REQUEST FOR PROPOSALS

REQUEST FOR PROPOSALS FOR THE FULL SPECTRUM OF SERVICES ASSOCIATED WITH THE PRODUCTION OF THE 2014-2016 OFFICIAL VISITORS GUIDES TO GAUTENG

BID NUMBER: 06-2012/13 COH WHS DINOKENG

Released:
8 February 2013

Submissions Close:
1 March 2013 before 11am

Queries in writing to:
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Submission of proposals:
Hardcopies hand delivered to tender box
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1. INVITATION

The purpose of this RFP is to request partnership proposals and statements of qualifications and experience from full-service integrated marketing agencies and publishers with extensive knowledge of the Gauteng Tourism product as well as demonstrated capability, in order to enter into a partnership to create and deliver a quality 2014 Official Visitors Guide to Gauteng. The selected partner/s will be required to handle the full spectrum of services including copy writing and content development, sales, production, and proactive distribution of the official Gauteng Visitor Guide.

2. ORGANISATIONAL BACKGROUND

Economically, culturally and politically, Gauteng is the heartbeat of South Africa boasting some of the most forward-looking cities on the African continent. Gauteng is a place of contrasts and diversity – old and new, traditional and progressive, local and global, city and country, art and commerce. Whilst our outlook is decidedly modern, our region is steeped in history. It’s these intriguing contradictions that make it such a unique and vibrant place – a place where anything seems possible and achievable. It’s the place where it all happens – deals are struck, events are staged, decisions made, and history is brokered.

In fact, you could say it all began here. The Cradle of Humankind is one of the world’s most important paleontological sites, home to a treasure trove of fossils from the earliest humans who lived four million years ago.

The Gauteng brand is based around the key theme of ‘ignition’. Ignition embodies the beginning of all things, presenting limitless opportunities and exciting new experiences. It creates a playground of new sensations, and becomes the birthplace for new ideas. Ignition is right for Gauteng in so many ways ... after all, this is where humankind began, and this original and primeval force continues to breathe new life every day. All journeys can start here and this idea is flexible enough to encompass all of life’s journeys and to capture the many different aspects of Gauteng.

To achieve our strategic goal of growing Gauteng’s visitor economy, we follow a strategy of focusing on markets where South Africa’s tourism brand leads and yields the highest return on investment. By deepening our relationship with high—yield customers—those who stay longer and spend more—we influence their travel decisions and increase Gauteng’s tourism revenue even when arrivals are down. In addition, by harnessing the collective energy of different levels of government and the private sector, we can take the lead in communicating a strong, consistent, global brand for Gauteng.

Our job is to develop local and global market potential for Gauteng’s tourism assets. As part of the Gauteng Provincial Government, we’re working with industry to deliver growth on the National Tourism Sector Strategy which has the following targets:

Domestic tourists to grow from 14.6m in 2009 to 18m by 2020 and total domestic trips to grow from 30m to 54m, with holiday trips increasing from 4m to 9m.

**GDP** – Increase tourism’s contribution to the GDP from an estimated R189.4 billion in 2009 to R499 billion by 2020.

Contribution of domestic tourism to GDP to grow from 52% in 2009 to 60% by 2020.

**Job creation** – the tourism sector is committed to consolidating its efforts to create jobs and aims to create 225 000 jobs by 2020 – 177 000 in the tourism sector and 48 000 through direct government investment.

The tourism sector’s potential to bring about economic growth and employment creation is supported by tourism’s positioning as one of the six core pillars of growth in the country’s New Growth Path framework, which also recognises tourism’s capacity to be a major contributor to South Africa’s global competitiveness.

Tourism is also one of the key sectors identified in our own Gauteng Economic Growth and Development Strategy (GEGDS), which is designed to ensure convergence between the economic and social strategies of government and promote a developmental state. It combines a series of economic, social and environmental factors to ensure cohesion between sustainable economic development, poverty alleviation and social protection, thus ensuring synergy and promoting a developmental state through cooperative governance.

Attracting an average of 50% of the country’s international tourists, Gauteng is a consistently leading provincial destination and a gateway into the country and Southern Africa. Gauteng plays a critical role in the tourism landscape of South Africa. The province is generally looked up to for inspiration in advancing the development of the country’s economy; including the tourism economy.

Gauteng is the province with the highest number of foreign visitors in the country.
Gauteng accounts for the largest share of total bed-nights spent in South Africa. This is an increase in our percentage share in the number of bed-nights spent by international tourists in Gauteng from 37.1% in 2010 to 38.8% 2011, which is critical in dispelling the notion that tourists mainly just pass through the province on their way to other destinations.

Gauteng also captures most of the tourism revenue to South Africa
The Gauteng Tourism Authority is a Gauteng Provincial Government statutory body, established by the Gauteng Tourism Act, No. 10 of 2001 and is the vehicle through which the Government participates in the tourism and travel industries. The Act charges the Gauteng Tourism Authority with the following responsibilities:

1. To provide for the promotion and sustainable development of tourism in Gauteng;
2. To establish the Gauteng Tourism Authority;
3. To confer powers and functions and impose duties upon the Authority;
4. To establish the Gauteng Tourism Board;
5. To confer powers and functions and impose duties upon the Board;
6. To establish a tourism development fund;
7. To provide for registration of tourist guides, tour operators, couriers, accredited training providers in the tourism industry, hotels, conference centres; restaurants, designated tourist amenities and other accommodation establishments and possible future functions relating to these categories; and to provide for matters incidental thereto.

The Gauteng Tourism Authority broadly carries a dual mandate: on the one hand to position Gauteng as a globally desired destination through its marketing and promotional efforts and on the other, to manage Gauteng as a globally competitive destination through ensuring that it is a value-for-money destination and also ensuring that it develops products that respond to the tourist demands.

