



Western Cape
Government

FOR YOU

Department of the Premier

NON-COMPULSORY BRIEFING SESSION

FMA 0001-2025/26

**THE PROCUREMENT OF RECRUITMENT ADVERTISING SERVICE TO THE WESTERN CAPE
GOVERNMENT FOR A PERIOD OF THREE (3) YEARS**

**26 MAY 2025 at
10H05 via MS Teams**

Session will start at **10H05**

BRIEFING PROCEEDINGS

- Bidder's present need to state their name, company they representing and an e-mail address in the **chat box feature** (liaison person).
- Meeting will be recorded with transcribed via MS Teams.
- Questions, answers and the presentation will be e-mailed to all present.
- Questions must be asked at the end of the presentation.
- One (1) representative per Bidding company present must state their name, the Bidding company they are representing, an e-mail address, and contact number in the chat box feature (liaison person).
- Bidders may populate their questions in the chat box during the presentation and answers will be addressed during the Q&A session.
- When populating questions in the chat box, bidders are required to state their name and Bidding company in representation.
- Bidders are requested to acknowledge the message in the chat box feature that the bidder has read and understands it, using a thumbs up 👍.

AGENDA

1. Purpose and Contract Period
2. Background
3. Scope Outline
4. Bidder Requirements
5. SCM process outlined
6. Closing date
7. Questions and Answers

PURPOSE

1. The Department of the Premier wishes to invite potential bidders to submit a bid for the procurement of a **RECRUITMENT ADVERTISING SERVICE** for the **WESTERN CAPE GOVERNMENT** for a period up to 36 months.
2. These services would be required based on demand and as the needs within the Western Cape Government dictate.
3. Bidders must deliver the above services for the period of 3 years (36 months).
4. This non-compulsory briefing session is to clarify and outline the expectations of the required service.
5. The purpose of this session is to answer any questions that potential bidders may have in relation to the bid specifications.

BACKGROUND

1. The recruitment and selection processes are managed by the Chief Directorate: People Management Practices (PMP) which is a business unit under the Corporate Services Centre (CSC) - a central unit that renders corporate services to 11 WCG departments, excluding Departments of Health and Wellness and Education.
2. The service required is for the design, publication and where required translation of advertisements in the print/social media and career websites. It excludes any other recruitment, selection and appointment processes.
3. The Western Cape Government communication and branding strategy is managed under the Corporate Communications functional area, while recruitment advertising is managed by the Chief Directorate People Management Practices, both areas are within the Department of the Premier. Recruitment advertising must comply with the WCG branding requirements. In most cases only abridged advertisements are published in printed media, pointing the reader to the website of the Western Cape Government where the detailed job advertisements would appear.
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5. The aim of this bid is to procure a new Service Provider, to provide recruitment advertising services as from 01 September 2025.

SCOPE: OF ADVERTISING SERVICES

SCOPE OF SERVICE

SERVICE

1. The Scope includes the provision of recruitment advertising services to the Directorate: Recruitment and Selection, a directorate within the Department of the Premier (DOTP), which facilitates recruitment services on behalf of 11 WCG Departments.
2. An estimated number of 1000 positions are advertised annually, using national, local and community-based newspapers as well as websites of certain professional bodies.
3. Publication of advertisements are scheduled on a bi-weekly basis, and special advertisements may be requested.

SCOPE OF SERVICE-CONTINUES

3.1 The specific scope of work to be conducted by the appointed Service Provider will be:

3.1.1 Media buying,

3.1.2 Design (in line with the WGC brand manual) and placement of advertisements,

3.1.3 Annual rate negotiations, and

3.1.4 Translating advertisements from English to Afrikaans or isiXhosa.

3.2 The successful bidder must advise on the best external media advertising option based on market research, including social media platforms and Artificial Intelligence Platforms that will allow the WCG to precisely target their desired audience. The successful bidder must utilise an Application Tracking System to identify advertisement platforms

SCOPE OF SERVICE-CONTINUES

3.3 The Western Cape Government is compelled to place advertisements in the Department of Public Service and Administration (DPSA) Vacancy Bulletin, and the facilitation of these advertisements is excluded from the scope of this bid.

3.4 The Department may choose to advertise generic or administrative posts on its e-recruit portal only, and to exclude such posts from the advertising service.

