
TERMS OF REFERENCE

Provision of External Communications Support Services to the Jobs Fund

Programme Identification

Name of Client	The Jobs Fund
Project Reference Number	PN558
Name of Project	Provision of External Communications Support Services to the Jobs Fund
Contracting Authority	Government Technical Advisory Centre (GTAC), National Treasury
Accountable Officer and Budget Manager	Ms. Najwah Allie-Edries
Project Purpose	Provision of strategic communications services to the Jobs Fund, including design and branding, media relations, editorial support, website design and management and videography and photography support

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1. BACKGROUND INFORMATION

1.1 The Jobs Fund

The President announced the Jobs Fund (the Fund) during the State of the Nation Address on 10 February 2011. The objective of the Jobs Fund is to co-finance innovative public and private sector initiatives that will significantly contribute to job creation. The Jobs Fund operates on challenge-fund principles, as a catalyst for innovation and investment in new ways of working that support employment creation.

The Jobs Fund complements the government's existing efforts to combat unemployment with a targeted programme of support for effective labour market interventions and job-creation projects in the short to medium term.

As of 01 October 2014, the Jobs Fund is administered by the Government Technical Advisory Centre (GTAC) in the National Treasury.

1.2 Need for Communications Service Providers

The Jobs Fund's mandate, partnership-driven model, and learning agenda all depend on consistent, professional communication across multiple audiences, including government stakeholders, project partners, funded organisations, the broader development sector, and the public. The Jobs Fund requires the services of a strategic communications partner to provide professional-quality design, media relations, editorial, and website design and management services to support its public visibility, stakeholder engagement, and knowledge dissemination objectives.

The work will be assignment-based and issued through Instructions to Perform Work (IPW) over the course of the contract, with deliverables varying in line with funding round cycles, reporting timelines, and ad hoc communications needs.

2. PURPOSE

The purpose of these Terms of Reference is to appoint one (1) external communications support service provider (service provider or bidder) to deliver design and branding, media relations, editorial and quality assurance, website design and management support, and videography and photography services to the Jobs Fund, with the objective of enhancing the Fund's public visibility, stakeholder engagement and knowledge dissemination. Through the coordinated delivery of these services, the Jobs Fund's brand recognition and position as a thought-leader in the social impact and development finance space will be strengthened, and the Fund's communications output will consistently meet the quality standards expected by its stakeholders.

3. OBJECTIVES OF THE SERVICES TO BE PROVIDED

3.1 Objectives

The Terms of Reference for the service provider consist of five (5) pillars, namely:

- i. Design and branding support;
- ii. Media relations support;
- iii. Editorial and content support;
- iv. Website design and management services;
- v. Videography and photography services

The five pillars are discussed in further detail below.

3.1.1 Design and Branding Support

The Jobs Fund produces a range of communications materials to support its mandate, including funding round communications, stakeholder updates, and public-facing learning products. To ensure consistency, quality, and alignment with institutional standards, professional design support is required.

Design and branding support will include, but not be limited to, the following:

- i. Design and layout of newsletters, brochures, positioning documents, and funding round collateral;
- ii. Production of visual assets for digital platforms, including social media;
- iii. Adherence to corporate identity, brand guidelines, and client standards;
- iv. Preparation of materials in print-ready and digital formats; and
- v. Development of ad hoc communications materials as required and budget permitting.

3.1.2 Media Relations Support

The Jobs Fund undertakes periodic funding rounds and strategic initiatives that require targeted media exposure. Media relations support will be provided on an activation basis, primarily during funding rounds and selected events, to enhance public awareness and media coverage.

Media relations support will include but not be limited to, the following:

- i. Distribution of press releases to relevant South African media outlets;
- ii. Identification, sourcing, and coordination of media interview opportunities;

- iii. Preparation of interview briefing materials for Jobs Fund representatives;
- iv. Media monitoring across print, online, and broadcast platforms using recognised monitoring tools; and
- v. Compilation of close-out media reports summarising coverage and impact at the conclusion of each campaign.

3.1.3 Editorial and Content Support

The Jobs Fund produces a range of technical and public-facing written content that requires professional editorial oversight to ensure clarity, accuracy, and consistency.

Editorial services will include, but not be limited to, the following:

- i. Proofreading and copyediting for grammar, spelling, punctuation, and style;
- ii. Structural editing to improve flow, coherence, and readability;
- iii. Alignment of content with editorial and style guidelines;
- iv. Fact-checking and identification of inconsistencies or inaccuracies; and
- v. Refinement of content to ensure it is publication-ready and fit for purpose.

3.1.4 Website Design and Management Support

The Jobs Fund requires professional website design and management support to ensure that its digital presence remains modern, accessible, secure, and aligned with institutional communication objectives.

Website design and management support will include, but not be limited to, the following:

- i. User Experience (UX) and User Interface (UI) design to create a modern, accessible, and responsive website that functions seamlessly across desktop and mobile devices;
- ii. Recommendation and implementation of a secure and user-friendly Content Management System (CMS), including training of relevant Jobs Fund staff on use of the system;
- iii. Avoidance of unnecessarily complex CMS platforms that may be difficult for non-technical staff to navigate and maintain;
- iv. Migration of historical website content and data to the new website environment;
- v. Implementation of Search Engine Optimisation (SEO) protocols, redirects, and integration of Google Analytics or similar analytics platforms;
- vi. Management of website security patches, maintenance protocols, and automated backups;

- vii. Provision of a secure hosting environment;
- viii. Compliance with recognised international web accessibility standards to ensure usability for persons with disabilities; and
- ix. Implementation of data privacy requirements, including cookie consent functionality and secure online forms.

3.1.5 Videography and Photography Support

The Jobs Fund requires professional videography and photography services to document, preserve, and showcase the impact of its job creation initiatives and partner projects across South Africa. To effectively capture these milestones, the service provider must have access to high-quality production equipment and technical expertise.

