

SUBMISSION

To: Supply Chain Department

From: Stakeholder, Marketing & Communication Department

Date: Thursday, 17 November 2022

Terms of Reference: To appoint a service provider to review, critique,

Subject: benchmark, and update policies related to the Stakeholder Marketing and

Communications department for sefa.

TERMS OF REFERENCE

1. PURPOSE OF THE SPECIFICATION

- 1.1. The purpose of this Request for Proposal (RFQ) is to appoint a Service Provider with experience in corporate policy development to assist Stakeholder Marketing and Communications department in reviewing, benchmarking and updating and or developing relevant Policies and Procedures.
- 1.2. It is good practice to ensure that all policies are reviewed and updated in accordance with **sefa**'s Annual Performance Plan and Strategies, as well as applicable legislations.

2. BACKGROUND

2.1. Small Enterprise Finance Agency (SOC) Ltd commonly known as sefa was established on 1 April 2012 as a result of the merger of South African Micro Apex Fund, Khula Enterprise Finance Ltd, and the small business activities of Industrial Development Corporation (IDC). sefa is a wholly owned subsidiary of the Industrial Development Corporation (IDC) and is an entity under the Executive Authority of the Department of Small Business Development (DSBD).

3. PURPOSE

- 3.1. The specific objective of this exercise is to ensure that the Stakeholder Marketing and Communications department of **sefa**, under the leadership of the Executive Manager Human Capital, has a fully developed, relevant policies and procedures, that are applicable to **sefa** environment as a Development Finance Institute (DFI).
- 3.2. This objective will be attained by appointing an experienced independent service provider, to partner with the Stakeholder Marketing and Communications department team to achieve this outcome.



4. SCOPE OF WORK

- 4.1. The scope of work requires a thorough understanding of **sefa**'s mandate, operations and business environment, with specific reference to the applicable policies for the Stakeholder Marketing and Communications department. This will include the following:
 - 4.1.1. To review the current Marketing and Communications Policies and Marketing and Communications Operational Guidelines.
 - 4.1.2. Update these sets of documents, and where applicable, develop new Marketing and Communications Policies and Marketing and Communications Operational Guidelines.
 - 4.1.3. The following are some of the Marketing and Communications Policies which are expected to be reviewed, updated, or developed for **sefa**.
 - 4.1.3.1. Stakeholder Engagement Policy
 - 4.1.3.2. Sponsorship Policy
 - 4.1.3.3. Social Media Policy
 - 4.1.3.4. Brand and Corporate Identity Policy
 - 4.1.3.5. Media Policy
 - 4.1.3.6. Communications Policy
 - 4.1.3.7. Language Policy
 - 4.1.3.8. Customer service Policy
 - 4.1.4. And the two procedures
 - 4.1.4.1. Customer Liaison Centre Standard Operational Procedure
 - 4.1.4.2. Internal Communications Procedure
- 4.2. It is envisaged the Service Provider will provide this policy development support in a phased-in approach:

4.3. **Phase 1**

- 4.3.1. Review and critique, by benchmarking the above-mentioned policies that are outdated and due for development.
- 4.3.2. Ensure that these policies are consistent with the best practices applicable in the Development Finance Institutes (DFIs).
- 4.3.3. Where applicable, the Service Provider may recommend other best practice policies that are relevant and critical in the operations of the department, which are not included in this initial phase as specified in this proposal.
- 4.3.4. The format and template applicable will be that already in use at **sefa**.

4.4. Phase 2

4.4.1. This phase will be for the development of standard operating procedures (SOPs) of the policies reviewed under Phase 1, and additionally two (2) current procedures that are outstanding in the department.



5. OUTPUTS OF THE SERVICES PROVIDED /KEY DELIVERABLES

- 5.1. Expected deliverables would include:
 - 5.1.1. Comprehensively updated and or developed Marketing and Communications Policies and Marketing and Communications Operational Guidelines, with input from the Stakeholder Marketing and Communications department and sefa Management.
 - 5.1.2. All of the Marketing and Communications Policies and Marketing and Communications Operational Guidelines developed for **sefa** must be professionally filed and accordingly indexed for ease of reference.
 - 5.1.3. Soft copies must be provided for the Marketing and Communications Policies and Marketing and Communications Operational Guidelines in order for these sets of documents to be uploaded onto the **sefa**'s portal.

6. EVALUATION OF FUNCTIONALITY

6.1. Plan Of Work:

As part of the RFQ, the Service Provider must indicate by providing a detailed mode of work, methodology, key information sources to be used, and institutions / organisations to be consulted in undertaking the assignment.

