GAUTENG TOURISM

REQUEST FOR PROPOSALS

For the Appointment of a full service digital agency work for Gauteng Tourism Digital Communications Platforms inclusive of:

Website Design Enhancements, Website Management & Maintenance, Digital Campaigns, Digital Advertising, Content Development and Social Media Management, E-commercialization strategy and implementation, Gauteng Travel Guide app, production and management and content liaison, coordination and sharing with like sister agencies across the different spheres of government.

BID NUMBER: GTA/DIGITAL/01

Queries should be addressed in writing to the following e-mail address:

Email: digitalservices@gauteng.net

Queries close: 5 days before tender closes (31 March 2019)

Released: 15 March 2019

Submissions Close: 05 April 2019

Closing Time: 11:00 AM

No late bids will be considered

Submission of proposals:

Hardcopies hand delivered to tender box

11th Floor, 124 Main Street

(Cnr Main & Kruis Streets)

Johannesburg, CBD

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1. INVITATION

The purpose of this Request for Proposal (RFP) is to solicit proposals from experienced digital and online development agencies to provide full-service digital agency services for Gauteng Tourism. Gauteng Tourism will enter a 3-year agreement with successful bidder subject to acceptable performance by the supplier. The successful bidder will be requested to provide specific digital platform development and management services as specified in this RFP, based on an agreed project cost and monthly retainer rate during the contract period.

2. SUBMISSION OF PROPOSAL

Two (2) copies of the proposal must be submitted with the following format:

Section 1:   Covering letter of the service provider and attachments

Section 2:   Interpretation of the brief and scope of work

Section 3:   Detailed project execution plan, including task definition and allocation, project timeframes / timetable and milestones (linked to the specified deliverables in the terms of reference) as well as feedback and reporting plan to the client

Section 4:   Referenced track record and summary information of relevant assignments previously completed

Section 5:   Summary of critical success factors and project risks and mitigation plan

Section 6:   Project team and profession role / task for each member of the team with abridged curriculum vitae, i.e. qualifications, expertise, experience and track record as well as references of each member of the team

Section 7:   Summary of company profile, as well as company experience and expertise

Section 8:   Detailed budget breakdown (per 11 below) (inclusive of VAT) as well as rate cards (inclusive of VAT)

Original Completed and Signed

- SBD1 Invitation to Bid
- SBD 3.3 Pricing Schedule
- SBD4 Declaration of Interest Form
- SBD6.1 Preference Points
- SBD8 Declaration of Bidders prior SCM practices
- SBD 9 Certificate of Independent Bid Determination
- For Joint Ventures and Consortiums, a signed JV agreement / signed consortium agreement must be attached. (NB: Failure to submit the required JV agreement / consortium agreement will result in the JV / Consortium being disqualified from further evaluation)
- Any other relevant statutory certification as specified in the Terms of Reference

3. ABOUT GAUTENG TOURISM

Gauteng Tourism broadly carries a dual mandate: on the one hand to position Gauteng as a globally desired destination through its marketing and promotion efforts and on the other, to manage Gauteng as a globally competitive destination through ensuring that it is a value – for – money destination and ensuring that it develops products that respond to tourist demands. The progressively growing stature of tourism nationally and provincially as an agent for economic growth and development has resulted in the role of the Gauteng Tourism growing exponentially in a bid to create sustainable jobs and entrepreneurial opportunities. This in turn has seen the effort to formalise tourism as an economic sector with its specific accounting of economic contribution.

To this end, tourism is chief among the key industries and economic sectors identified to drive economic growth and creation of decent work through the Gauteng Employment Growth and Development Strategy (GEGDS), the National and Gauteng Tourism Sector Strategies and the New Growth Path (NGP), both of which have job creation as their focus. Inherent in the agency's mandate is the role of positioning not only destination Gauteng but also Brand Gauteng as a globally desirable and competitive destination for investment and other purposes; a role that adds value to the functions of its sister agencies such as the Gauteng Growth and Development Agency (GGDA), the Gauteng Film Commission (GFC) and the Cradle of Humankind World Heritage Site (COH WHS) and Dinokeng Projects.

The agency also works in close collaboration with regional and local government structures to advance the positioning of Gauteng as a Global City Region (GCR) whilst seeking to achieve a joined-up government approach to harmonising tourism promotion and management in the province. It also maintains strong ties with South African Tourism which leads the international marketing drive and generally aligns itself without deviation to the national tourism agenda, through among other means, active participation in all national structures that seek to advance the sector agenda. One of Gauteng Tourism's foremost challenges is to sustain the province's status as a leading destination for domestic and international tourists and a primary tourism revenue generator whilst cooperating with other provinces; particularly the ones with which it shares common borders. This is consistent with the GEGDS that recognises Gauteng's role as the country's economic powerhouse to assist with economic viability of other provinces and to reduce the degree of in-migration to Gauteng.

4. CHARACTERISTICS OF THE BIDDER

STATUS

The successful bidder shall be a full service digital agency with proven expertise in the development of digital strategies, web development and e-commerce integration and conversion.

EXPERIENCE:

The successful bidder should epitomise strong strategic thinking in the digital space. Digital and technology must be at the core of the agency that must have a proven track record of building online destination brands and developing award winning creatives with a proven ability to convert.

Practice areas to include:

- Digital strategy, technology and innovation, emerging media, analytics, mobile, social influence, marketing and research, multiple Content Management System exposure, tourism related online developments.

- Proven track record of developing a state of the art, user friendly, mobile responsive website and other digital properties

- Facilities and access to integrated media channels across mediums like Public Relations, Broadcast Media and Brand Development, as part of a marketing mix to maximise the effectiveness in the Digital Marketing space.

LOGISTICAL CAPACITY:

The project manager will be expected to spend at least 8 hours per week at the GTA offices. The successful bidder's project manager must attend weekly status meetings with the Digital Marketing Manager and monthly planning meetings with the entire GTA Integrated Marketing Communications team.

5. GAUTENG TOURISM WEBSITE BACKGROUND

The Gauteng Tourism website http://www.gauteng.net/ is the official tourism website of Gauteng and one of the main pillars of the Gauteng brand. The website serves multiple purposes and there are various business units that are directly and indirectly involved in and dependent on the website.

For first-time visitors to Gauteng, the website is the first port of call regarding pertinent information about each of the province's regions. The website offers locals and visitors alike the latest information and a Trip Planner on how to get to Gauteng, what to do upon arrival in the province, how to get around provincial regions and the top attractions, experiences and events to look out for during a trip to Gauteng.