Videography and photography support will include, but not be limited to, the following:

- i. End-to-end production of high-quality photography and videography content, including planning, scripting where required, shooting, editing, and post-production for a range of institutional and public-facing needs;
- ii. Coverage of Jobs Fund events, site visits, project launches, beneficiary engagements, media briefings, or strategic stakeholder interactions, ensuring consistent and professional visual documentation of impact;
- iii. Provision of professional-grade equipment and technology, including high-resolution cameras, lighting, audio recording equipment, stabilisation tools, aerial imaging technology (such as drones) and advanced production accessories to ensure broadcast-quality output;
- iv. Development of short-form and long-form video content and high-resolution photography tailored for multiple platforms, including social media, website use, presentations, and media distribution;
- v. Secure storage, indexing, and digital archiving of all raw and edited video and photography assets to ensure the Jobs Fund retains full ownership and easy access to historical footage;

4. SCOPE OF THE SERVICES TO BE PROVIDED

The service provider should be a strategic partner that provides the Jobs Fund with assistance in design and branding, media relations, editorial and content, website design and management, and videography and photography support services.

The tasks to be performed will be detailed in specific work assignments issued as Instructions to Perform Work (IPW) to the appointed service provider.

5. REQUIRED EXPERTISE AND EXPERIENCE

5.1 Experience

The service provider shall have a demonstrable track record of at least three (3) years in delivering integrated communications services, including graphic design, media relations, editorial and content, website design and management, and video and photography services, within the South African context. Experience in development finance, social development, or the public sector will be considered an advantage.

Further details are set out in the Evaluation Criteria section.

5.2 Team Skills and Experience

The service provider shall provide key personnel (the team) who will be directly involved in supporting the Jobs Fund in delivering the objectives listed in section 3 (three). The team can comprise five (5) individuals who can deliver on each of the five (5) pillars listed in section 3.1 (three point one). The team may comprise fewer than five (5) individuals if a team member's expertise spans more than one (1) pillar listed in section 3.1 (three point one). The team shall have a designated Team Leader selected from the key personnel presented. The Team Leader shall be responsible for overall coordination, quality assurance, and timely delivery of all outputs under section 3 (three), adherence to professional standards, and the team's integrity and performance. Each team member must possess the requisite expertise and demonstrable experience necessary to undertake the tasks set out in these Terms of Reference and must be available to perform the required services as and when needed. The relevant expertise of each individual assigned to this project shall be clearly outlined in the provided CV template.

The team should have the following skills and experience:

- Proposed Team Leader – Strategic Team Leadership and Project Management – Demonstrable experience leading multidisciplinary communications teams, managing workflow allocations, ensuring adherence to strict project timelines, and coordinating complex deliverables across multiple communication pillars simultaneously.
- Design and Branding – Demonstrable experience in the design and layout of institutional communications materials, including newsletters, brochures, funding round collateral, and positioning documents, and an understanding of corporate identity and brand guideline application across print-ready and digital formats
- Media Relations – Proven experience in media relations within South Africa, including press release distribution, journalist liaison, media interview coordination, and the use

of recognised media monitoring tools, with the ability to compile close-out campaign reports summarising coverage and impact.

- Editorial and Content – Demonstrated editorial expertise encompassing proofreading, copyediting, structural editing, fact-checking, and style alignment, with a track record of preparing technical and public-facing written content to a publication-ready standard across multiple content types and audiences.
- Website Design and Management — Experience in UX and UI design, Content Management System (CMS) implementation and training, website migration, Search Engine Optimisation (SEO), web analytics integration, security and maintenance protocols, accessible web design in line with recognised international standards, and data privacy compliance requirements including cookie consent and secure online forms.
- Videography and Photography — Proven capability in end-to-end video and photography production, including planning, scripting, shooting, editing, and post-production, with access to professional-grade equipment, including high-resolution cameras, audio recording and lighting apparatus, stabilisation tools, and aerial imaging technology such as drones, as well as experience in digital asset management and archiving.

5.3 Additional Requirements

The following will also be required from the team:

- Where urgent communications are required, the team must be willing to prioritise these deliverables, including outside of standard working hours where necessary.
- The team will be required to have a good working knowledge of MS Office and related design and communications tools, and must be able to ensure version control of documents.
- The team must remain well informed of local and relevant global economic, jobs and challenge fund developments to ensure consistency and relevance across all communications outputs.
- The team must ensure that all website-related deliverables comply with applicable accessibility, security, and data privacy standards.
- The team must provide training and knowledge transfer to designated Jobs Fund personnel on the operation and management of the Content Management System (CMS).

6. REPORTING

The successful service provider will report to the Jobs Fund.

7. LOGISTICS AND SCHEDULE OF THE ASSIGNMENT

7.1 Schedule and Level of Effort

- The service provider will be expected to work collaboratively with the Jobs Fund's Communications Officer through an Instruction to Perform Work (IPW) request to deliver high-quality outputs within agreed timelines.
- Assumption on level of effort: one (1) service provider will be appointed and allocated an estimated **one thousand six hundred and eighty (1680) hours** in year one (1), **eight hundred (800) hours** in year two (2) and eight hundred (800) hours in year three (3) or **three thousand two hundred and eighty (3280) hours** over a three-year contract period.
- The estimated time requirement during this period is calculated at four hundred and ten (410) days (eight [8] hours per day) over three (3) years.
- The final time allocation will be secured at contracting.

7.2 Geographical Area

The Jobs Fund is based in Pretoria. The majority of deliverables under this assignment will be undertaken remotely, with in-person engagement required only on an ad hoc basis as directed by the Jobs Fund.

7.3 Facilities to be Provided by the Service Provider and Jobs Fund

The Jobs Fund will, where necessary, provide access to office facilities for in-person engagements, including meeting space and limited administrative support, as required.

Where travel is formally requested by the Jobs Fund for project-related meetings or events outside of Pretoria and Johannesburg, the Jobs Fund will arrange and pay for the associated travel and accommodation costs.

Given that the majority of services will be delivered remotely, the service provider will be responsible for the following:

- IT equipment (including laptops and related software); and
- All mobile and internet communications (voice and data).

7.4 Sub-Contracting

The work the service provider will be contracted to perform shall not be subcontracted.