The Gauteng Tourism Authority is currently in the process of merging with the Cradle of Humankind World Heritage Site and the Dinokeng Projects which will result in one tourism body in the Province – “Gauteng Tourism”.

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**Chart:**

- **X-axis:** Provinces
- **Y-axis:** Total Foreign Direct Spend (Excluding Capital Expenditure) in Rand
- **Data Points:**
  - Eastern Cape: 2009 - R2.9, 2010 - R3.7, 2011 - R3.6
  - Mpumalanga: 2009 - R3.9, 2010 - R4.4, 2011 - R4.8
  - North West: 2009 - R1.4, 2010 - R1.8, 2011 - R1.8
  - Northern Cape: 2009 - R0.1, 2010 - R0.6, 2011 - R0.6
The Cradle of Humankind World Heritage Site (COH WHS) and Dinokeng Projects are geo-spatial tourism development projects of Gauteng Provincial Government. These projects are spatially located in economically depressed regions of the Province in regions that are characterised by high levels of poverty and unemployment. The economic rationale underpinning government investment in the projects is to stimulate private sector investment in tourism development in order to promote broad-based black economic empowerment (BBBEE), small, medium and micro enterprise (SMME) development, economic growth and job creation in the project areas. Furthermore, these projects also aim to serve as tourism pull destinations for tourism development in the neighbouring provinces of North West, Mpumalanga and Limpopo.

As mentioned the COH WHS and Dinokeng are tourism projects as they are undergoing constant product developments guided by long term plans to develop premier visitor hubs in Gauteng. They are also being used case studies for improved tourism product and institutional development as guided by the Gauteng Tourism Sector Strategy to achieve key targets such as inclusivity, BBBEE, job creation, linkages with other industries such as arts and crafts for example, etc. Marketing, Branding and related services for these two destinations should therefore consider that they are going through a product lifecycle (presently at growth stage) and through government’s investment into strategic infrastructure and other, should be branded as premier leisure experiences in the province, largely perceived as a business tourism destination.

The Cradle of Humankind World Heritage Site (COH WHS), situated in the north-western quadrant of the Gauteng Province in South Africa, was listed as a World Heritage Site by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) in 1999. This area together with the serially listed sites of Makapans Valley in Limpopo Province and the Taung site in North West Province (both listed in 2005) form the UNESCO enlisted Fossil Hominid Sites of South Africa. These are sites of outstanding universal value because of the wealth of significant hominin fossils that have been unearthed in the area and in particular, the fossils of human ancestors or relatives such as the *Australopithecus africanus*, *Homo ergaster* and the latest discovery, *Australopithecus sediba*.

The COH WHS site is managed on behalf of the Minister of Environmental Affairs of South Africa by the COH WHS Management Authority (MA). The MA undertook a comprehensive master planning process in 2000 and this has been implemented over the last 10 years for the site as a whole. The primary aim of the MA is to protect and preserve the site, promote further scientific research, encourage community participation and stimulate tourism development that will benefit local communities and ultimately contribute to Local Economic Development (LED).

The COH WHS is an area of outstanding universal value. As a premier tourism destination, the COH WHS is based on the preservation, exploration and interpretation of the story of humanity and its brand value encompasses ancient history, human beginnings as well as adventure and discovery. Its complex of fossil-bearing caves contains a superbly preserved record of the various stages in the evolution of humankind within the past 3.5 million years. The discovery of the new species, *Australopithecus sediba*, by Professor Lee Burger from Wits University, is the latest ground-breaking fossil
find in the COH WHS. This approximately 50 000 hectare site, some parts in near pristine condition, is home to a diversity of birdlife, animals and plants, some of which are rare, endangered or endemic. Artefacts dating to the Early, Middle and Late Stone and Iron Ages, as well as the Anglo-Boer War, have also been found in the area. Dinokeng is a geo-spatial tourism development project of the Gauteng Provincial Government. The aim is to establish a premier tourist destination in an area that is a relatively unspoilt part of Gauteng yet close to the urban agglomeration of the province. Dinokeng is envisaged as an “Africa in one day” destination.

The project aims to promote economic growth, job creation and social upliftment through conserving and developing the historical, natural and cultural heritage of the area. It also aims to enable many South Africans to experience tourism for the first time. Strong emphasis is placed on the growth and development, and stimulation of the local economy through public sector investment.

Dinokeng is aimed at stimulating job creation and investment through public-private partnerships. The Dinokeng Project is focused on the development of strategic economic infrastructure in order to leverage in private sector investment in tourism business activity in the 240 000 ha project area.

Due to the largely pristine and undeveloped character of the area, as well as the fact that the area is not of high agricultural potential, makes it an ideal location for a tourism venture based on wildlife and cultural experiences. The emphasis is on the sustainable utilisation and development of the Dinokeng area, as opposed to only protection and conservation.

Dinokeng’s key focus areas are:

- Investment in tourism infrastructure – roads upgrading and tourism signage;
- Public-Private-Partnerships (PPPs) - which will encourage private sector investment in major tourism facilities in Roodeplaat and Cullinan;
- Development of the Dinokeng Game Reserve in the northern area of Dinokeng based on agreements with private land owners in collaboration with the Limpopo and Mpumalanga provincial governments;
- Destination and investment marketing campaigns to encourage tourism flows and investment in tourism;
- Facilitation of tourism skills development and tourism enterprise development.