BIDDER REQUIERMENTS

4. Each Bidder must have a minimum of two years' recruitment advertising experience and theoretical knowledge:

4.1 Theoretical knowledge refers to Advertising theories (consumer behaviour).

4.2 Media Planning Principles (appropriate media for placement).

5. Market Segmentation (effective reach for specific audience) of recruitment advertising by providing :

5.1 a minimum of two contactable references, using the Contactable Reference List template attached hereto as hereto as Annexure A, which references must be able to provide information on relevant projects undertaken by the bidder concerned in the past; and

5.2 an original reference letter (on an official business letterhead signed by an authorised representative at management level) from each contactable reference that is cited in Annexure A that details in full the matters set out below:

BIDDER REQUIERMENTS CONTINUE

- Registered name of enterprise/organisation for which the services were undertaken
- Full name of contact person
- Telephone number and email address for the said contact person
- Project name
- Project deliverables
- Project start date and duration
- Approximate project value (in Rands)
- Project status (i.e. completed/in progress/unfinished)
- Customer satisfaction level of the enterprise/organisation concerned (i.e. unsatisfied/somewhat satisfied/fully satisfied/exceeded expectations)

BIDDER REQUIERMENTS CONTINUE

5.3 in the absence of an original reference letter for each contactable reference that is cited in Annexure A, a sworn affidavit deposed to by an authorised representative of the bidder concerned (in the format set out in Annexure B hereto) for each contactable reference that does not or cannot provide a reference letter, which sworn affidavit must comply with the requirements set out below. This sworn affidavit is only required where a reference letter cannot be provided.

5.4 Each original reference letter or sworn affidavit provided (as the case may be) must at least detail the following in relation to services rendered by the bidder in the past:

5.5 The Department prefers that bidders allocate a unique reference number (e.g. CR01) to each reference letter and each sworn affidavit provided and include such a reference number for the corresponding enterprise/organisation in Annexure A so that it is easy to match reference letters and sworn affidavits with contactable references. No reference letters and sworn affidavits will be accepted after the closing date and time for the submission of bids.

To be included in the bid proposal.

BIDDER REQUIERMENTS CONTINUE

5.6 The bidder must provide evidence of job advertisement/placement in the form of screenshots, PDF, or publication clips for 3 online media and 3 printed media in any of the below listed advertisement sources, printed, online, radio, social media, national/international websites:

- Printed/Social Media:
 - Argus Weekend
 - Cape Times
 - Eikestadnuus
 - George Herald
 - JOBCRYSTAL (PTY)LTD
 - Ons Kontrei
 - www.engineeringnews.co.za
 - Rapport/City Press
 - www.cifa.org.za
 - Career Junction (Pty) Ltd
 - Peoples Post Woodstock/Maitland
 - Tygerburger- Bellville
- Tygerburger Kraaifontein, Elsiesriver
- Rapport/City Press Combination
- Indeed
- Glassdoor
- LinkedIn

Supply Chain Management Process Outlined

BID DOCUMENT

Cover Page

INVITATION TO BID: FMA 0001-2025/26

VALIDITY PERIOD OF BID OFFER: 90 DAYS FROM CLOSING DATE

DEPARTMENT OF THE PREMIER WISHES TO INVITE POTENTIAL BIDDERS TO SUBMIT A BID FOR PROCUREMENT OF AN RECRUITMENT ADVERTISING SERVICE TO THE WCG FOR A PERIOD OF UP 6 (THIRTY-SIX) MONTHS.

NUMBER: FMA 0001-2025/26

Contract person: Ferdinand Gerber

Period of advertisement: 20 May 2025

Compulsory Briefing Session: 26 May 2025 @ 10H00am via Microsoft Teams (Online Application)

To participate, potential Bidders must ensure that an e-mail address (representative) is sent to. Jade.Haupt@westerncape.gov.za on or before Friday 23 May 2025 at 15H00.

NB! Microsoft Teams Application needs to be installed on the relevant platform in order to participate (e.g. Cell Phone, Laptop and or Desktop).

Closing Date of advertisement: 11 June 2025 @11:00am

Bid offers shall not be admitted for consideration.

Bidders to note that should the Bid document be too big to fit into the Bid Box, to please contact the wing Supply Chain Management official/s who will ensure that bid documents get deposited into the box before the closing date and time: Jade Haupt/ Kim-Leigh February 021 483 3578/ 021 483 3584

Unopened and signed (in ink) bid documents must be submitted on the official bid forms and may not be re-

Unopened and signed (in ink) bid documents if posted must be addressed to:

Director, Supply Chain Management and Administration, P.O. Box 659 Cape Town, 8000 and sufficient time must be allowed for the delivery of the bid to the offices of SCM, situated in 7 Wale Street, Cape Town.

