

an Agency of the Department of Sport, Arts and Culture

REQUEST FOR QUOTATION (RFQ)

REQUISITION NUMBER	RFQ NO-09-05-2024 PR Services	
DESCRIPTION	APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE PUBLIC RELATIONS SERVICES TO THE NAC ON AS AND WHEN REQUIRED BASIS FOR A PERIOD OF 12 MONTHS.	
ISSUE DATE	10 May 2024	
CLOSING DATE	24 May 2024	
BRIEFING SESSION (Non Compulsory)	15 May 2024 at 11h00 on Zoom link: https://zoom.us/w/91343297910?tk=doenBugplODWU7s5-ow llscY3Ml3fhKerhMYpD3Ug7Y.DQYAAAAVRHwddhZCaX c5b19ZNFNVT0dLbGVTZFFldUZRAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	
VALIDITY PERIOD	90 DAYS	
CLOSING TIME	16:00 pm	

1. PURPOSE

The purpose of this Request for Quotation (RFQ) is to appoint a suitably qualified service provider with a proven track record to provide Public Relations (PR) Services to the National Arts Council of South Africa (NAC) on a as and when basis.

2. BACKGROUND

The National Arts Council of South Africa, an Agency of the Department of Sports, Arts and Culture, is the de-facto successor in title to the Foundation for the Creative Arts, originally established in 1989.

NACSA's mandate as set out in the National Arts Council Act, Act 56 of 1997, specifies its Objects as:

- To provide, and encourage the provision of, opportunities for persons to practice the arts
- To promote the appreciation, understanding and enjoyment of the arts
- To promote the general application of the arts in the community
- To foster the expression of a national identity and consciousness by means of the arts
- To uphold and promote the right of any person to freedom in the practice of the arts
- To give the historically disadvantaged such additional help and resources as are required to give them greater access to the arts
- To address historical imbalances in providing infrastructure for the promotion of the arts
- To promote and facilitate national and international liaison between individuals

3. TERMS OF REFERENCE

3.1 Purpose

The purpose of this RFQ is to appoint an agency to assist in conceptualising and implementing an integrated marketing, communications and stakeholder engagement strategy in collaboration with NAC. In the past, the NAC has focused on its role as a grant-making agency and has not fully addressed all of the elements of its mandate. It's Communications focus has also been on NAC as an agency and not its broader mandate of promoting and developing the arts in South Africa, as envisaged in the NAC Act.

The NAC is undergoing constant, unrelenting transition, evolution and adaptation at both strategic and operational levels. It is imperative for the NAC to change at a faster pace than its environment in order to stay relevant to the needs and expectations of its stakeholders and to deliver on its mandate as a Public Sector Entity.

Agencies must be mindful of the fact that the NAC has both limited budget and resources and as such a creative, innovative approach that will deliver maximum potential impact needs to be adopted. This should incorporate the use of traditional media, social media and other relevant electronic media to enable effective two-way engagement and a feedback mechanism. The envisaged role of the communications agency will be to provide:

- Assistance with the development of an innovative, integrated marketing, communications and stakeholder engagement strategy for the NAC;
- Communications support for the NAC inclusive of assistance with press releases, publications,

press conferences and media relations;

- Communications support for targeted projects and advocacy campaigns in support of the NAC's strategic goals; this includes profiling the NAC.
- Assistance with regional and international communications in support of the NAC's cultural engagement role;
- Reputation and crisis management, inclusive of all media and stakeholder engagement; and
- Marketing and advertising (as and when required).

3.2 SCOPE OF WORK

The scope of work shall include the envisaged role of the PR agency as set out in the previous section as well as the following specific activities:

- Partner with NAC to develop the overall communications and marketing strategy (inclusive of reputation management, stakeholder engagements, public relations and media relations) in line with the overall organisation's strategy;
- Position the NAC as an inter-connected part of the arts and culture ecosystem in South Africa;
- Position the NAC as a positive, engaging, controlled, and governance-focussed organisation;
- Position the NAC as a trusted partner and recipient of national and foreign donor funding in support of the arts.
- Ensure awareness of the NAC through positive profiling whilst enhancing the image of the NAC and its beneficiaries;
- Provide support for creative and production services for the development of media and promotional campaigns;
- Provide support for all NAC publications including but not limited to the Annual Report, Annual Performance Plan and Quarterly Newsletters (writing, proofreading, editing);
- Provide assistance on website content review and management service;
- Assist with special public relations projects.

4. FUNCTIONALITY EVALUATION CRITERIA

- Supporting material must be provided for the below elements.
- Only bidders scoring 75 points and above on pre-qualification criteria will be considered for Price Evaluation and Specific goals.

	Evaluation Criteria	
NO	CRITERIA	WEIGHT
1.	Company Profile	(20)
	 Provide company profile indicating how long the company has 	
	been in existence. (10)	
	Showcase of work undertaken for a Similar Entity or State	
	Owned Company/ Government Department. (10)	
2.	Delivery Mechanism	
	Provide a proposal encompassing the following:	
	High-level strategy that will meet the objectives of the NAC	(20)
	Writing and media relations	(10)
	Crisis communication and Stakeholder engagement	(10)
	Website content management strategy	(10)
3.	Capacity to Deliver	(15)
	Provide qualifications, CV and experience of personnel who will be	
	assigned to the project showcasing the following levels:	
	 5 years and more in the industry (15) 	
	3-5 years in the industry (10)	
	• 1-3 years in the industry (5)	
4.	References	(15)

Bidders must provide reference letter(s)/purchase orders on the letterhead of the services client and should reflect at least the name of the client, full description of the service rendered, contact person and contact details relevant to the required service provided for Public relations services. The reference letters must indicate the quality of the service rendered.