As the heartbeat of the South African economy, Gauteng is often the main destination for business travelers. The business section of the website is targeted at those looking for business opportunities within the province.

4.1 Current structure

The current Gauteng Tourism website is divided into main categories:

- Visitor site
- Business Site
- Industry Site
- Media Site
- Campaigns Site
- Blog

All these segments operate from the Gauteng.net domain.

The website is built on **Craft 2 CMS** and is hosted by Hetzner (Content Hosting System).

4.2   Content

As the official tourism website for Gauteng, the content serves to be a representation of all tourism related information in Gauteng. The content can be divided into the following categories:

a) **The Visitor Site**
- Events
- Attractions
- Visitors Guide
- Trip Planner
- Blog
- Domestic Tourism Campaigns

b) **The Business Site**

This site supports the work of the **Gauteng Convention and Events Bureau** and is meant to serve as a one-stop shop for Meetings Planners but is current a mixture of industry news and other travel trade related information and needs a dramatic makeover. The Content here is currently divided into:

- Why Gauteng Overview
- The Destination
- Events
- Incentives
- Green Events
- Experiences
- Support

c) **The Industry Site**

This site is supposed to prove support to the full value chain of the industry in Gauteng. It is currently a mixture of corporate information as well as industry information and requires reorganisation. Content here is currently divided into:

- Home
- Industry News
- Industry Information
- Bid Documents
- Trade Associations
- Tourism Policy & Legislation
- Vacancies

d) The Media Site

This site provides information and assistance to the media to produce editorial coverage inspiring travel to Gauteng in high-circulation South African and international media outlets. It currently requires the development of an image and video library that will service the Media.

- News | Media Releases
- Support
- Team Contact

6. PROBLEM STATEMENT

As the digital landscape continuously evolves, Destination Marketing has become extremely competitive within the online environment. Visitors increasingly use digital technologies and platforms to explore, research, confirm and ultimately share their experiences online. As this user demand continues to increase, the use of digital technologies has subsequently become critical for achieving strategic competitiveness within this space.

Gauteng Tourism continues to follow the latest developments in digital marketing (both locally and globally) in order to remain current and stay on trend with digital marketing practices, mobile platforms, branding, media relations, internal and external communication, global trends and visions. The agency is therefore committed to pursuing these efforts to reinvent itself to adapt to the pervasiveness of digital marketing industry and the possibilities it offers for easier and faster delivery of content.

At the heart of our efforts is a good digital content strategy that is backed up with a digital campaigns strategy so that awareness of the content and the organisation can be raised.
The strategic objectives of the digital campaigns strategy are as follows:

- Enhance the content strategy
- Encourage social sharing
- Encourage social interaction and engagement
- Increase the social following on all social media networks
- Share information and interesting facts where appropriate
- Share images and videos where appropriate

To promote the destination and its products to its various target markets digitally, Gauteng Tourism's major digital channel, the www.gauteng.net website, is used. Social media channels, and various other digital channels on the Internet, such as TripAdvisor, Google, WAYN, etc. are also used to achieve these goals. Some of these channels are established and require maintenance and constant improvement, some need to be established, and the non-owned channels, managed via digital marketing and advertising. Further use of the digital channels and platforms, is to promote the work that the agency does and to encourage stakeholder engagement and the facilitation of stakeholder participation in meeting key objectives.

The development and management of digital channels and the optimal use of digital platforms requires the expertise of an experienced digital agency which can work closely with GTA and its relevant appointed agencies, to meet its destination marketing and communications objectives. Similarly, GTA marketing work, through this tender stands to benefit from a full service digital agency which has also the leverage and the in-house connections with a full integrated marketing and communications firm inclusive of possible television and radio platforms to leverage from especially in relation to domestic and national tourism campaigns and programmes.

7. OBJECTIVES

The primary objectives of digital services for Gauteng Tourism Authority:

- Facilitate and promote the Gauteng City Region as an investment, trade and tourism destination
- Collaborate digital content across lifestyle, entertainment and business events sectors
- Establish Gauteng as a globally recognised, tourism competitor
- Build the destination marketing capabilities using technology and social media
- Attract, engage, convert and retain visitors through owned, paid and earned digital channels on multiple platforms by 2021
- Promote Township Tourism attractions, experiences and events through digital channels
- Generate and deliver exceptional digital content and campaigns
- Manage and create GTA's digital assets including the mobile app and any other new discoveries.

8. SCOPE OF WORK REQUIRED

A bidder is requested to include a detailed proposal of the following in their submissions.

The preferred bidder will also need to demonstrate how they will assist Gauteng Tourism Authority to make better educated decisions and more efficient use of analytics and data to measure the effectiveness of online marketing, advertising and campaign efforts.

The required scope of work includes the following deliverables:

8.1 ENHANCEMENT OF THE WEBSITE

Visitors are looking for first hand experiences and everyday stories. Our refreshed website must emphasize local, unique boutique experiences that showcase what Gauteng has to offer that is different and unique pushing visitors out into neighborhoods and townships once completely ignored. This approach must move beyond the traditional media and advertising emphasizing content marketing and facilitating and strengthening the conversations with local influencers to drive visitation through our digital platforms. It must be image-driven, emotive and absorbing not just providing information but inspiring would-be visitors. Our social platforms must encourage real time engagement by being ever-present; listening, responding and expanding on conversations.

As would-be visitors and in-destination travelers digest their info on tablets and smart phones the new website requires a seismic shift to be responsive and optimised for three screen viewing.

With Digital Marketing, it's easier than ever to reach a specific audience based on location, age, gender, and interests. Sending a broad message out to millions of people is not nearly as effective as sending targeted messages to smaller niche audiences. The digital strategy and new website should focus on audience segments rather than one broad audience.

Content creation and content marketing must be used to gain an edge over our competitors. Online video is probably the best way to highlight all the offerings of our destination. By increasing our use of visual and written content, the website should showcase the unique offerings and attractions that make up Destination Gauteng. To get our brand in front of potential visitors, the website must be supported by a social media-advertising plan and a budget for advertising campaigns.

The digital marketing and content strategy will drive the website.

