in the tender document.

5. Pricing, Rate Cards & Budget Parameters

Q8: When will the Resource Cost Template be shared, and is it mandatory to price every single role listed on the template—even roles we do not intend to use regularly (e.g., Social Media Community Manager or Traffic Manager)?

- **Response:** The Excel Resource Cost Template will be emailed to all briefing attendees by Monday, 16 November 2026.
- Yes, every single role listed on the template must be priced without altering the structure or fixed monthly hours. Leaving any line item blank or marking it "N/A" will render the bid incomplete and result in disqualification during the Phase 3 price evaluation.
- While day-to-day PR work may not utilize every listed role simultaneously, South African Tourism requires upfront contracted rates for all listed capabilities (including digital and production roles) so they are governed by fixed rates when required for integrated campaigns.

Q9: How are additional agency resources or third-party production/outsourced costs handled in the pricing evaluation?

- **Response:** Bidders must not alter the core retainer template. If a bidder wishes to propose additional specialist roles or third-party partners not listed on the template, these must be submitted on a **separate rate card sheet**, alongside the agency's third-party markup/management fee policy. Only the standardized South African Tourism template will be used for comparative Phase 3 price scoring, while the submitted rates will be locked in for contracting purposes.

Q10: Can the Resource Cost Template be converted to PDF for submission on the e-procurement portal, or must it be uploaded in Excel format?

- **Response:** Bidders may convert the completed pricing schedule to PDF for uploading onto the portal.

Q11: If specific ad-hoc projects arise during the three-year contract that require additional specialist resources outside of the core monthly retainer, will those be budgeted separately?

- **Response:** Yes. When ad-hoc or tactical projects fall outside the agreed monthly retainer scope, South African Tourism will issue a specific project brief, and a separate Cost Estimate (CE) and Purchase Order (PO) will be raised using the contracted rate card.

Q12: Is there an indicative budget cap or upper limit that bidders should consider when compiling their financial proposals?

- **Response:** No budget cap or indicative threshold can be disclosed. Bidders are expected to propose competitive, market-related rates based on the scope of work and resource requirements outlined in the tender.

Bidder Name	
Signatories Name	
Signature	
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Tender Number	362/26
Date	