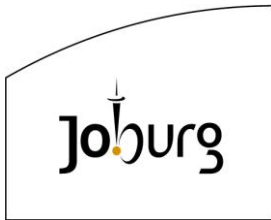


REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

INDEX

1. MBD1 - Part A
 - 1.1 Invitation to Bid
 - 1.2 Bidder information
 - 1.3 Joint Venture Certificate
 - 1.4 Consortium Certificate
 - 1.5 Subcontracting Certificate
 - 1.6 Partnership Certificate
2. MBD 1 - Part B
 - 2.1 Important Notice
 - 2.2 Conditions of Bid
 - 2.3 Terms and Conditions of Bid – Tax Compliance Requirements
 - 2.4 Tax Matters
 - 2.5 General Terms and Conditions of the Contract
3. Section 1
 - 3.1 Conditions of Award
4. Section 2
 - 4.1 Bid specifications / terms of reference
 - 4.2 Form of Bid
 - 4.3 Proposal Price Adjustment



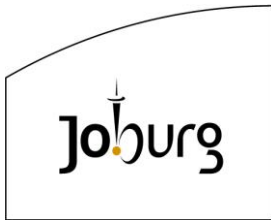
REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

5. Section 3

5.1	Invitation to bid	MBD 1
5.2	Pricing Schedule – Firm Prices (Purchases)	MBD 3.1
5.3	Price Schedule – professional services	MBD 3.3
5.4	Declaration of interest	MBD 4
5.5	Preference Points Claim Form	MBD 6.1
5.6	Declaration of Supply Chain Practices	MBD 8
5.7	Certificate of Independent Bid Determination	MBD 9
5.8	Declaration of municipal accounts	
5.9	Declaration in Terms of terms of Regulation 21 of the Municipal Supply Chain Management Regulations	MBD 10

6. Section 4

- 6.1 Technical data, omissions, variations and company details.

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

MBD 1

PART A**INVITATION TO BID**

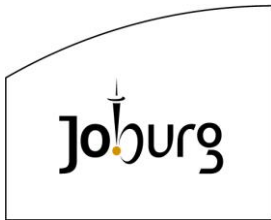
YOU ARE HEREBY INVITED TO BID FOR [REQUIREMENTS] OF THE CITY OF JOHANNESBURG					
BID NUMBER:	COJ/JTC001/24-25	CLOSING DATE:	14 NOVEMBER 2024	CLOSING TIME:	10:30AM
DESCRIPTION	REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN				
THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (MBD7).					

BID DOCUMENTS MUST BE DEPOSITED IN THE TENDER BOX SITUATED AT:

GROUP FLOOR, SAPPI BUILDING
48 AMESHOFF STREET.
2001 BRAAMFONTEIN,
JOHANNESBURG

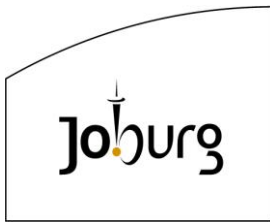
NON-COMPULSORY BRIEFING SESSION:**DATE: 31 OCTOBER 2024****TIME: 10:00 AM****VENUE: 4TH FLOOR SANDTON, LIBRARY.****SUPPLIER INFORMATION**

NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER					
TAX COMPLIANCE STATUS	TCS PIN:		CSD No:		



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

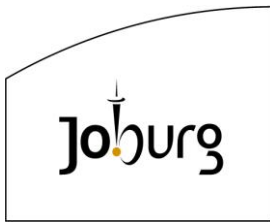
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE [TICK APPLICABLE BOX]	☐ Yes ☐ No	B-BBEE STATUS LEVEL SWORN AFFIDAVIT	☐ Yes ☐ No
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE / SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED]			
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	☐ Yes ☐ No [IF YES ENCLOSE PROOF]	ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?	☐ Yes ☐ No [IF YES, ANSWER PART B:3]
TOTAL NUMBER OF ITEMS OFFERED		TOTAL BID PRICE	R
SIGNATURE OF BIDDER		DATE	
CAPACITY UNDER WHICH THIS BID IS SIGNED			
BIDDING PROCEDURE ENQUIRIES AND TECHNICAL INFORMATION MAY BE DIRECTED TO:			
DEPARTMENT	JOHANNESBURG TOURISM COMPANY	CONTACT PERSON	ZUQHAME MATUTU
EMAIL ADDRESS	ZUQHAMEM@JOBURGTOURISM.COM		

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

BUSINESS STRUCTURE	
Individual	
Joint Venture	
Company	
Consortium	
Sub – Contractor	
Other	
If individual	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	
CSD registration number	
Business Address [not postal address]	
Telephone	

--

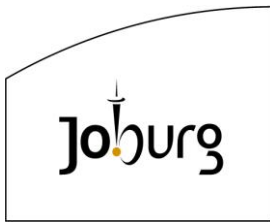
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

E-mail address	
COMPANY	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If Joint Venture	
Name of Bidder	
Contact Person	
Registration number	
Vat number	

--

Initial

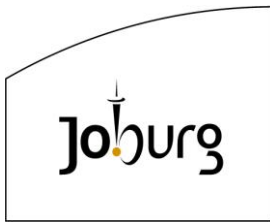
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

CIDB number	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If consortium	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
Business address [not postal address]	
Telephone	
E-mail address	

If subcontracting	
Name of Sub-contractor	

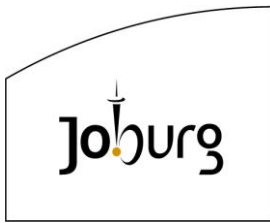
--

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

Contact Person	
Registration number	
Vat number	
CIDB registration	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If other	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	
CSD registration number	
Business address	

Initial



BID NO: COJ/JTC001/24-25

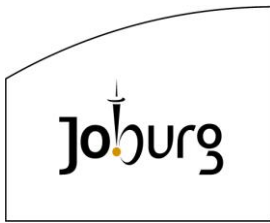
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

[not postal address]	
Telephone	
E-mail address	

MUNICIPAL DETAILS	
SUPPLIER NUMBER [if applicable]	

--

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

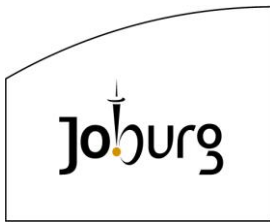
JOINT VENTURE CERTIFICATE

We, the undersigned member firms in the Joint Venture _____ [Name of the Joint Venture], hereby authorize Mr./Ms. _____ to sign this bid document as well as any contract resulting from bid number _____ and any other documents and correspondence in connection with this bid and/or contract for and on behalf of the Joint Venture.

NAME OF THE MEMBER FIRM(S)	REPRESENTATIVE OF THE FIRM	DESIGNATION OF THE REPRESENTATIVE OF THE FIRM	SIGNATURE

NOTE: A copy of the Joint Venture Agreement, Joint Venture Certificate indicating the percentage contribution of each firm to the Joint Venture and the allocation of responsibilities and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

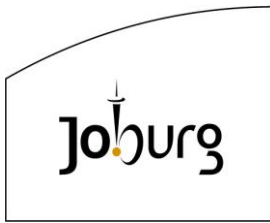
CONSORTIUM CERTIFICATE

We, the undersigned consortium partners, hereby authorize _____
[Name of entity] to act as lead consortium partner and further authorize
Mr./Ms. _____ to sign this offer as well as any contract resulting
from bid number _____ and any other documents and correspondence in
connection with this bid and / or contract for and on behalf of the consortium.

CONSORTIUM PARTNER	FULL NAME OF CONSORTIUM MEMBER	PARTICIPATION %	SIGNATURE

NOTE: A copy of the Consortium Agreement, Consortium Certificate indicating the allocation of responsibilities of consortium partner to the Consortium and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

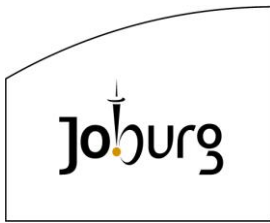
SUBCONTRACTING CERTIFICATE

I/We, the undersigned bidder undertake to subcontract _____% of the total bidding value to the below subcontractor/s.

<i>NAME OF SUBCONTRACTOR</i>	<i>CONTACT MEMBER OF THE SUB CONTRACTOR</i>	<i>% TO BE SUBCONTRACTED</i>	<i>SIGNATURE</i>

NOTE: A copy of the Subcontract Agreement indicating the allocation of responsibilities of each subcontractor must be attached. Subcontracting of the work to the bidder's own subsidiaries must be declared.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

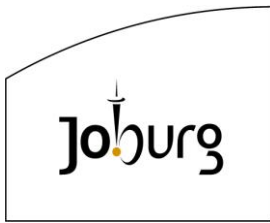
PARTNERSHIP CERTIFICATE

We, the undersigned partners in the business trading as _____
hereby authorize Mr./Ms. _____ to sign this offer as well as
any contract resulting from bid number _____ and any other documents
and correspondence in connection with this bid and / or contract for and on behalf of the
abovementioned partnership.

<i>NAME OF PARTNER</i>	<i>IDENTITY NO.</i>	<i>OWNERSHIP %</i>	<i>SIGNATURE</i>

NOTE: A copy of the Partnership Agreement indicating the allocation of responsibilities of each partner to the Partnership and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

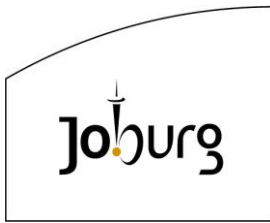
MBD 1 – PART B

1. IMPORTANT NOTICE

A bidder is required to take notice of the following in the preparation and submission of this bid. **THIS IMPORTANT NOTICE APPLIES TO THE BID AS A WHOLE AND MUST BE READ AS PART OF EVERY SECTION AND ANNEXURE TO THIS BID DOCUMENT.**

- 1.1. The bidder must read this bid document diligently and where possible take advice or refer to the relevant legislation and regulation applicable to procurement.
- 1.2. The bid document must be completed in black ink and in full, correctly and truthfully. Provided that it's not relevant to the bidder, it must be marked "N/A".
- 1.3. Bid documents must be sealed when submitted. The submission must be delivered at the correct address as it reads from this bid document on or before the closing date and before the closing time. The correct time to be used will be Telkom time. No submission shall be accepted other than in the manner described in this paragraph.
- 1.4. Information requested must be provided. Such information must be genuine. Should information be a copy of the original, such copy must be certified and commissioned as the true copy of the original in terms of the relevant laws.
- 1.5. Documents requested [including those under "returnable documents" under specifications / terms of reference] must be attached at the end of that particular annexure requesting such information. Should the information exceed the provided space, an addendum must be attached at the end of that particular annexure requesting such information.
- 1.6. Any requirement for signature must be signed at the appropriate space provided. It shall be deemed that the signatory is the bidder or a duly authorized person of the bidder.
- 1.7. The briefing session **must** be attended if compulsory. If not, the municipality highly recommends that the briefing session be attended.
- 1.8. **Error/s made must be scratched and signed next to the error by the same person who signs the bid document. Therefore, no tipex is allowed. In addition,**

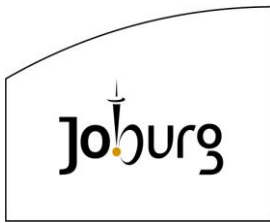
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

error/s made and relating to price must be accompanied by a letter [in the bidder's letterhead] pointing out the error made and acknowledging that it is his or her signature and was signed by the bidder for reasons of correcting the error.

- 1.9. The bid may be rejected in the event that the bidder:
- 1.9.1. fails to complete fully this bid document or to provide the information requested, or to sign the bid at the appropriate spaces provided or next to errors, his/her/its bid may be rejected due to non-compliance or being invalid;
 - 1.9.2. is found to be a role player or commits criminal act/s including fraud, price rigging, corruption, collusion, or forgery, the bidder shall be rejected. In the case of an award already made, the award or contract shall be terminated; or
 - 1.9.3. any of its director/s or those of the subcontractor/s or partner/s:
 - 1.9.3.1. owe municipal charges and is in arrears for more than 3 (three) months;
 - 1.9.3.2. had during the last 5 (five) years failed to perform satisfactorily on previous contract with the municipality or municipal entity or organ of the state after written notice was given to perform satisfactorily;
 - 1.9.3.3. abused the supply chain management of the municipality or municipal entity or committed an improper conduct;
 - 1.9.3.4. has been listed in the register of tender defaulters; or
 - 1.9.3.5. if any of the bidder's principals are in the service of the state.
- 1.10. Any steps taken because the bidder has failed to comply as provided in terms of this important notice or breached terms and conditions of the bid, shall not prevent the municipality from taking any steps available in law in addition to the remedies taken because of non-compliance or breach.
- 1.11. **Failure to take note of the advice and recommendations made under this important notice, shall be at the bidder's own risk.**

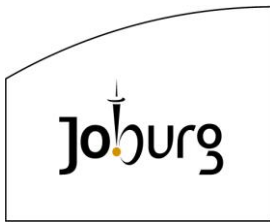
Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

- 1.12. This bid will be subject to public adjudication and notice of the date and time of the sitting shall be published on the Municipality's website.
- 1.13. Bid documents must be collected at the stipulated address, date and time as advertised, or downloaded from the appropriate websites.
- 1.14. Bid documents will be opened after the closing time and all bidders and their prices will be published on the municipality's website.
- 1.15. The bid award shall be published in the municipal websites.
- 1.16. **BID SUBMISSION:**
 - 1.16.1. Bids must be delivered by the stipulated time to the correct address. Late bids will not be accepted for consideration.
 - 1.16.2. This bid is subject to the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations, 2022, the General Conditions of Contract (GCC) and, if applicable, any other Special Conditions of Contract.
 - 1.16.3. The successful bidder will be required to sign a written service level agreement.
- 1.17. The City of Johannesburg reserves the right to source information from various sources to verify the information provided by the bidder in this bid and to enable the City to assess the bidder's financial stability and viability, and record of business conduct. The information to be sourced may include information relevant for the verification of all the information submitted by the bidder in this bid and any other information that may reasonably be deemed necessary to enable the City's verification and assessment, including the following:
 1. Commercial risk ratings;
 2. Whether the bidder honours commitments with suppliers and/or customers;
 3. Trade references;
 4. Company statutory information;
 5. Bidder's current address;
 6. Tax information;

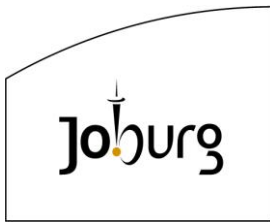
Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

7. Bidder certification by international or local standard setting bodies and/or verification agencies;
 8. Shareholding (shares and/or financial instruments held in and/or by the bidder);
 9. Whether the bidder has relevant capacity (resources, infrastructure etc.) to execute the contract;
 10. Annual Financial Statements, or information included therein;
 11. Property interests of the bidder and principals;
 12. Judgements, and default listings of the bidder and principals, as well as debt review of principals;
 13. Business rescue, liquidation of bidder and sequestration of principals;
 14. Principals, including their shareholdings and/or business interests in the bidder and other entities as well as current interests.
- 1.18. The City may source the information directly from the sources, or make use of agents to source the information on its behalf.
- 1.19. **Consent form in terms of section 11 of the Protection of Personal Information Act, 2013 ("POPIA")**
- 1.19.1. In order for the City to consider the bidders response, it will be necessary for the City to process certain personal information which the bidder may share with the City for the bid submission, including personal information – which may include special personal information ("personal information"). Personal information will be processed by the City for the purposes of assessing the bidder's submission in relation to the bid. The City may also share the bidder's personal information with third parties to carry out verification and background checks, where necessary. In this regard, the bidder acknowledges that the City's authorized verification agent/s and service provider/s will access the personal information.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

1.19.2. By ticking yes, and signing below, the bidder agrees and voluntarily consents to the City processing the bidder's personal information for the purpose of evaluating its submission, including to confirm and verify any information provided in the submission and the bidder gives the City permission to do so. The bidder agrees that the personal information may be disclosed by the City to third parties. The bidder understands that it is free to withdraw its consent on written notice to the City, however if consent is not given or is withdrawn, the City may be unable to process the bid submission.

Please tick one:

Yes

☐

No

☐

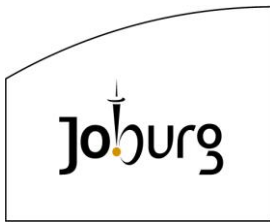
Signature

Date

Capacity

Name of Bidder

Initial

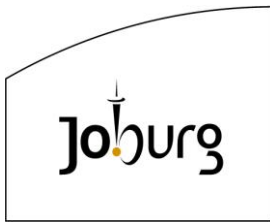


REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

2 CONDITIONS OF BID

- 2.1. No bid will be accepted from persons in the service of the state as defined in the Municipal Finance Management Act and Regulations.
- 2.2. The bid terms and conditions remain binding to the bidder throughout the contracting period.
- 2.3. A consideration of this bid is subject to governing legislation, including those relating to B-BBEE, the City's development goals, Preferential Procurement Policy Framework Act 5 of 2000 and its Regulations as amended.
- 2.4. That the tender may not necessarily be awarded to the bidder scoring the highest points.
- 2.5. The bidder is prohibited from participating in any form of price manipulation or bid rigging including those in MBD 9. If found, the bidder will be disqualified, or award be terminated.
- 2.6. Negotiations will only be conducted with selected bidder/s where necessary.
- 2.7. An award may be made to more than one bidder.
- 2.8. If considered necessary, the municipality reserves the right to visit the bidder's place of business and/or its customers.
- 2.9. The specifications are the copyright of the municipality.
- 2.10. The municipality reserves the right to cancel the requests for bids at any time or stage before the award or not to accept any bid.
- 2.11. Should it be found that the bidder has not been truthful and/or dishonest, then municipality shall cancel the award and negotiate with the next acceptable bidder.
- 2.12. All bids will be treated as confidential to the extent that the Municipality is required by law to publish or make information in the bid available to a third party.
- 2.13. Any dispute arising out of or relating to the bid must first be referred to the Accounting Officer for resolution.
- 2.14. Remedies

Initial

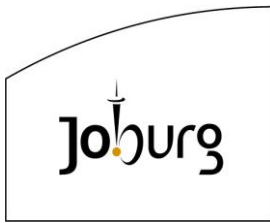
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- (1) If an organ of state is of the view that a tenderer submitted false information regarding a specific goal, the City of Johannesburg will —
- (a) inform the tenderer accordingly; and
 - (b) give the tenderer an opportunity to make representations within 14 days as to why the tender may not be disqualified or, if the tender has already been awarded to the tenderer, the contract should not be terminated in whole or in part.
- (2) After considering the representations referred to in subparagraph (2.14) (b), the City of Johannesburg may, if it concludes that such information is false—
- (a) disqualify the tenderer or terminate the contract in whole or in part; and
 - (b) if applicable, claim damages from the tenderer.
- 2.15. The tender may be divisible and be awarded to more than one bidder.
- 2.16. The City reserves the right to award the bid in full, partially or not at all.

3. TERMS AND CONDITIONS FOR BIDDING [Part B – Tax Compliance Requirements]

- 3.1. Bidders must ensure compliance with their tax obligations.
- 3.2. Bidders are required to submit their unique personal identification number (PIN) issued by the South Africa Revenue Services (SARS) to enable the organ of state to view the taxpayer's profile and tax status.
- 3.3. Application for the tax compliance certificate (TCC) or pin may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website www.sars.gov.za.
- 3.4. Foreign suppliers must complete the pre-award questionnaire in 3.7 below.
- 3.5. Bidders may also submit a printed TCC certificate together with the bid. In bids where consortia / joint ventures / sub-contractors are involved, each party must submit a separate TCC certificate / PIN and CSD number.

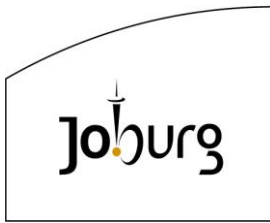
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- 3.6. Where no TCC is available but the bidder is registered on the central supplier database (CSD), a CSD number must be provided.
- 3.7. **If the answer is “no” to all of the below, then it is not a requirement to register for a tax compliance status system pin code from SARS and if not register as per 3.3 above.**

Question	Yes	No
Is the entity a resident of the republic of South Africa (RSA)?		
Does the entity have a branch in the RSA?		
Does the entity have a permanent establishment in the RSA?		
Does the entity have any source of income in the RSA?		
Is the entity liable in the RSA for any form of taxation?		