As “Gauteng Tourism” our combined marketing objectives are as follows:

- to market Gauteng as a tourist destination for interprovincial and international travellers;
• to increase the number of leisure travelers to Gauteng and in particular our flagship projects, the Cradle of Humankind World Heritage Site, Constitution Hill and Dinokeng;
• to increase the number of business travelers to Gauteng;
• to increase leisure tourists’ length of stay at destinations in Gauteng; to increase business tourist’s length of stay at destinations in Gauteng;
• to increase the amount of travel within Gauteng and the use of tourist facilities by the domestic markets; both business and leisure
• to improve and develop tourist facilities in Gauteng;
• to support and coordinate the provision of tourist facilities in Gauteng; and
• to provide more efficient and effective utilisation of investment in travel and tourism in Gauteng.

3. THE OFFICIAL VISITORS GUIDE TO GAUTENG

The ultimate goals of the Official Visitors Guide to Gauteng are to:

• To serve as a proactive marketing tool that would be effective in enticing readers to come to Gauteng.
• Increase the average length of stay
• Increase repeat visitation
• To target consumers who have a proven interest in travelling to Gauteng
• To enhance readers’ perception of Gauteng.
• To extend Gauteng Tourism’s reach in the market.
• To afford the Gauteng travel industry an effective way to invest in advertising to promote their tourism product inside and outside Gauteng.
• To complement Gauteng Tourism’s marketing efforts
• To support Gauteng Tourism’s branding initiatives.

The guide’s final presentation should be an inviting, user-friendly piece that features comprehensive information designed to “pitch” Gauteng as an appealing travel destination to prospective visitors.

The guide needs to feature experiential, compelling, dynamic content that differentiates Gauteng from our competitors. Therefore, the project will be awarded to the Service Provider whose bid clearly demonstrates its ability to accomplish this objective in an innovative, logically organized, informative and vividly attractive format, balanced with cost-efficient considerations. The publication must include advertising opportunities for Gauteng travel-related businesses.

The Official Visitors Guide to Gauteng is intended to be the primary print fulfillment piece to all consumer requests for Gauteng travel information. We intend to distribute a
minimum of 150,000 annually. The *Official Visitors Guide to Gauteng* will be used as an inquiry response our advertising campaigns and will be distributed “in-market” at national, provincial and local visitor information centers, at various trade shows and other special promotions as well as online. All travel and tourism niches must be covered in the guide, including:

- Arts, Culture and Design
- History and Heritage
- Outdoor activities, Adventure and Wildlife
- Shopping
- Wining and Dining
- Nightlife and Entertainment
- Golf and other sports
- Business, Investment and Studies.

For efficiency and consistency we are requesting a proposal for a three year contract (2014; 2015 and 2016). The award and annual renewal of this three year contract will be contingent upon Gauteng Tourisms funding from the Gauteng Department of Economic Development as well as performance by the Service Provider. The successful bidder will be able to provide a comprehensive proposal that includes all project components: advertising sales, graphic design, written content, printing, production, administration and associated invoicing requirements of the *Official Visitors Guide to Gauteng*.

Although it is the preference of the Gauteng Tourism to award this work to one Service Provider, we reserve the right to separate the printing and delivery section of the *Official Visitors Guide to Gauteng* proposals from the Creative and Production; and possibly award two separate contracts to two separate companies should we deem necessary and appropriate.

A complete production and delivery schedule will be developed during the first meeting with awarded Service Provider/s.

**4. SCOPE OF WORK**

The *Official Visitors Guide to Gauteng* is intended to be Gauteng Tourism’s annual flagship publication aimed at local and international leisure, business and events visitors.

The guide will be widely distributed locally, nationally and internationally with the aim of attracting visitors to the destination as well as encouraging visitors already in the destination to explore the many different facets of the province. It will also be used as a tool by travel trade to sell the destination.
As there are a wide variety of destination guides available in the market, it is therefore imperative that the *Official Visitors Guide to Gauteng* contains information that is up to date, informative and engaging in a format that is easy to read.

This publication will target several markets, with a focus on the leisure travel market. Its objective is to entice the traveller to choose Gauteng over another destination. The publication must include spectacular visuals, blended with well-written editorial about Gauteng as a travel destination and be able to stand out from the sea of visitor guides on the market. Gauteng Tourism will have input as to the creative design and editorial content but the successful bidder will be responsible for the creation of the editorial content.

The *Official Visitors Guide to Gauteng* will also be produced in digital format both for downloading onto a tablet as well as for use on Gauteng Tourism’s website, www.gauteng.net and various digital marketing tools.

We require a comprehensive proposal including detailed descriptions of all components of production for the *Official Visitors Guide to Gauteng*. Proposals can be based on delivery on either one or both of the categories:

**Category I - Creative/Production Services:**

1. Advertising Sales
2. Graphic Design and photography
3. Production of print publication
4. Production of digital brochure
5. Project Management and Administration

**Category 2 – Printing and Distribution:**

1. Printing
2. Distribution
3. Project Management and Administration

**5. DELIVERABLES**

The Service Provider will be responsible for publishing a full-colour *Official Visitors Guide to Gauteng*, to showcase Gauteng as a desirable travel destination. The Service Provider will be responsible for supporting the Gauteng Tourism marketing strategy by providing expert creative, production, personnel and/or sub-Service Providers. The
Service Provider must work with Gauteng Tourism in the execution of this work to assure it is consistent with Gauteng Tourism’s overall goals and objectives.

The following is a preliminary list of the major tasks and deliverables involved for developing the end product of this project. The Service Provider is not, however, constrained from supplementing this listing with additional steps, sub-tasks or elements deemed necessary to permit the development of alternative approaches or the application of proprietary analytical techniques.

5.1 Category 1 - Creative/Production Services

5.1.1 Strategic Planning

The selected Service Provider must act as a strategic planning partner for Gauteng Tourism, bringing new ideas that draw from experience and from the latest industry research. Strategic planning includes, but is not limited to, product recommendations, production and proofing processes and strategies for the creation of additional revenue streams to the table.

