



# The Western Cape A Leading Regional Economy

**WESGRO**  
cape town & western cape  
tourism, trade & investment



# Wesgro is the Official Tourism, Trade & Investment Promotion Agency for Cape Town and the Western Cape

First point of contact for foreign investors and local companies. Attracts and facilitates national and international investment, works to grow the exports of products and services, and markets the Western Cape as a competitive business and travel destination.

# WESGRO

Investment Promotion &  
Facilitation

Trade Promotion & Facilitation

Tourism Promotion &  
Facilitation

Marketing and Innovation

Edu Invest

Cruise Cape Town

Cape Town Air Access

Invest SA One Stop Shop

Convention Bureau





# Tourism Unit





# Wesgro strategies to grow tourism to Cape Town and the Western Cape

Awareness	Accessibility	Attractiveness	Business events
Boost awareness of Cape Town & the Western Cape in key markets	Improve accessibility to Cape Town and the regions	Boost attractiveness of the regions through competitive product offerings	Position Cape Town & the Western Cape as a leading business events destination on African continent
International and Domestic marketing	Visitor Experiences	Leisure Events	Trade and Media hostings
Boost awareness of Cape Town & the Western Cape through marketing campaigns	Our experience pillars: <ul style="list-style-type: none"><li>• Culture &amp; Heritage</li><li>• Gastronomy &amp; Wine Tourism</li><li>• Nature &amp; Adventure</li><li>• Sustainability (People + Place)</li></ul>	Event promotion through joint partnerships to drive regional spread, seasonality and the township and smaller community economies.	Targeted media and trade hosting campaigns with overarching reach across all tourism offerings





# How to work with Wesgro





# SIX REGIONS



# The Wesgro events partnership process



## Call to Action

- A request for Joint Marketing Proposals is sent out via the Wesgro social media channels (website, Facebook etc)
- The Request For JMA partnership (RFJMA) has a closing date as advertised.
- The RFJMA clearly outlines the mandatory and functionality requirements for event partnership
- Events must focus on the following theme:-
  - Gastronomy (Food and Wine)
  - Active Adventure (Outdoor activities & sport)
  - Heritage and Culture
  - Halal
  - Sustainability
  - Community-based tourism (including rural and townships).



## RFJMA evaluation committee

- Once the RFJMA applications are closed, a RFJMA committee is appointed.
- The independent RFJMA committee evaluates all JMA proposals received based on the mandatory and functionality criteria requirements as stated in the RFJMA.
- 1. JMA committee meeting- evaluation of mandatory requirements. If the applications pass the mandatory evaluation, the proposal proceed to the functionality evaluation.
- 2. JMA committee meeting- evaluation of functional criteria requirements. The submission criteria is scored out of 100 points, with the minimum qualifying score being 70 points
- What exactly are the mandatory and functionality requirements?

# The Wesgro events partnership process

## Mandatory Evaluation Criteria - Phase One



- **Mandatory, not limited to following**
  - The entity must be registered on the National Treasury Central Supplier Database (CSD) and submit their most recent full CSD report.
  - The entity must complete and sign the standard bidding form four (4), attached to this request (WCBD4)
  - Wesgro will only consider sponsoring events that fall out of the peak season (timing of the event) for the region wherein the event falls (this excludes jewel events and community based tourism events, but includes rural and township events).
- **Should the bidder not achieve the mandatory requirements, they would be disqualified and not proceed to be evaluated further.**



# The Wesgro events partnership process



## Functional Evaluation Criteria - Phase Two

- **Functionality** - the criteria is designed to reflect the requirements of Wesgro in terms of identifying a suitable partner and to ensure that the selection process is transparent; and affords all prospective partners a fair opportunity for evaluation and selection. This criteria will be clearly outlined in the RFJMA document shared in the Call To Action.
  - **Destination value proposition** - Alignment to the key attraction/offering (s) of the community/town within the region. Alignment to the strategic focus areas of Leisure Tourism unit. Sustainability and impact of the event.
  - **Marketing Value proposition** – Does the event have an online presence. Media (online and physical) coverage
  - **Preference** - Geographical presence (Regional spread) / Community upliftment / Potential impact on employment / Youth involvement / Woman empowerment / People with disability involvement
  - **Funding** – Funding contribution by the partner and Expected contribution by Wesgro. Qualitative significance for Wesgro (potential network exposure/delegates in attendance (type)/media coverage etc.
- These criteria are designed to reflect the requirements of Wesgro in terms of identifying a suitable partner and to ensure that the selection process is transparent; and affords all prospective partners a fair opportunity for evaluation and selection.

# The Wesgro events partnership process



## Scoring and Awarding - Final phase

- Once the evaluation committee has scored each event based on their criteria, a final list of events is submitted to the Bid Adjudication committee (BAC) for approval.
- Once the BAC reviews and support the recommendation of the BEC, It recommends to CEO for approval and award. Once approved by CEO, the event partnerships are confirmed to the organisers.



## Key Takeaways

- Read and understand the RFJMA Call to Action.
- Do not miss the deadlines
- Ensure you are responding to the requirements both mandatory and functionality
- It is critical to respond to the RFJMA in your event overview / outline.
- Non - compliance is not acceptable by the agency.



Thank you.