7.5 Time Frame and Performance

- The service provider will be utilised for a period of thirty-six (36) months from the date of appointment.
- Performance will be reviewed by the Jobs Fund during the delivery of the project work.
- Should performance be below the required standard, or should funds not be available, the contract may be terminated before the contract period is completed.

7.6 Assumptions and Risks

The following risks and assumptions should be noted:

- Tight deadlines, particularly around funding round announcements and government financial year-end reporting cycles.
- Late or amended decisions resulting in changes to the content of deliverables.
- External resources not adhering to timelines for content submissions.

8. BUDGET

The appointed service provider will be issued a specific IPW in accordance with the required deliverables. Each IPW will specify the exact assignment, associated outputs, timeline, and agreed cost. Table 1 below presents indicative annual outputs for each pillar to assist bidders in preparing their financial proposals.

Table 1: Indicative Annual Outputs

Pillar	Deliverable	Annual Quantity	Estimated Total Hours
1. Design and Branding Support	Newsletters (10 - 15 pages per edition)	4	60
	Social media posts for LinkedIn and X	7 posts	21
	Ad hoc positioning documents (10 pages each)	2	20
	Brochure design (6 – 10 pages)	1	10
2. Media Relations Support	Media relations support per funding round (press release distribution, interview sourcing and briefing, close-out report)	1 campaign over one month (could go over a month)	72

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Pillar	Deliverable	Annual Quantity	Estimated Total Hours
		depending on funding round dates, which may vary)	
	Media monitoring (South African traditional media, 12 months)	Ongoing	5 (Setting up the platform and granting Jobs Fund access) (Automated System)
3. Editorial and Content Support	Performance Report edits (approximately 40 - 50 pages each)	6	72
4. Website Design and Management Support	Website design and development	1 (Once-off deliverable in year one)	800
	Website maintenance, updates, backups and security management	1	40
	CMS training and support	2	4
	SEO optimisation and analytics reporting	4	4
5. Videography and Photography Support	Produce high-quality videos covering Jobs Fund events, site visits, project launches, beneficiary engagements, media briefings, or strategic stakeholder interactions	10	240
	Produce high-quality photographs covering Jobs Fund events, site visits,	10	160

Pillar	Deliverable	Annual Quantity	Estimated Total Hours
	project launches, beneficiary engagements, media briefings, or strategic stakeholder interactions		

8.1 Design and Branding Support

- Under this section, the service provider will be remunerated according to the time spent on the design and production of the following deliverables:
- An estimated fifteen (15) hours will be allocated per newsletter edition (10–15 pages per edition), inclusive of design, layout, revisions, and production of the final print-ready and digital files. The Jobs Fund anticipates four (4) newsletter editions per year.
- In instances where a deviation from the fifteen (15) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require prior written approval by the Jobs Fund.
- An estimated one and a half (1.5) hours will be allocated per social media post for LinkedIn and X, inclusive of design and revisions. The Jobs Fund anticipates seven (7) posts per year.
- In instances where a deviation from the one and a half (1.5) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.
- An estimated ten (10) hours will be allocated per ad hoc positioning document (approximately 10 pages each), inclusive of design, layout, and revisions. The Jobs Fund anticipates two (2) positioning documents per year.
- In instances where a deviation from the ten (10) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.
- An estimated ten (10) hours will be allocated per brochure (6–10 pages), inclusive of design, layout, and revisions. The Jobs Fund anticipates one (1) brochure per year.
- In instances where a deviation from the ten (10) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.

8.2 Media Relations Support

- Under this section, the service provider will be remunerated according to the time spent on media relations activities, which will be activated on a campaign basis, primarily aligned to Jobs Fund funding round cycles and other strategic initiatives as determined by the Jobs Fund.
- An estimated seventy-two (72) hours will be allocated per media relations campaign, inclusive of press release distribution, identification and coordination of media interview opportunities, preparation of interview briefing materials for Jobs Fund representatives, and compilation of the close-out media report. The Jobs Fund anticipates one (1) campaign per year.
- In instances where a deviation from the seventy-two (72) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.
- Media monitoring across South African print, online, and broadcast platforms will be provided as an automated service for the duration of the contract period, configured to flag mentions of the Jobs Fund. The cost of any media monitoring platform subscription shall be stated separately as a disbursement in the financial proposal.
- Each campaign will be commissioned through an Instruction to Perform Work (IPW), which will specify the scope of media engagement, distribution lists, and reporting requirements.

8.3 Editorial and Content Support

- Under this section, the service provider will be remunerated according to the time spent on editorial work, which will be commissioned on an ad hoc basis as required by the Jobs Fund.
- An estimated twelve (12) hours will be allocated per Performance Report edit (approximately 40–50 pages each), inclusive of proofreading, copyediting, structural editing, and final quality checks. The Jobs Fund anticipates six (6) Performance Reports per year.
- In instances where a deviation from the twelve (12) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.

- Each editorial assignment will be commissioned through an individual IPW, which will specify the document, anticipated length, level of editorial intervention required, and turnaround time.

8.4 Website Design and Management Support

- Under this section, the service provider will be remunerated according to the time spent on website design, development, maintenance, optimisation, hosting support, and related digital services, which will be commissioned on a project and ad hoc basis as required by the Jobs Fund.
- An estimated eight hundred (800) hours will be allocated for the website design and development pillar, inclusive of User Experience (UX) and User Interface (UI) design, responsive website development, content migration, testing, revisions, and deployment. The Jobs Fund anticipates one (1) website design and development assignment during the contract period.
- In instances where a deviation from the eight hundred (800) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.
- An estimated forty (40) hours per year will be allocated for website maintenance, updates, backups, and security management, inclusive of routine updates, technical support, security patches, performance monitoring, and automated backup management. The Jobs Fund anticipates ongoing website maintenance support throughout the contract period.
- In instances where a deviation from the forty (40) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.
- An estimated four (4) hours will be allocated per CMS training and support session, inclusive of user training, guidance documentation, and post-training support. The Jobs Fund anticipates two (2) training sessions per year.
- In instances where a deviation from the four (4) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.
- An estimated four (4) hours per quarterly reporting cycle will be allocated for Search Engine Optimisation (SEO) and analytics reporting, inclusive of website performance analysis, search optimisation activities, analytics configuration, and reporting. The Jobs Fund anticipates four (4) reporting cycles per year.