In the role of strategic partner, the successful Service Provider must display extensive knowledge of the South African tourism industry; in addition first-hand knowledge of Gauteng will be considered a significant benefit. Gauteng Tourism believes this experience is essential to creating solutions to the problems and challenges that the organization faces in terms of destination marketing now and in the future.

As part of the strategic planning process, the Service Provider should be prepared to help concept, create, document and enforce business rules that guide the implementation of the Official Visitors Guide to Gauteng listings, advertising and editorial coverage. In addition, the Service Provider should be prepared to work collaboratively with the Gauteng Tourism to effectively deliver the Gauteng brand message through the Guide.

5.1.2 Account Management

- The Gauteng Tourism requires a primary point of contact to coordinate the project and communicate with Gauteng Tourism. In addition to this account manager, the Gauteng Tourism desires access to individual staff members within the Service Provider’s organization wherein such contact will result in greater efficiency, quick response and/or specific expertise.
- The Service Provider may not resell portions of the finished product to other publishers, or use for any for-profit purposes without the written consent of Gauteng Tourism.
The Service Provider shall provide the Province a comprehensive schedule for all phases of planning, which should include copy writing, design, advertising, production and delivery.

The Service Provider must provide a complete list of available databases and/or any and all mailing lists that are available to Gauteng Tourism for proactive distribution.

The Service Provider is responsible for providing support, direction and overall quality assurance.

The Service Provider will conduct regular update meetings.

The Service Provider must recommend ways to grow the magazine’s ROI.

If any portion of the work is to be subcontracted, full disclosure of all subcontractors must be provided in the proposal with complete contact information. All subcontractors must be approved by Gauteng Tourism.

Samples of at least three similar projects, completed by your company, must be included with the proposal. Additionally, the contractor must provide contact information for three client references and grant permission for Gauteng Tourism to contact them to verify their understanding and experience working with tourism organizations and their ability to work under specific deadlines with 1200+ tourism partners to create an attractive and informative publication.

If any portion of the production is to be subcontracted, subcontractors must also provide samples of 3 similar products they have produced.

A project timeline, highlighting key milestones, must be included in the proposal.

Please Note:

- This publication will remain the property of Gauteng Tourism. Gauteng Tourism will retain all creative licenses.
- Final creative and editorial content, approval and sign off from Gauteng Tourism is required before any promotional piece is sent to print or distributed.
- The production of this publication is highly time-sensitive therefore contractors must meet agreed upon contract deadlines

5.1.3 Advertising Sales

- The Gauteng Tourism requires revenue from advertising sales to offset the cost of publishing the Guide.
- The Service Provider must develop and manage an aggressive advertising and marketing strategy. Although the publication is to be advertiser-supported, it is not intended that the advertising will drive the editorial component.
- The Service Provider must present a sales strategy and a proposed rate structure subject to Gauteng approval.
The Service Provider will be solely responsible for the solicitation and sale of advertising space in the Guide to Gauteng Tourism businesses.

The Services Provider is encouraged to include recommendations to further increase advertising revenue and strategies to reach national and non-traditional advertisers.

The Service Provider shall have total responsibility for all bad advertising debt in the publication. The Service Provider shall solicit appropriate advertisers (both Gauteng-based travel-related businesses and corporate accounts) however; all advertisers and advertising must be travel-related and subject to Gauteng Tourism approval.

The Service Provider agrees that all rate discounts offered to potential advertisers receive prior approval from Gauteng Tourism before offering the discount to the potential advertiser.

The Service Provider agrees to provide Gauteng Tourism bi-weekly advertising sales reports, which reflect the net/net advertising revenue to date. These reports must be broken down into appropriate categories as determined by Gauteng Tourism.

The Service Provider must provide a detailed strategy for luring a national corporate sponsor.

The Service Provider shall be responsible for responding to all complaints regarding advertising, service, and processing of complaints for adjustments.

The Service Provider shall provide the Province a report listing all complaints received, the name and location of business/person making the complaint and the action taken to resolve the complaint.

The only advertisements that shall be allowed in the Official Visitor Guide shall be advertisements of businesses that provide a direct service to the travel and/or tourism public in the Province of Gauteng.

The Service Provider shall only be allowed to sell advertisements to businesses licensed to operate within the Province of Gauteng and businesses that have a place of operation within the Province of Gauteng unless specially pre-approved by Gauteng Tourism in writing.

The Service Provider shall solicit advertising from all regions of the Province of Gauteng in order to present the most geographic balance possible.

The Service Provider will provide an online system for advertisers to upload each completed/camera ready advertisement.

The Service Provider shall not sell any copies of the Official Visitor Guide or ship any copies of the guide to any entity other than those approved by Gauteng Tourism.

5.1.4 Production Services

The selected Creative/Production Services Service Provider must be able to supply a minimum of the following services to the Gauteng Tourism. These services should include but not be limited to:
• A full Production Team to include, but not limited to:
  o Project Manager
  o Editor (must have adequate tourism experience)
  o A team of freelance writers
  o Listing / Advertising Specialists
• Planning, consultation and creative ideas to Gauteng Tourism
• Creation and adherence to a production schedule to be approved by the Gauteng Tourism

5.1.5 Editorial Services

Minimum content considerations (the overall edit:ad ratio is 60:40) including:
• Line-up of feature articles based on the most up-to-date research and travel trends.
• Editorial development with consistent tone.
• Selection and placement of appealing and compelling photography.
• Descriptive copy and photo captioning.
• Well-ordered listings and graphically appealing tables and charts.
• Gauteng map showing major cities and major roads.
• Event calendar treatment.
• Formatted advertising pages.

