

HEADING: TERMS OF REFERENCE FOR APPOINTMENT OF A PANEL OF SERVICE PROVIDERS TO RENDER ADVERTISING SERVICES FOR THE PERIOD OF THIRTY-SIX (36) MONTHS IN THE DEPARTMENT OF MINERAL RESOURCES AND ENERGY

1. BACKGROUND

The Department of Mineral Resources and Energy requires the panel of service providers to provide the advertising services as and when required. Due to the complexities and diverse nature of these duties, the appointed service providers must comply with the terms of reference that will be provided as the need arises.

2. CONTRACT PERIOD

The duration of this project is 36 months after the signing of a contract by the successful service providers. The General Conditions of the Contract will also be applicable for the project.

3. OBJECTIVE

Communication responsibilities require a service provider that understands the Communication environment with specific skills of advertising. Modern trends of advertising and marketing forces companies and the government sector to maintain levels of standards and quality that will enable the public to eradicate negative perceptions with regards to government objectives. The appointment of professional and qualified service providers will decrease the time spent trying to explain to service providers what is expected of them as the department will be able to rely on service providers with the appropriate track record, capacity, and experience.

4. SCOPE OF WORK

The successful service provider(s) with the required expertise will be expected to perform the following advertisement functions, but not limited to:

- Print media consisting of layout and design, proof reading and editing, content development of the advert. The provision must also be made for submission of five (5) revisions of the artworks to the

customer's satisfaction. Final copies must be submitted for approval before printing and send to the media required upon agreement with the Department.

- Digital and Electronic media consisting of production and placement of the advert in the required/ proposed medium (radio ads, live reads, screen grabs, TV News clocks, billboards, online advertising, social media etc.). The Service Providers will report to the Project Manager for Corporate Communication. The service provider will have to ensure that the expected outputs are completed on time and that they comply with the specific project criteria and requirements.
- The service providers will be required to source the required information and material for the development of the entire advertisement.

5. DELIVERABLES OR PROJECT OUTPUT AND OR OUT COME

Consistent advertising services to the Department of Mineral Resources and Energy as and when required. The details of the project output will be outlined as and when the service is required by the Department.

6. COMPANY EXPERIENCE

6.1. The company is required to have a minimum of ten (10) years' experience in advertising, and proof that the company was active in terms of providing the advertising service.

6.2. Service providers are required to provide proof that they have facilitated/performed similar projects, accompanied by correspondence from three (3) references that such project was executed as well as their contactable references.

6.3. Failure to submit correspondence from references will lead to scoring minimum points allocated in this category.

7. QUALIFICATION AND EXPERIENCE OF TEAM LEADER AND TEAM MEMBER

Team leader must have minimum of seven years (7) and team members five (5) years working experience in advertising environment. The Team leader and members must have at least a bachelor's degree in communication/ Marketing/ Media Relations.

CV's to be attached on the technical proposal as proof. Bidders will forfeit functionality points should proof not be attached.

The expertise required should at least include the following:

- The type of work involved in the project
- The type of skills and abilities required to do project work
- The exact number of individuals involved, including a description of their qualifications, experience, and other professional attributes

Service provider can be requested to submit certified copies of qualification.

8. REPORTING REQUIREMENTS

The Service Providers will report to Project Managers in Communication Management.

9. WORK PLAN AND METHODOLOGY

9.1. The service provider should set out the activities and necessary resources required for achieving the project's results and purpose in terms of the methodology that will be used to execute the service or project; Project plan with final outputs and identified timeframes; Management of the project.

9.2. Service provider should indicate how they will transfer skills, to the departmental officials.

10. ROLE AND RESPONSIBILITY

The Service Providers will report to Project Managers in Communication Management. The service provider will have to ensure that the expected outputs are completed on time as per the specified timeframe, and also comply with the specific project criteria and requirements.

