

Terms of Reference

Appointment of a service provider to undertake the placement and implementation of advertising in various advertising platforms for the duration of 8 months.

RFP Number	ASA 17/09/2022
Date of issue	20/09/2022
Bid Closing date	26/09/2022
Closing Time	12:00pm
Submissions	Mmosha@agrement.co.za

1. TECHNICAL ENQUIRIES MAY BE DIRECTED TO:

Marketing Official

Mr Vukosi Mathale

063 792 6763

vmathale@agrement.co.za

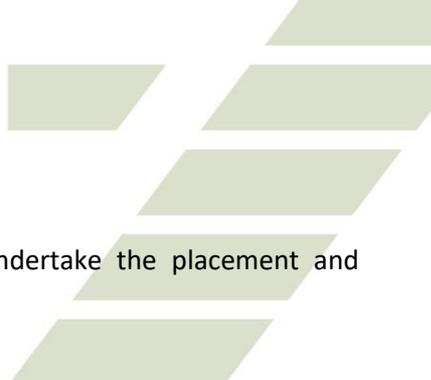
2. SUPPLY CHAIN MANAGEMENT ENQUIRIES MAY BE DIRECTED TO:

Procurement Official

Mr Moloko Mosha

076 967 2415

Mmosha@agrement.co.za



3. Introduction

Agrément South Africa requires a suitably qualified supplier to undertake the placement and implementation of advertising in various advertising platforms.

4. Background

Agrément South Africa was established in 1969 and has been operating within the CSIR under the auspices of its Built Environment Unit. In December 2015, Agrément South Africa was recognized an independent agency to bring an impartial judgement to the evaluation of innovative construction products and systems in the interest of the consumer and the construction industry at large.

The Agrément South Africa Act was accented to by the Honourable President of the Republic of South Africa as Act No 11 of 2015 from 1 April 2017. Agrément South Africa being established as a Schedule 3A entity from 1 April 2017, were previously it was transferred to CSIR being a Schedule 3B entity with a staff compliment of 37 employees. The entity operates under a delegation of authority from the Minister of Public Works.

The main objectives are:

- To provide assurance of fitness-for-purpose of non-standard construction related products and systems to specifiers and users.
- To support and promote the process of integrated socio-economic development in the Republic as it relates to the construction industry.
- To support and promote the introduction and use of certified non-standardised construction related products or systems in the local or international market.
- To support policy makers in minimizing the risk associated with the use of non-standard construction related product or system; and
- To be an impartial and internationally acknowledged South African center for assessment and confirmation of fitness-for-purpose of non-standard construction related products or systems.

5. Purpose

The Agrément South Africa will request items from the Scope of Work on an as and when required basis over a period of approximately 6 months to the maximum value of the purchase order.

6. Scope of services

- a. The service provider must render the following:
 - 2 x ½ page ads in professional Magazines (Relevant to Build Environment)
 - 2 x radio campaign (30 sec slots per campaign) on regional radio stations)

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- 2 x TV Interview
- 3 x Exhibitions (Relevant to Build Environment in different provinces)
- 1 x Billboard (4m (h) x 16m (w) (64m²))

7. Submission of proposal, without the following you will be automatically disqualified:

- Quote/Pricing.
- The company must be registered on Central Supplier Database (CSD). It must be noted that no contract with a service provider will be entered if such service provider is not registered on the CSD.
- Valid B-BBEE Certificate or Sworn Affidavit (If Copy must be certified) failure to submit will result in no points awarded however you will not be disqualified.
- Completed and signed standard bidding documents, SBD 4, SBD 6.1, SBD 8, and SBD 9.
- Signed General conditions of Contract.

8. Review procedures

The service provider must be able to provide a report in respect of work done,

9. Duration of the services

The appointed service provider will undertake the placement and implementation of advertising in various advertising platforms from the Scope of Work on an as and when required basis over a period of approximately 6 months to the maximum value of the purchase order.

10. Pricing schedule

Description of services	Price (R)
2 x ½ page ads in professional Magazines (Relevant to Build Environment)	
2 x radio campaign (30 sec slots per campaign) on regional radio stations)	
2 x TV Interview	
3 x Exhibitions (Relevant to Build Environment in different provinces)	
1 x Billboard (4m (h) x 16m (w) (64m ²))	
VAT	
Total (Including VAT)	



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