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

4. TAX MATTERS

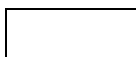
It is a condition of the bid that the taxes of the successful bidder must be in order as at the date of award, or that satisfactory arrangements have been made with SARS to meet the bidder's tax obligations as at the date of award. The annexure must be read in conjunction with the important notice.

- 4.1. The bidder must submit the tax compliance status PIN / CSD in order to enable the verification of the tax status of the bidder.
- 4.2. The bidder, upon being called to, must submit a valid Tax Clearance Certificate issued by any SARS branch office in order to determine tax compliance. The Tax Clearance Certificate Requirements are also applicable to foreign bidders / individuals who wish to submit bids.
- 4.3. The tax affairs of the bidder, as at the date of award, must be tax compliant.
- 4.4. Provided that the bid has Consortia / Joint Ventures / Sub-contractors involved, the conditions in 4.2 and 4.3 above equally apply to each member of the Consortia / Joint Ventures / Sub-contractor.

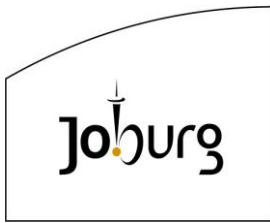
Signature

Date

Capacity

Name of Bidder

Initial



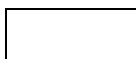
REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

5. GENERAL TERMS AND CONDITIONS OF THE CONTRACT

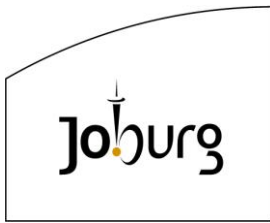
- a) In this document words in the singular also refer to the plural and *vice versa* and words in the masculine also mean in the feminine and neuter.
- b) The General Conditions of Contract (GCC) will form part of all bid documents and may not be amended.
- c) Special Conditions of Contract (SCC) relevant to a specific bid, should be compiled separately for every bid (if applicable) and will supplement the GCC. Whenever there is a conflict, the provisions in the SCC shall prevail.
- d) Wherever the following words appear, they will have interchangeable meaning: “purchaser” refers to the “municipality” and “supplier” refers to the “bidder”.

Definitions

- 1. The following terms shall be interpreted as indicated:
 - 1.1 “Closing time” means the date and hour specified in the bidding documents for the receipt of bids.
 - 1.2 “Contract” means the written agreement entered into between the purchaser and the supplier, as recorded in the contract form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.
 - 1.3 “Contract price” means the price payable to the supplier under the contract for the full and proper performance of his contractual obligations.
 - 1.4 “Corrupt practice” means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.

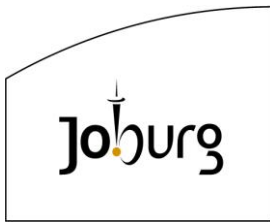


Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- 1.5 "Countervailing duties" are imposed in cases where an enterprise abroad is subsidized by its government and encouraged to market its products internationally.
- 1.6 "Country of origin" means the place where the goods were mined, grown or produced or from which the services are supplied. Goods are produced when, through manufacturing, processing or substantial and major assembly of components, a commercially recognized new product results that is substantially different in basic characteristics or in purpose or utility from its components.
- 1.7 "Day" means calendar day.
- 1.8 "Delivery" means delivery in compliance of the conditions of the contract or order.
- 1.9 "Delivery *ex stock*" means immediate delivery directly from stock actually on hand.
- 1.10 "Delivery into consignees store or to his site" means delivered and unloaded in the specified store or depot or on the specified site in compliance with the conditions of the contract or order, the supplier bearing all risks and charges involved until the supplies are so delivered and a valid receipt is obtained.
- 1.11 "Dumping" occurs when a private enterprise abroad markets its goods on own initiative in the RSA at lower prices than that of the country of origin and which have the potential to harm the local industries in the RSA.
- 1.12 "*Force majeure*" means an event beyond the control of the supplier and not involving the supplier's fault or negligence and not foreseeable. Such events may include, but is not restricted to, acts of the purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- 1.13 "Fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of any bidder, and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the bidder of the benefits of free and open competition.
- 1.14 "GCC" means the General Conditions of Contract.
- 1.15 "Goods" means all of the equipment, machinery, and/or other materials that the supplier is required to supply to the purchaser under the contract.

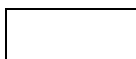
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

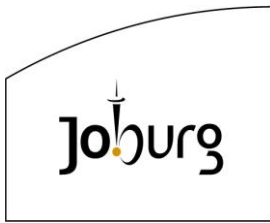
- 1.16 “Imported content” means that portion of the bidding price represented by the cost of components, parts or materials which have been or are still to be imported (whether by the supplier or his subcontractors) and which costs are inclusive of the costs abroad, plus freight and other direct importation costs such as landing costs, dock dues, import duty, sales duty or other similar tax or duty at the South African place of entry as well as transportation and handling charges to the factory in the Republic where the supplies covered by the bid will be manufactured.
- 1.17 “Local content” means that portion of the bidding price which is not included in the imported content provided that local manufacture does take place.
- 1.18 “Manufacture” means the production of products in a factory using labour, materials, components and machinery and includes other related value-adding activities.
- 1.19 “Order” means an official written order issued for the supply of goods or works or the rendering of a service.
- 1.20 “Project site,” where applicable, means the place indicated in bidding documents.
- 1.21 “Purchaser” means the organization purchasing the goods.
- 1.22 “Republic” means the Republic of South Africa.
- 1.23 “SCC” means the Special Conditions of Contract.
- 1.24 “Services” means those functional services ancillary to the supply of the goods, such as transportation and any other incidental services, such as installation, commissioning, provision of technical assistance, training, catering, gardening, security, maintenance and other such obligations of the supplier covered under the contract.
- 1.25 “Written” or “in writing” means handwritten in ink or any form of electronic or mechanical writing.

2. Application

- 2.1. These general conditions are applicable to all bids, contracts and orders including bids for functional and professional services, sales, hiring, letting and the granting or



Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

acquiring of rights, but excluding immovable property, unless otherwise indicated in the bidding documents.

- 2.2. Where applicable, special conditions of contract are also laid down to cover specific supplies, services or works.
- 2.3. Where such special conditions of contract are in conflict with these general conditions, the special conditions shall apply.

3. General

- 3.1. Unless otherwise indicated in the bidding documents, the purchaser shall not be liable for any expense incurred in the preparation and submission of a bid. Where applicable a non-refundable fee for documents may be charged.
- 3.2. Invitations to bid are, in addition to the purchaser's website and/or newspapers, are published in the Government Tender Bulletin. The Government Tender Bulletin may be obtained directly from the Government Printer, Private Bag X85, Pretoria 0001, or accessed electronically from www.treasury.gov.za.

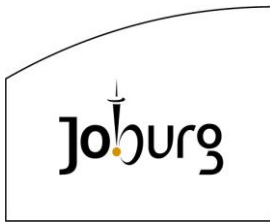
4. Standards

- 4.1. The goods supplied shall conform to the standards mentioned in the bidding documents and specifications.

5. Use of contract documents and information; inspection

- 5.1. The supplier shall not, without the purchaser's prior written consent, disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample, or information furnished by or on behalf of the purchaser in connection therewith, to any person other than a person employed by the supplier in the performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- 5.2. The supplier shall not, without the purchaser's prior written consent, make use of any document or information mentioned in GCC clause 5.1 except for purposes of performing the contract.
- 5.3. Any document, other than the contract itself mentioned in GCC clause 5.1 shall remain the property of the purchaser and shall be returned (all copies) to the purchaser on completion of the supplier's performance under the contract if so required by the purchaser.
- 5.4. The supplier shall permit the purchaser to inspect the supplier's records relating to the performance of the supplier and to have them audited by auditors appointed by the purchaser, if so required by the purchaser.

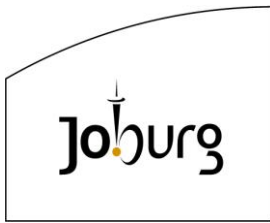
6. Patent rights

- 6.1. The supplier shall indemnify the purchaser against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the goods or any part thereof by the purchaser.

7. Performance security

- 7.1. Within 30 (thirty) days of receipt of the notification of contract award, the successful bidder shall furnish to the purchaser the performance security of the amount specified in SCC.
- 7.2. The proceeds of the performance security shall be payable to the purchaser as compensation for any loss resulting from the supplier's failure to complete his obligations under the contract.
- 7.3. The performance security shall be denominated in the currency of the contract, or in a freely convertible currency acceptable to the purchaser and shall be in one of the following forms:
- (a) a bank guarantee or an irrevocable letter of credit issued by a reputable bank located in the purchaser's country or abroad, acceptable to the purchaser, in

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

the form provided in the bidding documents or another form acceptable to the purchaser; or

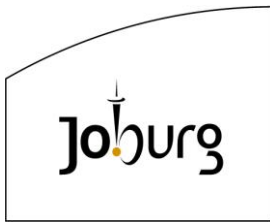
(b) a cashier's or certified cheque

- 7.4. The performance security will be discharged by the purchaser and returned to the supplier not later than 30 (thirty) days following the date of completion of the supplier's performance obligations under the contract, including any warranty obligations, unless otherwise specified in SCC.

8. Inspections, tests and analysis

- 8.1. All pre-bidding testing will be for the account of the bidder.
- 8.2. If it is a bid condition that supplies to be produced or services to be rendered should at any stage during production or execution or on completion be subject to inspection, the premises of the bidder or contractor shall be open, at all reasonable hours, for inspection by a representative of the purchaser or an organization acting on behalf of the purchaser.
- 8.3. If there are no inspection requirements indicated in the bidding documents and no mention is made in the contract, but during the contract period it is decided that inspections shall be carried out, the purchaser shall itself make the necessary arrangements, including payment arrangements with the testing authority concerned.
- 8.4. If the inspections, tests and analyses referred to in clauses 8.2 and 8.3 show the supplies to be in accordance with the contract requirements, the cost of the inspections, tests and analyses shall be defrayed by the purchaser.
- 8.5. Where the supplies or services referred to in clauses 8.2 and 8.3 do not comply with the contract requirements, irrespective of whether such supplies or services are accepted or not, the cost in connection with these inspections, tests or analyses shall be defrayed by the supplier.
- 8.6. Supplies and services which are referred to in clauses 8.2 and 8.3 and which do not comply with the contract requirements may be rejected.

Initial

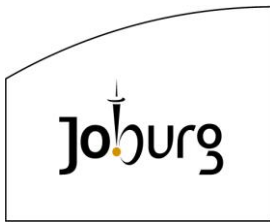
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- 8.7. Any contract supplies may on or after delivery be inspected, tested or analyzed and may be rejected if found not to comply with the requirements of the contract. Such rejected supplies shall be held at the cost and risk of the supplier who shall, when called upon, remove them immediately at his own cost and forthwith substitute them with supplies which do comply with the requirements of the contract. Failing such removal the rejected supplies shall be returned at the suppliers cost and risk. Should the supplier fail to provide the substitute supplies forthwith, the purchaser may, without giving the supplier further opportunity to substitute the rejected supplies, purchase such supplies as may be necessary at the expense of the supplier.
- 8.8. The provisions of clauses 8.4 to 8.7 shall not prejudice the right of the purchaser to cancel the contract on account of a breach of the conditions thereof, or to act in terms of Clause 23 of GCC.

9. Packing

- 9.1. The supplier shall provide such packing of the goods as is required to prevent their damage or deterioration during transit to their final destination, as indicated in the contract. The packing shall be sufficient to withstand, without limitation, rough handling during transit and exposure to extreme temperatures, salt and precipitation during transit, and open storage. Packing, case size and weights shall take into consideration, where appropriate, the remoteness of the goods' final destination and the absence of heavy handling facilities at all points in transit.
- 9.2. The packing, marking, and documentation within and outside the packages shall comply strictly with such special requirements as shall be expressly provided for in the contract, including additional requirements, if any, specified in SCC, and in any subsequent instructions ordered by the purchaser.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

10. Delivery and documents

- 10.1. Delivery of the goods shall be made by the supplier in accordance with the terms specified in the contract. The details of shipping and/or other documents to be furnished by the supplier are specified in SCC.
- 10.2. Documents to be submitted by the supplier are specified in SCC.

11. Insurance

- 11.1. The goods supplied under the contract shall be fully insured in a freely convertible currency against loss or damage incidental to manufacture or acquisition, transportation, storage and delivery in the manner specified in the SCC.

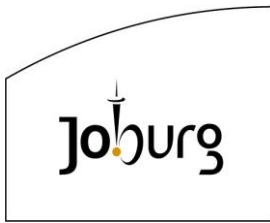
12. Transportation

- 12.1. Should a price other than an all-inclusive delivered price be required, this shall be specified in the SCC.

13. Incidental services

- 13.1. The supplier may be required to provide any or all of the following services, including additional services, if any, specified in SCC:
- (a) Performance or supervision of on-site assembly and/or commissioning of the supplied goods;
 - (b) Furnishing of tools required for assembly and/or maintenance of the supplied goods;
 - (c) Furnishing of a detailed operations and maintenance manual for each appropriate unit of the supplied goods;
 - (d) Performance or supervision or maintenance and/or repair of the supplied goods, for a period of time agreed by the parties, provided that this service

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

shall not relieve the supplier of any warranty obligations under this contract;
and

- (e) Training of the purchaser's personnel, at the supplier's plant and/or on-site, in assembly, start-up, operation, maintenance, and/or repair of the supplier goods.

13.2. Prices charged by the supplier for incidental services, if not included in the contract price for the goods, shall be agreed upon in advance by the parties and shall not exceed the prevailing rates charged to other parties by the supplier for similar services.

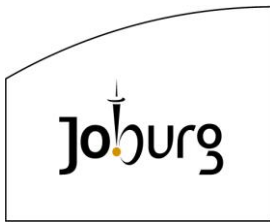
14. Spare parts

14.1. As specified in SCC, the supplier may be required to provide any or all of the following materials, notifications, and information pertaining to spare parts manufactured or distributed by the supplier:

- (a) such spare parts as the purchaser may elect to purchase from the supplier, provided that this election shall not relieve the supplier of any warranty obligations under the contract; and
- (b) in the event of termination of production of the spare parts:
 - (i) Advance notification to the purchaser of the pending termination, in sufficient time to permit the purchaser to procure needed requirements; and
 - (ii) following such termination, furnishing at no cost to the purchaser, the blueprints, drawings, and specifications of the spare parts, if requested.

15.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

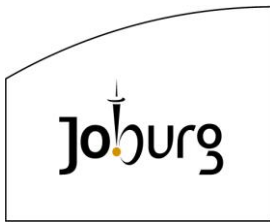
16. Warranty

- 16.1. The supplier warrants that the goods supplied under the contract are new, unused, of the most recent or current models, and that they incorporate all recent improvements in design and materials unless provided otherwise in the contract.
- 16.2. The supplier further warrants that all goods supplied under this contract shall have no defect, arising from design, materials, or workmanship (except when the design and/or material is required by the purchaser's specifications) or from any act or omission of the supplier, that may develop under normal use of the supplied goods in the conditions prevailing in the country of final destination.
- 16.3. This warranty shall remain valid for 12 (twelve) months after the goods, or any portion thereof as the case may be, have been delivered to and accepted at the final destination indicated in the contract, or for 18 (eighteen) months after the date of shipment from the port or place of loading in the source country, whichever period concludes earlier, unless specified otherwise in SCC.
- 16.4. The purchaser shall promptly notify the supplier in writing of any claims arising under this warranty.
- 16.5. Upon receipt of such notice, the supplier shall, within the period specified in SCC and with all reasonable speed, repair or replace the defective goods or parts thereof, without costs to the purchaser.
- 16.6. If the supplier, having been notified, fails to remedy the defect(s) within the period specified in SCC, the purchaser may proceed to take such remedial action as may be necessary, at the supplier's risk and expense and without prejudice to any other rights which the purchaser may have against the supplier under the contract.

17. Payment

- 17.1. The method and conditions of payment to be made to the supplier under this contract shall be specified in SCC.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- 17.2. The supplier shall furnish the purchaser with an invoice accompanied by a copy of the delivery note and upon fulfilment of other obligations stipulated in the contract.
- 17.3. Payments shall be made promptly by the purchaser, but in no case later than 30 (thirty) days after submission of an invoice or claim by the supplier.
- 17.4. Payment will be made in Rand unless otherwise stipulated in SCC.

18. Prices

- 18.1. Prices charged by the supplier for goods delivered and services performed under the contract shall not vary from the prices quoted by the supplier in his bid, with the exception of any price adjustments authorized in SCC or in the purchaser's request for bid validity extension, as the case may be.

19. Contract amendments

- 19.1. No variation in or modification of the terms of the contract shall be made except by written amendment signed by the parties concerned.

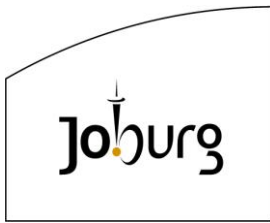
20. Assignment

- 20.1. The supplier shall not assign, in whole or in part, its obligations to perform under the contract, except with the purchaser's prior written consent.

21. Subcontracts

- 21.1. The supplier shall notify the purchaser in writing of all subcontracts awarded under this contract if not already specified in the bid. Such notification, in the original bid or later, shall not relieve the supplier from any liability or obligation under the contract.

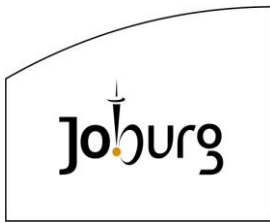
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

22. Delays in the supplier's performance

- 22.1. Delivery of the goods and performance of services shall be made by the supplier in accordance with the time schedule prescribed by the purchaser in the contract.
- 22.2. If at any time during performance of the contract, the supplier or its subcontractor(s) should encounter conditions impeding timely delivery of the goods and performance of services, the supplier shall promptly notify the purchaser in writing of the fact of the delay, its likely duration and its cause(s).
- 22.3. As soon as practicable after receipt of the supplier's notice, the purchaser shall evaluate the situation and may at his discretion extend the supplier's time for performance, with or without the imposition of penalties, in which case the extension shall be ratified by the parties by amendment of contract.
- 22.4. No provision in a contract shall be deemed to prohibit the obtaining of supplies or services from a national department, provincial department, or a local authority.
- 22.5. The right is reserved to procure outside of the contract small quantities or to have minor essential services executed if an emergency arises, the supplier's point of supply is not situated at or near the place where the supplies are required, or the supplier's services are not readily available.
- 22.6. Except as provided under GCC Clause 25, a delay by the supplier in the performance of its delivery obligations shall render the supplier liable to the imposition of penalties, pursuant to GCC Clause 22, unless an extension of time is agreed upon pursuant to GCC Clause 21.2 without the application of penalties.
- 22.7. Upon any delay beyond the delivery period in the case of a supplies contract, the purchaser shall, without cancelling the contract, be entitled to purchase supplies of a similar quality and up to the same quantity in substitution of the goods not supplied in conformity with the contract and to return any goods delivered later at the supplier's expense and risk, or to cancel the contract and buy such goods as may be required to complete the contract and without prejudice to his other rights, be entitled to claim damages from the supplier.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

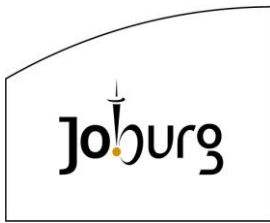
23. Penalties

- 23.1. Subject to GCC Clause 25, if the supplier fails to deliver any or all of the goods or to perform the services within the period(s) specified in the contract, the purchaser shall, without prejudice to its other remedies under the contract, deduct from the contract price, as a penalty, a sum calculated on the delivered price of the delayed goods or unperformed services using the current prime interest rate calculated for each day of the delay until actual delivery or performance. The purchaser may also consider termination of the contract pursuant to GCC Clause 23.

24. Termination for default

- 24.1. The purchaser, without prejudice to any other remedy for breach of contract, by written notice of default sent to the supplier, may terminate this contract in whole or in part:
- (a) if the supplier fails to deliver any or all of the goods within the period(s) specified in the contract, or within any extension thereof granted by the purchaser pursuant to GCC Clause 21.2;
 - (b) if the supplier fails to perform any other obligation(s) under the contract; if the supplier, in the judgment of the purchaser, has engaged in corrupt or fraudulent practices in competing for or in executing the contract.
- 24.2. In the event the purchaser terminates the contract in whole or in part, the purchaser may procure, upon such terms and in such manner as it deems appropriate, goods, works or services similar to those undelivered, and the supplier shall be liable to the purchaser for any excess costs for such similar goods, works or services. However, the supplier shall continue performance of the contract to the extent not terminated.
- 24.3. Where the purchaser terminates the contract in whole or in part, the purchaser may decide to impose a restriction penalty on the supplier by prohibiting such supplier from doing business with the public sector for a period not exceeding 10 (ten) years.