- In instances where a deviation from the four (4) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require written prior approval by the Jobs Fund.
- The service provider shall ensure that all website-related deliverables are compatible across desktop and mobile platforms and comply with applicable accessibility, security, and data privacy requirements.
- The service provider shall provide a secure and user-friendly Content Management System (CMS) solution and ensure that designated Jobs Fund personnel receive the necessary training to manage website content updates.
- Each website-related assignment will be commissioned through an individual IPW, which will specify the scope of work, deliverables, timelines, approval requirements, and technical specifications.

8.5 Videography and Photography Support

- Under this section, the service provider will be remunerated according to the time spent on the production of the following deliverables.
- An estimated two hundred and forty (240) hours will be allocated per video shoot at the designated location, depending on the distance to the locations. The Jobs Fund anticipates ten (10) video shoots per year.
- In instances where a deviation from the two hundred and forty (240) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require prior written approval by the Jobs Fund.
- An estimated one hundred and sixty (160) hours will be allocated per photography shoot at the designated location, depending on the distance to the locations. The Jobs Fund anticipates four (10) photography shoots per year.
- In instances where a deviation from the one hundred and sixty (160) hours stated above is required, the Jobs Fund will consider such matters on a case-by-case basis. Such instances require prior written approval by the Jobs Fund.

8.6 Other Services

- The Jobs Fund can request other communications-related services, such as event support, communication strategies and other ad hoc communications needs.

8.7 Professional and Disbursement Fees

Bidders should state the professional fees exclusive of disbursement fees. The total contract value of five percent (5%) will be reserved for professional fees and reimbursable costs, inclusive of VAT, for a period of thirty-six (36) months.

9. SUBMISSION REQUIREMENTS

9.1 Resources

- i. Should the service provider assemble five (5) individual specialists to service the five (5) pillars (design and branding, editorial and content, media relations, website design and management, and videography and photography support services), an hourly rate, including VAT if applicable, should not exceed R1, 300 per person per hour against the total allocated project hours. The service provider can assemble fewer than five (5) specialists to service the five (5) pillars, should a specialist or specialists have experience across multiple pillars, and this must be indicated in the provided CV template. From the assembled team, the service provider should indicate a Team Leader.
- ii. An annual escalation of the initial hourly rate will be applicable, limited to 4% per year at the anniversary of the contract.
- iii. Unused hours in one pillar cannot be rolled over or reallocated to another without prior consultation and written approval from the Jobs Fund.
- iv. At least three recent contactable references (former or current clients).
- v. Submission of a CV in the provided template is required. A bidder is required to submit no more than five (5) CVs. If a bidder submits more than five (5) CVs in total, only the first five (5) CVs in the submission shall be considered for evaluation.

9.2 Proposal

The service provider must submit five (5) pages of proposal that include:

- Demonstrable track record in delivering integrated communications services, including graphic design, media relations, editorial and content, website design and management, and video and photography services.
- A proposed approach to delivering each of the five (5) service pillars.
- How the service provider intends to ensure consistency of quality across all deliverables and the value added they can contribute.

9.3 Portfolio of Work

Bidders must include a portfolio of previous work (five [5] examples and nine [9] pages for all examples) that demonstrates their ability to fulfil the requirements set out in these Terms of Reference. The portfolio must include:

- Examples of design work (one [1] example).
- Examples of media relations work, i.e. summary of campaigns (or product launch, event, etc) worked on and a sample of coverage received (one [1] example).
- Examples of written documents such as opinion pieces, thought leadership articles, etc (one [1] example).
- Examples of website design work, UX/UI examples, and digital platform development projects.
- Examples of videography and photography work completed. These could be in the form of links to relevant work done (two [2] examples).
- A minimum of three contactable reference letters corresponding to the work included in the portfolio as per section 9.1 (v).

9.4 Financial Proposal

The financial proposal must use the provided costing template and include VAT as per SBD 3.3.

10. EVALUATION CRITERIA

GTAC has set minimum standards that bidders must meet to be selected as successful bidders. The successful bidder will be awarded the contract for the **above** duration of the service requirements and will be selected based on the following three-phase process:

10.1 Evaluation Phases/Methodology

Table 2: Evaluation Phases

Evaluation Stage	Description
Phase 1	<p>Stage 1A: Administrative Compliance – Non-Disqualifying</p> <p>A bidder is required to submit the administrative compliance documents as referred to in paragraph 10.1.1.</p> <p>Stage 1B: Mandatory Compliance – Disqualification/ Pre-Qualification</p> <p>Failure to submit any mandatory documents will result in disqualification. Refer to paragraph 10.1.2.</p>

Evaluation Stage	Description
Phase 2	<p>Phase 2: Technical Evaluation:</p> <p>Stage 2a. Desktop Evaluation</p> <p>Bidders must submit information in accordance with the Bid Submission Requirements. The submitted CV (in the provided template) must respond to the Evaluation Criteria cited in these Terms of Reference.</p> <p>This will be evaluated out of 100% with a Threshold of 70%.</p> <p>Only bidders who meet the threshold will be considered for the next stage, which is an interview/presentation evaluation phase.</p> <hr/> <p>Stage 2b. Interview / Presentation</p> <p>Selected bidders will present their proposal to a panel and thereafter be interviewed. This will be evaluated out of 100% with a threshold of 70%. Only bidders who meet the threshold will be considered for the Price and Specific Goals evaluation.</p>
Phase 3	<p>Price and Specific Goals</p> <p>Preference points in the 80/20 formula will be awarded to bidders for attaining a score for Specific goals as indicated in Table 6. Bidders must provide the required information for evaluation purposes.</p>

It should be noted that the stages are considered to be separate processes. These **three phases** are mutually exclusive and will be treated as such in the appraisal.

10.1.1 Stage 1a: Administrative Compliance (Non-Disqualification)

During this phase, bid documents will be reviewed to determine compliance with tax matters and the Central Supplier Database (CSD) at the closing date and time of the bid. Bidders must submit all returnable documents as outlined in Table 3 below using the designated electronic e-procurement system.