11. CONFIDENTIALITY OF INFORMATION

The service provider is expected to safeguard the confidential information disclosed pursuant to content shared with the service provider.

12. PAYMENT

- 12.1** The Department will not make an upfront payment to a successful service provider. Payments will only be made in accordance to the delivery of service that will be agreed upon by both parties and receipt of an original invoice.

13. TAX CLEARANCE CERTIFICATE

- 13.1. The potential service provider/s must ensure compliance with their tax obligations.
- 13.2. The potential service provider/s is/are required to submit their unique personal identification number (pin) issued by SARS to enable the organ of state to view the taxpayer's profile and tax status.
- 13.3 Application for tax compliance status (TCS) or pin may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website www.sars.gov.za.
- 13.4. The potential service provider may also submit a printed TCS together with the proposal.
- 13.5. In proposals where consortia / joint ventures / sub-contractors are involved, each party must submit a separate proof of TCS / pin / CSD number.
- 13.6. Where no TCS is available but the potential service provider/s is registered on the central supplier database (CSD), a CSD number must be provided

14. EVALUATION METHODOLOGY

14.1 Phase 1: Compliance and Technical Review:

- 14.1.1.** Each submission is checked for compliance. The following documents are compulsory:

A valid Tax Clearance Certificate	
A valid B-BBEE Certificate	
Signed SBD forms	
Proof of CSD registration	

Disqualification criteria (if available, e.g. registration with professional body)	
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14.1.2 Service providers will be evaluated based on functionality. The minimum threshold for functionality is 70 out of 100 points. Service providers who fail to meet the minimum threshold will be disqualified and will not be evaluated further for price and preference points for B-BBEE.

NO	CRITERIA	SCORING	WEIGHTS
1	Company Experience:		15
	(i) Service providers should at least have ten (10) years	15 years or more = 5 points 11-14 years =4 points 10 years =3 points 6 to 9 years = 2 points 5 years or less =1 point	10
	(ii) Proof from 3 contactable referees indicating that similar project was executed should be attached.	5 letters or more =5points 4 letters = 4 points 3 letters = 3 points 2 letters = 2 points 1 letter = 1 point	5

	<p>(ii) Copies of certified certificates must be attached to the proposal as proof. Certified copies should be within a period of 6 months</p> <p>(iii) Team members must possess a minimum of a bachelor's degree in Communication/ Advertising/ Marketing / Media Relations. Proof of certified certificates must be attached.</p> <p>(i) Copies of certified certificates must be attached to the proposal as proof. Certified copies should be within a period of 6 months</p>	<p>Copies of certified certificates attached = 5 points</p> <p>Copies of certificates attached but not certified = 1 point.</p> <p>Masters and above = 5 points</p> <p>Honours degree = 4 points</p> <p>Degree = 3 points</p> <p>Diploma = 2 points</p> <p>No qualification = 1 point</p> <p>Copies of certified certificates attached = 5 points</p> <p>Copies of certificates attached but not certified = 1 point.</p>	<p>5</p> <p>10</p> <p>5</p>
4	<p>Project Plan: Detailed Project/ Execution Plan and Management should be attached.</p>	<p>Detailed project plan with project deliverables and detailed logistics plan, milestones, scope, schedule, cost , resources & change management plan =5 points</p>	<p>40</p> <p>15</p>

	<p>Proposed Methodology</p> <p>Methodology with only description of services</p>	<p>Detailed project plan with project deliverables logistical plan, milestones, scope, schedule, cost & resources = 3 points</p> <p>Inadequate Project Plan and logistical plan and with project deliverables, milestones, scope, schedule, cost & resources = 2 points</p> <p>No Project and logistical plan=1 point</p> <p>Methodology outlining management of project = 5 points</p> <p>Methodology outlining adequate management of project = 4 points</p> <p>Methodology with only description of services = 3</p> <p>Methodology provided without the required services = 2 points</p> <p>Methodology not provided = 1 point</p>	15
	skills transfer	<p>Detailed Proof of capability to Transfer skill =5 points</p>	10