Initial

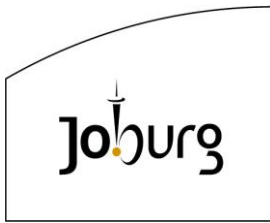
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- 24.4. If a purchaser intends imposing a restriction on a supplier or any person associated with the supplier, the supplier will be allowed a time period of not more than 14 (fourteen) days to provide reasons why the envisaged restriction should not be imposed. Should the supplier fail to respond within the stipulated 14 (fourteen) days the purchaser may regard the intended penalty as not objected against and may impose it on the supplier.
- 24.5. Any restriction imposed on any person by the Accounting Officer / Authority will, at the discretion of the Accounting Officer / Authority, also be applicable to any other enterprise or any partner, manager, director or other person who wholly or partly exercises or exercised or may exercise control over the enterprise of the first-mentioned person, and with which enterprise or person the first-mentioned person, is or was in the opinion of the Accounting Officer / Authority actively associated.
- 24.6. If a restriction is imposed, the purchaser must, within 5 (five) working days of such imposition, furnish the National Treasury, with the following information:
- (i) the name and address of the supplier and / or person restricted by the purchaser;
 - (ii) the date of commencement of the restriction
 - (iii) the period of restriction; and
 - (iv) the reasons for the restriction.

These details will be loaded in the National Treasury's central database of suppliers or persons prohibited from doing business with the public sector.

- 24.7. If a court of law convicts a person of an offence as contemplated in sections 12 or 13 of the Prevention and Combating of Corrupt Activities Act, No. 12 of 2004, the court may also rule that such person's name be endorsed on the Register for Tender Defaulters. When a person's name has been endorsed on the Register, the person will be prohibited from doing business with the public sector for a period not less than 5 (five) years and not more than 10 (ten) years. The National Treasury is empowered to determine the period of restriction and each case will be dealt with on its own merits. According to section 32 of the Act the Register must be open to the public. The Register can be perused on the National Treasury website.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

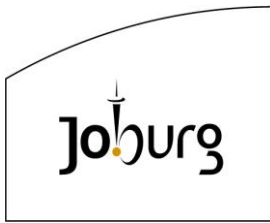
25. Anti-dumping and countervailing duties and rights

- 25.1. When, after the date of bid, provisional payments are required, or antidumping or countervailing duties are imposed, or the amount of a provisional payment or anti-dumping or countervailing right is increased in respect of any dumped or subsidized import, the State is not liable for any amount so required or imposed, or for the amount of any such increase.
- 25.2. When, after the said date, such a provisional payment is no longer required or any such anti-dumping or countervailing right is abolished, or where the amount of such provisional payment or any such right is reduced, any such favourable difference shall on demand be paid forthwith by the contractor to the State or the State may deduct such amounts from moneys (if any) which may otherwise be due to the contractor in regard to supplies or services which he delivered or rendered, or is to deliver or render in terms of the contract or any other contract or any other amount which may be due to him.

26. Force Majeure

- 26.1. Notwithstanding the provisions of GCC Clauses 22 and 23, the supplier shall not be liable for forfeiture of its performance security, damages, or termination for default if and to the extent that his delay in performance or other failure to perform his obligations under the contract is the result of an event of a *force majeure*.
- 26.2. If a *force majeure* situation arises, the supplier shall promptly notify the purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the purchaser in writing, the supplier shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the *force majeure* event.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

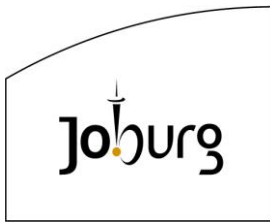
27. Termination for insolvency

- 27.1. The purchaser may at any time terminate the contract by giving written notice to the supplier if the supplier becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the supplier, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the purchaser.

27. Settlement of Disputes

- 27.1. If any dispute or difference of any kind whatsoever arises between the purchaser and the supplier in connection with or arising out of the contract, the parties shall make every effort to resolve amicably such dispute or difference by mutual consultation.
- 27.2. If, after 30 (thirty) days, the parties have failed to resolve their dispute or difference by such mutual consultation, then either the purchaser or the supplier may give notice to the other party of his intention to commence with mediation. No mediation in respect of this matter may be commenced unless such notice is given to the other party.
- 27.3. Should it not be possible to settle a dispute by means of mediation, it may be settled in a South African court of law.
- 27.4. Mediation proceedings shall be conducted in accordance with the rules of procedure specified in the SCC.
- 27.5. Notwithstanding any reference to mediation and/or court proceedings herein:
- (a) the parties shall continue to perform their respective obligations under the contract unless they otherwise agree; and
 - (b) the purchaser shall pay the supplier any monies due the supplier.
- 27.6. Except in cases of criminal negligence or willful misconduct, and in the case of infringement pursuant to Clause 6;
- (a) the supplier shall not be liable to the purchaser, whether in contract, tort, or otherwise, for any indirect or consequential loss or damage, loss of use, loss

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the supplier to pay penalties and/or damages to the purchaser; and

- (b) the aggregate liability of the supplier to the purchaser, whether under the contract, in tort or otherwise, shall not exceed the total contract price, provided that this limitation shall not apply to the cost of repairing or replacing defective equipment.

28. Governing language

- 28.1. The contract shall be written in English. All correspondence and other documents pertaining to the contract that is exchanged by the parties shall also be written in English.

29. Applicable law

- 29.1. The contract shall be interpreted in accordance with South African laws, unless otherwise specified in SCC.

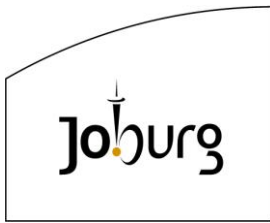
30. Notices

- 30.1. Every written acceptance of a bid shall be posted to the supplier concerned by registered or certified mail and any other notice to him shall be posted by ordinary mail to the address furnished in his bid or to the address notified later by him in writing and such posting shall be deemed to be proper service of such notice.
- 30.2. The time mentioned in the contract documents for performing any act after such aforesaid notice has been given, shall be reckoned from the date of posting of such notice.

31. Taxes and duties

- 31.1. A foreign supplier shall be entirely responsible for all taxes, stamp duties, license fees, and other such levies imposed outside the purchaser's country.
- 31.2. A local supplier shall be entirely responsible for all taxes, duties, license fees, etc., incurred until delivery of the contracted goods to the purchaser.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

31.3. No contract shall be awarded to any bidder whose tax matters are not in order. A tax clearance certificate must be submitted and if a copy, such must be certified as the true copy of the original. Revenue Services.

32. National Industrial Participation (NIP) Programme

32.1. The NIP Programme administered by the Department of Trade and Industry shall be applicable to all contracts that are subject to the NIP obligation.

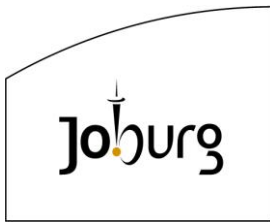
33. Prohibition of Restrictive practices

33.1. In terms of section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, an agreement between, or concerted practice by, firms, or a decision by an association of firms, is prohibited if it is between parties in a horizontal relationship and if a bidder (s) is / are or a contractor(s) was / were involved in collusive bidding (or bid rigging).

33.2. If a bidder(s) or contractor(s), based on reasonable grounds or evidence obtained by the purchaser, has / have engaged in the restrictive practice referred to above, the purchaser may refer the matter to the Competition Commission for investigation and possible imposition of administrative penalties as contemplated in the Competition Act No. 89 of 1998.

33.3. If a bidder(s) or contractor(s), has / have been found guilty by the Competition Commission of the restrictive practice referred to above, the purchaser may, in addition and without prejudice to any other remedy provided for, invalidate the bid(s) for such item(s) offered, and / or terminate the contract in whole or part, and / or restrict the bidder(s) or contractor(s) from conducting business with the public sector for a period not exceeding ten (10) years and / or claim damages from the bidder(s) or contractor(s) concerned.

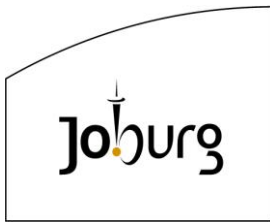
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

SECTION 1

1.1	CONDITIONS OF AWARD Notwithstanding the suppliers' proposal being recommended for award, an award shall not be made to a supplier whose:
1.1.1	Tax matters are not in order, as confirmed in terms of the National Treasury's Centralized Supplier Database (CSD) and/or SARS.
1.1.2	Municipal Rates and Taxes of the bidder and that of its Directors is in arrears for more than 3 (three) months and there are no arrangements made with the relevant Municipality.
1.1.3	Directors and Principal members are in the Service of the State as defined in Regulation 1, of the Municipal Supply Chain Management Regulations.
1.1.4	Name of the bidder or that of its directors appear on the National Treasury's database of Restricted Suppliers.

Initial

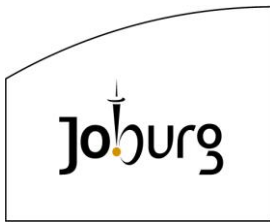


**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

SECTION 2

TERMS OF REFERENCE
PLEASE REFER TO APPENDIX "A"
AT THE BACK OF THE DOCUMENT.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

FORM OF BID

NB. ERROR/S OR ALTERATION/S MADE MUST BE SCRATCHED AND SIGNED NEXT TO THE ERROR OR ALTERATION BY THE SAME PERSON WHO SIGNS THE BID DOCUMENT. THEREFORE, NO TIPEX IS ALLOWED. IN ADDITION, ERROR/S OR ALTERATION/S MADE RELATING TO PRICE MUST BE ACCOMPANIED BY A LETTER [IN THE BIDDER'S LETTERHEAD] POINTING OUT THE ERROR ALTERATION MADE AND ACKNOWLEDGING THAT IT IS THE DELEGATED SIGNATORY AND WAS SIGNED BY THE BIDDER FOR REASONS OF CORRECTING THE ERROR.

IN THE EVENT THAT THE BIDDER FAILS TO FULLY COMPLETE THIS FORM OF BID OR TO PROVIDE THE INFORMATION REQUESTED, OR TO SIGN THE BID AT THE APPROPRIATE SPACES PROVIDED OR NEXT TO ERRORS, THE BID WILL BE REJECTED AS NON-RESPONSIVE.

BIDDERS TO FILL IN THE FOLLOWING TABLE

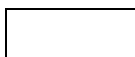
ITEM	DESCRIPTION	TOTAL AMOUNT EXCLUDING VAT.	TOTAL AMOUNT INCLUDING VAT.
1.	REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN	R	R

Prices include Value Added Tax

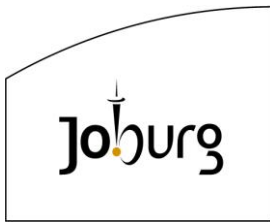
Rate of Value Added Tax Ø _____ %

Ø To be inserted by the Proposer

Name of Proposer (in full): _____



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

PROPOSAL PRICE ADJUSTMENT

Is this a firm price proposal? _____

The answer to the above question must either be YES/NO

NB: If neither Yes or No is inserted the Bid price will be taken to be firm and no adjustment will be allowed, notwithstanding anything to the contrary elsewhere contained.

If the answer to the above question is **NO**, Proposers are to provide a detailed Annexure specifying components and percentages of the pricing elements that will fluctuate. An indication should be given of the escalation across the Bid period stipulating base rates that the Bid is premised upon and changes in the subsequent year. Failure to provide details in this regard will invalidate your claim for a Bid price adjustment.

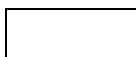
Name of bidder (in full) : _____

Company Registration Number : _____

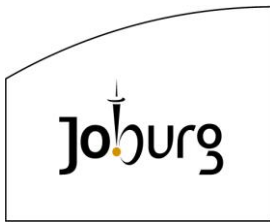
VAT Registration Number : _____

Business address : _____

Postal address : _____



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

Telephone number : _____

E-mail address : _____

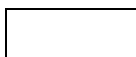
Name of person authorized to sign this Bid : _____

(BLOCK LETTERS)

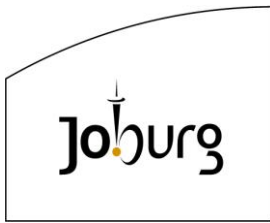
Signature of person authorized to sign this Bid _____

Date : _____ 2024

As witness : _____

**NB: THE RESOLUTION AUTHORIZING THE ABOVE-MENTIONED PERSON
TO SIGN ALL RELEVANT DOCUMENTS MUST BE ATTACHED.**

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

SECTION 3**MBD 3.1****PRICING SCHEDULE – FIRM PRICES (PURCHASES)**

**NOTE: ONLY FIRM PRICES WILL BE ACCEPTED. NON-FIRM PRICES
(INCLUDING PRICES SUBJECT TO RATES OF EXCHANGE
VARIATIONS) WILL NOT BE CONSIDERED**

IN CASES WHERE DIFFERENT DELIVERY POINTS INFLUENCE THE
PRICING, A SEPARATE PRICING SCHEDULE MUST BE SUBMITTED
FOR EACH DELIVERY POINT

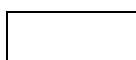
NAME OF BIDDER:	BID NUMBER: COJ/JTC001/24-25
CLOSING TIME: 10:30AM	CLOSING DATE: 14 November 2024

OFFER TO BE VALID FOR 12 (TWELEVE) MONTHS FROM THE CLOSING DATE OF BID.

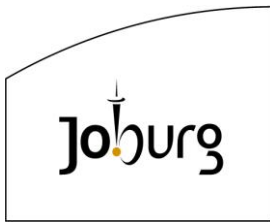
ITEM QUANTITY DESCRIPTION BID PRICE IN RSA CURRENCY NO.

***(ALL APPLICABLE TAXES INCLUDED)*

-
- Required by :
 - At:
 - Brand and Model



Initial

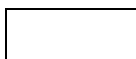
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- Country of Origin
- Does the offer comply with the specification(s)? *YES/NO
- If not to specification, indicate deviation(s)
- Period required for delivery
*Delivery: Firm/Not firm
- Delivery basis

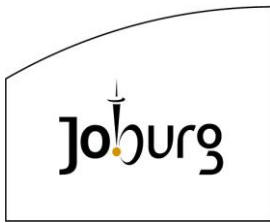
Note: All delivery costs must be included in the bid price, for delivery at the prescribed destination.

*** "all applicable taxes" includes value- added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies.*

**Delete if not applicable*



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

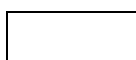
MBD 3.3

PRICING SCHEDULE (Professional Services)**NAME OF BIDDER:BID NUMBER: COJ/JTC001/24-25****CLOSING TIME: 10:30AM****CLOSING DATE: 14 NOVEMBER 2024**

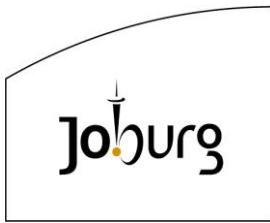
OFFER TO BE VALID FOR 12 (TWELVE) MONTHS FROM THE CLOSING DATE OF BID.

1. The accompanying information must be used for the formulation of proposals.
2. Bidders are required to indicate a ceiling price based on the total estimated time for completion of all phases and including all expenses inclusive of all applicable taxes for the project. R.....
3. PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)

4. PERSON AND POSITION	HOURLY RATE	DAILY RATE
-----	R-----	-----
-----	R-----	-----
-----	R-----	-----
-----	R-----	-----
-----	R-----	-----



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

5. PHASES ACCORDING TO WHICH THE PROJECT WILL BE COMPLETED, COST PER PHASE AND MAN-DAYS TO BE SPENT

-----	R-----	----- days
-----	R-----	----- days
-----	R-----	----- days
-----	R-----	----- days

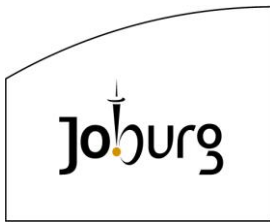
5.1 Travel expenses (specify, for example rate/km and total km, class of air travel, etc.). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT
-----			R.....
-----			R.....
-----			R.....
-----			R.....

**“all applicable taxes” includes value-added taxes, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies.

5.2 Other expenses, for example accommodation (specify, e.g. Three star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

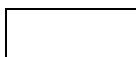
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

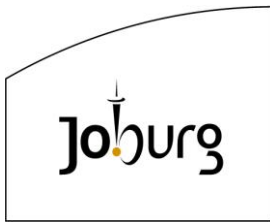
DESCRIPTION OF EXPENSE TO BE INCURRED	RATE/QUANTITY	AMOUNT
-----		R.....
-----		R.....
-----		R.....
-----		R.....

TOTAL:.....

6. Period required for commencement with project after acceptance of bid.....
7. Estimated man-days for completion of project
8. Are the rates quoted firm for the full period of contract?
.....*YES/ NO.
9. If not firm for the full period, provide details of the basis on which adjustments will be
applied for, for example consumer price index
.....



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

MBD 4**DECLARATION OF INTEREST**

1. No bid will be accepted from persons in the service of the state¹.
2. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.
3. **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

3.1. Full Name of bidder or his or her representative:

3.2. Identity Number:

3.3. Position occupied in the Company (director, trustee, shareholder²):

¹ **MSCM Regulations:** "in the service of the state" means to be –

(a) a member of –

(i) any municipal council;
(ii) any provincial legislature; or
(iii) the national Assembly or the national Council of provinces;

(b) ² a member of the board of directors of any municipal entity;

(c) an official of any municipality or municipal entity;

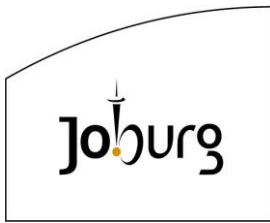
(d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);

(e) a member of the accounting authority of any national or provincial public entity; or

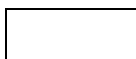
(f) An employee of Parliament or a provincial legislature.

² **Shareholder** means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

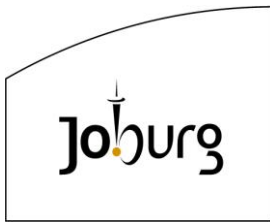
Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

- 3.4. Company Registration Number:
- 3.5. Tax Reference Number:
- 3.6. VAT Registration Number:
- 3.7. The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.
- 3.8. Are you presently in the service of the state? **YES / NO**
- 3.8.1 If yes, furnish particulars.....
.....
- 3.9. Have you been in the service of the state for the past twelve months? **YES / NO**
- 3.9.1 If yes, furnish particulars.....
- 3.10. Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid? **YES / NO**
- 3.10.1 If yes, furnish particulars.....
- 3.11. Are you, aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid? **YES / NO**
- 3.11.1 If yes, furnish particulars.....
- 3.12. Are any of the company's directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES/NO**



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

3.12.1 If yes, furnish particulars.....

3.13. Are any spouse, child or parent of the company's directors, trustees, managers, Principle Shareholders or stakeholders in service of the state? **YES/NO**

3.13.1 If yes, furnish particulars.....

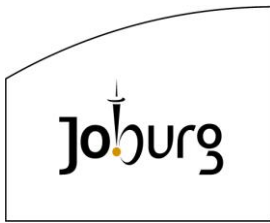
3.14. Do you or any of the directors, trustees, managers, principle shareholders, or stakeholders of this company have any interest in any other related companies or business whether or no they are bidding for this contract? **YES / NO**

3.14.1 If yes, furnish particulars:

4. Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	State Employee Number

Initial

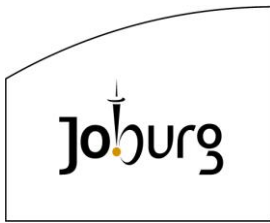
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

Signature

Date

Capacity

Name of Bidder**Initial**

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

DECLARATION OF INTEREST

In order to give effect to the declaration of interest [MBD 4], the following questionnaire must be completed. The bidder is required to respond by yes or no to the declarations and furnish information in the format provided in the event that the response is YES. By appending signature at the end, the bidder confirms the declarations to be true and correct. The declaration must be read in conjunction with the important notice.

1. Have you been in the service of the state for the past twelve months?

YES / NO

2. Are any of the bidder's directors, trustees, managers, principle shareholders or stakeholders in service of the state?