Table 3: Bid requirements compilation and submission:

Document to be submitted	Requirement
SBD 1- Invitation to Bid	Complete the supplied pro forma document on the e-procurement system.
Central Supplier Database (CSD) Registration Report, or CSD registration number, or SARS pin	Bidders must be registered on the Central Database System (CSD) at the closing date and time of the bid.
SBD 4 - Bidder’s Disclosure (Refer to note below)	Complete the supplied pro forma document on the e-procurement system.
<p>Note:</p> <p>Bidders must complete the SBD 4 document as provided on e-procurement. A bid may be disqualified if this disclosure is found not to be true and complete in every respect. The following definitions should be considered when completing the form:</p> <ul style="list-style-type: none"> - “Person” means a bidder or supplier or shareholder, director, trustee, partner, or member of a bidder or supplier having the controlling interest in the bidder or supplier. - “State” means a national or provincial department, a national or provincial public entity or constitutional institution, a municipality or municipal entity, a provincial legislature or parliament 	
SBD 6.1 - Preferential Point Claim form in terms of the Preferential Procurement Regulation (PPR) 2022.	<p>Complete the supplied pro forma document on the e-procurement system, i.e. SBD 6.1 and Specific Goals tab as provided on the e-procurement system.</p> <p>Failure to complete the SBD 6.1 will result in the bidder forfeiting points for specific goals.</p>

Tax Clearance Status

A valid tax PIN / Central Supplier Database (CSD) number must be provided for purposes of verifying that the tax matters of the bidder are in order. Where consortium/joint ventures/sub-contractors are involved, each party to the association must submit a separate validation of Tax status and CSD registration number. Bidder’s tax matters must be compliant at the time of award. In the case where a bidder’s tax matters are non-compliant, a bidder will be given

seven (7) working days to remedy the tax matters. Failure to remedy this will invalidate the bid.

No tender shall be awarded to a bidder whose tax affairs are not in order.

GTAC reserves the right to withdraw an award made or cancel a contract concluded with a successful bidder in the event that it is established that such bidder was not tax compliant at the time of the award.

GTAC further reserves the right to cancel a contract with a successful bidder if such bidder does not remain tax compliant for the full term of the contract.

10.1.2 Stage 1b: Mandatory Compliance (Disqualification)

Bidders must submit a responsive proposal in accordance with these terms of reference and below the minimum prequalification requirements. Failure to adhere to any of these requirements will result in disqualification:

- a. Bidders must be registered on the Central Supplier Database (CSD) on the closing date of the Request for Bid (RFB).
- b. Submission of a CV in the provided template is required. A bidder is required to submit no more than five (5) CVs. If a bidder submits more than five (5) CVs, only the first five (5) CVs in the submission shall be considered for evaluation. The CV must be completed as provided (input data) / indicated on the e-procurement portal.
- c. Submission of a price/financial proposal is required as per SBD 3.3, and must be completed as indicated in the e-procurement portal
- d. Any bidder representative (Director/Shareholder/Proposed Resource) who is employed by the state will not be considered. i.e., in the event that a bidder representative is in the employ of the state, such a bid proposal will not be considered.

10.1.3 Phase 2.1: Desktop Evaluation

- a. Bids will be evaluated strictly in accordance with the bid evaluation criteria stipulated in this ToR.
- b. In a case where there is a difference between the contents of this ToR and the e-procurement system, the ToR takes precedence.
- c. Proof of Qualifications: Bidders must upload qualification certificates as well as all required certificates. Certified copies will be requested in the event that the bid is successful and before an agreement can be concluded.

- d. Please note that a Certificate of Membership shall not be deemed as proof of educational qualification (Education qualifications refer to certifications issued by an institution of higher learning e.g., certificate, diploma, degree, etc.)
- e. Non–submission of qualifications will lead to a score of zero for the qualification’s evaluation criterion.
- f. All international qualifications must be accompanied by South African Qualifications Authority (SAQA) Accreditation.
- g. Non–submission of SAQA confirmation will lead to a score of zero for the qualification’s evaluation criterion.
- h. **Five (5) CVs** will be evaluated per bid. If more than five (5) CVs are submitted per bid, the first five (5) CVs that appear in the bid will be evaluated. The CV must be completed as provided (input data) / indicated on the e-procurement portal.
- i. No more than five (5) persons will be selected to constitute a team for one bidder.
- j. GTAC reserves the right to terminate the Agreement/award or temporarily defer the provisioning of the Services, or any part thereof, at any phase with immediate effect on written notice to the Service Provider, should GTAC in its sole and absolute discretion, decide not to proceed with the Services.

The Desktop Evaluation criteria are discussed in Table 4 below.

Table 4: Stage 2a Desktop Evaluation Criteria

	Evaluation Criteria	Scoring Criteria	Weight
1.	Service Provider		5
	a) Demonstrable Track Record		5
	A demonstrable track record of at least three (3) years in delivering integrated communications services, including graphic design, media relations, editorial and content services, website design and management, and video and photography services.	5 = over 7 years of operations 4 = over 6 years of operations 3 = over 5 years of operations 2 = over 4 years of operations 1 = over 3 years of operations 0 = Less than 3 years of operations	
2.	Team Leader		5
	a) Skills and Experience		5
	The Team Leader must have the following skills and experience. - Strategic leadership of integrated	5 = > 10 years combined experience 4 = 8 – 10 years combined	

