



SOUTH AFRICAN TOURISM

Tender nos:

SAT 003/21 – Digital Agency

Panel

Notes for Bid Clarification

“Please include a signed copy of the Addendum with the Bid submission”

Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those that have collected documentation.

GENERAL

Item	Description
1.	<p>Question</p> <p>Clarity on price part mentioned at Gate 3 "PRICE AND B-BBEE EVALUATION AND B-BBEE EVALUATION" that will be considered for comparing cost.</p> <p>Response</p> <p><u>Please note the pricing will be divided into 2 aspects</u></p> <p>1] 9.3.5 pitch presentation - under this you list down how you plan to achieve the goal set under the case study and showcase all the tools/methods used to achieve the same. Please ensure you share a costing for this.</p> <p>2] 9.3.6 pricing schedule - Please share a fixed cost for 3 years for the below.</p> <p>A detailed price schedule should be included in the proposal where the following fixed costs should be considered:</p> <p>Agency Fees basis projects i.e., responsibilities, levels of seniority, creatives, client service, strategy, production management, etc.</p> <p>Mark-up Policy on external costs, i.e., third-party production, etc.</p> <p>Full disclosure of commercial agreements with partners, where South African Tourism is a beneficiary, where gratuitous services and inter-agency agreements are applied, i.e. total transparency for all commercial deals relating to South African Tourism. Indicate any once-off costs that may occur.</p> <p>Please note while checking the pricing both aspects will be considered - but point 2 which are your fixed costs will have a higher weightage.</p>
2	<p>Question</p> <p>What does Supplier due diligence mean? Due diligence would cover which areas and to what extent?</p> <p>Response</p> <p>Supplier due diligence is essentially ensuring that there is no reputational, compliance, legal and integrity risk on the supplier's side.</p>

3	<p>Question</p> <p>Given the pandemic, it is difficult for us to get documents notarized from the notary? How can we proceed?</p> <p>Response</p> <p>Because of the current pandemic, bidders who are able to get a commission of oath stamp are encourage to do so and those who can't because of the lockdown regulation should include a letter advising SA Tourism that they are unable to get commission of oath stamp.</p>
4	<p>Question</p> <p>Share certificates need to be shared as part of the process. However, we are a huge company and have over 1000 share holders and it would be impossible to get all the share certificates stamped. Can I share a list of the share certificates instead and get them signed internally</p> <p>Response</p> <p>Yes, you may share a list.</p>
5	<p>Question</p> <p>Concerns about the below paragraph listed under 13.2“if I/we withdraw my/our tender within the period for which I/we have agreed that the tender will remain open for acceptance, or fail to fulfil the contract when called upon to do so, South African Tourism may, without prejudice to its other rights, agree to the withdrawal of my/our tender or cancel the contract that may have been entered into between me/us and South African Tourism and I/we will then pay to South African Tourism any additional expense incurred by South African Tourism having either to accept any less favorable tender or, if fresh tenders have to be invited, the additional expenditure incurred by the invitation of fresh tenders and by the subsequent acceptance of any less favorable tender; South African Tourism will also have the right to recover such additional expenditure by set-off against moneys which may be due or become due to me/us under this or any other tender or contract or against any guarantee or deposit that may have been furnished by me/us or on my/our behalf for the due fulfilment of this or any other tender or contract and pending the ascertainment of the amount of such additional expenditure to retain such moneys, guarantee or deposit as security for any loss the Province may sustain by reason of my/our default”</p> <p>Response</p> <p>This only come to place when the contracted bidder withdraws from the contract within the period for which they have agreed that the tender will remain open for acceptance, or fail to fulfil the contract when called upon to do so. The said bidder will have to pay SAT for any cost they might incur for republication of the tender.</p> <p>Question</p> <p>The question raised was there is no amount stipulated in terms of how much amount should be paid to SAT.</p> <p>Response</p>