YES / NO

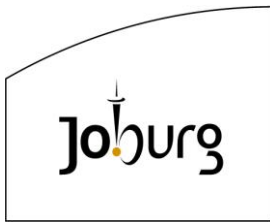
3. Is any spouse, child or parent of the bidder's directors, trustees, managers, major shareholder/s or stakeholder/s in service of the state?

YES / NO

4. Do you or any of the director/s, trustee/s, manager/s, major shareholder/s, or stakeholder/s of the bidder have any interest in any other related companies or business whether or not they are bidding for this contract?

YES / NO

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

5. If yes in any or all of the above, furnish particular in the format below.

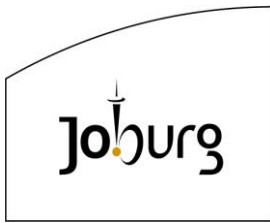
Paragraph reference	Full Name	Identity number	State employee number	Status [currently or past employed]	Relationship to bidder
1					
2					
3					
4					

Signature

Date

Capacity

Name of Bidder**Initial**

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

MBD 6.1**PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL
PROCUREMENT REGULATIONS 2022**

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and

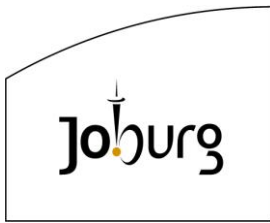
1.2 The applicable preference point system for this tender is the 80/20 preference point system.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

1.4 The maximum points for this tender are allocated as follows:

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

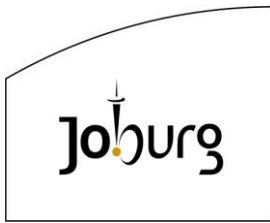
	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES**6.1. POINTS AWARDED FOR PRICE****6.1.1. THE 80/20 PREFERENCE POINT SYSTEMS**

A maximum of 80 points is allocated for price on the following basis:

80/20

$$Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

6.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT**6.2.1. POINTS AWARDED FOR PRICE**

A maximum of 80 points is allocated for price on the following basis:

80/20

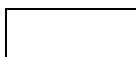
$$Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)$$

Where

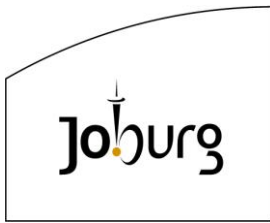
Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

7. POINTS AWARDED FOR SPECIFIC GOALS**7.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement**

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:

7.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—

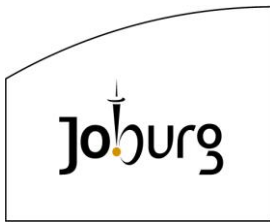
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
- (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,

then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

The specific goals allocated points in terms of this tender	Means of verification	Number of points allocated (80/20 system)	Number of points claimed (80/20 system) (To be completed by the tenderer)
51% or more owned by black people	CSD, Valid BBBEE Certificate / Affidavit Sworn under oath, ID copy of owner/s of the business and	5	

Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

	shareholder's certificate.		
51% or more owned by women	CSD, ID copy of owner/s of the business and shareholder's certificate	5	
Company operating within the jurisdiction of the City of Johannesburg	CSD and proof of municipal account.	10	

DECLARATION WITH REGARD TO COMPANY/FIRM

7.3. Name of company / firm

7.4. Company registration number:

7.5. TYPE OF COMPANY/ FIRM

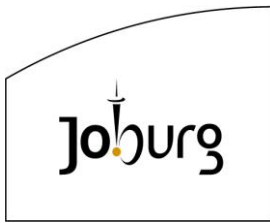
- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

7.6. I, the undersigned, who is duly authorised to do so on behalf of the company / firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company / firm for the preference(s) shown and I acknowledge that:

- a) The information furnished is true and correct;
- b) The preference points claimed are in accordance with the General Conditions

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

as indicated in paragraph 1 of this form;

- c) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- d) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may –
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution, if deemed necessary.

.....
SIGNATURE(S) OF TENDERER(S)

SURNAME AND NAME:

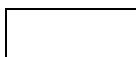
DATE:

ADDRESS:

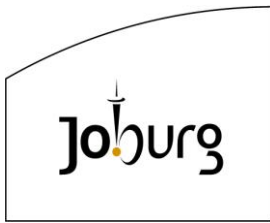
.....

.....

.....



Initial

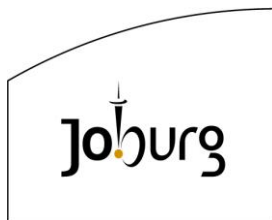
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

MBD 8**DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES**

- 1 This Municipal Bidding Document must form part of all bids invited.
- 2 It serves as a declaration to be used by municipalities and municipal entities in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- 3 The bid of any bidder may be rejected if that bidder, or any of its directors have:
 - a. abused the municipality's / municipal entity's supply chain management system or committed any improper conduct in relation to such system;
 - b. been convicted for fraud or corruption during the past five years;
 - c. willfully neglected, reneged on or failed to comply with any government, municipal or other public sector contract during the past five years; or
 - d. Been listed in the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004).
- 4 **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

Item	Question	Yes	No
4.1	Is the bidder or any of its directors listed on the National Treasury's database as a company or person prohibited from doing business with the public sector? (Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the <i>audi alteram partem</i> rule was applied).	Yes ☐	No ☐
4.1.1	If so, furnish particulars:		

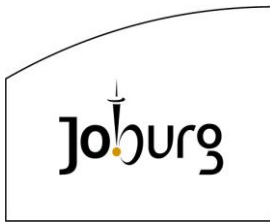
Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? (To access this Register enter the National Treasury's website, www.treasury.gov.za, click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 3265445).	Yes ☐	No ☐
4.2.1	If so, furnish particulars:		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court of law outside the Republic of South Africa) for fraud or corruption during the past five years?	Yes ☐	No ☐
4.3.1	If so, furnish particulars:		
4.4	Does the bidder or any of its directors owe any municipal rates and taxes or municipal charges to the municipality / municipal entity, or to any other municipality / municipal entity, that is in arrears for more than three months?	Yes ☐	No ☐
4.4.1	If so, furnish particulars:		

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

4.5	Was any contract between the bidder and the municipality / municipal entity or any other organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes ☐	No ☐
4.5.1	If so, furnish particulars:		

CERTIFICATION

**I, THE UNDERSIGNED (FULL NAME).....CERTIFY
THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM TRUE AND
CORRECT.**

**I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY
BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.**

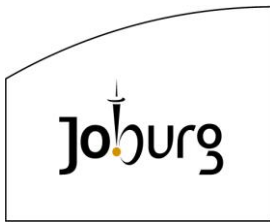
Signature

Date

Capacity

Name of Bidder

Initial

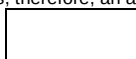
**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

MBD 9**CERTIFICATE OF INDEPENDENT BID DETERMINATION**

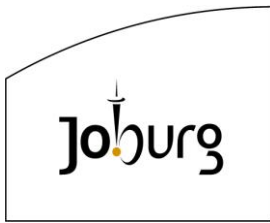
1. This Municipal Bidding Document (MBD) must form part of all bids³ invited.
2. Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).⁴ Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
3. Municipal Supply Regulation 38 (1) prescribes that a supply chain management policy must provide measures for the combating of abuse of the supply chain management system, and must enable the accounting officer, among others, to:
 - a. take all reasonable steps to prevent such abuse;
 - b. reject the bid of any bidder if that bidder or any of its directors has abused the supply chain management system of the municipality or municipal entity or has committed any improper conduct in relation to such system; and
 - c. cancel a contract awarded to a person if the person committed any corrupt or fraudulent act during the bidding process or the execution of the contract.
4. This MBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
5. In order to give effect to the above, the attached Certificate of Bid Determination (MBD 9) must be completed and submitted with the bid:

³ Includes price quotations, advertised competitive bids, limited bids and BIDs.

⁴ Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

In response to the invitation for the bid made by:

(Name of Municipality / Municipal Entity)

Do hereby make the following statements that I certify to be true and complete in every respect:

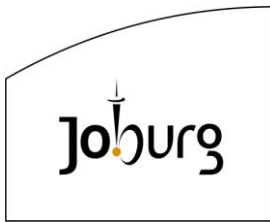
I certify, on behalf of: _____ that:
(Name of Bidder)

CERTIFICATE OF INDEPENDENT BID DETERMINATION

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:

(a) has been requested to submit a bid in response to this bid invitation;

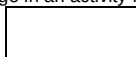
Initial



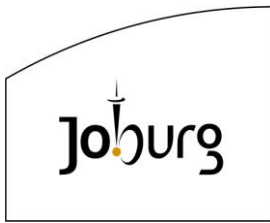
REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

- (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) Provides the same goods and services as the bidder and/or is in the same line of business as the bidder.
6. The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium⁵ will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
- (a) prices;
 - (b) geographical area where product or service will be rendered (market allocation)
 - (c) methods, factors or formulas used to calculate prices;
 - (d) the intention or decision to submit or not to submit, a bid;
 - (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
 - (f) Bidding with the intention not to win the bid.
8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
9. The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

⁵ Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.



Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

10. I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No. 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No. 12 of 2004 or any other applicable legislation.

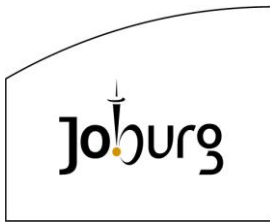
Signature

Date

Capacity

Name of Bidder

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

DECLARATION ON STATE OF MUNICIPAL ACCOUNTS

A Any bid may be rejected if:

- Any municipal rates and taxes or municipal service charges owed by the bidder and any of the directors to the municipality or a municipal entity, or to any other municipality or municipal entity, are in arrears for more than 3 (three) months.
- In the case of International companies having South African Agencies and that business premises are leased, proof of lease agreements and / or monthly rental statements must be submitted.
- The above will also be applicable for directors of the bidder/s who are leasing residential premises. Where the directors of the bidder/s reside outside the country, this requirement is not applicable.

B Bid Information

i. Name of bidder

.....

ii. Registration Number

.....

iii. Municipality where business is situated

.....

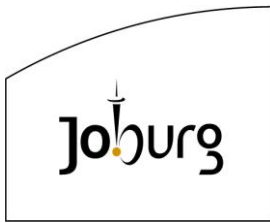
iv. Municipal account number for rates

.....

v. Municipal account number for water and electricity

.....

Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

vi. Names of all directors, their ID numbers and municipal account number.

- a.
- b.
- c.
- d.
- e.

C Documents to be attached.

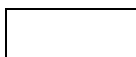
- i. A copy of municipal account mentioned in B (iv) & (v) (Not older than 3 (three) months)
- ii. A copy of municipal accounts of all directors mentioned in B (vi) (Not older than 3 (three) months)
- iii. Proof of directors

I/We declare that the abovementioned information is true and correct and that the following documents are attached to this form:

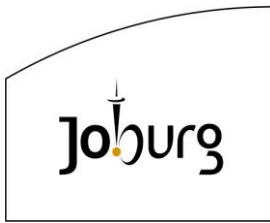
.....
.....
.....

Signature

Date



Initial



REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN

SUBMISSION OF PROOF OF MUNICIPAL ACCOUNTS OR LEASE AGREEMENTS

1. Municipal Accounts / Rates / Taxes:

1.2. A Bidder is required to provide municipal accounts for the firm and for each director / shareholder / partner to prove that the bidder or any of its directors / shareholders / partners is not in arrears with their municipal account for more than 3 (three) months, or that the necessary arrangements have been made with the Municipality.

1.3. If the bidder or any of its directors / shareholders / partners is unable to provide municipal accounts for the firm and/or for each director / shareholder / partner as is required, then the bidder is to provide an affidavit, which is signed before a commissioner of oaths, which outlines the facts which make it not to be able to accede to the request for municipal accounts.

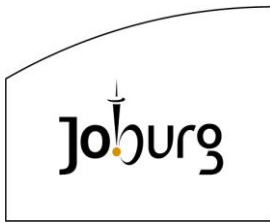
4.1. Further to the affidavit, the bidder is to provide a confirmation letter from the relevant municipality confirming the following: -

4.1.1. The name(s) of the owner(s) of the account(s)

4.1.2. The relevant account(s) number(s); and

4.1.3. That the municipal accounts above, are not in arrears for more than 3 (three) months; or

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

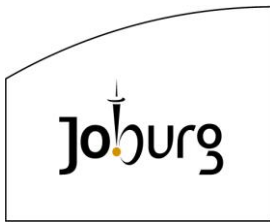
4.1.4. that an acceptable arrangement has been concluded and exists.

4.1.4.1. Lease Agreement:

1.1. If the bidder does not own the property from where it carries on business, or if any or any of director / shareholder / partner does not own a property in the Republic, the bidder is required to provide a copy of the Lease Agreement for the premises where it carries on business or where the director / shareholder / partner resides.

1.2. If the bidder is unable to provide a copy of the Lease Agreement as is required, then the bidder is to provide an affidavit, which is signed before a commissioner of oaths which outlines the facts which make it not to be able to produce and provide lease agreement in respect of the property it carries on business or in which its director / shareholder / partner resides.

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

MBD 10

DECLARATION IN TERMS OF REGULATION 21 OF THE MUNICIPAL SUPPLY CHAIN MANAGEMENT REGULATIONS

To give effect to the declaration in this annexure, the declaration must be completed and signed. By appending signature at the end, the bidder confirms the declarations to be true and correct. The declaration must be read in conjunction with the important notice.

1. I declare that I am duly authorised to act on behalf of _____
(name of the firm).
2. I hereby certify that, to the best of my personal knowledge, neither the firm nor any director/member/partner of the firm have any undisputed commitments for municipal services towards a municipality or other service provider in respect of which payment is overdue for more than 30 days.
3. To the extent that the bidder or any director/member/partner of the bidder has undisputed commitment(s) for municipal services towards a municipality or other service provider in respect of which payment is overdue for more than 30 days, an acceptable arrangement has been entered into with the relevant municipality of service provider. Such arrangement appears more fully in the letter from the municipality or service provider confirmation letter attached to this bid.

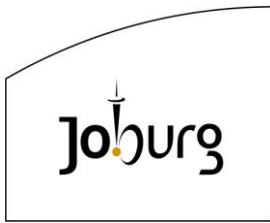
Signature

Date

Capacity

Name of Bidder

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

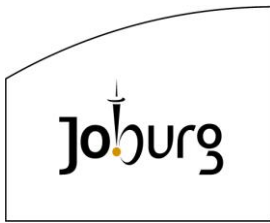
SECTION 4**Technical data, omissions, variations****1. Bank Details**

Name of Bankers: _____
Address of Bankers: _____
Branch of Bank: _____
Bank Account Number: _____

2. Details of Similar Work Recently Carried Out

DESCRIPTION OF WORK	COMPLETION DATE	CLIENT NAME AND CONTACT DETAILS	VALUE (R)

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

3. Qualifications by Bidder

Should the bidder desire to make any departures from or modifications to the General Conditions of Contract, Specification, Drawings, or in any other way to qualify this bid, he must set out his BIDs clearly hereunder, or alternatively state them in a covering letter attached to this bid and referred to hereunder, failing which the bid will be deemed to be unqualified.

If no departures or modifications are desired, the schedule hereunder is to be marked NIL and signed by the bidder.

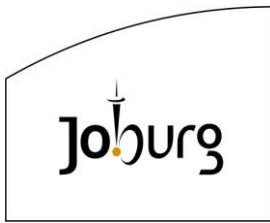
PAGE	CLAUSE OR ITEM

4. Work to be done by others

Full details must be provided here of any work required from the Council or others to provide complete execution of the work to the satisfaction of the Council.

DESCRIPTION OF WORK	TO BE EXECUTED BY

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

5 Sub-Contractors

Full details must be provided here of any work regarding sub-contractors which may be used for installation, maintenance, repair, supply of accessories and supply of parts.

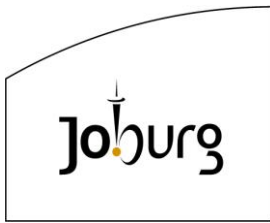
DESCRIPTION OR WORK/EQUIPMENT	TO BE EXECUTED

6 Plant, Transport and Staff Available

Bidders must list all equipment available for use on the contract, and must fully describe the equipment and/or plant and must further state whether owned or leased.

DESCRIPTION OF EQUIPMENT/PLANT	QUANTITY	OWNED/LEASED

Initial

**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG (CoJ) TOURISM MASTER PLAN**

7 Omissions and Variations from the Council's Specification

Bids will be held to be entirely in accordance with the Council's specification except in the respects stated hereunder and the goods and/or services will be subject to rejection if it is found on delivery that they do not/it does not comply with the Council's specification on additional points which have not been approved in writing:

If the bid is in accordance with the Council's specification in all respects, the bidder must state so here:

8. Indemnity Clause

I/We the undersigned, do hereby indemnify and hold harmless the Council in respect of all loss, cost, damage or injury that may be caused to any premises or to any person or animal by reason of the performance of this contract.

I/We, further indemnify the Council in respect of all legal and other expenses that may be incurred by the Council in examining, resisting or settling any damage, injury or loss that may in any way be occasioned by work necessary in terms of the contract.

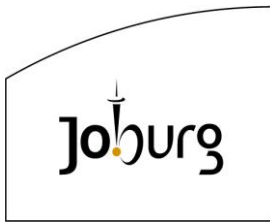
Signature

Date

Capacity

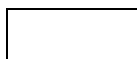
Name of Bidder

Initial

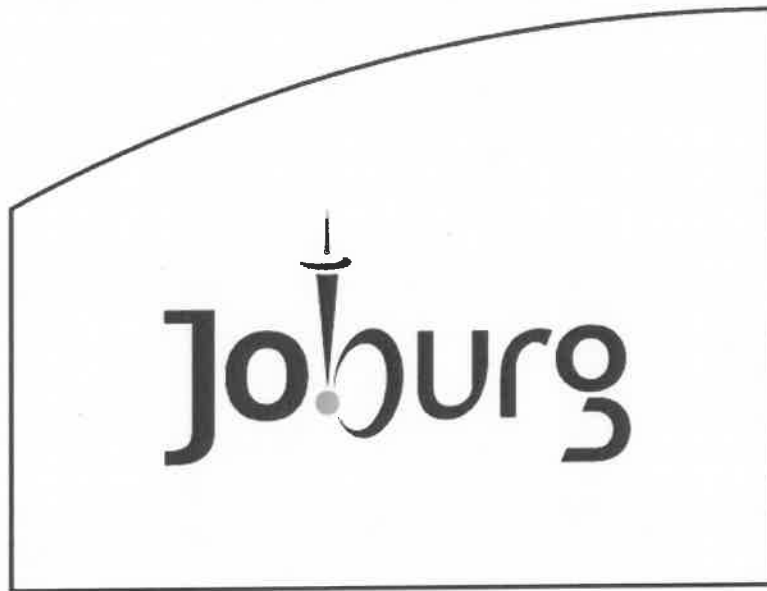


**REQUEST FOR PROPOSALS FOR DEVELOPMENT OF THE CITY OF JOHANNESBURG
(CoJ) TOURISM MASTER PLAN**

APPENDIX A



Initial



**REQUEST FOR PROPOSALS FOR
DEVELOPMENT OF THE CITY OF
JOHANNESBURG (CoJ) TOURISM MASTER
PLAN**

TABLE OF CONTENTS

Content	Page
1. INTRODUCTION.....	2
2. BACKGROUND.....	4
3. SCOPE OF WORK.....	7
3.1. ANALYSIS OF EXISTING STRATEGIES AND PLANS.....	7
3.2. DEVELOPMENT OF A NEW TOURISM MASTER PLAN.....	11
3.2.1 SITUATIONAL ANALYSIS.....	11
3.2.2 TOURISM DEVELOPMENT FRAMEWORK.....	15
3.2.3 MARKETING PLAN	17
3.2.4 IMPLEMENTATION PLAN.....	18
4. CONTRACT PERIOD.....	20
4.1. DELIVERABLES.....	20
5. PARTICIPATION IN PROJECT STEERING COMMITTEE MEETINGS.....	21
6. STAKEHOLDER PARTICIPATION.....	22
7. TIMEFRAMES.....	22
8. PROJECT MANAGEMENT.....	23
9. MINIMUM REQUIREMENTS.....	23
10. RETURNABLE DOCUMENTS.....	24
11. DISQUALIFYING CRITERIA.....	24
12. EVALUATION CRITERIA.....	25
13. CONDITIONS OF AWARD.....	29
14. CLARIFICATION OF THE REQUEST FOR PROPOSALS.....	29

1. INTRODUCTION

South Africa has managed to stabilize its macro-economy, with interest rates declining and stable, a less volatile rand, and domestic demand increasing as a result of a growing middle class. Despite these, there are concerns in respect of the coordination and integration of economic policies (industrial, fiscal and monetary), and the inclusion of the second economy in the mainstream remains a challenge. Growth in spending is underpinned by infrastructure investment, including investment in new tourism products and activities. Therefore, it is expected that the economy will stabilize the job market and enable government to stimulate employment opportunities and ultimately eradicate poverty.

