



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

TOURISM EVENTS HOSTING SUPPORT EVALUATION GUIDELINE

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1. INTRODUCTION AND CONTEXT

A number of countries around the world have developed Tourism Event Funding practices. Tourism Events are also implemented in many developed countries and provide a transparent way of enhancing tourism recovery, resulting in job creation and economic development. The UNWTO advocates for travel facilitation and urges countries to build solutions to advance travel. Travel facilitation is seen as a faster tool for advancing tourism development.

South Africa has been a host to many events annually, ranging from international sporting events, music concerts, local wine tastings, urban markets, and film festivals. These events are in addition to South Africa's 25-year proud history of mega conferences, summits and exhibitions at a global scale, which have left a legacy of brand currency and a flourishing events sector.

Large-scale events take place in big cities and are funded by well-established investors, while Townships, Small Towns, and Villages, mostly in rural areas with the potential to be event destinations, remain neglected. Many of these areas (townships, villages and small towns) are neither fully developed nor receiving the requisite support.

The Tourism Events Hosting Support Framework facilitates the implementation of the Tourism Sector Recovery Plan (TSRP), which acknowledges the need for targeted, coordinated actions to mitigate the adverse impact and sets the sector on the most optimal path to recovery, transformation and long-term sustainability.

The Tourism Events Hosting Support Framework provides a fair and transparent process of supporting events by setting aside resources (financial and non-financial) to support events contributing towards tourism recovery and boosting domestic tourism. The vision of the Tourism Events Hosting Support Framework is to create desirable places to live, visit and invest while boosting the hospitality & tourism industry, supporting economic development and job creation.

2. AIMS AND OBJECTIVES

The objectives of the Tourism Events Hosting Support Framework provide enabling conditions and support the hosting of events to stimulate and sustain domestic tourism:

- To generate employment opportunities and stimulate local economies towards inclusive economic growth;
- Showcase the country's rich, diverse offerings and cultivate a culture of domestic travel;
- Increase tourism benefits by increasing visitation, overnight stays by citizens and tourists;
- Support the recovery of the sector and promote sustainability of existing events;
- Provide measures to support events' seasonality and equitable geographical spread;

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- Promote community connectedness, build social cohesion and generate interest in Tourist Guides services.

3. FOCUS AREAS FOR TOURISM EVENTS

Domestic Tourism is anchored on the successful hosting of events which bring stability to the sector by supporting local businesses and generating employment opportunities. Events are an essential motivator for tourism and provide direct benefits in marketing areas as domestic destinations.

- **National Event** - An event of national significance which attracts citizens (South African) with national media coverage. These are initiated and supported by the Department in collaboration with other government departments and public sector entities. These events drive a national imperative.
- **Provincial Event** - An event of provincial significance attracting local communities and visitors with provincial media coverage.
- **Regional Event** – An event of regional significance (District and Local municipal areas) which attracts regional citizens with regional media coverage.
- **Community/Local Event** - An event that takes place within a local area (e.g. village, township or small town) and attracts community members and visitors.

4. PRIORITY CATEGORIES FOR TOURISM EVENTS

The department will support various events, which vary in number and size. Whilst there is a variety of events, the following categories present opportunities prioritised by the department:

- Sports and Recreation (e.g. township/village sports tournaments infused with visits to tourist attractions)
- Culture and Heritage (e.g. Cultural & Heritage festivals/events)
- Leisure and Lifestyle (e.g. Concerts, exhibitions/activations)
- Meetings and Workshops (e.g. Conferences and seminars)

5. NATURE OF SUPPORT

5.1 Financial Support

No cash payments will be made, but support will be limited to a certain amount per event, depending on the size of the event and the availability of funds. As there will be no cash payment, the Department will procure services on behalf of the requester and ensure that local suppliers are sourced through the Central Supplier Database.

5.2 Non-financial Support

The non-financial / in-kind support will include all services that the Department can offer at no additional cost in support of the event: for example, event marketing on the departmental social media platform or assistance with event logistics, i.e. photography and media liaison services.

6. EVENT HOSTING SUPPORT ASSESSMENT CRITERIA

6.1 Evaluation Criteria

All proposals submitted will be evaluated against the criteria below fairly and consistently:

- Increase travel and or visitation to Villages, Townships and Small Towns;
- Attract visitors, stimulate local economies and create employment for citizens;
- Alignment to Local Economic Development Interventions;
- Promoting the use of Heritage Sites, State Owned or Youth or Women-owned facilities;
- Promote geographic spread and historically disadvantaged citizens and or areas;
- Promote multiple stakeholder collaboration and partnerships

6.2 Eligibility

- The application process is open to all tax-compliant South African organisations and enterprises with an independent legal status, i.e., those registered with CIPC as a Non-Profit Company, a Private Company (Pty) Ltd.
- Compliant eligible South African citizens who can legally enter into contractual relations may also apply.
- No beneficiary will be awarded more than one tourism event hosting support simultaneously within a financial year. Organisations should declare any financial assistance received for the same event from the Department or other government departments /entities.
- Only one application per organisation/company/individual in one financial year is allowed. More than one application received in this regard will be disqualified.
- Preference will be given to projects that are co-financed or part-financed or have any other form of partnership, depending on the total budget and the scale of the project. Proof of such commitment must be provided.