	Evaluation Criteria	Scoring Criteria	Weight
	<p>communications teams across multiple disciplines (design, media relations, editorial, digital, and multimedia)</p> <ul style="list-style-type: none"> - Proven ability to manage end-to-end communications workflows and multi-channel delivery pipelines - Experience in stakeholder engagement at the executive and institutional level - Strong oversight of quality assurance, editorial standards, and brand consistency - Demonstrated ability to manage concurrent projects, deadlines, and cross-functional teams - Experience in public sector, development finance, or donor-funded communications environments (advantageous) <p>The completed CV template must include a list of all relevant projects or similar assignments, including the role played (Refer to Annexure A – CV Template)</p>	<p>experience in the specific areas 3 = 5 – 7 years combined</p> <p>experience in the specific areas 2 = 2 – 4 years combined</p> <p>experience in the specific areas 1 = 1-year combined</p> <p>experience in the specific areas 0 = No relevant experience</p>	
3.	Design and Branding Support		15
	Design and Branding Lead		
	a) Qualifications		5
	<p>Highest qualification (in areas of Communications, Journalism, Public Relations, Marketing, Graphic Design, Web Design, Computer Science, Information Technology, Social Sciences, Arts, Commerce).</p> <p>(i) Note: if the qualification is from an institution outside South Africa, bidders must submit the South African Qualifications Authority (SAQA) certificate.</p> <p>(ii) Where qualifications are not submitted, or qualifications are not in the relevant field as mentioned above, or no SAQA certificate is provided (where</p>	<p>5 = Master's and above (NQF Level 9–10)</p> <p>4 = Honours Degree/Relevant registration (NQF Level 8)</p> <p>3 = Degree (NQF Level 7)</p> <p>2 = National Diploma (NQF Level 6)</p> <p>1 = Recognised formal certificate (NQF 5) or less</p> <p>0 = Irrelevant Qualifications or non-submission of certified copy of Qualifications and/or SAQA certificate</p>	

	Evaluation Criteria	Scoring Criteria	Weight
	applicable), the score of 0 will be awarded.		
	b) Skills and experience		10
	The Design and Branding Lead should have a number of years of experience in the following areas: refer to section 3.1.1 (Design and Branding Support)	5 = > 10 years combined experience in specific areas 4 = 8 – 10 years combined experience in the specific areas 3 = 5 – 7 years combined experience in the specific areas 2 = 2 – 4 years combined experience in the specific areas 1 = 1-year combined experience in the specific areas 0 = No relevant experience	
4.	Media Relations Support		15
	Media Relations Lead		
	a) Qualifications		5
	Highest qualification (in areas of Communications, Journalism, Public Relations, Marketing, Graphic Design, Web Design, Computer Science, Information Technology, Social Sciences, Arts and Commerce). (i) Note: if the qualification is from an institution outside South Africa, bidders must submit the South African Qualifications Authority (SAQA) certificate. (ii) Where qualifications are not submitted, or qualifications are not in the relevant field as mentioned above, or no SAQA certificate is provided (where applicable), the score of 0 will be awarded.	5 = Master's and above (NQF Level 9–10) 4 = Honours Degree/Relevant registration (NQF Level 8) 3 = Degree (NQF Level 7) 2 = National Diploma (NQF Level 6) 1 = Recognised formal certificate (NQF 5) or less 0 = Irrelevant Qualifications or non-submission of a certified copy of Qualifications and/or SAQA certificate	
	b) Skills and experience		10
	The Media Relations Lead should have a number of years of experience in the following areas: refer to section 3.1.2 (Media Relations Support)	5 = > 10 years combined experience in specific areas 4 = 8 – 10 years of combined experience in the specific areas 3 = 5 – 7 years of combined	

	Evaluation Criteria	Scoring Criteria	Weight
		experience in the specific areas 2 = 2 – 4 years of combined experience in the specific areas 1 = 1-year combined experience in the specific areas 0 = No relevant experience	
5.	Editorial and Content Support		15
	Editorial and Content Lead		
	a) Qualifications		5
	Highest qualification (in areas of Communications, Journalism, Public Relations, Marketing, Graphic Design, Web Design, Computer Science, Information Technology, Social Sciences, Arts and Commerce). (i) Note: if the qualification is from an institution outside South Africa, bidders must submit the South African Qualifications Authority (SAQA) certificate. (ii) Where qualifications are not submitted, or qualifications are not in the relevant field as mentioned above, or no SAQA certificate is provided (where applicable), the score of 0 will be awarded.	5 = Master's and above (NQF Level 9–10) 4 = Honours Degree/Relevant registration (NQF Level 8) 3 = Degree (NQF Level 7) 2 = National Diploma (NQF Level 6) 1 = Recognised formal certificate (NQF 5) or less 0 = Irrelevant Qualifications or non-submission of certified copy of Qualifications and/or SAQA certificate	
	b) Skills and experience		10
	The Editorial and Content Lead should have a number of years of experience in the areas listed under Section 3.1.3 (Editorial and Content Support).	5 = > 10 years combined experience in specific areas 4 = 8 – 10 years of combined experience in the specific areas 3 = 5 – 7 years of combined experience in the specific areas 2 = 2 – 4 years of combined experience in the specific areas 1 = 1-year combined experience in the specific areas 0 = No relevant experience	

	Evaluation Criteria	Scoring Criteria	Weight
6.	Website Design and Management Support		15
	Website Design and Management Lead		
	a) Qualifications		5
	<p>Highest qualification (in areas of Communications, Journalism, Public Relations, Marketing, Graphic Design, Web Design, Computer Science, Information Technology, Social Sciences, Arts and Commerce).</p> <p>(i) Note: if the qualification is from an institution outside South Africa, bidders must submit the South African Qualifications Authority (SAQA) certificate.</p> <p>(ii) Where qualifications are not submitted, or qualifications are not in the relevant field as mentioned above, or no SAQA certificate is provided (where applicable), the score of 0 will be awarded.</p>	<p>5 = Master's and above (NQF Level 9–10)</p> <p>4 = Honours Degree/Relevant registration (NQF Level 8)</p> <p>3 = Degree (NQF Level 7)</p> <p>2 = National Diploma (NQF Level 6)</p> <p>1 = Recognised formal certificate (NQF 5) or less</p> <p>0 = Irrelevant Qualifications or non-submission of certified copy of Qualifications and/or SAQA certificate</p>	
	b) Skills and experience		10
	The Website Design and Management Lead should have a number of years of experience in the areas listed under Section 3.1.4 (Website Design and Management Support).	<p>5 = > 10 years combined experience in specific areas</p> <p>4 = 8 – 10 years of combined experience in the specific areas</p> <p>3 = 5 – 7 years of combined experience in the specific areas</p> <p>2 = 2 – 4 years of combined experience in the specific areas</p> <p>1 = 1-year combined experience in the specific areas</p> <p>0 = No relevant experience</p>	
7.	Videography and Photography Support		15
	Videography and Photography Lead		
	a) Qualifications		5
	Highest qualification (in areas of Communications, Journalism, Public	5 = Master's and above (NQF Level 9–10)	