The City of Johannesburg (CoJ) is a growing metropolitan area with an estimated population of 7 million by 2040 (CoJ, Spatial Development Framework 2016). There are major urban challenges that have to be addressed to ensure a city that works for its people and as the economic powerhouse of the country, including spatial inequalities, urban sprawl and fragmentation, limited land use diversity and low residential densities. The spatial vision as outlined in the Spatial Development Framework (SDF) 2040 is one of a denser, diversified city where people have easy access to jobs and urban amenities.

The City of Johannesburg has an existing tourism strategy solely focusing on coordinating tourism systematically in the destination. The tourism goal in the existing tourism strategy was to position Johannesburg as a leading business and lifestyle destination in Africa. Johannesburg focuses on experience-based tourism development and tourism marketing approach; stimulating tourism growth through a supply based and demand driven tourism development.

Therefore, the proposed Tourism Master Plan must be aligned with the overall desired strategic marketing impact for the destination in line with the strategy objectives:

- ☐ To profile Johannesburg as a destination of business opportunities, lifestyle and entertainment.
- ☐ To improve destination performance by increasing number of visitors coming to Johannesburg.
- ☐ To enhance attractiveness of Johannesburg as a destination and diversify its offering base through extensive tourism development.
- ☐ To position the Johannesburg as a business and lifestyle destination on a global scale.
- ☐ To enhance the City's competitiveness through constant innovation, upgrades and expansion of product offerings.

- ☐ To ensure sustainable financial performance and growth.
- ☐ To enhance customer service, stakeholder engagement and increased communication effectiveness.
- ☐ To provide business enablement through technology.

The existing strategy supports the two-fold current Joburg Tourism mandate which is central towards stimulating economic growth:

- The supply side of tourism focuses on the most fundamental resources that attract tourists to regions and what the tourism industry brings to the tourist: the natural and cultural resources.
- The demand side of tourism comprises those needs and motivations that drive individuals to become tourists.

The Tourism Master Plan will be the guiding framework for City of Johannesburg in terms of tourism development and marketing within the city area. The Tourism Master Plan will be developed through the alignment with other related plans in strategic focus areas, including the tourism sector national and provincial strategies.

The development of the Tourism Master Plan must ensure an inter-related system of supply and demand factors (the tourism market), and a broad range of societal / environmental influences. Together, these comprise the tourism system. The tourism market is composed of both supply (an industry) and demand (an activity). These are linked through marketing, research, distribution, global and national tourism organisations and transportation.

- The supply side of tourism focuses on the most fundamental resources that attract tourists to regions and what the tourism industry brings to the tourist: the natural and cultural resources.
- The demand side of tourism comprises those needs and motivations that drive individuals to become tourists.
- The tourism distribution system focuses on distributing tourism from the tourism sectors to the potential tourist. Tourism distribution can therefore be defined as the extension of the number of points of sale or access away from the location at which the services are performed.

The Tourism Master Plan will comprise three components, namely the Situational Analysis and Tourism Development Framework, Costed Business Cases for Identified Niches and High Impact Projects and in turn will influence the scope of work of which will be detailed in the terms of reference.

It is of utmost importance that, where applicable, the Tourism Master Plan should be spatially represented. Therefore, it will be prerequisite that, the Tourism Master Plan be developed within the context of the City of Johannesburg Spatial Development Framework to ensure adequate spatial mapping, land use zoning and planning rights in line with current land use management framework to support development recommendations.

The City of Johannesburg through this proposal wishes to formulate a long-term Master Plan for tourism (05 -10 years) with emphasis on tourism development, tourism spatial planning and land use management, sector institutional framework, policy, legislation and regulation, product development and diversification, place making, destination promotion, tourism infrastructure and superstructure development and enhancement, tourism investment linkages, human resource development, economic impact of tourism, and socio-cultural and environmental impacts of tourism. It includes a short term (three-year) costed implementation plan with a prioritised model to rank projects for priority actions to be undertaken to kick-start sustainable tourism development, and preparation of several demonstration projects for pilot areas. In addition, a costed medium term and long -term plan with prioritised model to rank projects will have to be formulated.

2. BACKGROUND

City of Johannesburg is embarking on the development of its Tourism Master Plan. This Master Plan will encompass the following phases:

PHASE 1: SITUATIONAL ANALYSIS

- Element 1: Review of the existing related Policy and Legislative Frameworks, Plans, Strategies and Development Frameworks and integrate these into the Master Plan.
- Element 2: Balance between Supply and demand for tourism
- Element 3: Tourism Spatial Mapping, Land Use Management and Environmental Management Measures.
- Element 4: Distribution System i.e. supply chain, value chain, channeling etc.
- Element 5: Environmental Scanning i.e. SWOT vs TOWS and PESTEL etc.

- Element 6: Gap Analysis
- Element 7: Infrastructure Analysis
- Element 8: Mapping Out Tourism Development Fundamentals i.e. links with tourism system, links with economic development, public and private sector collaborations, comparative advantage, sustainable development, responsible development, tourism clustering, competitive advantage.
- Element 9: Mapping Out Economic Potential with Clear Recommendations

PHASE 2: TOURISM DEVELOPMENT FRAMEWORK

- Element 10: Tourism Sector Institutional Framework, Modelling and Capacity
- Element 11: Identify Development Linkages and Priorities
- Element 12: Route Development Plan and Management
- Element 13: Attraction or Nodal Development Plan
- Element 14: Nature Based Tourism Plan
- Element 15: Township Tourism Plan
- Element 16: Unpack, crystalize and rationalize the identified niche development areas into actions into a coherent manner
- Element 17: Systematically organize the niche development actions into functional tourism system.
- Element 18: Plan and Package Identified Niche Development Areas for Strategic Tourism Economic Turn-around supported by practical business and value proposition i.e. business, medical, events and lifestyle, mining, rail/transport, aviation, tourism real estate, heritage and culture, sports, film, shopping and culinary tourism as identified niche development areas.
- Element 19: Develop tourism investment road map with investment packages or multi packaging.
- Element 20: Precinct Revival and Management Plan
- Element 21: Place Restoration and Management
- Element 22: Project Identification and Planning
- Element 23: Identify and Package Investment Opportunities

PHASE 3: MARKETING PLAN

- Element 24: Development of Product Database i.e. across tourism amalgams
- Element 25: Destination Brand Identity
- Element 26: Destination Positioning
- Element 27: Destination Marketing Plan

PHASE 4: IMPLEMENTATION PLAN

- Element 28: Integrated Approach to Enablers of Identified Niches and High Impact Projects
- Element 29: Strategic Partnerships and Collaborations
- Element 30: Identify Strategic Interventions and related Mechanisms
- Element 31: Prioritization Model for ranking of Projects based on Economic Importance
- Element 32: Develop Business Cases for High Impact Projects identified from the packaged niches
- Element 33: Project packaging and multi-packaging for Development and Investment with costed Business Cases
- Element 34: Identify Commercialization Opportunities with clear Purpose Use
- Element 35: Implementation Plan for short, medium and long-term, projects prioritised and ranked with clear costing
- Element 36: Budget Plan with clear Strategic Partnerships and Collaborative Recommendations
- Element 37: Monitoring and Evaluation Framework

In addition, the envisaged development of the Tourism Master Plan, will encompass tourism development, tourism spatial planning and land use management, sector institutional framework, policy, legislation and regulation, product development and diversification, place making, destination promotion, tourism infrastructure and superstructure development and enhancement, tourism investment linkages, human resource development, economic impact of tourism, and socio-cultural and environmental impacts of tourism.

Currently, City of Johannesburg is in the process of developing its Master Plan therefore, it invites suitably qualified service providers to submit proposals for development of the plan which includes all tourism elements in relation to its constitutional mandate, according to the scope of work as outlined in the subsequent section.

3. SCOPE OF WORK

The Johannesburg Tourism Company (JTC) will provide all JTC-related strategies and plans for the development of the Tourism Master Plan to the appointed service provider. It is the responsibility of the appointed service provider to obtain all other existing strategies and plans.

In the development of the Tourism Master Plan, the service provider must consider all existing Strategies and Plans; Establish a Tourism Development Framework; Develop a Destination Marketing Plan and develop an Implementation Plan including the monitoring and evaluation framework as well as demonstrate the packaging of projects for destination investment through the development of business cases on niche development areas.

The strategic focus of the Master Plan systematic formulation will be anchored by the City's new tourism approach, guided by the new identified niche development areas with different planning horizons. These niches are:

- (a) Business Tourism
- (b) Medical Tourism
- (c) Events and Lifestyle Tourism
- (d) Mining Tourism
- (e) Rail/Transport Tourism
- (f) Aviation Tourism
- (g) Tourism Real Estate
- (h) Heritage and Culture Tourism
- (i) Sports Tourism
- (j) Film Tourism
- (k) Shopping Tourism
- (l) Culinary Tourism or Gastronomy

3.1 ANALYSIS OF EXISTING STRATEGIES AND PLANS

The analysis of the existing strategies and plans for the City of Johannesburg will include a range of city-wide tourism activities.

The analysis, and where necessary revision, must incorporate at least the following aspects:

a) Review of Situational Analysis

The review of the situational analysis should concentrate on reviewing and updating both the demand and supply analyses, as well as review and where applicable update of the SWOT/TOWS/PESTEL and Gap Analysis. In addition, the review of the situational analysis should include a review of the existing tourism-related infrastructure and institutional arrangements within the respective city areas.

The review of the *demand analysis* should concentrate on updating current visitor numbers and profile for the area and at least, the purpose of the visit, the origin of the visitor and approximate tourist spend.

The review of the *supply analysis* should concentrate on reviewing the current tourism product database and identify new/not previously captured tourist offerings. This should include at least tourist accommodation, attractions, public amenities, emergency services and main transportation routes. This should result in an updated tourism product database, linked to spatial representation.

Where tourism products/facilities/routes have been mapped, the service provider will be required to map spatially, tourist products/facilities/routes within contextual city spatial development framework. Where tourism products/facilities/routes have not been mapped, the service provider will be required to do so. The service provider must ensure that spatial information is captured in Geographic Information System (GIS).

Data should include at least the following fields:

- Name of product/facilities
- Classification
- Grading (if applicable)
- Number of beds (if applicable)
- GPS co-ordinates/Google location
- Physical address
- Contact details (at least phone number and e-mail address)

- Website (if applicable)
- Planning rights
- Current zoning use

b) Review of the Tourism Development Framework

The review of the Tourism Development Framework should concentrate on a review of the Infrastructure Development Plan and a review of the Institutional Arrangements.

The review of the *Infrastructure Development Plan* should be informed by the review of existing tourism-related infrastructure, conduct infrastructure assessment and should result in a prioritized list of infrastructure projects that need to be undertaken. The determination of the prioritisation criteria will be done in collaboration with support tourism functions from the related Entities of the City of Johannesburg as well as other relevant Departments within the City of Johannesburg and other transversal functions across spheres of government.

The review of the *Institutional Arrangements/plan (between government and private sector)* should be informed by the review of existing tourism institutional arrangements. This review should result in descriptions of roles and responsibilities of each and the proposed interactions between the parties.

The service provider should also incorporate the investment plans related to tourism from the City existing plans and strategies and the implementation or lack thereof and highlight constraints in implementation and provide recommendations on how this should be dealt with.

- c) Develop a tourism marketing plan that has a strategic focus on destination brand, positioning, promotion and creation of competitive advantage to achieve differentiation for Johannesburg as global player in the industry. The aforesaid comprises five fundamental elements that constitute its execution, Firstly, the target audience needs to be identified and segmented into key target markets. From this point, the image of the CoJ should be reviewed in comparison with the needs, perceptions and expectations of the tourist target markets, thus leading to the positioning of the destination relative to its competitive- and comparative advantages. Once the positioning of a destination is defined, a marketing mix needs to be developed, which will package the product offering of the destination to appeal to the relevant tourist markets. The coordination of the

marketing mix is further elaborated through the marketing strategy that defines the communication and marketing actions.

The CoJ Marketing Plan follows a similar design through defining the positioning of the destination, its unique offering mix, the required marketing channels, and who and how to target the selected potential and emerging tourist markets.

The main goal of destination marketing is to identify the unique selling points of a destination and through that, define the destination's brand image which is used to position the destination in the minds of its target markets. This section provides a breakdown of CoJ's existing and emerging tourism markets, its selling points, and how the city should be positioned.

- d) The implementation plan (IP) will be used as a principal tool to guide the development of the tourism sector in Johannesburg. The IP will outline the recommended actions to be implemented over the next five years in order to achieve the strategic objectives of the Tourism Master Plan. The implementation of the plan will require sector collaboration through effective coordination with government, parastatals, municipalities, tourism organizations, private sector, and other stakeholders across the City. The implementation plan will have priority levels which involve priority assignment to every action or process, the priorities will be ranked in terms of importance. Factors that influence priority ranking will include urgency, value, timeframe, cost, marketing and other operational and developmental challenges.
- e) Development of costed Business Cases to prepare for lobbying for funding on identified high impact projects across niches and priority areas.
- f) Project packaging and multi - packaging for investment facilitation and attraction across niches and priority areas.
- g) Determination of the degree to which related strategies, policies and plans have been implemented within the City, according to respective implementation/action plans. This analysis should result in a description of actions that have been completed or partially completed, the resources utilised in the undertaking of each action and the organisation responsible for the implementation and a list of actions that have not been implemented. These results should be verified by the consultant through meeting focus groups comprised of stakeholders.

The review of related strategies and plans for the City will form the foundation of the new Tourism Master Plan. Therefore, it is in the best interest of the service provider to undertake a comprehensive review of the existing strategies and plans for the City, so as to best prepare for the development of the new Tourism Master Plan.

3.2 DEVELOPMENT OF A NEW TOURISM MASTER PLAN

The Tourism Master Plan will be the guiding Master Plan for City of Johannesburg in terms of tourism development, management and marketing within the Johannesburg. The Tourism Master Plan will be developed through the consolidation of all related strategies and plans for the City, including the Tourism Strategy.

The Tourism Master Plan will comprise four phases, namely the Situational Analysis, Tourism Development Framework, Marketing Plan and Implementation Plan; the scope of work of which is detailed in subsequent paragraphs.

3.2.1 PHASE 1: SITUATIONAL ANALYSIS

The Situational Analysis will be developed through the integration of the situational analyses of all City related plans and strategies. The Situational Analysis should comprise at least the following components:

- **Review of Tourism Policy and Legislative Framework:** The review should include a brief analysis of policies and legislative frameworks relevant to local government to guide tourism in the City.
- **Demand Analysis:** the result of the demand analysis will be an aggregated estimate of current visitors to Johannesburg including at least the purpose of the visit, the origin of the visitor and approximate tourist spend and a ten-year forecast of visitors into the area. The current and projected distribution of visitors must be spatially presented, according to the type of tourist (i.e. leisure, business, etc). It is important in aggregating demand data that double counting does not occur. To this end, the consultant should identify key intermediaries operating in the City, including but not necessarily limited to, tour operators to source tourism demand data and

source demand data generated from main tourism attractions in the area, for the purpose of triangulating data to avoid double counting.

In addition, the service provider will be required to elaborate on how seasonality affects tourism in the city. If necessary, mitigation measures in terms of seasonality should be outlined in the Development Framework.

For the purposes of completing the demand analysis the service provider will be required to determine the current visitor numbers and profile for the City and at least, the purpose of the visit, the origin of the visitor and approximate tourist spend and spatially represent at least tourist accommodation, attractions, public amenities and emergency services in the City.

- **Supply Analysis:** the result of the supply analysis will be the consolidated database of all tourism product offerings in the city. The supply of current tourism products should be spatially represented, according to the aforementioned GIS in City of Johannesburg compatible format (shape files). The service provider should flag tourism products that are currently being developed within the city. In addition to tourism products, the supply analysis should include the identification of tourism intermediaries active in the city.

For the purposes of completing the supply analysis, the service provider will be required to identify all tourist offerings in the City. This should include at least tourist accommodation, hospitality establishments and attractions. This should result in a tourism product database, linked to spatial representation for the City.

- **Infrastructure Analysis:** the infrastructure analysis should constitute the aggregated infrastructure analysis emanating from the tourism-related plans, strategies and infrastructure assessment conducted for the City. The infrastructure analysis should include at least the following aspects:
 - a) *Transportation:* identify and spatially represent the most commonly used modes of transport, per type of tourist per area, and indicate major transportation routes (road, rail, air and non-motorised) throughout the city, the linkages that currently exists between these routes and the accessibility of tourist attraction throughout the City. In addition, service providers should assess the state of road networks in the City. Analysis will be conducted

in line with City's Transport Master Plan to achieve the systematically coordinated transport infrastructure to enable an effective transport network for ease of access to the destination, connecting transport nodes to attractions, precincts and other activity areas.

- b) *Emergency and Disaster Management Services*: assessment and spatial representation of emergency and disaster management services available for tourists into the city.
- c) *Safety & Security*: this assessment should include an investigation into current safety and security measures, forums and other relevant structures.
- d) *Signage*: there needs to be an assessment of existing tourism signage provision within the municipal area in the context of Johannesburg, the Gauteng Province and national signage strategies and policies.
- e) *Environmental Carrying Capacity*: the environmental carrying capacity of the area and environmental sensitivity analysis using existing data from various environmental planning processes such as strategic water resource management plans, biodiversity plans which indicate ecosystem sensitivities and general parameters that tourism sector plans need to work within to avoid controversy and / or environmental damage and unsustainable development patterns emerging.
- f) *Natural and Cultural Heritage Asset Base*: Provide a brief status quo on the natural and contemporary/past cultural heritage asset base (including those residing in private ownership and not formally recognized by the responsible public entities). The report must identify the controlling entity, determining whether the various conservation mechanisms as required by existing environmental plans and legislation as well as whether there is capacity (human and financial) to manage them and indicate the tourism potential of each.
- g) *Institutional Arrangements*: provide a good understanding of how tourism within the municipal area is currently managed, including the various private sector tourism organisations, community tourism organisations and that within local government
- h) *Linkages*: to coordinate and connect tourism amalgams by means of infrastructure and superstructure; access in order to enable tourism activities systematically. To achieve an appropriate distribution model, channeling and flow enable functional tourism in the

destination thereby; effect all multipliers to stimulate economic growth through organized micro economic environment.

- i) *Support to SMMEs*: An in-depth assessment of the existing support environment to maximize the success of Small Medium and Micro Enterprises (SMMEs), Previously Disadvantaged Individuals (PDI) and Broad Based Black Economic Empowerment (BBBEE) in the tourism industry.
- j) *Tourism Skills Base*: an aggregated estimate of people employed in the tourism industry in the City by broad skills bands and the extent to which this is likely to increase in the forecast period.

For the purpose of completing the infrastructure analysis, the service provider will be required to identify all tourism-related infrastructure, as detailed above, in the city. Public amenities, emergency services and main transportation routes should be spatially represented.

- **Gap Analysis**: the gap analysis should result in a SWOT and PASTEL analysis that identifies competitive advantages, opportunities and challenges and limitations to tourism, based on the demand, supply and infrastructure analysis. The SWOT analysis should be utilised to determine the strategic gaps within the tourism sector of the city with particular focus on analysis of value proposition, as well as demand driven product development approach. Strategies to address gaps identified in this analysis must be incorporated into the Master Plan development component of the Tourism Master Plan. PASTEL analysis should include analysis of the Political, Environmental, Social, Technological, Economic and Legal aspects of the operating environment.
- **Mapping out Tourism Development Fundamentals**: this should focus on the assessment of links that exist within the tourism system, including linkages with economic development. It should further entail the review of public and private sector collaborations, sustainable development, responsible development as well as tourism clustering.
- **Mapping Out Economic Potential**: this should include assessment of opportunities (upstream and downstream), resources available to enable and sustain the desired growth, job creation potential and contribution to R-GDP. This should further include clear recommendations on projects that should be pursued.