The digital agency will be required to:

- Propose, design and develop a re-enhancement of the existing website that serves to inspire potential visitors to Gauteng and equip them with all the relevant information to plan their trip.
- The website must be very visual, have easy navigation and remain fully responsive.
- Propose solutions for the Cradle of Humankind World Heritage Site and Dinokeng sites as flagship destinations in the province.
- Fully integrated and user-friendly CMS enabling the internal team great autonomy in terms of content management. Clear analysis of the benefits of the proposed CMS.
- Propose robust e-commerce platforms as well as strategic partnerships that will drive conversion
- Seamless integration between content and e-commerce
- Mobile first approach
- Integrated display advertising functionality
- Search Engine Optimisation (SEO) integration
- Analytics integration
- Research and testing
- Social media integration
- Comprehensive content migration from the current platform
- CRM integration

There should be a clear separation of services in terms of visitor related content and other microsite content.

IDEAL SITE MAP

GTA envisages the following ideal site map for the scope of work required. Please note that bidders are not restricted to follow the below site map in its entirety.

HOME

- Visitors
- What's On Gauteng
- Meeting Planners
- Travel Trade
- Media
- Industry (Includes Corporate)
- Blog

- **EXPLORE:**

  - **Insider's Guide to Gauteng - Explore the Gauteng City Region:**
    - Overview of each Region | Corridor – USP's
    - Breakdown of Each Neighborhood (25 Neighborhoods in Year 1)
      - Overview
      - Getting to …
      - Saying in …
      - Videos
      - Neighbourhood Itineraries
      - Explore on Map
      - Neighborhood Highlights
      - Top Neighborhood Stories
      - What people are seeing – Instagram
      - Where people are going _ Check Ins
      - Neighbourhood Concierge

  - Johannesburg - Overview
          Neighborhoods | Townships
  - Tshwane - Overview
          Neighborhoods | Townships
  - Ekurhuleni - Overview
          Neighborhoods | Townships
  - The West Rand - Overview
          Neighborhoods | Townships
  - Sedibeng - Overview
          Neighborhoods | Townships

PLAY:
- Urban Adventures
- Festival; Events and Live Music
- Outdoor Adventures
- The Cradle of Humankind World Heritage Site (Link to COHWHS Website)
- Kids Fun (Route Map)
- Food & Drink

- History & Heritage
- Shopping
- Sports
- Natures Wonders
- Wildlife & Safari
- Arts & Culture
- LGBTQ (Route Map)
- Township Experiences (Route MAP)
- Neighborhoods
- Casinos & Gaming
- Spas and Wellness
- Golf
- Cycling

- Experience Routes
  - Gold and Diamonds
  - Mandela and Ghandi
  - Origins
  - Road to Democracy
  - We the People
  - Visual Art Map
  - Gauteng for Kids
  - Soweto
  - Alex
  - Townships

- Dinokeng – http://www.gauteng.net/dinokeng/

- Tours
  - Driving
  - Boats and Cruises
  - Aerial & Rail Tours
  - Walking Tour
  - Cycling Tours

PLAN

- Trip Planner
  - Step-By– Trip Step Planner
  - Suggested Itineraries
  - Custom Trip Planning
  - How can we help
- Stay Another Day
- Maps
- Insider's guide - my Gauteng (links to the blog)
- Events calendar
- Packages
- Accommodation – Booking Engine partnership
- Rent a Car - Partnership
- Visitor information centres
- Travel guides
- Getting here & around

- **Tools & tips**

  - Travel Tips
  - Border Crossing
  - Getting from the airport
  - Customs and Passports
  - Facts about Gauteng
  - Rules of the Road
  - Medical & Emergency Services
  - Pets
  - Public Holidays
  - Weather
  - Language
  - Money and Tipping
  - Travel Tools
  - Currency Converter
  - Conversion Tools

WHAT'S ON GAUTENG – EVENT GUIDE

- The ultimate guide to what's on in Gauteng
- This should be one of the key motivators to domestic and regional visitation
- Partnership to gig booking sites
- In a comprehensive calendar form

MEETING PLANNERS

- WHY GAUTENG
  - People & Culture
  - Where's Gauteng (Links to Visitors Site)
  - Business Sectors
- HOW CAN WE HELP
  - About the Gauteng & Conventions Bureau
  - Team Gauteng
  - Bid Assistance
  - Financial Assistance
  - Green Meeting Support
  - Customs Information
  - Booking Assistance
  - Tips and Planning Guide

- MEETINGS AND FACILITIES (Search)
  - Meetings Facilities
  - Hotels

- MEETINGS TOOLKIT

- Stay Another Day
  - Pre-& Post Options

- SERVICES
  - Attendance Building

- o Event Logistics
- o Welcome
- o Airport Desks
- o Welcome Ceremonies
- o Custom Microsite
- o Introduction
- o View Sample Site
- o Request a microsite
- INFO REQUEST
- RFP
- AMBASSADOR PROGRAMME

TRAVEL TRADE

- Gauteng for Groups
- Get to know Gauteng
- Accommodations
- Things to Do
- Itineraries
- Travel Packages
- Planning Toolkits
- South African Customs
- Promotional Materials
  - o Video
  - o Destination Guides & Promotional Material
  - o Logo's
  - o Images
  - o Maps
- Info Requests
- Partnership Opportunities
  - o Marketing & Sponsorship
  - o Campaigns
  - o Advertising Opportunities
  - o Co-Op Marketing
  - o Events Sponsorship
  - o Marketing Toolbox

MEDIA CENTRE

- Hot Topics
- Inspiration (Story Ideas)
- Familiarisation
- News and Updates
- News Releases
- Special Events
- Announcements
- Recent Mentions (Gauteng in the News)
- Digital Media
- Resources (Image Library)

INDUSTRY

- About Gauteng Tourism
    - Our Mission
    - Our Board
    - Careers
    - Volunteers Opportunities

- Privacy Policy

- Industry Support
    - On line Registration Tool (Adaptable for different Events)

- In the Media
    - Tourism Gauteng Media Coverage
    - Send Us Your Stories
    - Story Ideas
    - Media Requests

- News and Events
    - Gauteng News

- o Gauteng Events
- o Industry News
- o Tourism Awards
- o Tourism Marketplace Calendar

- Research
  - o Strategic Plans
  - o Annual Report
  - o Market Research
  - o Marketing Plans
  - o Quarterly Reports

BLOG

The blog serves as a platform for active content and is updated daily. The main categories for blog content are:
- Entertainment
- Experiences
- Lifestyle
- My Gauteng
- News
- Photos
- Video
- Sport
- What's On

Even though the blog is hosted on the same domain and is integrated with the CMS, it should be able to be viewed as a separate platform. The look and feel of the blog is different from that of the other sites.