	Evaluation Criteria	Scoring Criteria	Weight
	<p>Relations, Marketing, Graphic Design, Web Design, Computer Science, Information Technology, Social Sciences, Arts and Commerce).</p> <p>(i) Note: if the qualification is from an institution outside South Africa, bidders must submit the South African Qualifications Authority (SAQA) certificate.</p> <p>(ii) Where qualifications are not submitted, or qualifications are not in the relevant field as mentioned above, or no SAQA certificate is provided (where applicable), the score of 0 will be awarded.</p>	<p>4 = Honours Degree/Relevant registration (NQF Level 8)</p> <p>3 = Degree (NQF Level 7)</p> <p>2 = National Diploma (NQF Level 6)</p> <p>1 = Recognised formal certificate (NQF 5) or less</p> <p>0 = Irrelevant Qualifications or non-submission of a certified copy of Qualifications and/or SAQA certificate</p>	
	b) Skills and experience		10
	<p>The Videography and Photography Lead should have a number of years of experience in the areas listed under Section 3.1.5 (Videography and Photography Support).</p>	<p>5 = > 10 years combined experience in specific areas</p> <p>4 = 8 – 10 years of combined experience in the specific areas</p> <p>3 = 5 – 7 years of combined experience in the specific areas</p> <p>2 = 2 – 4 years of combined experience in the specific areas</p> <p>1 = 1-year combined experience in the specific areas</p> <p>0 = No relevant experience</p>	
8.	Proposal and Portfolio of Work		15
	<p>Evaluation of the bidder's proposed examples of design and media relations work, including examples of written documents.</p>	<p>5 = Excellent - The proposal demonstrates flawless design aesthetics, exceptional writing quality, and highly strategic media relations outcomes.</p> <p>4 = Good - The proposal provides thoroughly developed design samples, strong writing, and clear evidence of successful media campaigns.</p> <p>3 = Average - The proposal meets the minimum required standards with competent visuals, satisfactory writing, and</p>	

	Evaluation Criteria	Scoring Criteria	Weight
		media results. 2 = Below Average - The proposal is incomplete and reveals visible weaknesses in design layout, flawed writing, or minimal evidence of successful media placement. 1 = Poor - The proposal shows substandard technical quality, unprofessional writing, and a failure to address the core scope of work. 0 = Non-submission of proposal.	
	TOTAL TECHNICAL POINTS		100%
	MINIMUM THRESHOLD		70%

Only bidders that meet the 70-percentage threshold will be considered and invited for the interview/presentation phase.

10.1.4 Stage 2b: Interview / Presentation

Bidders that meet the threshold under stage 2a will be invited to present their proposal to a BEC panel and to participate in an interview process. This phase will be evaluated out of 100% with a threshold of 70%. Only bidders who meet this threshold will be considered for the Phase 3 Price and Specific Goals evaluation.

Table 5: Interview / Presentation Criteria

No.	Criterion	Scoring	Weight
1.	Demonstration of knowledge, skills, and experiences (use of the latest technology and creative thinking is encouraged in the presentation)	5 = Exceptional (Demonstrated capability significantly above the expected capability level) 4 = Very good (Demonstrated capability exceeds capability) 3 = Average (Demonstrated capability meets the expected capability level)	40

		<p>2 = Below average (Demonstrated capability below the expected capability level)</p> <p>1 = Poor (Demonstrated capability is significantly below the expected capability level).</p>	
2.	Demonstration of the understanding of the ToR (presentation to be made)	<p>5 = Exceptional (Demonstrated capability significantly above the expected capability level)</p> <p>4 = Very good (Demonstrated capability exceeds capability)</p> <p>3 = Average (Demonstrated capability meets the expected capability level)</p> <p>2 =Below average (Demonstrated capability below the expected capability level)</p> <p>1 = Poor (Demonstrated capability is significantly below the expected capability level)</p>	60
TOTAL INTERVIEW POINTS			100%
MINIMUM THRESHOLD			70%

Only bidders that meet the 70-percentage threshold will be considered for the Price and Specific Goals evaluation in terms of the Preferential Procurement Regulation (PPR) 2022.

10.1.5 Phase 3: Price and Specific Goals Evaluation

- a. The Preferential Procurement Evaluation will be based on the 80/20 principle.
- b. The applicable formula (80/20) will be utilised to evaluate the bid, of which eighty (80) points are allocated for the price as allocated in the enclosed form SBD 6.1. which must

be completed, and the remaining twenty (20) points are allocated for the specific goals as indicated in Table 6 below.

- c. Submission of a price proposal is required in the proforma format. (SBD 3.3). Bidders need to provide the cost per output, inclusive of VAT.
- d. GTAC reserves the right to negotiate the price offer or rates with the recommended bidder(s).
- e. GTAC reserves the right to terminate the Agreement/award or temporarily defer the provisioning of the Services, or any part thereof, at any phase with immediate effect on written notice to the Service Provider, should GTAC, in its sole and absolute discretion, decide not to proceed with the Services.

Table 6: Price and Specific Goals Evaluation Criteria

Number of points allocated (80/20 system)	
Price	80
The specific goals allocated points in terms of this tender	20
Above 30% ownership for Historically Disadvantaged Individuals who had no franchise in national elections before the 1983 or 1993 Constitutions.	10
Women's percentage of ownership: 30% and above	10
Total Points	100

The CSD report shall be used as evidence to confirm / award points for specific goals. It is the responsibility of the bidding entity to ensure that the information on the CSD is updated.