6.2. Required Expertise

The following personnel qualifications are required to successfully carry out the exercise:

- 6.2.1. A minimum master's degree in Human Capital or Communications.
- 6.2.2. A minimum of 10 years as a practicing HR or Communications Manager.
- 6.2.3. Experience in development and implementation of policies, legislation, strategies, and plans at corporate level / Executive Management level.
- 6.2.4. Good research and writing skills.

6.3. Timetable and Reporting

The duration of this assignment must not exceed 3 months (Jan 2023 – March 2023).

6.4. Request for Proposal (RFP) Response

Bidders shall submit their response in the response format specified below

6.4.1. Schedule 1

Completion of all Standard Bidding Documents by hand and other requirements as reflected in the Special Conditions of Contract which covers the following:

- SBD 4: Declaration of Interest (duly completed and signed).
- **SBD 6.1:** Preference Point Form (duly completed and signed).



- SBD 8: Declaration of Bidder's Past Supply Chain Management Practices (duly completed and signed).
- **SBD 9:** Certificate of Independent Bid Determination (duly completed and signed); and
- **Special condition of contract (SCC)** (initial on every page to show you have read and understood the conditions).
- Original and valid Tax Clearance Certificate(s) (TCC) or PIN issued by SARS.
- Valid certify BEE from an accredited verification agency, a certificate issued by a registered auditor, or accounting officer, or a Sworn Affidavit indicating the contribution level of the bidding entity.
- National Treasury Central Supplier Database (CSD) (attached proof of registration); and

6.4.2. Schedule 2: Price Proposal

The bidder must complete the pricing schedule as per Annexure A

NB: Failure to complete the pricing schedule may result in the invalidation of such an RFP.

6.5. Evaluation Criteria

The functional proposals will be evaluated during the second phase. Only proposals that scored 60 and above during the second phase will be considered further for the third phase of the evaluation. All proposals received will be evaluated on functionality as per the criteria outlined below.

6.6. Functional evaluation

All proposals will be evaluated by the evaluation panel independently in terms of the set evaluation criteria for functionality which will make out 100 points as per the table below.

All proposals that score less than 60 points on functionality will not be considered further and will be regarded as having submitted a non-responsive bid and will be disqualified.

6.7. Proposals will be evaluated on Functionality as follows:

Score	Definition
1	Does not meet the requirements
2	Partially meet the requirements
3	Fully meets the requirements
4	Exceeds the requirements
5	Significantly exceeds the requirements



6.8. Technical requirements

The bid/proposal will be evaluated for functionality and be rated as follows:

ITEM	EVALUATION CRITERIA	DESCRIPTION	RATING	WEIGHT
1.	Profile of bidder and capacity to deliver – Bidders Experience in policy development and procedures	 The Service Provider must provide a portfolio of: a) Policies and or procedures developed for an organisation. You need not attach, but list the policies developed. b) There must be at least three (3) recent writing portfolios, not older than five years, of the Policies and procedures of similar size and scope, which the service provider has successfully implemented in an organisation / entity. 	1-5	40
2.	Team Profile/Bio (Policy Development team)	The service providers lead team / consultant must have relevant qualifications, skills, and as specified under section 5.2 of the document. The service provider must submit, as part of their proposal, the following: (a) The full CV with the outlined required experience.	1-5	40
3.	Reference	The service provider must provide three (3) relevant reference letters from contactable references not older than five years.	1-5	20
TOTAL	1			100

NB: Bidders are required to score a minimum of 60% points on functionality to qualify to be evaluated for the next level (BBBEE and price). Bidders who do not score the minimum of 60% points on functionality will be disqualified and not be evaluated on price and BBBE



6.9. Pre-Targeting Requirements

The Pre-Qualification criteria set is according to the Standard for Implementation of Regulation 8(4) of the Preferential Procurement Policy Framework Act, 2000: Preferential Procurement Regulations 2017 and **sefa**'s Developmental Impact plan to provide support to targeted groups (black-owned, youth, women, disability, rural priority province, township)

In line with the above commitment, preference will be given to the following.

- 6.9.1. Bidders having a stipulated minimum B-BBEE status level contribution from level 1- 4 EME or QSE that are more than 51% black-owned.
- 6.9.2. Targeted groups are black owned; women and youth; and
- 6.9.3. Failure to meet the above condition may result in such a bid not being considered.