8.2   MAINTENANCE OF WEBSITE

8.2.1   CONTENT DEVELOPMENT & MAINTENANCE

SCOPE:

- Website: www.gauteng.net, new content as per gap analysis on the proposed site map
- Developing and implementing content development and maintenance plan and schedule
- Development of high quality and unique, user-centric website content incl. research, writing and sub-editing of articles, blogs, press releases about digital developments, etc.
- Sourcing of external written, video & photo content where needed
- Producing visual content, including videos and taking photographs
- Development and maintenance of content for other digital channels and campaign sites
- Optimizing content for search engine ranking
- Maintaining and updating website content following the content maintenance plan
- Aggregating and syndicating of content where needed, including press releases
- Using a Content Management System (CMS) that can optimally to upload and maintain content
- Categorising and tagging of content according to requirements
- Providing relevant internal and external links according to guidelines and policies
- Maintenance on all existing content
- Establishing blogs and blog partnerships
- Performing required content audits
- Generating digital content at events, including photographs, video, articles, blogs, etc.
- Establish an appropriate workflow to ensure effective CMS management
- Establishing a database of online media channels for distribution of news
- Input into marketing, sales and communication strategies, the e-marketing strategy & relevant sub-strategies.
- Moderation and optimal use of user-generated content and word-of-mouth on website
- Promote destination Gauteng and its flagship projects and signature events

QUALITY:

- Ensure compliance with copyright and other relevant laws and policies
- Following editorial and messaging guidelines incl. factual accuracy, consistency, inspiration, user-centricity and grammatical excellence
- Ensuring content is compelling and visually engaging
- Following SEO strategy & plan
- Ability to use analytics and implement content solutions to improve website performance
- Knowledge of Gauteng's tourism attractions, experiences, events and destinations as well as various target markets
- Ensuring brand integrity
- Staying on top of latest developments, best practice, user requirements, technology, research and trends with regards to content, SEO, travel and tourism, travel channels, using and sharing this information
- Awareness of competitor activities and content
- Assisting other appointed agencies where needed and working within a team environment to develop strategies and campaigns, including providing leadership on the digital front
- Meeting set objectives, deliverables and deadlines
- Timeous publication of content
- Review of content on live site post publishing
- Following relevant approval processes before go live
- Following the marketing, sales and communication strategies, e-marketing strategy and relevant sub-strategies
- Support availability
- Client-, service-, solution-, quality- and deadline-driven
- Ability to deliver at short notice

8.2.2 WEBSITE OPTIMISATION, MAINTENANCE

SCOPE:

- Optimising the website for search engine ranking through the implementation of the SEO strategy and plan
- Producing monthly analytics reports per the standardised digital report, including campaign statistics, interpretation of report and recommendations

- Implementing relevant tracking on website and campaign sites and other digital platforms and channels, reporting on performance and making recommendations
- Producing a quarterly report and an annual report based on the monthly reports
- Optimising the site for attraction, engagement, conversion and retention
- Maintenance of digital databases including cleaning the subscription databases and providing related statistics when needed
- Maintenance of functionality, forms and tools, including enabling various searches, registrations, subscriptions and surveys
- Maintenance of the CMS, including setting up of required reports and workflow
- Implementation and management of feeds
- Link-building
- Maintenance of relevant directories
- Review and management of relevant domains including recommendations
- Efficient management of relevant handovers
- Provision of digital technical support to other relevant agencies and on other projects, including events
- Development and maintenance of electronic maps
- Digitising collateral
- Adherence to digital policies including the privacy policy, link policy, etc. and complying with legal requirements
- Mailer and mail branding design and distribution
- Securing the site against malicious acts
- Hosting of the site and ensuring sufficient bandwidth, site uptime and backups
- Testing of new website campaigns and functionality
- General site maintenance
- Input into the marketing, sales and communication strategies, e-marketing strategy & relevant sub-strategies
- Grow unique visitors to site and improve problem areas as identified in analytics and as per set targets
- Promote destination Gauteng and its flagship projects, relevant events and domestic tourism drives

QUALITY:

- Following best practice in terms of design, information architecture, navigation, functionality, SEO, usability and user experience
- Being innovative and compelling to ensure an impact is made
- Ability to use analytics and implement solutions to improve website performance

- Assisting other appointed agencies where needed and working within a team environment to develop strategies and campaigns, including providing leadership on the digital front
- Knowledge of GTA and Gauteng's tourism attractions, experiences, events and destinations as well as various target markets
- Ability to improve, add plug-ins, and do customized development to the Content Management System and keeping it maintained
- Staying on top of latest developments in terms of best practice, legal compliance, user requirements, research, relevant software and coding, technology and trends with regards to Internet and websites, email, data management, content distribution, mobile, search engines and SEO, maps, conversion optimization, travel and tourism, travel channels, online booking engines, feeds, information architecture, online revenue streams, digital analytics and any other relevant area in performance of duties, using and sharing this information
- Databases are maintained
- Using a staging environment for development and testing purposes
- Web development and design that is compatible with most popular browsers
- Following relevant approval processes before go live
- Providing seamless technical integration between multiple platforms, content and data partners and agencies
- Ensuring brand integrity and following digital corporate identity guidelines
- Ensuring copyright laws and other relevant acts and policies are complied with
- Understanding of email campaigns and restrictions, rules regulations and distribution,
- Meeting set objectives, deliverables and deadlines
- Able to use Adobe Creative Suite (Photoshop, Dreamweaver, Flash etc) and code using HTML, HTML5, php, CSS, Divs, Java, Javascript, JQuery and W3C-compliant, or equivalent
- Responsive design
- Awareness of competitor activities and websites
- Ensuring all necessary digital elements and assets are received in a handover and handed over to other relevant agencies in an efficient manner
- Following the marketing, sales, communication strategies, e-marketing and relevant sub-strategies
- Support availability
- Client-, service-, solution-, quality- and deadline-driven
- Ability to deliver at short notice

8.2.3   DIGITAL ADVERTISING & CAMPAIGNS

SCOPE:

- Targeted, high quality copywriting and design aimed at driving relevant calls-to-action and meeting set objectives
- Creative conceptualization, testing and professional execution and ongoing optimisation of digital adverts and campaigns per requirements
- Development of creative briefs in conjunction with client and concept presentation to client
- Development and maintenance of copy and design for other digital channels and campaign sites.
- Developing relevant terms and conditions for marketing purposes
- Using search engine, email, social media, sms, and other relevant marketing methods to promote destination Gauteng and its flagship projects, events and the GPSho't Left #GPLifestyle #GPMeansBusiness #GPLovesKids etc kinds of programmes
- Drive campaigns to grow social media followers on current (Facebook, Twitter, Instagram, YouTube, Flickr, LinkedIn) and relevant new social media channels as per set targets
- Drive campaigns to grow website and other digital traffic (www.gauteng.net) as per set targets
- Identifying platforms and channels to market and advertise on and proposing campaigns in order to achieve overall objectives
- Continual tracking and tweaking of digital campaigns before and during the campaign period using relevant tools, including running A/B testing
- Running digital campaigns including email, social media, paid search, digital media buys, sms, etc.
- Producing digital advertising and campaign reports as per requirements
- Input into the marketing, sales, communication strategies, e-marketing strategy & relevant sub-strategies

QUALITY:

- Ensuring campaigns are compelling and visually engaging
- Managing and delivering on required Return on Investment (ROI) per campaign
- Assisting other appointed agencies where needed and working within a team environment to develop strategies and campaigns, including providing leadership on the digital front
- Knowledge of GTA and Gauteng's tourism attractions, experiences, events and destinations as well as various target markets
- Meeting set objectives, deliverables and deadlines
- Ensuring compliance with copyright and other relevant laws and policies are complied
- Ability to brainstorm and come up with workable, user-centric creative concepts aimed at meeting set objectives

- Awareness of competitor activities and campaigns
- Being innovative and compelling to ensure an impact is made
- Staying on top of latest developments in terms of best practice, user requirements, consumers in target markets, research, digital marketing methods, platforms and channels, technology and trends with regards to digital advertising and design, travel and tourism, travel channels, using and sharing this information
- Ensuring brand integrity and following digital corporate identity guidelines
- Following relevant approval processes before go live
- Following best practice in terms of design, copywriting, digital campaigns and adverts
- Following brand and messaging guidelines incl. factual accuracy, inspiration, user-centricity and grammatical excellence
- Understanding of the internet and trends, and constraints (file sizes, browser compatibility etc.)
- Understanding of email campaigns and restrictions, rules regulations, and distribution
- Ability to use analytics and implement solutions to improve digital advertising and campaign performance
- Able to use Adobe Creative Suite (Photoshop, Dreamweaver, Flash etc) and code using HTML, HTML5, php, CSS, Divs, Java, Javascript, JQuery and W3C-compliant, or equivalent
- Responsive design (ie should work for mobile and desktop, tablets etc)
- Following the marketing, sales, communication strategies, e-marketing strategy and relevant sub-strategies
- Support availability
- Client-, service-, solution-, quality- and deadline-driven
- Ability to deliver at short notice

8.2.4 SOCIAL MEDIA MANAGEMENT & ENGAGEMENT

SCOPE:

- Assisting in the development of a Social Media and User Engagement strategy and plan
- Implementation of the Social Media and User Engagement strategy and plan
- Interaction with followers on various social media platforms, encouraging engagement, conversion and word-of-mouth and providing information with inspiration in a responsible manner

- Maintain various current social media channels optimally to meet organizational objectives, e.g. Facebook, Twitter, Instagram, YouTube, Flickr, LinkedIn
- Develop and maintain relevant new social media channels
- Growing social media followers and various engagement indicators as per set targets
- Engagement on other channels, such as online forums, website, etc.
- Covering relevant events on social media
- Performing required social media audits including a social media audit prior to strategy
- Keeping finger on the pulse of what is trending, what the talking points are, following brand-relevant alerts and engaging people using the relevant opportunities in order to have a positive outcome including online reputation management
- Creating relevant talking points, trends and opportunities for engagement
- Categorising and tagging content according to requirements and channels
- Optimising social media content for relevant social media searches on various channels
- Generation and moderation of user-generated content and word-of-mouth and optimal use of it on various social media channels and provision of it to content agency for use on website
- Input into the marketing, sales, communication strategies, e-marketing strategy and relevant sub-strategies
- Promote destination Gauteng and its flagship projects and the domestic tourism drive

QUALITY:
- Ability to engage with followers in real time, i.e. immediate responses to messages and queries
- Knowledge of GTA and Gauteng's tourism attractions, experiences, events and destinations as well as various target markets
- Awareness of competitors' social media activities and content
- Ability to develop high quality social media and mobile content e.g. following messaging and engagement guidelines, factual accuracy, grammatical excellence (unless otherwise required)
- Meeting set objectives, deliverables and deadlines
- Ensuring brand integrity
- Staying on top of latest developments, best practice, user requirements, research, technology and trends with regards to social media and online reputation management, travel and tourism, travel channels, online media, campaign analytics and standards, using and sharing this information
- Assisting other appointed agencies where needed and working within a team environment to develop strategies and campaigns, including providing leadership on the digital front

- Keeping up-to-date with the various and new social media channels, changes to those channels, and optimal use of those channels
- Being innovative and compelling to ensure an impact is made
- Timeous publication of content
- Ensuring copyright and other relevant laws and policies are complied with
- Following social media etiquette and best practice
- Following the marketing, sales, communication strategies, e-marketing strategy and relevant sub-strategies
- Ability to use analytics and implement solutions to improve social media performance
- Support availability
- Client-, service-, solution-, quality- and deadline-driven
- Ability to deliver at short notice

The required scope of work includes account and project management, attendance of meetings and developing and doing presentations, including provision of relevant data when required.

8.2.4   DIGITAL STRATEGY DEVELOPMENT

The following should be delivered and subsequently reviewed annually

- Digital Strategy.
- Social media & user engagement Strategy & plan
- Domestic Tourism Drive digital strategy
- SEO strategy & plan
- Content strategy and plan inclusive of an editorial style guide
- Commercial strategy which includes possible products and platforms with a 3year forecast
- Working in a team environment with other GTA stakeholders, the digital agency will also be expected to provide input into various marketing, communications and sales strategies; as well as leadership in terms of the digital environment

8.2.5 E-COMMERCIAL STRATEGY & IMPLEMENTATION

Gauteng Tourism's core function is to market Destination Gauteng - if people aren't inspired to visit the destination, product will find it harder to convert. That said, commercialisation should offer the agency the potential to help product to convert customers.

We suggest using the website platform to help users through the entire destination marketing cycle of Dream, Plan, Book, Experience and Share.