	<p>The amount cannot be predetermined, as we do not know upfront what the cost will be.</p> <p>Question</p> <p>Also, they did raise, this wording makes fits when there is a contract.</p> <p>Response</p> <p>Yes, this is for the contracted bidder.</p> <p>Question</p> <p>However if they do decide to pull out of the tender after submitting their bid due to some internal issues, they should be in a position to do this without any “cost implications”</p> <p>Response</p> <p>Yes</p>
6	<p>Question</p> <p>CSD number is shown compulsory on the online system, however as an Indian supplier we do not have this number. The system does not allow us to go ahead without it.</p> <p>Response</p> <p>We are rectifying this at the backend as this is only applicable to South African suppliers. If the problem persists please share a screenshot on email at ajay@southafrica.net</p>
7	<p>Question</p> <p>Conflicting courts of law: Please advise.</p> <ul style="list-style-type: none"> • Contractual implications, Clause 6.5.6, proposal is subject to the laws of the Republic of South Africa and the jurisdiction of the South Gauteng High Court in Johannesburg. • While Clause 6.18 states that the law of the Republic of India governs this bid and the bid response process. The bidder agrees to submit to the exclusive jurisdiction of the Indian courts in any dispute of any kind that may arise out of or in connection with the subject matter of this bid, the bid itself and all processes associated with the bid <p>Response</p> <p>Clause 6.5.6 should read, states that the law of the Republic of India governs this bid and the bid response process. The proposal is subject to Laws of India, RFP terms and Conditions, and South African tourism internal contract approval.</p>

8	<p>Question</p> <p>Clause 6.6: Conditions of payment - No GST or VAT may be levied on work that meets the criteria of an export.</p> <ul style="list-style-type: none"> As the services are being rendered in India, GST will apply. Please advise <p>Response</p> <p>Yes, GST will apply as service is rendered in india.</p>
9	<p>Question</p> <p>Clause 9.5.1 Part A (K) Bidders must have specific experience and submit at least three recent references (in a form of written proof(s) on their client's letterhead including relevant contact person(s), office telephone & fax number, website and email address) where similar work was undertaken. -- Do they specifically require experience of tourism industry or relevant experience from other sector would do?</p> <p>Response</p> <p>If you have tourism industry experience provide the same else Relevant experience is fine.</p>
10	<p>Question</p> <p>The no. of projects during the year and SOW basis which the fee needs to be derived? Since the proposal is to be submitted for 3 years, need complete clarity on scope and no. of projects that will be executed. (Clause 9.3.6 -Share a commercial proposal for a 3-year project based contract with South African Tourism Tender It is important to note that this is not a fixed retainer amount and the agency will be briefed per project during the year)</p> <p>Response</p> <p>Please note the projects per year will be shared once the contract is signed OR as and when projects are scheduled.</p> <p>Please note for the pitch, you are only presenting and quoting against the below:</p> <p>1)9.3.5 pitch presentation - under this you list down how you plan to achieve the goal set under the case study and showcase all the tools/methods used to achieve the same. Please ensure you share a costing for this.</p> <p>2) 9.3.6 pricing schedule - Please share a fixed cost for 3 years for the below.</p> <p>A detailed price schedule should be included in the proposal where the following fixed costs should be considered:</p> <ul style="list-style-type: none"> Agency Fees basis projects i.e., responsibilities, levels of seniority, creatives, client service, strategy, production management, etc. Markup Policy on external costs if any , i.e., third-party production, etc. Full disclosure of commercial agreements with partners, where South African Tourism Is a beneficiary, where gratuitous services and inter-agency agreements