6.10. **Budget**

6.10.1. The service provider should provide a comprehensive Pricing/fee structure on SBD 3.3.

PRICING SCHEDULE (Professional Services)

CLOSING	TIME 1	1.00	CLOSING DATE					
	· · · · · · · · · · · · · · · · · · ·	1.00		OING BATE				
OFFER TO	O BE VA	LID FORDAYS FROM THE CLOSING DATE OF BID.						
ITEM NO		DESCRIPTION	BID PRICE IN RSA CURRENCY **(ALL APPLICABLE TAXES INCLUDED)					
	1.	The accompanying information must be used for the formulation of proposals.						
	2.	Bidders are required to indicate a ceiling price based on the total estimated time for completion of all phases and including all expenses inclusive of all applicable taxes for the project.	R					
	3.	PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)						
	4.	PERSON AND POSITION	HOURLY RATE	DA	AILY RATE			
			R					
			R					
			R					
			R					
			R					
	5.	PHASES ACCORDING TO WHICH THE PROJECT WILL BE COMPLETED, COST PER PHASE AND MAN-DAYS TO BE SPENT						
			R		days			
			R		days			
			R		days			
			R		days			
	5.1	Travel expenses (specify, for example rate/km and total km, class of airtravel, etc). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.						
		DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT			
					R			
					R			
					R			
					R			
			TOTAL: R					

^{** &}quot;all applicable taxes" includes value- added tax, pay as you earn, income tax, unemployment insurance contributions and skills development levies.

Name of Bidder:

Bid No.:

5.	2 Other expenses, for example accommodation (specify, eg. Three star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.	I		
	DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT
				R
				R
				R
				R
		TOTAL: R		
6.	Period required for commencement with project after acceptance of bid			
7.	Estimated man-days for completion of project			
8.	Are the rates quoted firm for the full period of contract?			*YES/NO
9.	If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index.			
*[DELETE IF NOT APPLICABLE]			
Any enquiries re	garding bidding procedures may be directed to the –			
(INSERT NAME	AND ADDRESS OF DEPARTMENT/ENTITY)			
Tel:				
Or for technical i	nformation –			
(INSERT NAME	OF CONTACT PERSON)			
Tel:				

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

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

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

2. Bidder's declaration

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

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

Full Name	Identity Number	Name of institution	State

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

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

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)								
3.1 3.2	I have read and I understand the contents of this disclosure; I understand that the accompanying bid will be disqualified if this								
3.3	disclosure is found not to be true and complete in every respect; 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								
3.4	venture or consortium2 will not be construed as collusive bidding. 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

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

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 2017

This preference form must form part of all bids invited. It contains general information and serves as a claim form for preference points for Broad-Based Black Economic Empowerment (B-BBEE) Status Level of Contribution

NB: BEFORE COMPLETING THIS FORM, BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF B-BBEE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017.

1. GENERAL CONDITIONS

- 1.1 The following preference point systems are applicable to all bids:
 - the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included);

1.2

- a) The value of this bid is estimated to exceed/not exceed R50 000 000 (all applicable taxes included) and therefore the 80/20. preference point system shall be applicable; or
- b) The 80/20 preference point system will be applicable to this tender
- 1.3 Points for this bid shall be awarded for:
 - (a) Price; and
 - (b) B-BBEE Status Level of Contributor.
- 1.4 The maximum points for this bid are allocated as follows:

	POINTS
PRICE	80
B-BBEE STATUS LEVEL OF CONTRIBUTOR	20
Total points for Price and B-BBEE must not exceed	100

- 1.5 Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.
- 1.6 The purchaser reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the purchaser.

2. **DEFINITIONS**

- (a) "B-BBEE" means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;
- (b) "B-BBEE status level of contributor" means the B-BBEE status of an entity in terms of a code of good practice on black economic empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;

- (c) "bid" means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the provision of goods or services, through price quotations, advertised competitive bidding processes or proposals;
- (d) "Broad-Based Black Economic Empowerment Act" means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- (e) "EME" means an Exempted Micro Enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;
- (f) "functionality" means the ability of a tenderer to provide goods or services in accordance with specifications as set out in the tender documents.
- (g) "prices" includes all applicable taxes less all unconditional discounts:
- (h) "proof of B-BBEE status level of contributor" means:
 - 1) B-BBEE Status level certificate issued by an authorized body or person;
 - 2) A sworn affidavit as prescribed by the B-BBEE Codes of Good Practice;
 - 3) Any other requirement prescribed in terms of the B-BBEE Act;
- "QSE" means a qualifying small business enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;
- (j) "rand value" means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;