		Non submission of proof of capability Transfer skill not provided=1 point	
Total			100

For purpose of evaluating functionality, the following values will be applicable:

1=	Very poor	Does not understand the requirements
2=	Poor	Will not be able to fulfil the requirements
3=	Average	Will partially fulfil the requirements
4=	Good	Will be able to fulfil the requirements
5=	Excellent	Will fully fulfil the requirements

15. PHASE 2: PRICING AND BBBEE

15.1. Bids will be evaluated on the 80/20 preference point system as outlined in the Procurement Preferential Regulation of 2017. Bidder that scores the highest points in this phase will be awarded the tender.

CRITERIA	WEIGHT
Price	80
B-BBEE Status level contributor	20

15.2. COST / PRICING

15.2.1. The service provider will be requested to provide a quoted proposal regarding the work to be undertaken.

15.2.2. The total cost must be VAT inclusive and should be quoted in South African Rands (i.e. ZAR).

15.2.3. The service provider should provide hourly rates as prescribed by Department of Public Service and Administration (DPSA), Auditor- General (AG) or the body regulating the profession of the consultant.

15.2.4. The service Provider should provide (Subsistence & Travel (S&T)) rates that are in aligned to the National Treasury instruction note as follows:

- i) Hotel Accommodation – R1550 per night per person, including breakfast, dinner and parking
- ii) Air travel must be restricted to economy class
- iii) Claims for kilometres may not exceed the rates approved by the Automobile Association of South Africa.

15.3. BROAD-BASED BLACK ECONOMIC EMPOWERMENT

15.3.1. Provisions of the Preferential Procurement Policy Framework Act (PPPFA) of 2000 and its regulation of 2017 will apply in terms of awarding points.

15.3.2. Bidders are required to submit original and valid B-BBEE Status Level Verification Certificates or certified copies thereof together with their bids, to substantiate their B-BBEE rating claims.

15.3.3. Bidders who do not submit their B-BBEE status level verification certificates or are non-compliant contributors to B-BBEE will not qualify for preference points for B-BBEE.

15.3.4. Accounting Officers must ensure that the B-BBEE Status level Verification Certificates submitted are issued by the following agency:

- Verification agencies accredited by SANAS.

15.3.5. Bidders who qualify as EMEs and QSEs must submit:

- Sworn affidavit signed by the EME or QSE representative and attested by a Commissioner of oath.

15.4. The table below depicts the B-BBEE status level of contribution:

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

16. CONDITION OF THE CONTRACT

None

17. FORMAT OF SUBMISSION OF PROPOSAL

17.1. Service providers are requested to submit four (4) copies of technical proposals plus the original.

17.2. Service providers are requested to index their proposals for easy reference.

18. PRE-BID MEETING / BRIEFING SESSION DETAILS-

18.1. A non-compulsory briefing session will be held on **18 January 2023 at 10h00 am**, Department of Minerals Resource and Energy, at 192 Matimba Building, Corner Visagie and Paul Kruger Streets, Pretoria.

19. CLOSING DATE

91.1 Proposals must be submitted on or before **01 February 2023 at 11H00 AM**, Department of Minerals Resource and Energy, at 192 Matimba Building, Corner Visagie and Paul Kruger Streets, Pretoria in the bid box marked in the bid box marked Department of Minerals Resource and Energy. **No late bids will be accepted.**

20. ENQUIRIES

20.1 All general enquiries relating to bid documents should be directed to:

Ms. Rachel Moerane/ Mr Samuel Msiza

Tel No: (012) 406 7747 /406 7910

E-mail: Rachel.Moerane@dmre.gov.za/Samuel.msiza@dmre.gov.za

20.2 Technical enquiries can be directed to:

Ms Mildred Mnguni – 012 444 3000

Mildred.Mnguni@dmre.gov.za