	<p>are applied, i.e. total transparency for all commercial deals relating to SouthAfrican Tourism Indicate any once-off costs that may occur</p> <p>Please note while checking the pricing of both aspects will be considered - but point 2 which are your fixed costs will have a higher weightage</p>
11	<p>Question</p> <p>Need clarity on this point 5 - South African Tourism may require contractors to permit South African Tourism to inspect their accounts and records relating to the performance of the contract and to have them audited by auditors appointed by South African Tourism</p> <p>Response</p> <p>Refers to work performed by contractor/Agency during the contracting period to be Audited by an Audit firm appointed by SA Tourism or SA Tourism Internal Audit.</p>
12	<p>Question</p> <p>Guidance for accessing portal along with user id and password. -Clause 3.1 - South African Tourism will not consider these bid proposals unless they are submitted through the e-procurement portal</p> <p>Response</p> <p>We have introduced e tender portal and you are requested to upload all the documents as per RFP on the portal, on and before deadline as hardcopy submission is discontinued. Please note that after deadline submission will not be accepted. If you have any difficulty logging in, please do not hesitate to write us with screenshot of problem you are facing.</p>
13	<p>Question</p> <p>Need clarity on this point 9.5.1 Part C -Bidders' capability and any partnerships or sub-contractors to provide the required services, this may include but not limited to resources e.g. equipment, staff, asset register, etc. in line with SA Tourism's request for</p> <p>Response</p> <p>The above should be answered when responding to Evaluation criteria. Bidder must tell us if they are capable of doing the work through their proposal. Partnership or Sub-contract is not mandatory. It is up to the bidders to sub-contract or not.</p>
14	<p>Question</p> <p>As Raymond mentioned, all pages of our presentation needs to have initials, please confirm if e-initials/ signatures work.</p> <p>Response</p> <p>Will do, considering the current scenario work from home due to COVID 19</p>

15	<p>Question</p> <p>Could you confirm the format in which our presentations and documents will be uploaded in. This is because we will make sure our content is format friendly and we avoid gif/ videos in case you require presentation in pdf/ scan format.</p> <p>Response - PDF</p>
16	<p>Question</p> <p>General Conditions of Contract Cause 30 - The contract shall be interpreted in accordance with South African laws, unless otherwise specified in SCC OR General Tender Conditions Clause 6.5.6 - The terms and conditions of this Request for Proposal and any agreement entered between South African Tourism and Tenderer because of a successful proposal by the Tenderer to this Request for Proposal (RFP) shall always be interpreted and subject to the laws of the Republic of South Africa and the jurisdiction of the South Gauteng High Court in Johannesburg. The terms and conditions of this sub-clause 6.5.6 shall survive any subsequent contractual provision or agreement attempting to evade, amend or nullify the said provisions of this sub-clause 6.5.6 to the Request for Proposal</p> <p>Response</p> <p>For supplier from India It will be Indian jurisdiction, since the services shall be performed in India.</p>
17	<p>Question</p> <p>Sec 9.5.1 –</p> <p>b.2) Initial on each page of the RFP (Q. Is this the entire 47-page document on the bid link?)</p> <p>b.2) Completed Standard Bidding Documents (SBDs) (Q. Are these the forms from Page 30 onwards, as applicable?)</p> <p>b.3) In case we need to utilize services of a sister firm within our parent company to fulfil the obligations of contracts, can we do so?</p> <p>Response</p> <p>Yes for 1 & 2.</p> <p>Number 3, Then sister firm must apply for the tender.</p>
18	<p>Question</p> <p>Part C) Credentials against proposed scope of services</p> <p>c.1) Mini pitch proposal as under 9.3 (Q. Do We need to give ideas of activations that we propose for SA Tourism in this section?)</p> <p>Response</p> <p>Yes.</p>

Question

c.2.) Pitch Presentation (9.3.3) (Q. At what stage of the evaluation will this pitch presentation take place? Will this be done post shortlisted bidders are notified? Any dates specified for this?)

Response

All Agency under Gate 2 will be given time to present their proposal and they will be evaluated based on their proposal and Pitch Presentation.

NOTE: - If any agency interested in applying for more than one tender then please note that no one submission will be accepted, it must be applied separately as mentioned on the website.