• 5 or more valid reference letters attached = 15 points

• 3-4 valid reference letters attached = 10 points

• 1-2 valid letter attached = 5 points

5. PRICE AND PREFERENCE POINTS EVALUATION

	Preference Point Criteria	Points Allocation
1.	Price	80
2.	Specific goals	20
Total	Points	100

6. PRICING SCHEDULE

Financial proposals will be compared on the basis of their total amount inclusive of VAT and all other related costs. Bidders are required to submit financial proposals as per the table below on a company letterhead.

Pricing schedule is compulsory and failure to complete same in prescribed manner may result in disqualification of the bid during the financial evaluation process.

ITEM DESCRITPION	UNIT OF MEASURE	COST PER UNIT
		EXCLUDING VAT
PR Strategy	Per hour	
PR Specialist – Senior	Per hour	
PR Specialist- Junior	Per hour	
Senior Accounts Manager	Per hour	
Head of Strategy	Per hour	

ITEM DESCRITPION	UNIT OF MEASURE	COST PER UNIT
		EXCLUDING VAT
Design Director	Per hour	
Writer and Editor	Writer and Editor Per hour	
	Subtotal	
	VAT @ 15%	
Total An	nount inclusive of VAT	

Bidders are requested to provide cost for production services that may be required on adhoc basis as per the table below.

ITEM DESCRITPION	UNIT OF MEASURE	TOTAL COST VAT EXCLUSIVE	
Corporate Communication	orporate Communication Per hour		
Stakeholder Relations	Per hour		
Press Releases	Per release		
Crises Communication	Per hour		
Advertorials	Per editorial		
Editorials/ opinion pieces	Per editorial		
	Subtotal		
Total Amo			

7. SERVICE LEVEL AGREEMENT

The contractor/ service provider will be required to sign a service level agreement for a period of 12 months.

8. PROPOSAL SUBMISSION

Closing Date: 24 May 2024

Time: 16h00 Attention: Esona

Email:supplychain@nac.org.za

Kindly submit your quotation electronically to the Supply Chain Management Unit (supplychain@nac.org.za).

9. ENQUIRIES

Technical Enquiries:	Sibonelo Chauke
	Tel: 011 838 1383/4/5
	Email: sibonelo@nac.org.za
SCM Enquiries:	Terence Manzini
	Tel: 011 838 1383/4/5
	Email: supplychain@nac.org.za

10. TERMS AND CONDITIONS:

- a. The completed SBD 1, SBD 4 and SBD 6.1 should be completed and submitted with the bid.
- b. Proof of registration with the Central Supplier Database (CSD) must be submitted.
- c. No late quotations will be accepted under any circumstances.
- d. Price(s) quoted must be valid for at least ninety (90) days from date of offer for evaluation purposes.
- e. Tenderers original valid tax clearance certificate must be attached.
- f. Tender original or certified B-BBEE Certificate must be attached to the document
- g. Documents should not exceed 10mb
- h. Suppliers must complete and <u>return all the required documents</u>, failing which, the supplier's quotation will be declared invalid.
- i. Disclaimer: The NAC reserves the right not to make an appointment and cancel the RFQ.
- j. The NAC reserves the right not to accept the lowest quote received.

PART A INVITATION TO BID

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (NAME OF DEPARTMENT/ PUBLIC ENTITY)												
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DATE:

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

- 2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state?

 YES/NO
- 2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

2.2	Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? YES/NO
2.2.1	If so, furnish particulars:
2.3	Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? YES/NO
2.3.1	If so, furnish particulars:
3 D	ECLARATION
	I, the undersigned, (name)in
	submitting the accompanying bid, do hereby make the following statements that I certify
	to be true and complete in every respect:
3.1 3.2	I have read and I understand the contents of this disclosure; I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
3.3	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 consortium ² will not be construed as collusive bidding.
3.4	In addition, there have been no consultations, communications, agreements or

arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid

² 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.

- invitation relates.
- 3.4 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.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 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.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.
I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS

AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD

OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING

THIS DECLARATION PROVE TO BE FALSE.

Signature	Date
Position	Name of bidder

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 system is 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 To be completed by the organ of state

- a) The applicable preference point system for this tender is the 80/20 preference point system.
- b) The 80/20 preference point system will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.
- **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 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	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. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. **POINTS AWARDED FOR PRICE**

3.1.1 THE 80/20 PREFERENCE POINT SYSTEM

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

80/20

$$Ps = 80\left(1 - \frac{Pt - P\min\left[...\right]}{P\min\left[...\right]}\right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

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

80/20

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

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement 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:
- 4.2. 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. Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 system) (To be completed by the tenderer)
Black Ownership	10	
30% Black Women Ownership	5	
Youth Ownership	3	
Disability Ownership	2	

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3.	Name of company/firm		
4.4.	Company registration number:		
4.5.	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]		

- 4.6. 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:
 - i) The information furnished is true and correct;
 - ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
 - iii) 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;
 - iv) 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 have
 - (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:			