The required scope of work includes:

A premium listing of the top Gauteng attractions that feature:

- A page with detailed information on each attraction
- Charge an annual fee
- Link to a booking system
- Regular marketing of members on social media - driving traffic to the page
- A rate card - based on annual hosting and updates

A listing of small tourism attractions / products that feature:

- A page with detailed information on each attraction
- Charge an annual fee
- Regular marketing of products and attractions on social media - driving traffic to the page
- Create a rate card - based on annual hosting and updates

Packages and Specials featured on the website:

- Feature packages and specials for products
- Regular marketing of packages and specials on social media – driving traffic to the page
- Charge a fee for running of packages and specials
- Create a rate card for packages and specials to be featured on the website - to be based on duration of the feature

8.2.6 DEVELOPMENT & MAINTENANCE OF A GAUTENG TRAVEL GUIDE APPLICATION

Gauteng Tourism is also seeking the development and maintenance of a Gauteng Travel Guide app. The app must be a tool an independent traveler can use, encourage all travelers, domestic or international, to explore the province. Travellers go where they like and this guide must go with them, and draw their attention to attractions, venues and activities, no matter where they are.

In line with Gauteng Tourism's focus and commitment on the promotion of township tourism, the aim of the app's content will showcase township attractions, experiences and events for visitors and locals by featuring these on the app. The app's high quality editorial and creative content must bring these new and updated Gauteng tourism attractions, events and points of interest to a wider and global audience. The app must also be a good tool to showcase our province as more and more people need information access on the move and easily available at all time.

Features of the app must be inclusive of, but not limited to:

- Completely online, enabling Gauteng Tourism to push all data to users in real-time.
- Versions for iPhone, iPad & Android Phone apps.
- Points of interest and Guides display and Layout – with one touch functionality
- Multiple in-app advertising screens (maximize on any paid advertising within the app)
- New user flow according to the latest standards
- Blog button for quick media updates directly linked to the app
- Share options across multiple social media platforms
- Developments set in place to introduce in-app purchases to get revenue flowing from the app. The revenue generation strategy for the app will be inclusive of, but not limited to the following means:

In-app advertising	Showing banner ads either within the app or when the user first loads the app.
Paid downloads	Charging the user to download the app from the app store
In-app purchases	Letting users upgrade or access extra functionality within the app
eCommerce app	The app will allow users to make purchases directly from within the app

Over and above the listed work, GTA is looking for cutting edge full service digital agency that will able to leverage content and ensure cross selling and sharing across other different platforms of sister agencies i.e. South African Tourism, Brand SA, Gauteng Film Commission, Gauteng Growth & Development Agency, Constitution Hill, Gauteng City Region Observatory, Gauteng Online.

Proven experience in content leveraging across multi-media platforms.

Brand promotion and media relations opportunities leveraging and ability to cross share and sell GTA's content on like platforms for added reach.

8.3   REPORTING

- Monthly website hosting and bandwidth report
- Monthly website design, development & maintenance report, as required
- A standardised monthly digital report, quarterly digital reports, digital campaign reports and an annual digital report

9. EVALUATION CRITERIA

Bidders will be evaluated on the following three phases:

Phase 1: Administrative Compliance
Phase 2: Functionality
Phase 3: Presentations
Phase 4: Price and Preference

Criteria for evaluation are as follows:

Phase 1:

Administrative compliance

Mandatory requirements:

Bidders should submit the following required SCM documentation **(NB: Failure to submit the required SCM documents will result in disqualification)**

- o Original Completed and Signed
  - SBD1 Invitation to Bid
  - SBD 3.3 Pricing Schedule
  - SBD4 Declaration of Interest Form
  - SBD6.1 Preference Points
  - SBD8 Declaration of Bidders prior SCM practices
  - SBD 9 Certificate of Independent Bid Determination
- o For Joint Ventures and Consortiums, a signed JV agreement / signed consortium agreement must be attached. (NB: Failure to submit the required JV agreement / consortium agreement will result in the JV / Consortium being disqualified from further evaluation)

Other required documents:

- o Central Supplier Database (CSD) Registration Number
- o SARS Pin
- o Valid BBBEE Certificate SANAS approved / Sworn Affidavit signed by deponent and commissioner of oaths for Exempted Micro Enterprise (EME) and Qualifying Small Enterprise (QSE) **(NB: Failure to submit the required certificate will result in no preference points being allocated)**
- o Consolidated BBBEE Certificate for Joint Ventures and Consortiums **(NB: Failure to submit the required certificate will result in no preference points being allocated)**

Phase 2:

NB: It should be noted that bidders that successfully meet the functionality requirement in phase 2 of the evaluation criteria will be required to present their proposals to the Bid Evaluation Committee.

A minimum score of 45 points or more from phase 2 is required in order to proceed for evaluation in phase 3.

Evaluation Criteria:

CRITERIA TO BE USED FOR PROPOSAL EVALUATION	SCORING LEVELS					
	10 Points 10 or more reference letters from previous clients	**8 Points** 7 - 9 reference letters from previous clients	**6 Points** 5 – 6 reference letters supplied	**4 Points** 3 – 4 reference letters supplied	**2 Points** 1 – 2 reference letters supplied	**0 Points** No reference letters supplied
Examples of experience as a **content development and maintenance area** of expertise. (Reference letters must be on a client letter head, signed with relevant experience on **content development and**						

CRITERIA TO BE USED FOR PROPOSAL EVALUATION	SCORING LEVELS				
maintenance stipulated)					
Experience of Key Personnel working on the Gauteng Tourism Account: A detailed CV of each manager must be attached indicating relevant experience in the applicable field.	**10 Points** **1 or 2 Points will be allocated for each of the 5 key personnel in the team depending on the number of years of experience as follows:** **1 point**: = 1 to less than 3 years' experience **2 points** = 3 years or more experience The following 5 key personnel are required: Project Manager Social Media Manager Website Developer / Manager App Developer / Manager Campaigns / Strategy Manager				