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- The Department will consider applications for support from members or professionals who require support for events aligned with the Department's vision and strategic objectives.
 - The Department will consider applications that are received a minimum of three (3) months before the event.
 - The following documents need to be submitted with the application to be eligible:
 - Valid Tax Clearance Certificate;
 - Certified ID copies of shareholders or directors; and
 - A detailed company profile with three relevant references.

6.3 Administrative Criteria Evaluation

The following will lead to automatic disqualification:

- Incomplete documents, dishonest and inaccurate information;
- Incomplete documents will not be considered;
- Applications exceeding ten pages;
- Failure to disclose any conflicts of interest and additional funding secured from other government departments and entities;
- The project timeframe falls outside the stated timeframes and the country's boundaries and
- Stand-alone skills development/training programmes/beauty pageants/individual and group tours (local and abroad) will not be considered.

6.4 Scoring Matrix

SCORING MATRIX					
Scoring criteria and descriptions	0 – 5 marks <i>(Inadequate)</i>	6 – 12 marks <i>(Moderate)</i>	13 – 20 marks <i>(Exceptional)</i>	Total Score	Verification source/ information
<p>1. Creative: Innovative & Competitiveness</p> <ul style="list-style-type: none"> Quality of the arts and cultural programme content; Artistic vision of the project; Distinctiveness of the proposed project in the context of comparable activities in the proposed locality and province. Marketing objectives and strategies clearly defined; Other marketing/ promotion initiatives specified 	<i>(Score 0 – 6 if proposal does not meet or insufficient information is provided)</i>	<i>(Score 6 – 12 if the proposal meets the required criteria to an acceptable level)</i>	<i>(Score 13 – 20 if proposal addresses all listed criteria)</i>	20	Verified against information provided in detailed company profile
<p>2. Job Creation & Economic Development</p> <ul style="list-style-type: none"> The number of jobs/work opportunities created; Attract visitors, stimulate local economies; Promotion of geographic spread and historically disadvantaged citizens and/or areas; Potential benefit to the town regarding tourism and possible benefits; 				20	

SCORING MATRIX

Scoring criteria and descriptions	0 – 5 marks <i>(Inadequate)</i>	6 – 12 marks <i>(Moderate)</i>	13 – 20 marks <i>(Exceptional)</i>	Total Score	Verification source/ information
<p>3. Market Development Extent to which the event will extend the market potential of participants through, for example, the presence of local and international festival directors, promoters etc.</p> <ul style="list-style-type: none"> • Increase travel and or visitation to Villages, Townships and Small Towns; • Promote the use of Heritage Sites, State-owned, Youth or Women-owned facilities; • Capacity building for youth, women and people with disabilities 				20	
<p>4. Audience Development</p> <ul style="list-style-type: none"> • Marketing Communication Plan for the event; <ul style="list-style-type: none"> ○ Current audience profile; ○ The relevance of mediums used to promote the event 				20	
<p>5. Social Cohesion</p> <ul style="list-style-type: none"> • Diversity of programming, content and audiences; • Alignment to Social Cohesion Charter objectives; • The extent to which communities are integrated and involved in the project 				10	

SCORING MATRIX

Scoring criteria and descriptions	0 – 5 marks <i>(Inadequate)</i>	6 – 12 marks <i>(Moderate)</i>	13 – 20 marks <i>(Exceptional)</i>	Total Score	Verification source/ information
<ul style="list-style-type: none"> Level of public access to the project. 					
6. Partnerships & Co-financing <ul style="list-style-type: none"> Promote multiple stakeholder collaboration and partnerships. Added advantage - co-financed or part-financed or have any other form of partnership, Own contribution towards the project. 				10	

NOTE: An application needs to score at least 60/100 to be approved.

7. POPIA DISCLAIMER

7.1 Compliance with the Personal Information Act, 4 of 2013

Personal information shared with the Department of Tourism (Department) shall be treated with confidentiality and in compliance with the Protection of Personal Information Act, 4 of 2013 (POPIA) and other applicable laws. For purposes of this disclaimer, “Personal Information” shall be defined as detailed in the Promotion of Access to Information Act, Act 2 of 2000 (PAIA) and POPIA, and “processing” and “further processing” shall be read, interpreted and understood as detailed and defined in POPIA.

7.2 Consent to Processing and Further Processing of Personal Information

The department may process and further process received personal information, internally or externally, in the execution of its mandate and/or as required by law. The department may share personal information with its service providers, agents, contractors, legal and other professional advisors authorised to process this information. The department may thus place received personal information in the public domain due to the nature and requirements of its work.

7.3 Further Processing of Personal Information

You further grant the department express and/or implied permission to further process received personal information and place it in the public domain in the execution of its mandate and statutory obligations.

7.4 Duty of Care

The department values your privacy and shall take all reasonable measures to protect received personal information.

7.5 Exemption from Liability

The department (including its officials and/or employees) accepts no liability whatsoever for any loss, damage (whether direct, indirect, special or consequential) and/or expenses of any nature whatsoever which may arise as a result of or which may be attributable directly or indirectly, from information made available herein, or actions or transactions resulting therefrom.