LOCATED IN THE DEPARTMENT OF THE PREMIER TENDER BOX SITUATED ON THE GROUND FLOOR (ENTRANCE) OF NO. 4 DORP STREET, CAPE TOWN (CNR KEEROM AND DORP STREET) before the closing of the bid.

Bids will be regarded as late if received after the closing time of the bid.

The Department of the Premier (DotP) reserves the right to cancel the bid at any stage of the process.

PRICES MUST BE QUOTED IN RSA CURRENCY AND MUST BE INCLUSIVE OF VAT.

Service provider/s must comply with the conditions for the processing of personal information as prescribed by the Protection of Personal Information Act, No 4 of 2013 (POPI). The service provider/s is required to provide the WCG with a certificate confirming that the personal information provided to the service provider/s by the WCG has been protected.

The bid is subject to the Preferential Procurement Policy Framework Act and the Preferential Procurement Regulations, the General Conditions of Contract (GCC) and any other Conditions and or Special Conditions of Contract that are stipulated in the requirement. Bidder's attention is drawn to the fact that amendments to any of the Bid conditions or setting of counter conditions by bidders may result in the invalidation of such bids.

A successful bidder will be required to sign a written contract form within 7 days after the award of the bid.

WCBD 1 FORM – Invitation to Bid

1. BID SUBMISSION:
1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED – (NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.
1.3. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
1.4. THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (WCBD7).
2. TAX COMPLIANCE REQUIREMENTS
2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
2.2 BIDDERS 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.
2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) OR PIN MAY ALSO BE MADE VIA E-FILING THROUGH THE WEBSITE WWW.SARS.GOV.ZA .
2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE WITH TOGETHER WITH THE BID.
2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE AND CSD NUMBER AS MENTIONED IN 2.3 ABOVE.
2.6 WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."
NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID

SIGNATURE OF BIDDER:

CAPACITY UNDER WHICH THIS BID IS SIGNED:
(Proof of authority must be submitted [e.g.](#) company resolution)

DATE:

Proof of Authority /Resolution Letter

TWILIGHT SAGA (PTY) LTD

1234 Nimble Way
Cape Town
South Africa
80001

Board Resolution Letter

Board of Directors: Mr.Jacob Black
Ms.Alice Cullen
Mr. Jasper Hale

Resolution Passed at the meeting of the board of directors of Twilight Saga (Pty)Ltd held
on 15 May 2024 at 1234 Nimble Way Cape Town.

Resolved that the company has authorised Ms. Bella Swan and Mr Edward Cullen and is
hereby authorised to sign all documents on behalf of:

Twilight Saga (Pty)Ltd

Signed on behalf of the board: Jacob Black
(Mr.Jacob Black)

Signed on behalf of the board: Alice Cullen
(Ms.Alice Cullen)

Signed on behalf of the board: Jasper Hale
(Mr.Jasper Hale)

WCBD 4- Declaration of Interest

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.

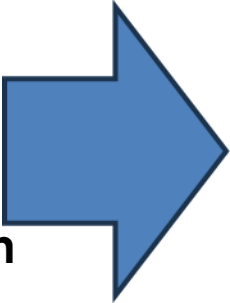
SECTION A DETAILS OF THE ENTITY	
CSD Registration Number	MAAA
Name of the Entity	
Entity registration Number (where applicable)	
Entity Type	
Tax Reference Number	

Full details of directors, shareholder, member, partner, trustee, sole proprietor or any persons having a controlling interest with a right or entitlement to share in profits, revenue or assets of the entity should be disclosed in the Table A below.

TABLE A

FULL NAME	DESIGNATION (Where a director is a shareholder, both should be confirmed)	IDENTITY NUMBER	PERSONAL TAX REFERENCE NO.	PERCENTAGE INTEREST IN THE ENTITY

Directors on the WCBD 4 form need to correspond to the directors listed on the CSD Report



DIRECTORS/MEMBERS/OWNERS INFORMATION			
DIRECTOR/MEMBER 1			
Director type	Director	Owner	No
Director status	Active	Created by	
Name(s)		Created date	
Surname		Edit by	
Country	South Africa	Edit date	
Identification type	South African Identification Number	Restricted Supplier	No
South African identification number		Restriction Last Verification Date	
Work permit	0000000	Government Employee	No
Appointment date		Government Employee Last Verification Date	
Email address		SA identification number Verified	Yes
Cellphone number	000 000 0000	SA identification number verification date	
		Companies involved in	

SECTION D: DULY AUTHORISED REPRESENTATIVE TO DEPOSE TO AFFIDAVIT

This form must be signed by a duly authorised representative of the entity in the presence of a commissioner of oaths.