CRITERIA TO BE USED FOR PROPOSAL EVALUATION	SCORING LEVELS					
Qualification of Key Personnel working on the Gauteng Tourism Account: Each manager's CV must be supplemented by a relevant qualification in at least the following fields communications, journalism, digital marketing, brand management, social sciences, Information Technology, or equivalent in the communications field (A bidder must provide certified copies of qualifications failure to submit certified qualifications will result in no points being allocated)	**10 Points** **A bidder will score 1 or 2 points depending on the type of qualifications as follows:** **1 point**: = 1 – allocated for Certificate / Diploma level of qualifications **2 points** = Degree / Honors/ Master's Level / PhD The following 5 key personnel are required: Project Manager Social Media Manager Website Developer App Developer / Manager Campaigns / Strategy Manager					
Examples of experience, quality and successful track record as per **website design, development and**	**10 Points** 10 or more reference letters of website design and development from previous clients	**8 Points** 7 - 9 reference letters of website design and development from previous clients	**6 Points** 5 – 6 reference letters of website design and development supplied	**4 Points** 3 – 4 reference letters of website design and development supplied	**2 Points** 1 – 2 reference letters of website design and development supplied	**0 Points** No reference letters of website design and development from previous clients

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CRITERIA TO BE USED FOR PROPOSAL EVALUATION	SCORING LEVELS					
maintenance area of expertise (Reference letters must be on a client letter head, signed with relevant experience in **website design, development and maintenance** stipulated)						
Examples of experience, quality and successful track record as per **social media management and engagement** area of expertise (Reference letters must be on a client letter head, signed with relevant experience in **social media management and engagement** stipulated)	**10 Points** 10 or more reference letters of social media management and engagement from previous clients	**8Points** 7 – 9 or more reference letters of social media management and engagement from previous clients	**6 Points** 5 – 6 or more reference letters of social media management and engagement from previous clients	**4 Points** 3 – 4 reference letters of social media management and engagement from previous clients	**2 Points** 1 -2 reference letters of social media management and engagement from previous clients	**0 Points** No reference letters of social media management and engagement from previous clients
Examples of experience in developing an **e-commerce**	**5 Points** 3 or more reference letters provided	**3 Points** 1- 2 reference letters	**0 Points** No reference letters provided			

CRITERIA TO BE USED FOR PROPOSAL EVALUATION	SCORING LEVELS					
strategy which will support the ecommerce goals and objectives. (Reference letters must be on a client letter head, signed with relevant experience in developing an **e-commerce strategy** stipulated)		provided				
Examples of experience in **development and maintenance of a mobile application.** (Reference letters must be on a client letter head, signed with relevant experience in **development and maintenance of a mobile application** stipulated)	**5 Points** Reference letter from organisation you developed app from	**0 Points** No. reference letters provided proven with adequate experience				

CRITERIA TO BE USED FOR PROPOSAL EVALUATION	SCORING LEVELS					
TOTAL:	**60 Points**					

20-minute presentation by the shortlisted bidders against the following criteria, to qualify for phase 4, a minimum score of 25 points or more is required from phase 3.

The short-listed bidder must demonstrate the following in presentation form using **interactive visuals and printed mock-ups**. No points will be allocated should the interactive visuals and printed mock ups not be used.

PRESENTATION CRITERIA TO BE USED FOR PHASE 3	
Proposal for the re-design and enhancement of the existing website or proposal for a new website as per the brief.	**20 Points**
Points will be allocated as follows: Website Functionality**: 5 Points** **5 points** for the proposal of the following innovative features of the current website: • **Website Hosting**: Proposal of a mainstream provider as per scope (**1 Point)**	

- **Content Management System** Proposal of an easy to update content provider as per scope
(1 Point)

- **Information Architecture**: New tabs section that is visible
(1 Point)

- **Social Media Integration**: Website has interactive widgets and links to GTA social media channels
(1 Point)

- **Search Engine Optimisation**: Website incorporates high Google ranking and Google Analytics **(1Point)**

User Navigation

5 point for the proposal of the following improvements to User Navigation:

- **Browser Consistency:** website appears and works consistently across all major browsers such as Chrome, Internet Explorer, Firefox, Safari, Opera.
(1Point)

- **Clear Navigation**: maximum of 4 scrolls from header to footer on the homepage
(1Point)

  Readability: Easy to read font: Arial 10.5
(1Point)

PRESENTATION CRITERIA TO BE USED FOR PHASE 3	

Search Feature (1Point)
 	
Consistent Header & Footer (1Point)
 	
Website Design
 	
5 point for the proposal that incorporates the following innovative following elements to the website:
 	
      Use of GTA Brand Corporate Identity and positioning **(1Point)**
 	
      Contrasting colour scheme: 2 or 3 primary colours that blend well with GTA Brand CI colours **(1Point)**
 	
      Use of graphics and video content **(1Point)**
 	
      Hi-res Photography **(1Point)**
 	
      GTA Logo is visible **(1Point)**
 	
Mobile responsiveness
 	
5 point for the proposal that incorporates the following innovative following elements to the website:
 	
      Mobile Compatibility: access for all users of: Apple, Android, ios, and Windows, or equivalent **(1Point)**
 	
      Desktop is adaptable to mobile responsiveness **(1Point)**
 	
      Mobile user location awareness **(1Point)**	

PRESENTATION CRITERIA TO BE USED FOR PHASE 3	
Geotagging integration with Google Maps or equivalent **(1Point)** Social Media Integration with mobile users' social media account **(1Point)**	
Campaign development through to execution, using the GTA domestic tourism campaign #GPShotLeft as an example. **5 point** allocated for demonstrating the following for the campaign: • #GPShotLeft brand execution (use of #GPShotLeft logos, taglines and creatives) **(1Point)** • Demonstration of a Gauteng domestic tourism promotion**(1Point)** • Promotion a Gauteng tourism attraction/product or experience **(1Point)** • Demonstration of how campaign will increase visitation **(1Point)** • Uses e-commercial elements (soft or hard sell of a Gauteng Tourism packages) **(1Point)**	**5 Points**
Campaign development and execution, using a marketing mix. 1 point allocated for demonstrating the use of the following tools for the campaign: • Social Media **(1Point)** • GTA Website **(1Point)**	**5 Points**

PRESENTATION CRITERIA TO BE USED FOR PHASE 3	
• Public Relations (Media) **(1Point)** • Video **(1Point)** • Out of Home marketing: eg: Airports billboards or promotional material **(1Point)**	
Proposal for the development and maintenance of a **mobile travel guide** application and integration into all the digital assets. **1 Point** allocated for describing each of the following using interactive visuals and printed mock-ups • It must be downloadable from all Andorid Playstores, Apple iStores, Windows or equivalent, **(1Point)** • It must showcase Gauteng points of interest **(1Point)** • App has an integration of all other GTA Digital properties i.e. a seamless integration of web and social media **(1Point)** • Uses GTA Brand Corporate Identity**(1Point)** • Log in feature **(1Point)** • Advertising layout in banner form **(1Point)** • E-commerce strategy applied (Paid advertising and in-app purchases) **(1Point)** • Offline friendly **(1Point)** • Includes analytics for measurability **(1Point)**	**10 Points**

PRESENTATION CRITERIA TO BE USED FOR PHASE 3	
• In app video capability **(1Point)**	
TOTAL:	40

Phase 4:

Bids that make it through Phase 3 of the Terms of Reference will be evaluated utilising the 80:20 preference points system in line with the Preferential Procurement Regulations (2017).

