



REQUEST TO QUOTE FOR SERVICE PROVIDERS TO SUBMIT A QUOTATION TO PROVIDE MEDIA MONITORING SERVICES FOR IZIKO MUSEUMS OF SOUTH AFRICA

Reference Number	IZIKO_ADV RFQ_2023/07/03
Description	REQUEST TO QUOTE FOR SERVICE PROVIDERS TO SUBMIT A QUOTATION TO PROVIDE MEDIA MONITORING SERVICES FOR IZIKO MUSEUMS OF SOUTH AFRICA
Address	Iziko South African Museum, 25 Queen Victoria Street, Cape Town, 8001
Attention	Noleen Donson and Siphamandla Oupa
Closing date and time for submission	12 July 2023
Method of delivery	Quotes / Proposals, and accompanying documentation, must be emailed to (SCM) 021 481 3917: ndonson@iziko.org.za and soupa@iziko.org.za
Technical enquiries	Ms Melody Kleinsmith (PR & Communications Department) Direct Line: +27 (0) 21 481 3838 mkleinsmith@iziko.org.za

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1. Introduction

Iziko Museums of South Africa (Iziko) is a schedule 3A public entity (non-profit) and operates 11 national Museums, a Planetarium and Digital Dome, the Social History Centre and the collection specific libraries in Cape Town. The Museums that make up Iziko each have their own history and character presenting extensive art, social and natural collections which reflect our diverse African heritage.

2. Scope of work

Iziko requires the services of a media monitoring agency/service provider to provide comprehensive media monitoring services for a 12-month period. The service should include the monitoring of national, regional and community print, broadcast and online platforms, as well as international media. The media monitoring service must be at a fixed monthly rate from the commencement of the contract period. This may include a backdated search for **the period or one or two months prior** to the commencement of the contract period.

Iziko Museums is a diverse cultural heritage institution requiring flexible keywords that can be changed and updated from time-to-time. The main categories can be grouped in terms of the following: the museum sites, exhibitions (both temporary and permanent); researchers and key staff; programmes; project initiatives and campaigns.

Iziko requires a combination of daily media updates, as well as monthly summary reports and clippings. These press cuttings must include national, regional and community media from across all platforms, including broadcast media, which can be downloadable and stored.

Cost for access to the media gateway to download articles, video and sound clips for the duration of the contract for ten (10) Iziko employees must be included.

2.1 Keyword Tracking

Iziko must have flexible keyword options and the ability to alter, amend and update them as and when needed. In the hope for accurate tracking of brand mentions and due to the somewhat generic nature of our chosen keywords, source information must be geographically specific. Most Iziko sites are located within the Cape Town city limits, except for Groot Constantia Manor House, which is in the Groot Constantia Estate.

The Museum sites:

The Iziko South African Museum – more commonly referred to as the South African Museum; the Iziko South African National Gallery – more commonly referred to as the South African National Gallery or the National Gallery (South Africa specific); the Iziko Planetarium and Digital Dome – more commonly referred to as the Planetarium; the Iziko Slave Lodge – more commonly referred to as the Slave Lodge or Cultural History Museum (in Cape Town, South Africa); The Iziko Bo Kaap Museum –

more commonly referred to as the Bo Kaap Museum; the Groot Constantia Manor house is referred to as the Groot Constantia Museum; the Michaelis Collection at the Old Town House – more commonly referred to as the Old Town House; the William Fehr Collection at the Castle of Good Hope – more commonly referred to as the Castle, or the Castle of Good Hope; The William Fehr Collection at the Rust en Vreugd House – more commonly referred to as Rust en Vreugd; the Iziko Social History Centre – commonly referred to as the Social History Centre; and the Iziko Maritime Centre – more commonly referred to as the Maritime Centre.

Ensure that when tracking Iziko it should in relation to museums mentioned and staff. Castle of Good Hope must only be museum and exhibition related and not concerts/entertainment.

Exhibitions

Iziko Museums hosts a series of permanent and temporary exhibitions which changes from time to time. The names of these permanent exhibitions could be included in a standing grouping. Furthermore, Iziko requires the flexibility to change the keyword requirement in terms of temporary exhibitions, for the period that it's on show.

Campaigns and Commemorative Days

Annually Iziko also hosts at least six major Campaigns: International Museum Day (May); school holiday Campaigns; the in_HERIT Festival (September); Science Week, Marine Week (October); and Celebrate Summer (December to February) amongst others.

Iziko also celebrates South African commemorative days: Human Rights Day (21 March); Freedom Day (27 April); Africa Day (25 May); Youth Day (16 June); Mandela Day (18 July); Woman's Day (9 August); Heritage Day (part of the in_herit Festival), National Aids awareness Day and Emancipation Day (1 December); and Reconciliation Day (16 December).

Staff

These include the names of Iziko's executive, department directors, as well as researchers and curators.

