



## REQUEST FOR QUOTATIONS (RFQ)

You are hereby invited to submit Quotation for the requirements of <b>SALGA</b>	
<b>RFQ number:</b>	RFQ 1212/2025
<b>RFQ Issue Date</b>	24 November 2025
<b>COMPULSORY/ NON COMPULSORY BRIEFING SESSION</b>	None
<b>Briefing Session Date and Time: (if applicable)</b>	None
<b>RFQ Closing date:</b>	03 December 2025 at 11:00am
<b>RFQ Description:</b>	<b>REQUEST FOR STRENGTHENING SALGA'S DIGITAL CONVERGENCE FRAMEWORK</b>

## **SPECIFICATIONS**

- Specifications Attached on the email.

### **Please note:**

1. The quotation should be valid for at least 30 days.  
Is the offer strictly according to specifications? Yes/No
2. If not to specification, state deviation(s)
3. Please indicate your delivery period:
4. All the Standard Bidding Documents (SBD) forms must be completed in full and returned with the quotation.
5. Please indicate a valid Central Supplier Database (CSD) registration number on your quotation. Tax status will be verified on CSD.
6. All prices must be VAT inclusive, if no indication is given, prices will be evaluated as inclusive.
7. No quotations received after closing time and date will be accepted without prior arrangement with the sender of this request.
8. It is the responsibility of the vendor to verify the receipt of any quotations forwarded to this office.
9. If you are unable to quote, please respond to the sender and state the reason/s for not quoting.
10. This quotation is subject to the general conditions of contract, as well as any special conditions stated in the specifications.
11. Requests relating to procurement of goods for designated sectors, the quotations shall be evaluated in relation with the minimum thresholds for local production and content prescribed per sector:
12. For bids of above R2 000 to R50 million, SALGA evaluates these in terms of the 80/20 adjudication criteria where:
  - a) Price: 80 b) BBBEE Level of contribution: 20 TOTAL: 100
13. For bids of above R50 million, SALGA evaluates these in terms of the 90/10 adjudication criteria where:
  - a) Price: 90 b) BBBEE Level of contribution: 10 TOTAL: 100

**NAME OF SERVICE PROVIDER:**

**TOTAL PRICE (INCL VAT):**

I hereby accept the above-mentioned conditions.

**This RFQ is subject to the general conditions of the RFQ, National Treasury's general conditions of contract (GCC) and, if applicable, any other special conditions of contract (SCC).**

**NAME OF BIDDER (COMPANY NAME)**

**SIGNATURE:**

**CAPACITY:**

**DATE:**

## Terms of Reference: Strengthening SALGA's Digital Convergence Framework

### 1. Background & Rationale

The South African Local Government Association (SALGA) represents the collective voice of local government and seeks to position itself as a modern, responsive, and credible brand in the digital era.

To amplify its communication impact and support its strategic role in shaping governance and public discourse, SALGA requires a comprehensive The Digital Communication & Engagement Strategy that:

- Ensures convergence across all digital platforms (internal and external).
- Aligns SALGA's national office and nine provincial offices into one monolithic brand voice.
- Strengthens SALGA's strategic profiling as a thought leader and trusted source of local government insights.
- Enhances internal communication and collaboration through platforms such as Teams, WhatsApp Communities, and the intranet.
- Guides the review and redesign of current digital platforms (beginning with the website and intranet), clarifying their role within the broader digital ecosystem.

### 2. Objectives

The appointed service provider will work in close collaboration with SALGA's Marketing & Communications Unit and other relevant units. The provider's role is not to lead SALGA's communication direction, but to offer technical, creative, and research support that empowers SALGA to execute its strategic vision.

The Digital Communication & Engagement Strategy must:

- **Enable Convergence** – Integrate all SALGA digital platforms (SALGA TV, Podcasts, Website, Social Media, Voice magazine, WhatsApp communities, Teams, Intranet) into a cohesive ecosystem amplifying one brand voice.
- **Support Strategic Goals** – Translate SALGA's organisational and MarComms strategy into actionable digital initiatives.
- **Empower Internal Leadership** – Provide frameworks, benchmarks, and tools that SALGA's MarComms and leadership teams can adopt and implement.
- **Align to Best Practice** – Incorporate international and national best practices in digital governance, engagement, and innovation.
- **Develop Digital Policies** – Establish governance frameworks for responsible, secure, and effective use of platforms.
- **Strengthen Storytelling** – Create a forward-looking content framework that connects SALGA to citizens, media, and stakeholders through compelling multimedia formats.