- Tourism Spatial Mapping and the analysis of Land Use Management and Environmental management Measures in line with applicable legislative frameworks. Corresponding spatial mapping indicates at least (i) the distribution of current and forecasted visitors to the city and (ii) the distribution of tourist products/facilities/emergency services in the city.
- The review of a Distribution System: this incorporates the assessment of supply chain systems, value chain analysis within the tourism product distribution, channeling systems etc.
- Analysis of Tourism Development Fundamentals: this focuses on the assessment of links that exist within the tourism system, links and nexus with economic development, review of public and private sector collaborations, assessment of comparative and competitive advantages, sustainable development, responsible development as well as tourism clustering.

3.2.2 PHASE 2: TOURISM DEVELOPMENT FRAMEWORK

The Tourism Development Framework should identify priority areas/strategies, and associated programmes and projects, for tourism development in the City, based on the identification of opportunities and constraints. The Tourism Development Framework should identify, *inter alia*, regional and sectoral linkages as well as interprovincial opportunities for tourism development, management and marketing. The service provider will be required to explore the practical implications of integration of the second economy into tourism planning and development. Therefore, it is imperative that the entire Tourism Master Plan be linked to national, provincial and local government policies and plans.

The Tourism Development Framework should include an appropriate implementation/action plan; action programmes and projects identified; and a related monitoring and evaluation framework to measure the degree to which the implementation/action plan has been carried out.

The Tourism Development Framework should comprise at least the following components:

- Tourism Development Framework: The development framework should include at least the following elements:

- (a) The vision, goals and objectives for tourism in the City;
- (b) The development of priority areas/strategies that relate to all components of tourism development, including, but not necessarily limited to, product development, linkages, human resource development, supporting infrastructure and appropriate institutional arrangements; and
- (c) Route Development Plan and Management focusing on geo-spatial mapping of tourism routes including concepts, sites, content and phases, infrastructure requirements, orgware (partnerships and stakeholder mapping)
- (d) Attraction or Nodal Development Plan mapping out products or nodes for further development, packaging investment and commercial value proposition, assessment of infrastructure and resource requirements, catalytic projects and corridors for potential funding and/or investment from the public and private sectors, assessment of site-specific infrastructure requirements and a management model incorporating appropriate governance system, structures and outline of their responsibilities.
- (e) Nature Based Tourism Plan includes all elements that support nature-based tourism (directly and indirectly) including legislative compliance, infrastructure, resource requirements, product development approaches and support mechanisms, investment attraction model, product management model etc. This is an attempt to mainstream ecological tourism limited to the current scope and measurable potential.
- (f) Township Tourism Plan mapping out potential products, experiences and demand generators, placemaking and precinct development interventions, content and commercial value proposition, infrastructure requirements, destination management models, etc.
- (g) Smart Tourism Plan with interventions enabling tourism activities within the destination to achieve a functional system.
- (h) Plan and Package Identified Niche Development Areas for Strategic Tourism Economic Turn-around supported by practical business and value proposition i.e. business, medical, events and lifestyle, mining, rail/transport, aviation, tourism real estate, heritage and culture, sports, film, shopping and culinary tourism as identified niche development areas.

- (i) Develop tourism investment road map with investment packages or multi packaging to unlock tourism economic potential and attract investment.
- (j) Precinct Revival and Management Plan including spatial mapping and urban improvement interventions or area management by means of precinct management, revise or revisit purpose precinct by precinct with clear recommendations and clear interventions i.e. security, cleanliness, landscaping, public art, infrastructure refurbishment etc.
- (k) Place Restoration and Management incorporating urban upgrades required to improve the general aesthetics and public open spaces, public art concepts, smart technologies and green city features that will enhance the character of the place, preliminary architectural designs and costings for key interventions and other proposed developments to enhance the place.
- (l) Identification and packaging of catalytic projects and develop plans for implementation including deliverables and outputs, proposed budgets, timeframes etc.
- (m) Identification of investment opportunities within the packaged niche development areas and packaging of land parcels available for greenfield investment including details such as erf number, extent, current zoning, etc.
- (n) Appropriate institutional arrangements should be developed in which roles and responsibilities of public and private sector stakeholders clearly defined. Practical recommendations in terms of development and management of sustainable associations with the private sector should be clearly outlined
- (o) Unpack, crystalize and rationalize the identified niche development areas into actions into a coherent manner
- (p) Systematically organize the niche development actions into functional tourism system.

3.2.3 PHASE 3: MARKETING PLAN

- Development of product database i.e. centralized database of products and services. A consolidated database of all tourism products in the city, including at least the following fields:
 - Name of product

- Type of product
 - Grading (if applicable)
 - Number of beds (if applicable)
 - GPS coordinates
 - Physical address
 - Contact details (at least telephone number and e-mail address)
 - Website (if applicable)
 - Planning rights
 - Current zoning use
- A tourism-specific marketing Master Plan should be developed to be included in the Tourism Master Plan. The marketing plan must be developed in collaboration with key stakeholders and role players in the City. The marketing plan should not only list marketing activities but should also include specific interventions required per identified tourism market segment within the city.
 - Some of the elements that should be incorporated in the marketing plan should include:
 - Destination Brand Identity: A unique and appealing destination brand identity incorporating the City's value position and its key product elements.
 - Destination Positioning: Destination promotion campaigns and initiatives, resources and proposed partnerships, models and systems to streamline coordination and management of tourism information provision, tourism marketing and promotional campaigns to advance destination competitiveness.
 - Destination Marketing Plan: Market segmentation, recommendations to meet the demand, matching products and marketing efforts to the target market; brand awareness; community support and local initiatives; media leverage including social media marketing; influencer marketing; online ads; visual marketing; video marketing etc.

3.2.4 PHASE 4: IMPLEMENTATION PLAN

- Identification of programmes and related feasible projects to facilitate tourism development in the City. Identified projects should be prioritized according to identified criteria, which

should be developed in collaboration with the City and relevant stakeholders, through participatory workshops, strategic partnerships.

- Projects action sheets should be developed per identified project and should include at least, location of the project (where applicable), objectives of the project, target market, brief description of the project that includes reference to the triple bottom line, i.e. social, economic and environmental considerations, resources necessary to implement the project (i.e. human, financial and other resources), timeframes etc. In addition, potential funding organisation should be identified per project.
- Proposed projects should be spatially presented, where applicable, according to the spatial specifications.
- An implementation/action plan should be developed, in relation to the tourism development framework, marketing plan, institutional arrangements, that translates prioritized programmes/projects identified into a short-, medium and long-term implementation period. The implementation/action plan should include the following:
 - Ranking of projects based on economic importance.
 - Project prioritization based on economic importance.
 - Identification of quarterly Key Performance Indicators and Quarterly Targets to measure progress per listed action.
 - Responsible organization/department within an organisation responsible for each action.
 - Budget required to implement the action plan with clear strategic partnerships and collaborative recommendations.
 - Timeframes, based on the prioritisation of programmes and projects.
- Business Cases for high impact projects identified from packaged niches. The business cases should include, but not limited to:
 - High level catalytic projects packaged for public and private investment.
 - Detailed capital and operational costings for each project.
 - Preliminary architectural designs and artists impressions
 - Investment Memorandums to determine the commercial viability of the proposed projects.

- Commercialization opportunities with clear purpose use.
- Monitoring and Evaluation Framework that incorporates qualitative and quantitative performance measurement indices and tools that measure the economic impact, jobs created (permanent and temporary jobs); estimated turnover (as projected in the Investment Memorandums); the impact of collaborations and partnerships, etc.

The deliverables for the Tourism Master Plan component will be:

- Tourism Development Master Plan Report, including the four phases, as previously described.
- Corresponding maps indicating at least the location of identified projects.
- Implementation/action plan, in an Excel spreadsheet, including the fields listed in the section describing the implementation/action plan; and
- Presentation of the Tourism Master Plan in Ms Power Point format.
- Tapping into the knowledge, experience and resources of all relevant and practicing experts in the city

4. CONTRACT PERIOD

The contract shall be for a period not exceeding six (6) months from the date of appointment.

The bidder is required to submit a detailed project schedule indicating how the timeframes against proposed milestones will be achieved as well as a breakdown of a proposed budget in relation to scope of work. The project plan will be submitted by the successful service provider to the CoJ in the inception meeting.

4.1. DELIVERABLES:

The deliverables, as per Tourism Master Plan review, will be:

- 4.1.1 Analysis of the existing Strategies and Plans
- 4.1.2 Conduct Situational Analysis
- 4.1.3 Establish Tourism Development Framework that will include tourism development, management and should cover the four (4) phases mentioned above.

- 4.1.4 Develop Destination Marketing Plan to position and promote the City in order for it to gain competitive advantage.
- 4.1.5 Development of an implementation plan including the monitoring and evaluation framework.
- 4.1.6 Project packaging and prioritization for destination investment and sector development derived from recommendations stemming from niche development areas as well as devised destination enablers to address fundamental needs and measures as support mechanisms.
- 4.1.7 Development of Business Cases on the packaged niche development areas.
- 4.1.8 A consolidated database of all tourism products in the City, including at least the following fields:
 - Name of product
 - Type of product
 - Grading (if applicable)
 - Number of beds (if applicable)
 - GPS coordinates
 - Physical address
 - Contact details (at least telephone number and e-mail address)
 - Website (if applicable)
 - Planning rights
 - Current zoning use
- 4.1.9 The final Draft Master Plan (editable version) which includes all four (4) phases as previously described which will be presented to all City formal approving structures (at least to seven structures) up to the level of the Council upon approval by the Project Steering Committee.
- 4.1.10 The final deliverable will be an approved Tourism Master Plan by the Council.
- 4.1.11 A project progress report accompanied by a presentation shall be prepared for each and every phase on editable versions.
- 4.1.12 Disbursements will be effected in line with milestones achieved which are structured according to the four phases of the project where approval has been sought from the Project Steering Committee. The above-mentioned phases are classified as project deliverables.

5. PARTICIPATION IN PROJECT STEERING COMMITTEE MEETINGS

The service provider will be expected to participate in project steering committee meetings, in addition to other stakeholder engagements. The project steering committee consists of relevant public and private sector stakeholders within the city. At least six (6) project steering committee meetings will be convened for the development of the Tourism Master Plan. All project steering committee meetings, unless otherwise advised, will be held at the Johannesburg Tourism Company. In addition, there will be two (2) cohorts for consultative session per niche development area (12 niches) comprising multi stakeholder groupings. Over and above there will be three (3) consultative sessions for internal fora including Political and Executive seatings.

6. STAKEHOLDER PARTICIPATION

Ensuring stakeholder participation, from inception to completion of the project, is an essential element of the project and will be a responsibility of the service provider with the guidance of the steering committee. The project must tap into the knowledge, experience and resources of all relevant and practicing experts in the city. Responses from stakeholders must be integrated into the review of Tourism Master Plan, and the details of all stakeholder engagements should be captured as an appendix to draft and final reports.

7. TIMEFRAMES

The timeframes for the completion of phases of this project are as follows:

PHASE 1: SITUATIONAL ANALYSIS

PHASE 2: TOURISM DEVELOPMENT FRAMEWORK

PHASE 3: MARKETING PLAN

PHASE 4: IMPLEMENTATION PLAN

Completion Date shall be in line with Project Duration which is six (6) months with effect from date of appointment. Timeframes, milestones to be achieved and disbursements shall be structured in accordance with the outlined phases guided by the Service Level Agreement, Inception Report and Steering Committee, accordingly.

8. PROJECT MANAGEMENT

The responsibility for the implementation of this project lies with the CEO: Johannesburg Tourism Company. A Project Steering Committee (PSC) will be established to ensure participation of all stakeholders and to direct, oversee and monitor project implementation. Project management tools and materials such as presentations, Work Breakdown Structures, content, frameworks, models, logical frameworks, development priority tools, toolkits for business cases and project prioritization models, mapping layouts and templates, databases and related templates with back-end access, data templates etc. or/and any other related property shall remain Johannesburg Tourism Company property for future use. Ownership of data used shall have copyrights reserved to the City of Johannesburg. The Master Plan will be intellectually protected as a resource and property of the City of Johannesburg.

9. MINIMUM REQUIREMENTS

It is required that the professional project leader should have the following competencies:

- The Project leader must have a Bachelor's degree in Tourism Management or Development Economics or Economics or Regional Planning with a minimum of 5 years experience in tourism development and has completed three similar projects including Tourism Development and Planning on Regional or City or Nodal scale

The project team should consist of professionals with the following minimum expertise:

- Development Economics specialist with a minimum of 5 years experience in tourism development, minimum Bachelor's degree in Economics or Development Economics;
- Tourism Management with a minimum of 5 years experience in Tourism Development, minimum BTech in Tourism Management or/ Bachelor's degree in Tourism Management or Tourism Development;
- Regional Planning or Town Planning or Urban Design specialist with a minimum of 5 years in Regional Planning or Town Planning or Urban Design or Tourism Planning, a B-Tech in Urban/ Town and Regional Planning, B Degree in Urban and Regional Planning;
- Spatial Planning with a minimum of 5 years experience in spatial planning, Bachelor's degree in Urban and Regional Planning or/ BTech in Urban and Regional Planning;
- GIS Specialist with a minimum of 5 years experience in spatial mapping or relevant experience with a minimum of Bachelor's degree in Geographic Information System.

- Archaeological or Heritage Specialist of 5 years experience in heritage management or relevant experience with a minimum of a Bachelor's degree in Archaeology, Heritage Studies, Social Sciences majored in Heritage or Archaeology.
- Environmental Management or Ecological Specialist of 5 years experience in environmental management or planning relevant experience with a minimum of Bachelor's degree in Environmental Management or Sciences.
- Artificial Intelligence or Robotics or Data Science with a minimum of 5 years experience with a Bachelor's degree in Computer Science.

Company track record:

The bidder must have successfully developed a minimum of three (3) tourism related strategies/master plans and sector plans applicable to this bid.

10. RETURNABLE DOCUMENTS

- (a) Detailed Proposal in line with the Scope of Work
- (b) Company profile.
- (c) CVs of Key Personnel.
- (d) Certified copies of qualifications.
- (e) Reference letters of the Team Leader and Company from previous clients on the company Letter head.
- (f) Valid Tax Clearance certificate for Tender or One time – Pin issued by SARS.
- (g) Municipal Accounts not older than 90 days and not more than 90 days in arrears for both the Bidder (organization) and Directors, or a valid lease agreement or a sworn affidavit.
- (h) Certified BBBEE Certificate.
- (i) Central Supplier Database (CSD) Registration Report or M- Number.
- (j) All MBD's Documents (1, 4, 8 and 9).
- (k) Detailed project plan covering scope of work and timelines.

11. DISQUALIFYING CRITERIA

- (a) Failure to sign form of bid.

12. EVALUATION CRITERIA (80/20)

Proposers will first be evaluated based on functionality stipulated in Table 1 by a representative panel and bidders who score a minimum of 75 out of 100 points will qualify for further evaluation on price and evaluation on empowerment points as stipulated in Table 2 in line with the PPPFA 80/20 point system where 80 points will be awarded for price and 20 for economic empowerment.

Table 1: Functionality Evaluation Criteria

Item	Criteria	Point Allocation
Project Plan	A detailed logical project plan with key deliverables and milestones including timeframes linked to the scope of work.	20
Qualification	Project Leader must have at least Bachelor's degree/ BTech/ in Development Economics or Economics or Tourism Management or Regional Planning - Less than a Bachelor's degree (0) - Bachelor's degree/ BTech/ in Development Economics or Economics or Tourism Management or Regional Planning. (4) - Honours degree (6) - Master's degree or higher (10) Project team must have at least: Development Economics with a minimum Bachelor's degree - Less than a Bachelor's degree (0) - Degree in Economics or / BTech in Development Economics (2) - Honours degree (3) - Master's degree or higher (5) Tourism Management and Development with a minimum BTech	50

Item	Criteria	Point Allocation
	in Tourism Management or/ Bachelor's degree ▪ Less than a Bachelor's degree (0) ▪ BTech in Tourism Management or/ Bachelor's degree (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) Spatial Planning with a minimum Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) Regional Planning or Town Planning or Urban Design with a minimum Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) GIS Specialist with a minimum Bachelor's degree in Geographic Information System ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Geographic Information System (2) ▪ Honours Degree (3) ▪ Master's degree or higher (5) Archaeological or Heritage Specialist with a minimum Bachelor's degree in Archaeology, Heritage Studies, Social Sciences majored	

Item	Criteria	Point Allocation
	in Heritage or Archaeology. ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Archaeology, Heritage Studies, Social Sciences majored in Heritage or Archaeology. ▪ Honours degree (3) ▪ Master's degree or higher (5) Environmental Management or Ecological Specialist with a minimum of Bachelor's degree in Environmental Management or Sciences. ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Environmental Management or Sciences (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) Artificial Intelligence (AI) related qualification AI/ Technology/ Robotics/ Data Science with a minimum of Bachelor's degree in Computer Science ▪ Less than Bachelor's degree (0) ▪ Bachelor's degree (2) ▪ Honours (3) ▪ Master's or higher (5)	
Experience	Project leader must have been involved and completed at least; ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience (3) ▪ 5 -10 years relevant experience (5) <i>For a project leader to score points on experience in projects of similar nature, they must submit the following:</i> ▪ Less than 3 Similar projects (0) ▪ 3 Similar projects on regional, or city or nodal scale (3) ▪ More than 3 similar projects (5)	30

Item	Criteria	Point Allocation
	Project team experience Development Economics Specialist ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience in Tourism Development (3) ▪ More than 5 years relevant experience (5) Tourism Management Specialist ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience in tourism management and development (3) ▪ More than 5 years relevant experience (5) Urban and Regional Planner ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience (3) ▪ More than 5 years (5) Company track-record ▪ Less than three 3 references – 0 ▪ 3 reference letters – 3 ▪ More than 3 reference letters – 5	
Total		100

Table 2: Empowerment Points

Price	80 points maximum
51% or more owned by black people	5 points maximum
51% or more owned by women	5 points maximum
Company operating within the jurisdiction of the City of Johannesburg	10 points maximum
Total	100 points

13. CONDITIONS OF AWARD

- i. Compliant tax status
- ii. Municipal accounts for the company and directors not older than 3 months and not in arrears of more than 90 days or valid lease agreement or sworn affidavit or valid acknowledgement of debt.
- iii. Principal members and directors not in the service of the State.
- iv. Name of bidder and/ or directors should not appear on the National Treasury's database of restricted suppliers.

14. CLARIFICATION OF THE REQUEST FOR PROPOSALS

Service Providers/Consultants may request clarification on terms of reference documents in writing by email to CoJ, addressed to Zuqhamo Matutu in writing at zuqhamem@joburgtourism.com before the closing date. JTC will respond by email to request for further information and any enquiries.