The Service Provider must:

• Create high-quality, original, experiential and unique content for all editorial pages.
• Is responsible for all fact checking and proofing.
• Provide an original list of articles presented in a reader-friendly format with appealing and compelling photography. Editorial must be sensitive to a well-balanced geographical representation and ethnic diversity.
• Provide all new photography with full rights to Gauteng Tourism for advertising, public relations, media distribution, or collateral materials to promote Gauteng Tourism, including the Gauteng Tourism website.
• Insure that all photography supplied pursuant to this contract is a certified Gauteng location.
• Provide creative project management and execution for design, layout, illustrations and artwork, production, distribution, marketing and promotion, sponsorship and advertising on instant reader impact.
• Develop, write, edit, photograph and provide specified pre-press preparations for the annual Official Visitor Guide which will carry the subtitle “Official Visitors Guide to Gauteng”
• Produce a detailed editorial calendar/content plan for the Guide
- Develop a freelance writer network with a diversity of expertise and writing styles to address Gauteng’s major drivers that are preferably Gauteng residents
- Ensure Fact-checking, proofreading and editing
- The Service Provider shall compile two indexes, one by city and one listed by activity and/or attraction.
- The Service Provider shall provide corrected page proofs which include all listings, and editorial copy and a proof with ads, copy and graphics in position prior to the final finished colour proof. However, Gauteng Tourism shall have unlimited author’s alterations on all proofs.
- The Service Provider’s final product must complement and support Gauteng Tourism’s branding initiatives.
- The Service Provider shall be aware that the Province may elect to make changes in design, theme and editorial comment, to the publication at no cost to the Province.
- The Service Provider must demonstrate its ability to match Gauteng Tourism’s target market demographics

The ratio of advertising to editorial will be approximately 60/40. The Official Visitors Guide to Gauteng is to be a minimum of 80 pages, 32 pages must be editorial content including: a partner “grid listing” at the back of the guide, a Gauteng Tourism destination message spanning two pages, and an additional 2 pages each for the Cradle of Humankind, Dinokeng Game Reserve and GeePee Domestic Tourism Campaign.

5.1.6 Design & Graphic Services

It will be the responsibility of the designer to develop design and layout and select appropriate visuals for the publication. The original designs must be cohesive with Gauteng brand as communicated by the Gauteng Brand Manager. Gauteng Tourism will supply its image library however, the designer will be expected to utilize their own as well as research the image libraries of South African Tourism.

The designer will provide Gauteng Tourism with electronic files of all materials upon completion of the project, including an editable version of the guide with supporting fonts and illustrations in the native program in which it was designed for future use.

Design and Graphic Services will include but will not be limited to:
- Layout and design
- Cartography services for all maps
- Typography
- Photography (including direction of photo shoots and image selection)
- Maintenance and enhancement of a photo library adequate to meet the needs of the Guide
• Collection, formatting, fact checking, and pouring of listings for all paid and non-paid listings in guide.
• Placement of completed advertising creative

5.1.7 Online Visitor Guide

• The Service Provider must provide an online version of the guide utilizing a rich media canvas. Therefore, the Service Provider must demonstrate their ability to design, implement and support a format using integrated voice, streaming video, animation, hosting podcast and web collaboration in a converged network. This Online Official Visitors Guide to Gauteng will include hyperlinks throughout to advertisers’ websites.
• The contractor will be responsible for the cost and delivery of the Online Official Visitors Guide to Gauteng to Gauteng Tourism. The contractor may sell and retain advertising sales from the Online Official Visitors Guide to Gauteng as part of their cost recovery. The contractor will also be required to provide Gauteng Tourism with access to web statistics related to the online Official Visitors Guide to Gauteng.
• The Service Provider must provide all editorial material in an electronic format with full rights to Gauteng Tourism for advertising, public relations, and online use.
• The Service Provider must design a unique “web bug” graphic treatment to direct readers to the corresponding story URL.
• The Service Provider must provide additional content and photography to complement each story as expanded content for Gauteng.net. The online supplement must also contain travel tip (web addresses and phone numbers) form the articles contained in the printed piece.
• The Service Provider must recommend innovative ways to drive traffic to Gauteng.net from the printed piece and other resources at its disposal.
• The Service Provider must produce a rich media version of the publications that is compatible with major mobile devices; i.e., iPad, iPhone, Android, Mac & PC networks.

5.1.8 Listing of Data Collection

The selected Service Provider must assume responsibility for the accuracy of listings in the Guide. To ensure such accuracy, the Service Provider will provide Gauteng Tourism with comprehensive, proactive data collection and tracking services; as requested, based on a pre-approved schedule of deliverables.

The Service Provider must provide an Online Data Extranet which allows:
• Industry to update their information online and upload images through secure access on a 24/7 basis
- Transactional tracking and documentation of each change made to the database including who made the change and when it was made

The Creative/Production Services Service Provider should provide a solution that includes:

- Full-time staff members responsible for annual collection of information from approximately 1,200 tourism businesses, utilizing positive verification wherein the Service Provider must receive direct confirmation from all businesses listed
- Staff-supported hotline and email support for ongoing data maintenance
- Complete report to Gauteng Tourism of all data collection attempts made to all businesses as requested
- List of “non-respondents” provided to Gauteng Tourism prior to publication of the Guide as requested
- Complete copy of all verified data in a mutually agreed upon electronic format

5.1.9 Reader Response:

The Service Provider must provide Reader Response measurement tools to Gauteng Tourism. The Reader Response System must:

- Be offered as a free benefit to advertisers in the Official Visitors Guide to Gauteng
- Provide collection services and timely entry of data and comments received by the Service Provider
- Allow the reader to electronically enter data via an online form
- Allow advertisers to access their leads online through an extranet wherein advertisers have 24-hour access to their leads
- Advertisers can print their leads directly from the website or download their leads into a database as an Excel file
- Advertisers can e-mail consumers information directly from the website
- Advertisers can review leads grouped by postal code (for ease in bulk mailing) or by readers’ date of arrival (respond to those arriving soonest, first)
- Advertisers can “Target Market” to leads by selecting readers with special interests such as golf or dining, target leads from different parts of the country, and target readers for promotions or mailings the advertiser may have at different times of year
- Advertisers can analyze their leads by domestic and international groups and tally the leads by origin
- Advertisers can review their leads from previous weeks
- Provide Gauteng Tourism with online access to view reports on the status of the entire reader response program
5.2 Category 2 – Printing and Distribution

5.2.1 Printing Process

The following specs are provided for the RFP process. Service providers are invited to propose alternative specs supported by the design rationale and motivation for the proposed change. The proposal however should be based on the following Quantities: 150 000/ 200 000 /250 000

Size: DL (220mm X 200mm) – size is subject to change
Pages: minimum 80 pages plus cover; 6 x 6pp map and bookmark insert – number of pages is subject to change.
Printing: Printed in 4 process colours throughout
Material: Text and maps – 90gsm
Cover: 200gsm
Finishing: Perfect bound and trimmed flush

5.2.2 Delivery and Packaging

Delivery Date: 1 November – 50 000 copies
The remainder staggered throughout 2014 as per agreed distribution plan

- The *Official Visitors Guide to Gauteng* must be provided in sturdy custom cartons to exact size.
- Cartons must be clearly marked with the publication date, name and quantity on the outside of each carton.
- No individual box should weigh more than 30 kg’s and must be sturdy, securely closed and filled to capacity before shipment.

5.2.3 Distribution

- The Service Provider must provide pro-active distribution plan to Gauteng Tourism’s target markets.
- The Service Provider must provide for bulk shipping of up to 250,000 copies.

5.2.4 Financial Model
Gauteng Tourism is proposing the following financial model but prospective service providers are invited to propose alternative models that will still ensure maximum value for Gauteng Tourism whilst ensuring the achievement of all the objectives.

Proposed Model: A payment to Gauteng Tourism will be required based upon the following formula:

\[
\text{Total Advertising Revenues} - \text{Publications Expenses \\& Service Provider Fees} = \text{Gauteng Tourism Payment.}
\]

The bidder must provide in the proposal two financial scenarios outlining in detail expected revenues and anticipated publication expenses for 150,000 copies and 200,000 copies.

The bidder should also outline how they intend to provide Gauteng Tourism with the highest possible value while maintaining or exceeding the quality of the publication. Gauteng Tourism reserves the right to negotiate with the successful bidder a guaranteed minimum payment.

The financial model should clearly outline the financial contribution expected from Gauteng Tourism.

6. ADDITIONAL REQUIREMENTS

For all elements of the scope of work the following is required:

6.1 Project Management and Reporting

a) The successful service provider/s will be required to enter into a contract with Gauteng Tourism to ensure they fulfil all the deliverables and output specifications of each project as specified by the Gauteng Tourism Project Manager.

b) Day to day project management will be dealt with by the Gauteng Tourism Project Manager.

c) Relevant officials will make themselves available for meetings as and when required.

d) Gauteng Tourism will provide venues for meetings.
6.2 Consultation with Gauteng Tourism

The proposal must make provision for regular interaction with Gauteng Tourism in order to obtain feedback and approval of the implementation of the project and detailed plans prior to work being undertaken.

6.3 Plan of work

a) Deviations from the plan of work must be agreed to by Gauteng Tourism.
b) The proposal(s) must make provision for five (5) working days turnaround time for comments on all reports and approval of materials for reproduction.

6.4 Press releases and interviews

All press releases must be approved by and released in Gauteng Tourisms name. Requests for interviews must be referred to the Chief Executive Officer.

6.5 Specific requirements

- For the Designer and Writer

The designer and writer must provide samples of at least three similar projects. The designer and writer must provide contact information for three client references and grant permission for Gauteng Tourism to contact them to verify the quality of their work and their ability to work under specific timelines to create and attractive and informative sales tool.

- For the Printer

The printer must provide samples of at least 3 similar projects. Additionally, the printer must provide contact information for three client references and grant permission for Gauteng Tourism to contact them to verify the quality of their work and their ability to work under specific timelines with similar publications.
• For the Sales Team

The successful bidder will be responsible for setting the advertising rates and preparing the associated rate card. Advertising rates must be included with the proposal. Advertising rates will include all design, productions, printing, and administration costs. Sales Team responsibilities will include securing advertisers, completing the necessary invoicing and collection of payment each year for all three year components of the 2014, 2015 and 2016 Official Visitor Guide to Gauteng.

Gauteng Tourism staff members will not be involved in any part of the advertising sales except to forward any inquiries to the contractor for follow-up and/or to provide background support on previous and current partner relationships and contact information to the contractor. Sales are to be completed by the contractor’s sales team in a professional manner that encourages new and existing partners to participate in the comprehensive marketing plan of which the Official Visitor Guide to Gauteng is a key component.

A mandatory meeting with Gauteng Tourism is necessary in order to inform the successful contractor’s sales team about additional marketing options available to compliment the basic Gauteng Tourism Partnership Opportunities.