Table 7: Definitions

Terminology	Definition
Black People	As per the Broad-Based Black Economic Empowerment Act 53 of 2003 as Amended by Act No 46 of 2013 “Black People” is a generic term which means Africans, Coloureds and Indians – (a) who are citizens of the Republic of South Africa by birth or descent; or (b) who became citizens of the Republic of South Africa by naturalisation before 27 April 1994; or II on

Terminology	Definition
	or after 27 April 1994 and who would have been entitled to acquire citizenship by naturalisation prior to that date.
“Specific Goals”	means specific goals as contemplated in section 2(1)(d) of the Act, which may include contracting with persons, or categories of persons, historically disadvantaged by unfair discrimination on the basis of race, gender and disability, including the implementation of programmes of the Reconstruction and Development Programme as published in Government Gazette No. 16085 dated 23 November 1994;
Historically Disadvantaged Individual (HDI)	means a South African citizen: who, due to the apartheid policy that had been in place, had no franchise in national elections prior to the introduction of the Constitution of the Republic of South Africa, 1983 (Act No 110 of 1983) or the Constitution of the Republic of South Africa, 1993, (Act No 200 of 1993) (“the interim Constitution); and/or who is a female, and/or who has a disability. provided that a person who obtained South African citizenship on or after the coming into effect of the Interim Constitution is deemed not to be an HDI;

11. FINANCIAL IMPLICATIONS

The service provider may be required to attend meetings at Jobs Fund offices in Pretoria (Gauteng) when deemed necessary by the Jobs Fund.

12. CONTRACTING AUTHORITY

The Contracting Authority will be the Government Technical Advisory Centre (GTAC).

13. OTHER BID CONDITIONS

Prior to the appointment, the recommended bidder(s) will be subjected to a screening/vetting process conducted by the State Security Agency (SSA); as such, they may be required to submit additional supporting documentation.

GTAC reserves the right to negotiate the final offer with the recommended bidder before the award.

14. BID VALIDITY PERIOD

The RFB will be valid for ninety (90) days from the closing date of the RFB.

15. LEGAL IMPLICATIONS

The successful service provider must be prepared to enter into a contract with GTAC.

16. CLARIFICATIONS

Requests for clarification must be made in writing by e-mail. Telephonic enquiries for clarification will not be accepted.

Requests for clarification will be accepted by GTAC as specified in the bid document. The submission reference must be included in the subject line of the email.

17. COMMUNICATION

GTAC's Professional Services Procurement (PSP) unit will only communicate with bidders by email where bid clarity is sought, to obtain information or to extend the validity period. For any enquiries, email: psp@gtac.gov.za. The submission reference must be included in the subject line of the email. GTAC will only respond to email communication during business hours.

Alternatively, contact the e-procurement portal support desk at:

<https://vendorportal.gtac.gov.za/Contact>.

Any communication by the bidder (either by facsimile, letter, electronic mail or any other form of correspondence) to any government official, representative, or a person acting in an advisory capacity for GTAC in respect of this bid between the closing date and the award of the bid is prohibited.

18. COUNTER CONDITIONS

Bidders' attention is drawn to the fact that amendments to any of the Information to bid by bidders will result in invalidation of such bids.

19. PROHIBITION OF RESTRICTIVE PRACTICES

In terms of section 4(1) 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:

- a. Directly or indirectly fixing a purchase or selling price or any other trading condition.
- b. Dividing markets by allocating customers, suppliers, territories or specific types of goods or services; or
- c. Collusive bidding.

- d. If a bidder(s) or contractor(s), in the judgment of the purchaser, has/have engaged in any of the restrictive practices referred to above, the purchaser may, without prejudice to any other remedy provided for, invalidate the bid(s) for such item(s) offered or terminate the contract in whole or in part and 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.

20. BENEFICIAL OWNERSHIP

The bidder/s are required to provide the information below for transparency.

- a. A beneficial owner of a company is an individual who, directly or indirectly, ultimately owns that company or exercises effective control over that company.
- b. Companies are required to keep a register of their beneficial owners and to provide this information to the Companies and Intellectual Property Commission (CIPC). The CIPC maintains a central register of beneficial ownership information.
- c. The beneficial ownership regime in South Africa is intended to improve transparency and accountability in the corporate sector. It is also intended to help prevent money laundering and terrorist financing.
- d. Companies are required to keep a register of their beneficial owners and must disclose in their bids the following information, as provided for in their register for the information of each beneficial owner:
 - Name
 - Date of birth
 - Identity number or passport number
 - Residential address
 - Occupation
 - Nature and extent of control over the company

21. SUBMISSION DETAILS

To respond to this tender, bidders are required to register on the GTAC e-procurement system, using the following link: <https://vendorportal.gtac.gov.za/>

The registration process involves the following steps:

- a) Register as a portal user. This is the process of creating a user account on the vendor portal/e-procurement system. This will allow the user to view and respond to tenders.
- b) Capture the supplier details. Registering the company details allows the bidder to enter information and upload documents.

To respond to this tender:

- c) Log in to the portal <https://vendorportal.gtac.gov.za/>
- d) Navigate to the tender menu.
- e) Select “Formal” and click on “Current”.
- f) A list of available tenders will be available, and the bidder will select the tender number (e.g. TEN0000000070) to start the submission process.

Detailed instructions on how to register on the e-procurement system are available at (<https://docs.corelab.co.za/Home/ViewContent?productid=1§ionid=2&contentid=1165>)

The capturing process is in the form of a wizard, with the system guiding you through each step. Once all the required information is completed, remember to submit your bid. Only submitted bids will be eligible for the award.

NB: Only electronic submission of bids on the GTAC e-procurement system is allowed. Do not submit hard copy bids to GTAC, as these will not be considered.

NB: Submissions received after the closing date and time will not be accepted.

For any enquiries, email: psp@gtac.gov.za or contact the vendor support desk at: <https://vendorportal.gtac.gov.za/Contact>.

22. NON-COMPULSORY BRIEFING SESSION

No briefing session is required

23. CONTACT DETAILS

Professional Services Procurement,

3rd Floor at GTAC: room GL03.44

Private Bag X 115, Pretoria, 0001

Physical address: GTAC, 40 Madiba Street (Vermeulen),
Pretoria, 0001

For any enquiries, email: psp@gtac.gov.za