SAT 003/21 -Digital Agency

Item	Description
1.	<p>Question</p> <p>Google certification: Share social media certifications (GMP and Google certification should be mandatory.)</p> <ul style="list-style-type: none"> • If the certification is applied for, can the agency still participate in the bid? <p>Video Content creation: Quick turnaround time for production of imagery + videography will be crucial. The imagery and videography needs to be captivating and engaging to keep the consumer interested at all times.</p> <ul style="list-style-type: none"> • The image and video creation through third-party entrenchment, will it need to be accounted for within the agency cost proposal, or as out of pocket expenses? • Will there be a ready database for images & videos? <p>Influencer collaborations: the RFP mentions limited budgets. May we request you to share an indicative budget accessible for influencer engagements.</p> <p>Will events and activations hosted at & by the High Commission of South Africa in India be part of the digital hygiene?</p> <p>The agency should conduct quarterly trainings for the in-market SA Tourism staff on trends, tech updates, campaigns do's and don'ts, updates on social algorithms, update on new channels and latest measurement technics and tools, etc.</p> <ul style="list-style-type: none"> • May we request you to advise on the number of people (approximately) for the training? <p>Response</p> <p>Google certification</p> <ol style="list-style-type: none"> 1. You will need to show us the certification as proof during the final stages if you are finalized <p>Video Creation</p> <ol style="list-style-type: none"> 2. Since the contract is on a project basis you will need to include it in your list of costing that is provided to us 3. Yes, there is an existing database of images and videos <p>Influencer collaborations</p> <ol style="list-style-type: none"> 1. Budgets will be depend on the project at hand. <p>High Commission</p> <ol style="list-style-type: none"> 1. Any kind of digital engagement or social media work will always take place only on the South African Tourism digital platforms <p>Training Between 3 and 7 people</p>

<p>2.</p>	<p>Question</p> <p>The main communication for SAT is ‘Inspiring new ways’. I believe that is the global brand narrative. So, do we retain and continue our thought around the same narrative, right? Also, can we get some inputs into the global strategy. –</p> <p>Response</p> <p>The idea of this local tender is for you to provide a localised lens and a localised approach from the India market. If you see the presentation shared during the brief, it does highlight the aspects we want to focus on in India. Please do share your pitch based on a new local approach and how you think you can best assist with the case study/pitch presentation at hand</p>
<p>3</p>	<p>Question</p> <p>While we have our target audience identified. Do we have a specific focus of tiers in India, average income of audience, and any study of which countries the audience have likely visited before they plan their visit to SA? Also, can we get access to the analysis from which the insights shown in deck are drawn from. –</p> <p>Response</p> <p>Our entire insights deck will be shared with the winning agency as this is intellectual property that belongs to South African Tourism. What has been made available to you during the brief, does share a snapshot of the insights as well</p>
<p>4</p>	<p>Question</p> <p>Could you share the URL of the website we need to pitch SEO & SEM for. Also, please confirm on case we require any website revamp</p> <p>Response</p> <p>Please find herewith the URL for our website: https://www.southafrica.net/in/en/ Please note, we are looking at creating local relevant content + imagery for the India market. However, we may request you to revamp certain aspects of the website on a needs/project basis.</p>
<p>5</p>	<p>Question</p> <p>What are the current analytics tools which are deployed for listening, crisis management, sentiment analysis etc. –</p> <p>Response</p> <p>GMP and google certification is mandatory for the agency</p> <p>For the majority of digital marketing activity, we can use GMP this includes the following:</p> <ul style="list-style-type: none"> - Search Ads 360 (search ads buying) - DV 360 (video/display/youtube/ad serving) - Analytics 360 (overall measurement and link between your website and paid digital marketing activity)

	<ul style="list-style-type: none">- Tag Manager 360 (where you set-up your audience and re-targeting rules)- DataStudio <p>The agency needs to use GMP to buy any google media and to track all paid media and not only google – Video, Display, etc. The agency will be given access to GMP.</p> <p>Organic Social media analytics sit on each of the social media accounts. We typically link in market pages to the SAT admin account. The agency will then be given access to the page through where they can access social analytics. The agency cannot own or be admin to our social media accounts.</p> <p>Listening gives you a view of what people accept to be made public ally available through other platforms. This is largely conditioned by data privacy rules users define on 3rd part platforms and offers no first party data. The agency will need a B&M tool at their end</p>
6	<p>Question</p> <p>What were the last few campaigns run for SAT India, could we have access to the objectives and results?</p> <p>Response</p> <p>This will only be shared with the winning bidder as it is intellectual property of South African Tourism</p>