6.6 Copyright and confidentiality

a) The successful service providers will be required to sign a confidentiality agreement as part of the contract. Copyright of all materials and artwork produced belong to Gauteng Tourism.

b) Copyright of information obtained through the course of the assignment will be the property of Gauteng Tourism and may not be sold or re-produced by any of the service providers without the prior permission from Gauteng Tourism.

c) All reports, collateral, photographic and audiovisual material developed are the property of Gauteng Tourism and are to be used or distributed only with the permission of Gauteng Tourism.

d) No presentations of any materials may be made without the prior permission of Gauteng Tourism.
7. INPUTS FROM GAUTENG TOURISM

a) Gauteng Tourism will provide available documentation and information.
b) Gauteng Tourism will provide the designer key documents, in digital format for the inclusion of the *Official Visitor Guide to Gauteng* including key themes and messaging to be incorporated into the content.
c) Relevant staff of the Gauteng Tourism team will make themselves available for any agreed workshops and meetings and will review and make comments on all draft documents as per the agreed schedules provided by the successful service provider(s).
d) The successful service provider(s) must assume that the Gauteng Tourism project team will be identified and will be mandated.
e) Gauteng Tourism will also provide to the contractor an up-to-date list of Tourism Gauteng partners. The contractor agrees that these partner lists remain the property of Gauteng Tourism and that the lists cannot be used for any reason other than to sell advertising space within the *Official Visitors Guide to Gauteng* now and in the future.

8. INVOICES

a) Payments will be made against the deliverables and milestones in the approved plan of work and as per contractual agreement.
b) Invoices must indicate the task and/or output and should include a short description of work done referring to any relevant reports.
c) No up-front payments will be made. Government pays for work completed to the satisfaction of the Department within 30 days of submission of an invoice.
d) All invoices must be addressed to Gauteng Tourism (Incorporating the Gauteng Tourism Authority; Cradle of Humankind World Heritage Site and Dinokeng Projects)
e) A list of invoices to be submitted must be included in the draft plan of work, and should be related to tangible outputs as mentioned above.
f) Gauteng Tourism reserves the right to commission only portions of the work as contained in the submitted proposals.

9. PROPOSAL SUBMISSION

Eight (8) copies of the proposal must be submitted with the following format:

Section 1: Covering letter of the service provider and attachments (See section 10)
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 Gauteng Tourism.

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 professional 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. In cases of a consortium, a written agreement among all parties comprising the consortium must be provided. Section 7: Summary of company profile, as well as experience and expertise.

Section 8: Detailed budget breakdown (inclusive of VAT) (please refer to section 12 of these terms of reference for more information on pricing requirements)

10. ANNEXURES

Statutory requirements of tendering as set out in the documents supplied with this term of reference.

Original Signed Documents required:

- SBD4 - Declaration of Interest Form
- SBD8 Declaration of Bidders prior SCM practises
- SBD 9 Certificate Of Independent Bid Determination
- Original Vendor Registration form with all relevant attachments
- Original Valid Tax Clearance Certificate
- Original Valid BBBEE Certificate
- Any other relevant statutory certification as specified in the Terms of Reference

Failure to comply with the prescribed format and all the requirements of these terms of reference will disqualify your proposal submission.

11. REQUIREMENTS FOR SECTION ONE OF THE PROPOSAL
Section 1 of the proposal must comprise a covering letter signed by the service provider(s) accepting the rules of proposal process as set out in the terms of reference with the following attachments:

a) Tax clearance certificate from South African Revenue Services for the lead service provider and all firms to be subcontracted to it for this assignment, or all firms participating in a joint venture/consortium for purposes of this bid
b) Valid BBBEE certification
c) Full contact details of the service provider(s).

12. DETAILED PRICE PROPOSAL

Note: Gauteng Tourism envisages this to be a partnership with the successful bidder and that we will be expected to provide seed funding as per a proposed financial model. The detailed price proposal will be used for adjudication purposes only.

The price proposal of the service provider(s) must set out detailed costs for each of the following aspects of the assignment:
<table>
<thead>
<tr>
<th>DELIVERABLE</th>
<th>ACTIVITIES AND COST DRIVER (PLEASE SPECIFY ACTIVITY FREQUENCY)</th>
<th>TOTAL COST (INCL VAT)</th>
<th>UNIT COST IF APPLICABLE (INCL VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Creative Services and Production</td>
<td></td>
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<tr>
<td>Strategic Planning</td>
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<td>Support &amp; Advice</td>
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<td>Account Management</td>
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<tr>
<td>Advertising &amp; Sales</td>
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<td></td>
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<tr>
<td>Production Services</td>
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<td>Editorial Services</td>
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<td></td>
<td></td>
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<tr>
<td>Design and Graphic Services</td>
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<tr>
<td>Online Visitors Guide</td>
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<tr>
<td>Listing Database</td>
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<tr>
<td>Reader Response System</td>
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<tr>
<td>GRAND TOTAL</td>
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</table>

<table>
<thead>
<tr>
<th>DELIVERABLE</th>
<th>ACTIVITIES AND COST DRIVER (PLEASE SPECIFY ACTIVITY FREQUENCY)</th>
<th>TOTAL COST (INCL VAT)</th>
<th>UNIT COST IF APPLICABLE (INCL VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Printing &amp; Distribution</td>
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<tr>
<td>Printing</td>
<td></td>
<td></td>
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<tr>
<td>Distribution (per km/site)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>GRAND TOTAL</td>
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**Please note:** 30% of the project fee must be assigned to the final deliverable/retention fee. This contract will be awarded as a fixed price contract with provision for part payment against deliverables.

**13. CRITERIA FOR EVALUATION OF PROPOSALS**

Criteria for evaluation are as follows:

a) Price
b) Preferential procurement and compliance with broad based black economic empowerment policy of the Gauteng Provincial Government
c) Proposals are subject to the scrutiny and recommendations made by the Bid Committee.
In accordance with the Preferential Procurement Policy Framework Act 5 of 2000 (PPPFA), the 80:20 system (price: BBBEE) will be applied for final adjudication and awarding.