3. Requirements

The service providers must submit the following documents, **in the same order that they are listed in the table below.**

The proposal should include the following mandatory documents:

#	Mandatory documents to be submitted in the order as indicated below
1	<p>Detailed pricing structure must include:</p> <ul style="list-style-type: none"> • A company profile with a detailed fixed pricing structure of the services offering • An approach to providing the services and how it would be managed • Samples of report formats • Options with annual costs and costs per month

	<ul style="list-style-type: none"> Cost of access per person to the gateway or as a collective
2	Evidence of past experience with government departments and or public entities, including contactable references at institutions.
3	Valid B-BBEE Verification from a Verification Agency accredited by the South African National Accreditation Systems (SANAS) or a Registered Auditor approved by the Independent Regulatory Board of Auditors (IRBA) or sworn affidavit or certificate issued by CIPC confirming the exempt micro enterprise's annual turnover and level black ownership.
4	Proof that the supplier is registered with the Central Supplier Database (CSD) – Central Supplier Database Report – with supplier number and company details (www.csd.gov.za).
5	Confidentiality and non-disclosure agreement – Annexure C
6	Appendix A – Media Monitoring service providers Functionality document
7	SBD 4 – Declaration of interest (attached, to be completed and submitted)
8	SBD 6.1 Preference Points Claim Form In Terms Of The Preferential Procurement Regulations 2022

Note: Failure to supply any of the compliance documents stipulated may lead to the quote not being considered.

4. Preference Points Claim

SBD 6.1 Preference Points Claim form in terms of the Preferential Procurement Regulations of 2022. The points are allocated as follows:

Table 5: Specific Goals allocated points.

	SPECIFIC GOALS ALLOCATED POINTS	PREFERENCE POINTS (80/20) ≥R50 MIL	Evidence
	<ul style="list-style-type: none"> <u>Persons, or categories of persons, historically disadvantaged- (HDI) by unfair discrimination on the basis of</u> 		
2	Race are black persons (ownership)* More than 50% black ownership = 20 points Less than 50% black ownership = 10 points 0% black ownership = 0 points	20	<ul style="list-style-type: none"> Proof of B-BBEE certificate; Company Registration Certification Identification Documentation. CSD report

6. Functionality Criteria / Proposal Evaluation

Service providers that do not score more than 60% for functionality will not be eligible for the 80/20 preferential point scoring.

Rating: 1 = Poor 2 = Average 3 = Good 4 = Very Good 5 = Excellent

#	CRITERIA	WEIGHTS
1	<ul style="list-style-type: none"> Evidence of past experience with government departments and or public entities, including contactable references at institutions. 	15
2	Range/Extent of coverage and reach of monitoring service. This should make mention of: <ul style="list-style-type: none"> Community, regional, national and international coverage; Print media, broadcast media, online media coverage, podcast, and subscription-based publication (ensure that we have access of the whole article without subscribing). Which social media platforms are tracked (ie Facebook, Twitter, Instagram, LinkedIn, Tumblr, Google+, YouTube, Wikipedia). Social media monitoring. 	20
3	Functionality and ease of use of the access platform. This should make mention of: <ul style="list-style-type: none"> How tracking is communicated/shared with client (ie if it is shared in a newsletter, an excel spreadsheet, an interactive dashboard); The frequency of this communication. 	15
4	Reporting and clipping format, <ul style="list-style-type: none"> Including Advertising Value Equivalent (AVE) and sentiment specification (Please include a sample). Create comprehensive reports: Monitor unlimited keywords across all channels; customize email alerts to get real-time notifications; create dashboards and benchmark against competitors; easily share relevant content and reports with stakeholders; translate content with the click of a button; Export results to Excel and other reporting formats. Creating Media book. 	15
5	Flexibility, change and updating of keyword/service.	10
6	Frequency Alert Media to be monitored	10
7	Training and support	15

7. PRICING ON QUOTATIONS

Price must be stated in South African Rand (incl. VAT) if registered for VAT.

8. VALIDITY PERIOD OF QUOTATION

Quotations shall be valid for a minimum period of sixty (60) days calculated from the closing date of the request to quote.

9. Preferential Point System – B-BBEE

Iziko will apply the 80/20 preferential point system to the submitted proposals.

10. Formal Contract

This quotation and appended documentation read together form the basis for an agreement to be negotiated and concluded in a formal contract between Iziko and the preferred service provider. A mere offer and acceptance shall not constitute a formal contract of any nature for any purpose between Iziko and the preferred provider.

11. References

Please supply contactable details of clients for reference purposes.

12. CLOSING DATE FOR SUBMISSIONS

The closing date is 12 July 2023.

Proposals must be submitted via email or hand delivered or couriered/posted to Iziko.

Proposals that are submitted via email must be addressed to: ndonson@iziko.org.za and soupa@iziko.org.za

ENQUIRIES

Technical Requirements:

Please contact the Marketing and Communications Manager, Ms Melody Kleinsmith, at mkleinsmith@iziko.org.za or on 021 481 3861.

Supply Chain Management:

Please contact soupa@iziko.org.za or ndonson@iziko.org.za