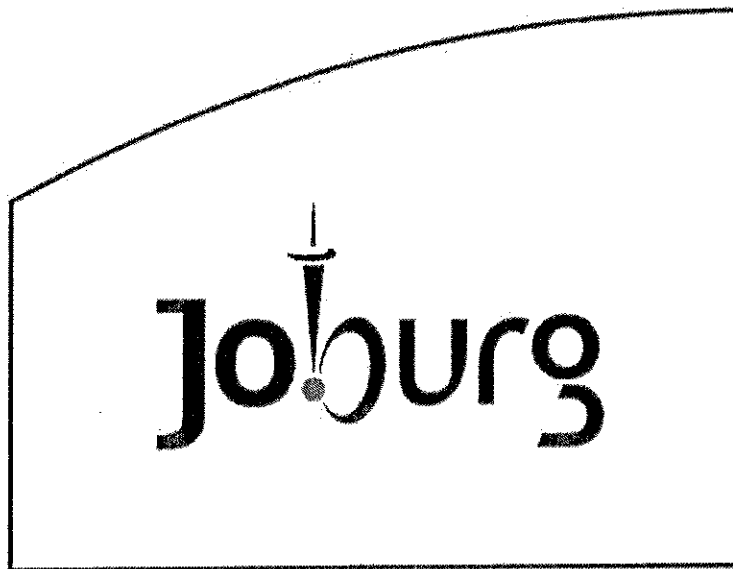


Thandubuhle Mgudlwa

CEO: Johannesburg Tourism Company

Date: 16/10/2024

TERMS OF REFERENCE



**REQUEST FOR PROPOSALS FOR
DEVELOPMENT OF THE CITY OF
JOHANNESBURG (CoJ) TOURISM MASTER
PLAN**

TABLE OF CONTENTS

Content	Page
1. INTRODUCTION.....	2
2. BACKGROUND.....	4
3. SCOPE OF WORK.....	7
3.1. ANALYSIS OF EXISTING STRATEGIES AND PLANS.....	7
3.2. DEVELOPMENT OF A NEW TOURISM MASTER PLAN.....	11
3.2.1 SITUATIONAL ANALYSIS.....	11
3.2.2 TOURISM DEVELOPMENT FRAMEWORK.....	15
3.2.3 MARKETING PLAN	17
3.2.4 IMPLEMENTATION PLAN.....	18
4. CONTRACT PERIOD.....	20
4.1. DELIVERABLES.....	20
5. PARTICIPATION IN PROJECT STEERING COMMITTEE MEETINGS.....	21
6. STAKEHOLDER PARTICIPATION.....	22
7. TIMEFRAMES.....	22
8. PROJECT MANAGEMENT.....	23
9. MINIMUM REQUIREMENTS.....	23
10. RETURNABLE DOCUMENTS.....	24
11. DISQUALIFYING CRITERIA.....	24
12. EVALUATION CRITERIA.....	25
13. CONDITIONS OF AWARD.....	29
14. CLARIFICATION OF THE REQUEST FOR PROPOSALS.....	29

1. INTRODUCTION

South Africa has managed to stabilize its macro-economy, with interest rates declining and stable, a less volatile rand, and domestic demand increasing as a result of a growing middle class. Despite these, there are concerns in respect of the coordination and integration of economic policies (industrial, fiscal and monetary), and the inclusion of the second economy in the mainstream remains a challenge. Growth in spending is underpinned by infrastructure investment, including investment in new tourism products and activities. Therefore, it is expected that the economy will stabilize the job market and enable government to stimulate employment opportunities and ultimately eradicate poverty.

The City of Johannesburg (CoJ) is a growing metropolitan area with an estimated population of 7 million by 2040 (CoJ, Spatial Development Framework 2016). There are major urban challenges that have to be addressed to ensure a city that works for its people and as the economic powerhouse of the country, including spatial inequalities, urban sprawl and fragmentation, limited land use diversity and low residential and densities. The spatial vision as outlined in the Spatial Development Framework (SDF) 2040 is one of a denser, diversified city where people have easy access to jobs and urban amenities.

The City of Johannesburg has an existing tourism strategy solely focusing on coordinating tourism systematically in the destination. The tourism goal in the existing tourism strategy was to position Johannesburg as a leading business and lifestyle destination in Africa. Johannesburg focuses on experience-based tourism development and tourism marketing approach; stimulating tourism growth through a supply based and demand driven tourism development.

Therefore, the proposed Tourism Master Plan must be aligned with the overall desired strategic marketing impact for the destination in line with the strategy objectives:

- ☐ To profile Johannesburg as a destination of business opportunities, lifestyle and entertainment.
- ☐ To improve destination performance by increasing number of visitors coming to Johannesburg.
- ☐ To enhance attractiveness of Johannesburg as a destination and diversify its offering base through extensive tourism development.
- ☐ To position the Johannesburg as a business and lifestyle destination on a global scale.
- ☐ To enhance the City's competitiveness through constant innovation, upgrades and expansion of product offerings.

- ☐ To ensure sustainable financial performance and growth.
- ☐ To enhance customer service, stakeholder engagement and increased communication effectiveness.
- ☐ To provide business enablement through technology.

The existing strategy supports the two-fold current Joburg Tourism mandate which is central towards stimulating economic growth:

- The supply side of tourism focuses on the most fundamental resources that attract tourists to regions and what the tourism industry brings to the tourist: the natural and cultural resources.
- The demand side of tourism comprises those needs and motivations that drive individuals to become tourists.

The Tourism Master Plan will be the guiding framework for City of Johannesburg in terms of tourism development and marketing within the city area. The Tourism Master Plan will be developed through the alignment with other related plans in strategic focus areas, including the tourism sector national and provincial strategies.

The development of the Tourism Master Plan must ensure an inter-related system of supply and demand factors (the tourism market), and a broad range of societal / environmental influences. Together, these comprise the tourism system. The tourism market is composed of both supply (an industry) and demand (an activity). These are linked through marketing, research, distribution, global and national tourism organisations and transportation.

- The supply side of tourism focuses on the most fundamental resources that attract tourists to regions and what the tourism industry brings to the tourist: the natural and cultural resources.
- The demand side of tourism comprises those needs and motivations that drive individuals to become tourists.
- The tourism distribution system focuses on distributing tourism from the tourism sectors to the potential tourist. Tourism distribution can therefore be defined as the extension of the number of points of sale or access away from the location at which the services are performed.

The Tourism Master Plan will comprise three components, namely the Situational Analysis and Tourism Development Framework, Costed Business Cases for Identified Niches and High Impact Projects and in turn will influence the scope of work of which will be detailed in the terms of reference.

It is of utmost importance that, where applicable, the Tourism Master Plan should be spatially represented. Therefore, it will be prerequisite that, the Tourism Master Plan be developed within the context of the City of Johannesburg Spatial Development Framework to ensure adequate spatial mapping, land use zoning and planning rights in line with current land use management framework to support development recommendations.

The City of Johannesburg through this proposal wishes to formulate a long-term Master Plan for tourism (05 -10 years) with emphasis on tourism development, tourism spatial planning and land use management, sector institutional framework, policy, legislation and regulation, product development and diversification, place making, destination promotion, tourism infrastructure and superstructure development and enhancement, tourism investment linkages, human resource development, economic impact of tourism, and socio-cultural and environmental impacts of tourism. It includes a short term (three-year) costed implementation plan with a prioritised model to rank projects for priority actions to be undertaken to kick-start sustainable tourism development, and preparation of several demonstration projects for pilot areas. In addition, a costed medium term and long -term plan with prioritised model to rank projects will have to be formulated.

2. BACKGROUND

City of Johannesburg is embarking on the development of its Tourism Master Plan. This Master Plan will encompass the following phases:

PHASE 1: SITUATIONAL ANALYSIS

- Element 1: Review of the existing related Policy and Legislative Frameworks, Plans, Strategies and Development Frameworks and integrate these into the Master Plan.
- Element 2: Balance between Supply and demand for tourism
- Element 3: Tourism Spatial Mapping, Land Use Management and Environmental Management Measures.
- Element 4: Distribution System i.e. supply chain, value chain, channeling etc.
- Element 5: Environmental Scanning i.e. SWOT vs TOWS and PESTEL etc.

- Element 6: Gap Analysis
- Element 7: Infrastructure Analysis
- Element 8: Mapping Out Tourism Development Fundamentals i.e. links with tourism system, links with economic development, public and private sector collaborations, comparative advantage, sustainable development, responsible development, tourism clustering, competitive advantage.
- Element 9: Mapping Out Economic Potential with Clear Recommendations

PHASE 2: TOURISM DEVELOPMENT FRAMEWORK

- Element 10: Tourism Sector Institutional Framework, Modelling and Capacity
- Element 11: Identify Development Linkages and Priorities
- Element 12: Route Development Plan and Management
- Element 13: Attraction or Nodal Development Plan
- Element 14: Nature Based Tourism Plan
- Element 15: Township Tourism Plan
- Element 16: Unpack, crystalize and rationalize the identified niche development areas into actions into a coherent manner
- Element 17: Systematically organize the niche development actions into functional tourism system.
- Element 18: Plan and Package Identified Niche Development Areas for Strategic Tourism Economic Turn-around supported by practical business and value proposition i.e. business, medical, events and lifestyle, mining, rail/transport, aviation, tourism real estate, heritage and culture, sports, film, shopping and culinary tourism as identified niche development areas.
- Element 19: Develop tourism investment road map with investment packages or multi packaging.
- Element 20: Precinct Revival and Management Plan
- Element 21: Place Restoration and Management
- Element 22: Project Identification and Planning
- Element 23: Identify and Package Investment Opportunities

PHASE 3: MARKETING PLAN

- Element 24: Development of Product Database i.e. across tourism amalgams
- Element 25: Destination Brand Identity
- Element 26: Destination Positioning
- Element 27: Destination Marketing Plan

PHASE 4: IMPLEMENTATION PLAN

- Element 28: Integrated Approach to Enablers of Identified Niches and High Impact Projects
- Element 29: Strategic Partnerships and Collaborations
- Element 30: Identify Strategic Interventions and related Mechanisms
- Element 31: Prioritization Model for ranking of Projects based on Economic Importance
- Element 32: Develop Business Cases for High Impact Projects identified from the packaged niches
- Element 33: Project packaging and multi-packaging for Development and Investment with costed Business Cases
- Element 34: Identify Commercialization Opportunities with clear Purpose Use
- Element 35: Implementation Plan for short, medium and long-term, projects prioritised and ranked with clear costing
- Element 36: Budget Plan with clear Strategic Partnerships and Collaborative Recommendations
- Element 37: Monitoring and Evaluation Framework

In addition, the envisaged development of the Tourism Master Plan, will encompass tourism development, tourism spatial planning and land use management, sector institutional framework, policy, legislation and regulation, product development and diversification, place making, destination promotion, tourism infrastructure and superstructure development and enhancement, tourism investment linkages, human resource development, economic impact of tourism, and socio-cultural and environmental impacts of tourism.

Currently, City of Johannesburg is in the process of developing its Master Plan therefore, it invites suitably qualified service providers to submit proposals for development of the plan which includes all tourism elements in relation to its constitutional mandate, according to the scope of work as outlined in the subsequent section.

3. SCOPE OF WORK

The Johannesburg Tourism Company (JTC) will provide all JTC-related strategies and plans for the development of the Tourism Master Plan to the appointed service provider. It is the responsibility of the appointed service provider to obtain all other existing strategies and plans.

In the development of the Tourism Master Plan, the service provider must consider all existing Strategies and Plans; Establish a Tourism Development Framework; Develop a Destination Marketing Plan and develop an Implementation Plan including the monitoring and evaluation framework as well as demonstrate the packaging of projects for destination investment through the development of business cases on niche development areas.

The strategic focus of the Master Plan systematic formulation will be anchored by the City's new tourism approach, guided by the new identified niche development areas with different planning horizons. These niches are:

- (a) Business Tourism
- (b) Medical Tourism
- (c) Events and Lifestyle Tourism
- (d) Mining Tourism
- (e) Rail/Transport Tourism
- (f) Aviation Tourism
- (g) Tourism Real Estate
- (h) Heritage and Culture Tourism
- (i) Sports Tourism
- (j) Film Tourism
- (k) Shopping Tourism
- (l) Culinary Tourism or Gastronomy

3.1 ANALYSIS OF EXISTING STRATEGIES AND PLANS

The analysis of the existing strategies and plans for the City of Johannesburg will include a range of city-wide tourism activities.

The analysis, and where necessary revision, must incorporate at least the following aspects:

a) Review of Situational Analysis

The review of the situational analysis should concentrate on reviewing and updating both the demand and supply analyses, as well as review and where applicable update of the SWOT/TOWS/PESTEL and Gap Analysis. In addition, the review of the situational analysis should include a review of the existing tourism-related infrastructure and institutional arrangements within the respective city areas.

The review of the *demand analysis* should concentrate on updating current visitor numbers and profile for the area and at least, the purpose of the visit, the origin of the visitor and approximate tourist spend.

The review of the *supply analysis* should concentrate on reviewing the current tourism product database and identify new/not previously captured tourist offerings. This should include at least tourist accommodation, attractions, public amenities, emergency services and main transportation routes. This should result in an updated tourism product database, linked to spatial representation.

Where tourism products/facilities/routes have been mapped, the service provider will be required to map spatially, tourist products/facilities/routes within contextual city spatial development framework. Where tourism products/facilities/routes have not been mapped, the service provider will be required to do so. The service provider must ensure that spatial information is captured in Geographic Information System (GIS).

Data should include at least the following fields:

- Name of product/facilities
- Classification
- Grading (if applicable)
- Number of beds (if applicable)
- GPS co-ordinates/Google location
- Physical address
- Contact details (at least phone number and e-mail address)

- Website (if applicable)
- Planning rights
- Current zoning use

b) Review of the Tourism Development Framework

The review of the Tourism Development Framework should concentrate on a review of the Infrastructure Development Plan and a review of the Institutional Arrangements.

The review of the *Infrastructure Development Plan* should be informed by the review of existing tourism-related infrastructure, conduct infrastructure assessment and should result in a prioritized list of infrastructure projects that need to be undertaken. The determination of the prioritisation criteria will be done in collaboration with support tourism functions from the related Entities of the City of Johannesburg as well as other relevant Departments within the City of Johannesburg and other transversal functions across spheres of government.

The review of the *Institutional Arrangements/plan (between government and private sector)* should be informed by the review of existing tourism institutional arrangements. This review should result in descriptions of roles and responsibilities of each and the proposed interactions between the parties.

The service provider should also incorporate the investment plans related to tourism from the City existing plans and strategies and the implementation or lack thereof and highlight constraints in implementation and provide recommendations on how this should be dealt with.

- c) Develop a tourism marketing plan that has a strategic focus on destination brand, positioning, promotion and creation of competitive advantage to achieve differentiation for Johannesburg as global player in the industry. The aforesaid comprises five fundamental elements that constitute its execution, Firstly, the target audience needs to be identified and segmented into key target markets. From this point, the image of the CoJ should be reviewed in comparison with the needs, perceptions and expectations of the tourist target markets, thus leading to the positioning of the destination relative to its competitive- and comparative advantages. Once the positioning of a destination is defined, a marketing mix needs to be developed, which will package the product offering of the destination to appeal to the relevant tourist markets. The coordination of the

marketing mix is further elaborated through the marketing strategy that defines the communication and marketing actions.

The CoJ Marketing Plan follows a similar design through defining the positioning of the destination, its unique offering mix, the required marketing channels, and who and how to target the selected potential and emerging tourist markets.

The main goal of destination marketing is to identify the unique selling points of a destination and through that, define the destination's brand image which is used to position the destination in the minds of its target markets. This section provides a breakdown of CoJ's existing and emerging tourism markets, its selling points, and how the city should be positioned.

- d) The Implementation plan (IP) will be used as a principal tool to guide the development of the tourism sector in Johannesburg. The IP will outline the recommended actions to be implemented over the next five years in order to achieve the strategic objectives of the Tourism Master Plan. The implementation of the plan will require sector collaboration through effective coordination with government, parastatals, municipalities, tourism organizations, private sector, and other stakeholders across the City. The implementation plan will have priority levels which involve priority assignment to every action or process, the priorities will be ranked in terms of importance. Factors that influence priority ranking will include urgency, value, timeframe, cost, marketing and other operational and developmental challenges.
- e) Development of costed Business Cases to prepare for lobbying for funding on identified high impact projects across niches and priority areas.
- f) Project packaging and multi - packaging for investment facilitation and attraction across niches and priority areas.
- g) Determination of the degree to which related strategies, policies and plans have been implemented within the City, according to respective implementation/action plans. This analysis should result in a description of actions that have been completed or partially completed, the resources utilised in the undertaking of each action and the organisation responsible for the implementation and a list of actions that have not been implemented. These results should be verified by the consultant through meeting focus groups comprised of stakeholders.

The review of related strategies and plans for the City will form the foundation of the new Tourism Master Plan. Therefore, it is in the best interest of the service provider to undertake a comprehensive review of the existing strategies and plans for the City, so as to best prepare for the development of the new Tourism Master Plan.

3.2 DEVELOPMENT OF A NEW TOURISM MASTER PLAN

The Tourism Master Plan will be the guiding Master Plan for City of Johannesburg in terms of tourism development, management and marketing within the Johannesburg. The Tourism Master Plan will be developed through the consolidation of all related strategies and plans for the City, including the Tourism Strategy.

The Tourism Master Plan will comprise four phases, namely the Situational Analysis, Tourism Development Framework, Marketing Plan and Implementation Plan; the scope of work of which is detailed in subsequent paragraphs.

3.2.1 PHASE 1: SITUATIONAL ANALYSIS

The Situational Analysis will be developed through the integration of the situational analyses of all City related plans and strategies. The Situational Analysis should comprise at least the following components:

- **Review of Tourism Policy and Legislative Framework:** The review should include a brief analysis of policies and legislative frameworks relevant to local government to guide tourism in the City.
- **Demand Analysis:** the result of the demand analysis will be an aggregated estimate of current visitors to Johannesburg including at least the purpose of the visit, the origin of the visitor and approximate tourist spend and a ten-year forecast of visitors into the area. The current and projected distribution of visitors must be spatially presented, according to the type of tourist (i.e. leisure, business, etc). It is important in aggregating demand data that double counting does not occur. To this end, the consultant should identify key intermediaries operating in the City, including but not necessarily limited to, tour operators to source tourism demand data and

source demand data generated from main tourism attractions in the area, for the purpose of triangulating data to avoid double counting.

In addition, the service provider will be required to elaborate on how seasonality affects tourism in the city. If necessary, mitigation measures in terms of seasonality should be outlined in the Development Framework.

For the purposes of completing the demand analysis the service provider will be required to determine the current visitor numbers and profile for the City and at least, the purpose of the visit, the origin of the visitor and approximate tourist spend and spatially represent at least tourist accommodation, attractions, public amenities and emergency services in the City.

- **Supply Analysis:** the result of the supply analysis will be the consolidated database of all tourism product offerings in the city. The supply of current tourism products should be spatially represented, according to the aforementioned GIS in City of Johannesburg compatible format (shape files). The service provider should flag tourism products that are currently being developed within the city. In addition to tourism products, the supply analysis should include the identification of tourism intermediaries active in the city.

For the purposes of completing the supply analysis, the service provider will be required to identify all tourist offerings in the City. This should include at least tourist accommodation, hospitality establishments and attractions. This should result in a tourism product database, linked to spatial representation for the City.

- **Infrastructure Analysis:** the infrastructure analysis should constitute the aggregated infrastructure analysis emanating from the tourism-related plans, strategies and infrastructure assessment conducted for the City. The infrastructure analysis should include at least the following aspects:
 - a) *Transportation:* identify and spatially represent the most commonly used modes of transport, per type of tourist per area, and indicate major transportation routes (road, rail, air and non-motorised) throughout the city, the linkages that currently exists between these routes and the accessibility of tourist attraction throughout the City. In addition, service providers should assess the state of road networks in the City. Analysis will be conducted

in line with City's Transport Master Plan to achieve the systematically coordinated transport infrastructure to enable an effective transport network for ease of access to the destination, connecting transport nodes to attractions, precincts and other activity areas.

- b) *Emergency and Disaster Management Services:* assessment and spatial representation of emergency and disaster management services available for tourists into the city.
- c) *Safety & Security:* this assessment should include an investigation into current safety and security measures, forums and other relevant structures.
- d) *Signage:* there needs to be an assessment of existing tourism signage provision within the municipal area in the context of Johannesburg, the Gauteng Province and national signage strategies and policies.
- e) *Environmental Carrying Capacity:* the environmental carrying capacity of the area and environmental sensitivity analysis using existing data from various environmental planning processes such as strategic water resource management plans, biodiversity plans which indicate ecosystem sensitivities and general parameters that tourism sector plans need to work within to avoid controversy and / or environmental damage and unsustainable development patterns emerging.
- f) *Natural and Cultural Heritage Asset Base:* Provide a brief status quo on the natural and contemporary/past cultural heritage asset base (including those residing in private ownership and not formally recognized by the responsible public entities). The report must identify the controlling entity, determining whether the various conservation mechanisms as required by existing environmental plans and legislation as well as whether there is capacity (human and financial) to manage them and indicate the tourism potential of each.
- g) *Institutional Arrangements:* provide a good understanding of how tourism within the municipal area is currently managed, including the various private sector tourism organisations, community tourism organisations and that within local government
- h) *Linkages:* to coordinate and connect tourism amalgams by means of infrastructure and superstructure; access in order to enable tourism activities systematically. To achieve an appropriate distribution model, channeling and flow enable functional tourism in the

destination thereby; effect all multipliers to stimulate economic growth through organized micro economic environment.

- i) *Support to SMMEs*: An in-depth assessment of the existing support environment to maximize the success of Small Medium and Micro Enterprises (SMMEs), Previously Disadvantaged Individuals (PDI) and Broad Based Black Economic Empowerment (BBBEE) in the tourism industry.
- j) *Tourism Skills Base*: an aggregated estimate of people employed in the tourism industry in the City by broad skills bands and the extent to which this is likely to increase in the forecast period.