10. INVOICES

a) Payments will be made against the deliverables and milestones in the approved plan of work.
b) Invoices must indicate the task and/or output and should include a short description of work done referring to any relevant reports. A Cost Estimate of every area of work must be signed off prior to commencement of work
c) No up-front payments will be made. Government pays for work completed to the satisfaction of the Entity within 30 days of submission of invoice.
d) All invoices must be addressed to: anele@gauteng.net
e) The department reserves the right to commission only portions of the work.

11. DETAILED PRICE PROPOSAL

Bidders must submit an all-inclusive detailed price proposal inclusive of VAT in the format prescribed in point 11 of the Terms of Reference.

The price proposal of the service provider must set out detailed costs for the various identified aspects of the bid proposal as follows with scope as discussed above and for the full 3-year period, **inclusive of VAT**:

It should further be noted that this contract will be awarded as a fixed price contract with provision for part payment against deliverables. However, in order to allow for comparative evaluation, the proposal must include unit costs for activities to be carried out as identified as key deliverables by the appointed service provider. The proposal must also include a table of persons allocated to the assignment (and where possible to each task), and hourly rates to be charged per person.

Please note that the number of activities listed are provided as a guideline and may be subject to change given the changing aspects of the digital industry.

Based on total cost, the selected bidder and the GTA will agree on the following:

- Monthly retainer cost for the maintenance and support of the current website
- Total project cost for the enhancement of the website
- Monthly retainer cost for digital campaigns and social media management

Area of Expertise	Activities and cost driver (Please specify activity and proposed frequency)	Unit cost if applicable (incl VAT)	All Inclusive (incl VAT)	Personnel Allocated to Assignment	Hourly Rate Charged per Personnel
Content development and maintenance	1. Video production per 2-min online video x 30 videos				
	2. Content maintenance of 1200 articles				
	3. SEO & editorial guideline implementation on 2000 articles				
	4. Content development of 700 articles and 400 blog posts				
	5. Business Tourism content to enhance website				
	6. Covering events with content (incl. articles, photos and videos incl. interviews) x 20 events				
	7. Development of blogs and monthly management of blog partnerships (guest bloggers)				
	8. Content strategy & editorial guidelines				
	9. Mobile app enhancements – adding 100 POIs				
	10. Digital training and support for GTA staff and Gauteng Township based Tourism SMME's				
Website optimization, development, design and maintenance	1. Upgrade of CMS to latest EE incl. adding relevant plug-ins				
	2. Reporting as per requirements				
	3. Full website audit				
	4. Business Tourism site enhancement				
	5. Databases as per requirements				
	6. Monthly development & design				
	7. Online booking functionality				
	8. Reduce bounce rate				

Digital advertising & campaigns	1. Domestic Tourism Drive digital strategy				
	2. Digital campaigns – Domestic Tourism				
	3. Digital campaigns – events				
	4. Digital campaigns – international market				
	5. Digital campaigns Business Tourism				
	6. Lifestyle and Entertainment offerings leveraging				
Social media management & engagement	1. Monthly social media integrated content plan				
	2. Social media audit				
	3. Social media and user engagement strategy & plan				
	4. Generation, moderation & implementation of UGC and WOM on channels				
	5. Social media partnerships and platforms leveraging				
Development and maintenance of a Gauteng Travel Guide App.	Over a 3-year period, 1000 places of interest, attractions, events and experiences				
Account management	1. Monthly account management				
Project management	1. Monthly project management				
E-marketing	1. Digital-marketing strategy annual update				

Commercialisation and events leveraging	2. Commercialisation and on-channel advertising opportunities 3. Events support and leveraging				
Other					
All Inclusive Cost:					

12.   RULES OF BIDDING

The rules of bidding for this assignment are as follows:

a)   The service provider must be a legal entity.

b)   Bids must be submitted on fixed price basis and in compliance with Section 11 of the Terms of Reference

c)   The costs of preparing proposals and of negotiating the contract will not be reimbursed.

d)   The client reserves the right to withdraw or amend these terms of reference by notice in writing to all parties who have received the terms of reference 1 week before the closing date of submissions.

e)   The client reserves the right to negotiate price with the preferred bidder.

f)   Service providers may ask for clarification on these terms of reference or any of its annexures 5 days before the deadline for the submission of the bids.

g)   Any request for clarification must be submitted by email to digitalservices@gauteng.net and answers will be emailed to all bidders that register an interest in this assignment, without revealing the identity of the source of the questions.

h)   Any effort by a bidder to obtain additional information through verbal interaction may result in rejection of the bid

i)   Service providers may not contact the client on any matter pertaining to the bid from the time of closing date of submissions. Any effort by a bidder to influence bid evaluation or bid adjudication decision in any manner, may result in rejection of the bid.

j)   The bidder must complete all documents supplied with this terms of reference

k)   Bidders must comply with government supply chain management requirement.

l)   The client reserves the right NOT to make an appointment.

13. REFERENCES

The following documents which can be accessed from our website (www.gauteng.net/) provide pertinent areas of data and strategy should be based on strategic targets as set out within the broader Gauteng Economic Development and Growth Strategy (GEGDS):

- Gauteng Economic Growth and Development Strategy
- Gauteng Tourism Sector Strategy
- Gauteng City Region Integrated Destination Marketing Strategy
- Gauteng Tourism Business Case
- Gauteng Brand Strategy – *It starts here*

14. PROPOSAL SUBMISSIONS

The deadline for all submissions is 05 April 2019 at 11h00 AM. Completed tender documents must be hand delivered to:

The Gauteng Tourism Authority
Tender Box
124 Main Street, 11th Floor
Johannesburg

15. QUESTIONS

Questions with regards to the Scope of Work should be addressed to digitalservices@gauteng.net before 31 March 2019.