The following criteria will be used by the Bid Evaluation Committee panel for the selection of a suitable service provider:

**TABLE 1: TECHNICAL CRITERIA OF SELECTION OF A SUITABLE SERVICE PROVIDER**

Each proposal will be evaluated against the following technical criteria:

**CATEGORY 1: CREATIVE & PRODUCTION SERVICES**

<table>
<thead>
<tr>
<th>Overall Qualifications</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Company experience</td>
<td></td>
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<tr>
<td>- References</td>
<td></td>
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<tr>
<td>- Experience of team assigned to the project</td>
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<td>- Ability to meet quality &amp; schedule expectations</td>
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<tr>
<td>- Quality of samples provided by demonstrating completion of similar projects</td>
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<tr>
<td>- Proven ability to complete all facets of the job within specified timelines (sourced from the references provided)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Responsiveness to Goods &amp; Services Requirements:</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Clarity of proposal proving understanding of Gauteng Tourism’s requirements</td>
<td></td>
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<tr>
<td>- Account management</td>
<td></td>
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<tr>
<td>- Technical specifications</td>
<td></td>
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<tr>
<td>- Advertising services</td>
<td></td>
</tr>
<tr>
<td>- Competitiveness of advertising rates</td>
<td></td>
</tr>
<tr>
<td>- Product recommendations &amp; creative ideas</td>
<td></td>
</tr>
<tr>
<td>- Print publishing services</td>
<td></td>
</tr>
<tr>
<td>- Listing data collection services</td>
<td></td>
</tr>
<tr>
<td>- Reader response service</td>
<td></td>
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<tr>
<td>- Digital Edition and APP</td>
<td></td>
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</tbody>
</table>

| Ability to bring added value to the project                | 20% |
| Uniqueness of proposal and design content                  | 20% |
| **TOTAL**                                                  | 100%|

**CATEGORY 2: PRINTING AND DISTRIBUTION SERVICES**

<table>
<thead>
<tr>
<th>Overall Qualifications</th>
<th>40%</th>
</tr>
</thead>
</table>

Service providers would be required to meet a minimum qualifying technical score of 70% in each category they submit for.

14. RULES OF PROPOSALS SUBMITTED

The rules of the proposals submitted for this assignment are as follows:

a) The service provider must be a single legal entity with all other necessary expertise secured via subcontract. The client will enter into a single contract with a single firm for delivery of the work set out in these terms of reference.

b) Tax clearance certificates dated within 6 months of the closing date of this proposal must be submitted by all individuals submitting proposals as a Joint Venture / Consortium.

c) Valid BBBEE Certification

d) Proposals must be submitted on fixed price basis and in compliance with Section 12

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

f) Gauteng Tourism 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.

g) Gauteng Tourism reserves the right to call interviews with short-listed bidders before final selection.

h) Gauteng Tourism is not bound to accept any of the proposals submitted, and reserves the right to call for best and final offers from short-listed proposals before final selection.

i) Gauteng Tourism reserves the right to negotiate price with the preferred bidder.

j) Service providers may ask for clarification on these terms of reference or any of its annexures up to close of business 48 hours before the deadline for the submission of the proposals.

k) Any request for clarification must be submitted by email to Ms Corne Koch at corne@gauteng.net. Answers will be emailed to all individuals that register an interest in this project, without revealing the identity of the
source of the questions.

l) Any effort by a bidder to obtain additional information through verbal interaction may result in rejection of the proposal of the individual concerned.

m) Service providers may not contact Gauteng Tourism on any matter pertaining to their proposal from the time when proposals are submitted to the time the contract is awarded. Any effort by an individual to influence the evaluation process may result in rejection of the contract concerned.

n) The service provider(s) must complete all documents supplied with this terms of reference

o) Bidders must comply with government supply chain management requirements and administrative requirements of Gauteng Tourism.

15. TIME FRAMES

The timeframes for awarding this assignment are as follows:

<table>
<thead>
<tr>
<th>Output</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Issued</td>
<td>8 February 2013</td>
</tr>
<tr>
<td>Mandatory Briefing Session</td>
<td>12 February 2013</td>
</tr>
<tr>
<td>Submission of proposals</td>
<td>1 March 2013</td>
</tr>
<tr>
<td>Adjudication</td>
<td>6-12 March 2013</td>
</tr>
<tr>
<td>Awarding of contract</td>
<td>18 March 2013</td>
</tr>
<tr>
<td>Inception meetings</td>
<td>22 March 2013</td>
</tr>
<tr>
<td>Contract Signed with Service Provider</td>
<td>22 March 2013</td>
</tr>
<tr>
<td>Work begins on Guide Mechanics</td>
<td>22 March 2013</td>
</tr>
<tr>
<td>Gauteng Tourism to host partner orientation session</td>
<td>25-29 March 2013</td>
</tr>
<tr>
<td>Start selling advertisements</td>
<td>1 April 2013</td>
</tr>
<tr>
<td>Final proof delivered to Gauteng Tourism</td>
<td>30 September 2013</td>
</tr>
<tr>
<td>Visitor Guide sent to press</td>
<td>1 October 2013</td>
</tr>
<tr>
<td>Publication Date</td>
<td>1 November 2013</td>
</tr>
<tr>
<td>Launch of Guide at World Travel Market - London</td>
<td>5 November 2013</td>
</tr>
</tbody>
</table>

It is anticipated that the work as outlined in this TOR will take no longer than 6 months to complete
16. ADDRESS FOR PROPOSAL SUBMISSIONS

Completed proposals must be hand delivered to: Tender Box 11th Floor 124 Main Street, Johannesburg Attention: Ms Nomawazi Lamola before 11am on 1 March 2013. LATE BIDS WILL NOT BE CONSIDERED