I, hereby swear/affirm;

i. that the information disclosed above is true and accurate;

ii. that I have read understand the content of the document;

iii. that I have arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor.

iv. that the entity undertakes to independently arrive at any offer at any time to the Institution without any consultation, communication, agreement or arrangement with any competitor. In addition, that there will be no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specification, 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;

v. that the entity or its representative are aware of and undertakes not to disclose the terms of any bid, formal or informal, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract; and

vi. that there have been no consultations, communications, agreements or arrangements made with any official of the procuring 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 that my entity was not involved in the drafting of the specifications or terms of reference for this bid.

.....

DULY AUTHORISED REPRESENTATIVE'S SIGNATURE

WCBD 4- Declaration of Interest Page 8

I certify that before administering the oath/affirmation I asked the deponent the following questions and wrote down his/her answers in his/her presence:

- 1.1 Do you know and understand the contents of the declaration? ANSWER:
- 1.2 Do you have any objection to taking the prescribed oath? ANSWER:
- 1.3 Do you consider the prescribed oath to be binding on your conscience? ANSWER:.....
- 1.4 Do you want to make an affirmation? ANSWER:
- 2. I certify that the deponent has acknowledged that he/she knows and understands the contents of this declaration, which was sworn to/affirmed and the deponent's signature/thumbprint/mark was place thereon in my presence.

.....
SIGNATURE FULL NAMES Commissioner of Oaths

Designation (rank) ex officio: Republic of South Africa

Date:..... Place

Business Address:
.....

EVALUATION: PHASE 1

Phase 1(a): Compulsory Conditions of Bid (Par. 6)

Only bid offers that comply with all compulsory requirements of the bid will be eligible for migration to Phase 1 (b) of the evaluation process.

Bid **FMA 0001-2025/26** refer to stamped pages **000025 to 000032. These pages must also be signed by the bidder.**

Bid documentation must be supported with evidence for all the requirements indicated in compulsory requirements.

EVALUATION: PHASE 1

Phase 1(b): Conditions of Contract (Par. 7)

Only bid offers that agree to all conditions of contract will be eligible for migration to Phase 2 of the evaluation process.

Bid **FMA 0001-2025/26** refer to stamped pages **000033** to **000039**.

Bid documentation must be supported with evidence for all the requirements indicated in compulsory requirements.

EVALUATION: PHASE 2

Phase 2: Pricing and BBBEE

Bid **FMA 0001-2025/26** refer to stamped page **000038**.

Note:

- The price evaluation will be done on the total cost for the 3-year period as per Primary Services Quoted and specified in Pricing Schedule WCBD 3.3.
- The WCG is allowed to negotiate rates prior to the award of the bid.
- The bid will be evaluated on the 80/20 principle as follows:
 - PPPFA/BBBEE scoring - 20
 - Price scoring - 80

CLOSING DATE AND TIME DETAILS

CLOSING DATE: **11 June 2025**
TIME: **11H00 AM**

DEPOSITED IN THE DEPARTMENT OF THE PREMIER TENDER BOX SITUATED ON THE GROUND FLOOR (ENTRANCE) OF NO. 4 DORP STREET, CAPE TOWN (CNR KEEROM AND DORP STREET) before the closing time of the bid.

Bid/s will be regarded as late if received after the closing time of the bid.

CONTACTABLE INFORMATION

All requests for clarification and/or any queries in relation to the Technical requirements and Supply Chain Management must be submitted to:

Mr. Jade Haupt – Jade.Haupt@westerncape.gov.za

Mr. John Van Der Vent - John.Vandervent@westerncape.gov.za

Mr. Ferdinand Gerber– ferdinand.gerber@westerncape.gov.za

Any further questions w.r.t Supply Chain Management or assistance to bid portfolio should be communicated via e-mail before Wednesday 28 May at 15H00.

The Presentation and Minutes will be communicated via e-mail to all Bidders present before end of business Friday 30 May at 15H00.

Q & A

Please raise your hand 🖐️, once acknowledged, state your name and Bidding company in representation

Thank you