3. POINTS AWARDED FOR PRICE

3.1 THE 80/20 PREFERENCE POINT SYSTEMS

A maximum of 80 is allocated for price on the following basis: **80/20**

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

Where

Ps = Points scored for price of bid under consideration

Pt = Price of bid under consideration

Pmin = Price of lowest acceptable bid

4. POINTS AWARDED FOR B-BBEE STATUS LEVEL OF CONTRIBUTOR

4.1 In terms of Regulation 6 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

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

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5.1	Bidders	who	claim	points	in	respect	of	B-BBEE	Status	Level	of	Contribution	must
	complete	e the	followi	ing:									

6.	B-BBEE STATUS LEVEL OF CONTRIBUTOR CLAIMED IN TERMS O
	PARAGRAPHS 1.4 AND 4.1
6.1	B-BBEE Status Level of Contributor: =(maximum of 20 points)
	(Points claimed in respect of paragraph 7.1 must be in accordance with the tabl reflected in paragraph 4.1 and must be substantiated by relevant proof of B-BBE status level of contributor.

7. SUB-CONTRACTING

YES

7.1.1

7.1 Will any portion of the contract be sub-contracted?

NO

(Tick applicable box)

lf y	es, indicat	te:					
)		percentage acted	of		contract	will	be
i)	The name	e of the sub-contrac	tor				
ii)	The B-BE	BEE status level of t	he sub-co	ntractor			

iv) Whether the sub-contractor is an EME or QSE (*Tick applicable box*)

YES NO

v) Specify, by ticking the appropriate box, if subcontracting with an enterprise in terms of Preferential Procurement Regulations,2017:

Designated Group: An EME or QSE which is at last 51% owned by:	EME √	QSE √
Black people		
Black people who are youth		
Black people who are women		
Black people with disabilities		
Black people living in rural or underdeveloped areas or townships		
Cooperative owned by black people		
Black people who are military veterans		
OR		
Any EME		
Any QSF		

8.	DECLARATION WITH REGARD TO COMPANY/FIRM	
8.1	Name company/firm:	of
	Page 3 of 5	

8.2	VAT	gistration
	number:	
8.3	Company renumber:	gistration
8.4	TYPE OF COMPANY/ FIRM	
	 □ Partnership/Joint Venture / Consortium □ One person business/sole propriety □ Close corporation □ Company □ (Pty) Limited [TICK APPLICABLE BOX] 	
8.5	DESCRIBE PRINCIPAL BUSINESS ACTIVITIES	
0.6		
8.6	COMPANY CLASSIFICATION	
	 Manufacturer Supplier Professional service provider Other service providers, e.g. transporter, etc. [TICK APPLICABLE BOX] 	
8.7	Total number of years the company/firm has been in business:	
8.8	I/we, the undersigned, who is / are duly authorised to do so on behat company/firm, certify that the points claimed, based on the B-BBE status contributor indicated in paragraphs 1.4 and 6.1 of the foregoing certificate, que company/ firm for the preference(s) shown and I / we acknowledge that:	s level of
	i) The information furnished is true and correct;	
	 The preference points claimed are in accordance with the General Con- indicated in paragraph 1 of this form; 	ditions as
	 iii) In the event of a contract being awarded as a result of points claimed as paragraphs 1.4 and 6.1, the contractor may be required to furnish doc proof to the satisfaction of the purchaser that the claims are correct; 	
	iv) If the B-BBEE status level of contributor has been claimed or obtain	ned on a

(a) disqualify the person from the bidding process;

purchaser may, in addition to any other remedy it may have -

(b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;

fraudulent basis or any of the conditions of contract have not been fulfilled, the

(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 bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted by the National Treasury 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.

WITNESSES	
1	SIGNATURE(S) OF BIDDERS(S)
2	DATE: ADDRESS



Bylsbridge Office Park Building 14| Block D | 11 Bylsbridge Boulevard T+27 12 748 9600 Cnr Jean Ave and Olievenhoutbosch Road | Centurion | 0157 PO Box 11011 | Zwartkop | 0051

F +27 12 748 9791 E helpline@sefa.org.za www.sefa.org.za

Dear Prospective Bidders

sefa takes a zero-tolerance approach to fraud, corruption and bribery.

sefa is committed to acting fairly, with integrity, in all its' relationships and business dealings both internally and externally (with its suppliers, contractors and other stakeholders).

Please note that under no circumstances will **sefa** ever require any payment to secure an award of an RFQ or a tender. Individuals that claim that an upfront payment to an individual, third party or a **sefa** official, is a blatant attempt at defrauding suppliers and such a scam must immediately be reported to the **sefa** Anti-Corruption line. **sefa** follows a fair, competitive and transparent procurement process in evaluating and awarding bids.

Should you or anyone wish to report any suspected fraud, corruption or bribery, you can BLOW the whistle by calling a free hotline on 0800 000 663