For the purpose of completing the infrastructure analysis, the service provider will be required to identify all tourism-related infrastructure, as detailed above, in the city. Public amenities, emergency services and main transportation routes should be spatially represented.

- **Gap Analysis**: the gap analysis should result in a SWOT and PASTEL analysis that identifies competitive advantages, opportunities and challenges and limitations to tourism, based on the demand, supply and infrastructure analysis. The SWOT analysis should be utilised to determine the strategic gaps within the tourism sector of the city with particular focus on analysis of value proposition, as well as demand driven product development approach. Strategies to address gaps identified in this analysis must be incorporated into the Master Plan development component of the Tourism Master Plan. PASTEL analysis should include analysis of the Political, Environmental, Social, Technological, Economic and Legal aspects of the operating environment.
- **Mapping out Tourism Development Fundamentals**: this should focus on the assessment of links that exist within the tourism system, including linkages with economic development. It should further entail the review of public and private sector collaborations, sustainable development, responsible development as well as tourism clustering.
- **Mapping Out Economic Potential**: this should include assessment of opportunities (upstream and downstream), resources available to enable and sustain the desired growth, job creation potential and contribution to R-GDP. This should further include clear recommendations on projects that should be pursued.

- Tourism Spatial Mapping and the analysis of Land Use Management and Environmental management Measures in line with applicable legislative frameworks. Corresponding spatial mapping indicates at least (i) the distribution of current and forecasted visitors to the city and (ii) the distribution of tourist products/facilities/emergency services in the city.
- The review of a Distribution System: this incorporates the assessment of supply chain systems, value chain analysis within the tourism product distribution, channeling systems etc.
- Analysis of Tourism Development Fundamentals: this focuses on the assessment of links that exist within the tourism system, links and nexus with economic development, review of public and private sector collaborations, assessment of comparative and competitive advantages, sustainable development, responsible development as well as tourism clustering.

3.2.2 PHASE 2: TOURISM DEVELOPMENT FRAMEWORK

The Tourism Development Framework should identify priority areas/strategies, and associated programmes and projects, for tourism development in the City, based on the identification of opportunities and constraints. The Tourism Development Framework should identify, *inter alia*, regional and sectoral linkages as well as interprovincial opportunities for tourism development, management and marketing. The service provider will be required to explore the practical implications of integration of the second economy into tourism planning and development. Therefore, it is imperative that the entire Tourism Master Plan be linked to national, provincial and local government policies and plans.

The Tourism Development Framework should include an appropriate implementation/action plan; action programmes and projects identified; and a related monitoring and evaluation framework to measure the degree to which the implementation/action plan has been carried out.

The Tourism Development Framework should comprise at least the following components:

- Tourism Development Framework: The development framework should include at least the following elements:

- (a) The vision, goals and objectives for tourism in the City;
- (b) The development of priority areas/strategies that relate to all components of tourism development, including, but not necessarily limited to, product development, linkages, human resource development, supporting infrastructure and appropriate institutional arrangements; and
- (c) Route Development Plan and Management focusing on geo-spatial mapping of tourism routes including concepts, sites, content and phases, infrastructure requirements, orgware (partnerships and stakeholder mapping)
- (d) Attraction or Nodal Development Plan mapping out products or nodes for further development, packaging investment and commercial value proposition, assessment of infrastructure and resource requirements, catalytic projects and corridors for potential funding and/or investment from the public and private sectors, assessment of site-specific infrastructure requirements and a management model incorporating appropriate governance system, structures and outline of their responsibilities.
- (e) Nature Based Tourism Plan includes all elements that support nature-based tourism (directly and indirectly) including legislative compliance, infrastructure, resource requirements, product development approaches and support mechanisms, investment attraction model, product management model etc. This is an attempt to mainstream ecological tourism limited to the current scope and measurable potential.
- (f) Township Tourism Plan mapping out potential products, experiences and demand generators, placemaking and precinct development interventions, content and commercial value proposition, infrastructure requirements, destination management models, etc.
- (g) Smart Tourism Plan with interventions enabling tourism activities within the destination to achieve a functional system.
- (h) Plan and Package Identified Niche Development Areas for Strategic Tourism Economic Turn-around supported by practical business and value proposition i.e. business, medical, events and lifestyle, mining, rail/transport, aviation, tourism real estate, heritage and culture, sports, film, shopping and culinary tourism as identified niche development areas.

- (i) Develop tourism investment road map with investment packages or multi packaging to unlock tourism economic potential and attract investment.
- (j) Precinct Revival and Management Plan including spatial mapping and urban improvement interventions or area management by means of precinct management, revise or revisit purpose precinct by precinct with clear recommendations and clear interventions i.e. security, cleanliness, landscaping, public art, infrastructure refurbishment etc.
- (k) Place Restoration and Management incorporating urban upgrades required to improve the general aesthetics and public open spaces, public art concepts, smart technologies and green city features that will enhance the character of the place, preliminary architectural designs and costings for key interventions and other proposed developments to enhance the place.
- (l) Identification and packaging of catalytic projects and develop plans for implementation including deliverables and outputs, proposed budgets, timeframes etc.
- (m) Identification of investment opportunities within the packaged niche development areas and packaging of land parcels available for greenfield investment including details such as erf number, extent, current zoning, etc.
- (n) Appropriate institutional arrangements should be developed in which roles and responsibilities of public and private sector stakeholders clearly defined. Practical recommendations in terms of development and management of sustainable associations with the private sector should be clearly outlined
- (o) Unpack, crystalize and rationalize the identified niche development areas into actions into a coherent manner
- (p) Systematically organize the niche development actions into functional tourism system.

3.2.3 PHASE 3: MARKETING PLAN

- Development of product database i.e. centralized database of products and services. A consolidated database of all tourism products in the city, including at least the following fields:
 - Name of product

- Type of product
 - Grading (if applicable)
 - Number of beds (if applicable)
 - GPS coordinates
 - Physical address
 - Contact details (at least telephone number and e-mail address)
 - Website (if applicable)
 - Planning rights
 - Current zoning use
- A tourism-specific marketing Master Plan should be developed to be included in the Tourism Master Plan. The marketing plan must be developed in collaboration with key stakeholders and role players in the City. The marketing plan should not only list marketing activities but should also include specific interventions required per identified tourism market segment within the city.
- Some of the elements that should be incorporated in the marketing plan should include:
 - Destination Brand Identity: A unique and appealing destination brand identity incorporating the City's value position and its key product elements.
 - Destination Positioning: Destination promotion campaigns and initiatives, resources and proposed partnerships, models and systems to streamline coordination and management of tourism information provision, tourism marketing and promotional campaigns to advance destination competitiveness.
 - Destination Marketing Plan: Market segmentation, recommendations to meet the demand, matching products and marketing efforts to the target market; brand awareness; community support and local initiatives; media leverage including social media marketing; influencer marketing; online ads; visual marketing; video marketing etc.

3.2.4 PHASE 4: IMPLEMENTATION PLAN

- Identification of programmes and related feasible projects to facilitate tourism development in the City. Identified projects should be prioritized according to identified criteria, which

should be developed in collaboration with the City and relevant stakeholders, through participatory workshops, strategic partnerships.

- Projects action sheets should be developed per identified project and should include at least, location of the project (where applicable), objectives of the project, target market, brief description of the project that includes reference to the triple bottom line, i.e. social, economic and environmental considerations, resources necessary to implement the project (i.e. human, financial and other resources), timeframes etc. In addition, potential funding organisation should be identified per project.
- Proposed projects should be spatially presented, where applicable, according to the spatial specifications.
- An implementation/action plan should be developed, in relation to the tourism development framework, marketing plan, institutional arrangements, that translates prioritized programmes/projects identified into a short-, medium and long-term implementation period. The implementation/action plan should include the following:
 - Ranking of projects based on economic importance.
 - Project prioritization based on economic importance.
 - Identification of quarterly Key Performance Indicators and Quarterly Targets to measure progress per listed action.
 - Responsible organization/department within an organisation responsible for each action.
 - Budget required to implement the action plan with clear strategic partnerships and collaborative recommendations.
 - Timeframes, based on the prioritisation of programmes and projects.
- Business Cases for high impact projects identified from packaged niches. The business cases should include, but not limited to:
 - High level catalytic projects packaged for public and private investment.
 - Detailed capital and operational costings for each project.
 - Preliminary architectural designs and artists impressions
 - Investment Memorandums to determine the commercial viability of the proposed projects.

- Commercialization opportunities with clear purpose use.
- Monitoring and Evaluation Framework that incorporates qualitative and quantitative performance measurement indices and tools that measure the economic impact, jobs created (permanent and temporary jobs); estimated turnover (as projected in the Investment Memorandums); the impact of collaborations and partnerships, etc.

The deliverables for the Tourism Master Plan component will be:

- Tourism Development Master Plan Report, including the four phases, as previously described.
- Corresponding maps indicating at least the location of identified projects.
- Implementation/action plan, in an Excel spreadsheet, including the fields listed in the section describing the implementation/action plan; and
- Presentation of the Tourism Master Plan in Ms Power Point format.
- Tapping into the knowledge, experience and resources of all relevant and practicing experts in the city

4. CONTRACT PERIOD

The contract shall be for a period not exceeding six (6) months from the date of appointment.

The bidder is required to submit a detailed project schedule indicating how the timeframes against proposed milestones will be achieved as well as a breakdown of a proposed budget in relation to scope of work. The project plan will be submitted by the successful service provider to the CoJ in the inception meeting.

4.1. DELIVERABLES:

The deliverables, as per Tourism Master Plan review, will be:

- 4.1.1 Analysis of the existing Strategies and Plans
- 4.1.2 Conduct Situational Analysis
- 4.1.3 Establish Tourism Development Framework that will include tourism development, management and should cover the four (4) phases mentioned above.

- 4.1.4 Develop Destination Marketing Plan to position and promote the City in order for it to gain competitive advantage.
- 4.1.5 Development of an implementation plan including the monitoring and evaluation framework.
- 4.1.6 Project packaging and prioritization for destination investment and sector development derived from recommendations stemming from niche development areas as well as devised destination enablers to address fundamental needs and measures as support mechanisms.
- 4.1.7 Development of Business Cases on the packaged niche development areas.
- 4.1.8 A consolidated database of all tourism products in the City, including at least the following fields:
 - Name of product
 - Type of product
 - Grading (if applicable)
 - Number of beds (if applicable)
 - GPS coordinates
 - Physical address
 - Contact details (at least telephone number and e-mail address)
 - Website (if applicable)
 - Planning rights
 - Current zoning use
- 4.1.9 The final Draft Master Plan (editable version) which includes all four (4) phases as previously described which will be presented to all City formal approving structures (at least to seven structures) up to the level of the Council upon approval by the Project Steering Committee.
- 4.1.10 The final deliverable will be an approved Tourism Master Plan by the Council.
- 4.1.11 A project progress report accompanied by a presentation shall be prepared for each and every phase on editable versions.
- 4.1.12 Disbursements will be effected in line with milestones achieved which are structured according to the four phases of the project where approval has been sought from the Project Steering Committee. The above-mentioned phases are classified as project deliverables.

5. PARTICIPATION IN PROJECT STEERING COMMITTEE MEETINGS

The service provider will be expected to participate in project steering committee meetings, in addition to other stakeholder engagements. The project steering committee consists of relevant public and private sector stakeholders within the city. At least six (6) project steering committee meetings will be convened for the development of the Tourism Master Plan. All project steering committee meetings, unless otherwise advised, will be held at the Johannesburg Tourism Company. In addition, there will be two (2) cohorts for consultative session per niche development area (12 niches) comprising multi stakeholder groupings. Over and above there will be three (3) consultative sessions for internal fora including Political and Executive seatings.

6. STAKEHOLDER PARTICIPATION

Ensuring stakeholder participation, from inception to completion of the project, is an essential element of the project and will be a responsibility of the service provider with the guidance of the steering committee. The project must tap into the knowledge, experience and resources of all relevant and practicing experts in the city. Responses from stakeholders must be integrated into the review of Tourism Master Plan, and the details of all stakeholder engagements should be captured as an appendix to draft and final reports.

7. TIMEFRAMES

The timeframes for the completion of phases of this project are as follows:

PHASE 1: SITUATIONAL ANALYSIS

PHASE 2: TOURISM DEVELOPMENT FRAMEWORK

PHASE 3: MARKETING PLAN

PHASE 4: IMPLEMENTATION PLAN

Completion Date shall be in line with Project Duration which is six (6) months with effect from date of appointment. Timeframes, milestones to be achieved and disbursements shall be structured in accordance with the outlined phases guided by the Service Level Agreement, Inception Report and Steering Committee, accordingly.

8. PROJECT MANAGEMENT

The responsibility for the implementation of this project lies with the CEO: Johannesburg Tourism Company. A Project Steering Committee (PSC) will be established to ensure participation of all stakeholders and to direct, oversee and monitor project implementation. Project management tools and materials such as presentations, Work Breakdown Structures, content, frameworks, models, logical frameworks, development priority tools, toolkits for business cases and project prioritization models, mapping layouts and templates, databases and related templates with back-end access, data templates etc. or/and any other related property shall remain Johannesburg Tourism Company property for future use. Ownership of data used shall have copyrights reserved to the City of Johannesburg. The Master Plan will be intellectually protected as a resource and property of the City of Johannesburg.

9. MINIMUM REQUIREMENTS

It is required that the professional project leader should have the following competencies:

- The Project leader must have a Bachelor's degree in Tourism Management or Development Economics or Economics or Regional Planning with a minimum of 5 years experience in tourism development and has completed three similar projects including Tourism Development and Planning on Regional or City or Nodal scale

The project team should consist of professionals with the following minimum expertise:

- Development Economics specialist with a minimum of 5 years experience in tourism development, minimum Bachelor's degree in Economics or Development Economics;
- Tourism Management with a minimum of 5 years experience in Tourism Development, minimum BTech in Tourism Management or/ Bachelor's degree in Tourism Management or Tourism Development;
- Regional Planning or Town Planning or Urban Design specialist with a minimum of 5 years in Regional Planning or Town Planning or Urban Design or Tourism Planning, a B-Tech in Urban/ Town and Regional Planning, B Degree in Urban and Regional Planning;
- Spatial Planning with a minimum of 5 years experience in spatial planning, Bachelor's degree in Urban and Regional Planning or/ BTech in Urban and Regional Planning;
- GIS Specialist with a minimum of 5 years experience in spatial mapping or relevant experience with a minimum of Bachelor's degree in Geographic Information System.

- Archaeological or Heritage Specialist of 5 years experience in heritage management or relevant experience with a minimum of a Bachelor's degree in Archaeology, Heritage Studies, Social Sciences majored in Heritage or Archaeology.
- Environmental Management or Ecological Specialist of 5 years experience in environmental management or planning relevant experience with a minimum of Bachelor's degree in Environmental Management or Sciences.
- Artificial Intelligence or Robotics or Data Science with a minimum of 5 years experience with a Bachelor's degree in Computer Science.

Company track record:

The bidder must have successfully developed a minimum of three (3) tourism related strategies/master plans and sector plans applicable to this bid.

10. RETURNABLE DOCUMENTS

- (a) Detailed Proposal in line with the Scope of Work
- (b) Company profile.
- (c) CVs of Key Personnel.
- (d) Certified copies of qualifications.
- (e) Reference letters of the Team Leader and Company from previous clients on the company Letter head.
- (f) Valid Tax Clearance certificate for Tender or One time – Pin issued by SARS.
- (g) Municipal Accounts not older than 90 days and not more than 90 days in arrears for both the Bidder (organization) and Directors, or a valid lease agreement or a sworn affidavit.
- (h) Certified BBBEE Certificate.
- (i) Central Supplier Database (CSD) Registration Report or M- Number.
- (j) All MBD's Documents (1, 4, 8 and 9).
- (k) Detailed project plan covering scope of work and timelines.

11. DISQUALIFYING CRITERIA

- (a) Failure to sign form of bid.

12. EVALUATION CRITERIA (80/20)

Proposers will first be evaluated based on functionality stipulated in Table 1 by a representative panel and bidders who score a minimum of 75 out of 100 points will qualify for further evaluation on price and evaluation on empowerment points as stipulated in Table 2 in line with the PPPFA 80/20 point system where 80 points will be awarded for price and 20 for economic empowerment.

Table 1: Functionality Evaluation Criteria

Item	Criteria	Point Allocation
Project Plan	A detailed logical project plan with key deliverables and milestones including timeframes linked to the scope of work.	20
Qualification	Project Leader must have at least Bachelor's degree/ BTech/ in Development Economics or Economics or Tourism Management or Regional Planning - Less than a Bachelor's degree (0) - Bachelor's degree/ BTech/ in Development Economics or Economics or Tourism Management or Regional Planning. (4) - Honours degree (6) - Master's degree or higher (10) Project team must have at least: Development Economics with a minimum Bachelor's degree - Less than a Bachelor's degree (0) - Degree in Economics or / BTech in Development Economics (2) - Honours degree (3) - Master's degree or higher (5) Tourism Management and Development with a minimum BTech	50

Item	Criteria	Point Allocation
	in Tourism Management or/ Bachelor's degree ▪ Less than a Bachelor's degree (0) ▪ BTech in Tourism Management or/ Bachelor's degree (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) Spatial Planning with a minimum Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) Regional Planning or Town Planning or Urban Design with a minimum Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Urban and Regional Planning or / BTech in Regional Planning (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) GIS Specialist with a minimum Bachelor's degree in Geographic Information System ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Geographic Information System (2) ▪ Honours Degree (3) ▪ Master's degree or higher (5) Archaeological or Heritage Specialist with a minimum Bachelor's degree in Archaeology, Heritage Studies, Social Sciences majored	

Item	Criteria	Point Allocation
	in Heritage or Archaeology. ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Archaeology, Heritage Studies, Social Sciences majored in Heritage or Archaeology. ▪ Honours degree (3) ▪ Master's degree or higher (5) Environmental Management or Ecological Specialist with a minimum of Bachelor's degree in Environmental Management or Sciences. ▪ Less than a Bachelor's degree (0) ▪ Bachelor's degree in Environmental Management or Sciences (2) ▪ Honours degree (3) ▪ Master's degree or higher (5) Artificial Intelligence (AI) related qualification AI/ Technology/ Robotics/ Data Science with a minimum of Bachelor's degree in Computer Science ▪ Less than Bachelor's degree (0) ▪ Bachelor's degree (2) ▪ Honours (3) ▪ Master's or higher (5)	
Experience	Project leader must have been involved and completed at least; ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience (3) ▪ 5 -10 years relevant experience (5) <i>For a project leader to score points on experience in projects of similar nature, they must submit the following:</i> ▪ Less than 3 Similar projects (0) ▪ 3 Similar projects on regional, or city or nodal scale (3) ▪ More than 3 similar projects (5)	30

Item	Criteria	Point Allocation
	Project team experience Development Economics Specialist ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience in Tourism Development (3) ▪ More than 5 years relevant experience (5) Tourism Management Specialist ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience in tourism management and development (3) ▪ More than 5 years relevant experience (5) Urban and Regional Planner ▪ Less than 5 years relevant experience (0) ▪ 5 years relevant experience (3) ▪ More than 5 years (5) Company track-record ▪ Less than three 3 references – 0 ▪ 3 reference letters – 3 ▪ More than 3 reference letters – 5	
Total		100

Table 2: Empowerment Points

Price	80 points maximum
51% or more owned by black people	5 points maximum
51% or more owned by women	5 points maximum
Company operating within the jurisdiction of the City of Johannesburg	10 points maximum
Total	100 points

13. CONDITIONS OF AWARD

- i. Compliant tax status
- ii. Municipal accounts for the company and directors not older than 3 months and not in arrears of more than 90 days or valid lease agreement or sworn affidavit or valid acknowledgement of debt.
- iii. Principal members and directors not in the service of the State.
- iv. Name of bidder and/ or directors should not appear on the National Treasury's database of restricted suppliers.

14. CLARIFICATION OF THE REQUEST FOR PROPOSALS

Service Providers/Consultants may request clarification on terms of reference documents in writing by email to CoJ, addressed to Zuqhamo Matutu in writing at zuqhamem@joburgtourism.com before the closing date. JTC will respond by email to request for further information and any enquiries.



Thandubuhle Mgudlwa

CEO: Johannesburg Tourism Company

Date: 16/10/2024