- **Build Capacity** – Recommend training, toolkits, and change management approaches to embed adoption across national and provincial offices.

### 3. Scope of Work

#### Strategic Framework

- Assess SALGA's current digital ecosystem and benchmark against best practices.
- Map a Digital Convergence Ecosystem showing alignment across internal and external platforms.
- Develop a content strategy and calendar framework for external (citizens, media, stakeholders) and internal (staff, leadership, provincial offices) audiences.

#### Platform Alignment

- Recommendations for strengthening:
  - **Website** – redesign, UX/UI improvements, content architecture.
  - **Intranet** – collaboration, culture, knowledge-sharing.
  - **Internal Platforms** – Teams, WhatsApp Communities, email.
  - **Broadcast & Social Platforms** – SALGA TV, Podcasts, social media.

#### Policy Development

Draft and recommend policies that govern digital presence, including but not limited to:

- **Digital Media Policy** – oversight of external-facing platforms.
- **Social Media Policy** – responsible use, tone, escalation protocols.
- **Internal Digital Platforms Policy** – Teams, WhatsApp, intranet use.
- **Data & Content Rights Policy** – ensuring compliance with POPIA and copyright.

#### Content Plan & Storytelling

- Design a **digital-first content strategy** aligned with SALGA's brand pillars.
- Recommend content formats such as explainer videos, animations, infographics, reels, podcasts, op-eds, and multimedia storytelling.
- Define metrics for engagement and digital ROI & ROO.

### 4. Deliverables

1. **Full SALGA Digital Communication & Engagement Strategy** (full strategic framework).
2. **Digital Convergence Ecosystem Visual Framework.**
3. **Content Calendar Template** (external and internal).
4. **Draft Digital Media Policy** and supporting governance frameworks.
5. **Implementation Roadmap** – short, medium, long-term phasing.
6. **Platform Upgrade Recommendations** (website, intranet, internal platforms).
7. **Capacity Building Outline** – training, toolkits, and change management processes.

### 5. Minimum Qualifications & Submission Requirements

- Proven track record in developing digital strategies for large organisations or government entities.
- More than 5 years experience in developing integrated marketing and Digital Strategies
- Demonstrated understanding of marketing & communication frameworks (not purely IT).
- Experience in policy drafting (digital/social governance, POPIA compliance).

- Submit links to at least two similar strategies developed.
- Provide two contactable references.

#### 6. **Compliance**

- All outputs must align with POPIA, copyright law, and ethical data governance.
- SALGA retains creative rights and intellectual property over all outputs.
- Service provider must guarantee originality and secure rights to all music, imagery, and third-party materials.

## 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 interest<sup>1</sup> 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

2.2 Do you, or any person connected with the bidder, have a relationship

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<sup>1</sup> 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.

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 DECLARATION**

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 I have read and I understand the contents of this disclosure;
- 3.2 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<sup>2</sup> 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 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

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<sup>2</sup> 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.

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 OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD 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 systems are 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
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 **To be completed by the organ of state**

*(delete whichever is not applicable for this tender).*

- a) The applicable preference point system for this tender is the **90/10** preference point system.
- b) The applicable preference point system for this tender is the **80/20** preference point system.
- c) Either the **90/10 or 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:

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	10
2	9
3	7

4	6
5	4
6	3
7	2
8	1
<b>Specific Goals</b>	
SMME's	4
100% Black Women owned	3
100 % Youth	3
Total Points	20

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 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$Ps = 80 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right) \text{ or } Ps = 90 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right)$$

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 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$Ps = 80 \left( 1 + \frac{Pt - P_{max}}{P_{max}} \right) \text{ or } Ps = 90 \left( 1 + \frac{Pt - P_{max}}{P_{max}} \right)$$

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 organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.)***

***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)
SMME's	4	
100% Black Women owned	3	
100 % Youth	3	

#### **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.

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**SIGNATURE(S) OF TENDERER(S)**

**SURNAME AND NAME:** .....

**DATE:** .....

**ADDRESS:** .....

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