

**THE PUBLIC SERVICE SECTOR EDUCATION TRAINING
AUTHORITY**

**TERMS OF REFERENCE (ToR) FOR THE APPOINTMENT OF A
SERVICE PROVIDER TO PROVIDE GRAPHIC DESIGN SERVICES
FOR THE PUBLIC SERVICE EDUCATION AND TRAINING
AUTHORITY**

QUOTATION NUMBER: RFP/2021/001210

CLOSING DATE: 11 JUNE 2025

CLOSING TIME: 11:00

No late applications will be accepted

1. INTRODUCTION

- 1.1. The Public Service Sector Education and Training Authority (PSETA) is established in terms of section 9(1) and (2) of the Skills Development Act (Act No. 97 of 1998 as amended). The Skills Development Act is the enabling legislation and guides PSETA operations as a Sector Education and Training Authority (SETA), as set out in section 10 of the Act.

2. BACKGROUND & CONTEXT

- 2.1 The PSETA seeks to appoint a service provider for the provision of design and layout services for the 2025 Annual Report and three (3) editions of the newsletters. The purpose is to appoint a suitable, qualified, experienced and competent service provider to provide content editing & proofreading.

3. OBJECTIVES OF THE EDITING ASSIGNMENT

- Present financial and operational data in a clear, digestible format.
- Use consistent typography, spacing, and hierarchy.
- Reflect the organisation's identity through colours, fonts, and imagery.
- Incorporate charts, graphs, and infographics to simplify complex data.
- Ensure visuals are accurate and easy to interpret.
- Design for readability on both desktop and mobile devices.
- Use responsive layouts and scalable fonts/images.

4. SCOPE OF WORK

1) Annual report specifications:

Full colour; 125 pages; design elements that are futuristic and in line with the Corporate Identity manual; costing must include three concepts to choose from; final product must be in a print ready version; digital lookbook/flipbook & PDF; The project must be completed by 15 August and only service providers who have the capacity to meet this deadline may respond.

- 2) Design layout of the PSETA X3 editions of the Quarterly Newsletter. Specifications:
Develop three concepts; do layout design; full colour; final product must be in a print-ready version; digital lookbook/flipbook & PDF.

5. DELIVERABLES

- **Editable source files** (e.g., Adobe InDesign, Illustrator, Photoshop).
- **Print-ready files** (PDF/X-1a or similar format).
- **Web-optimised versions** (e.g., compressed PDFs, PNGs, JPEGs).
- **Responsive design assets** for digital newsletters

6. ANNUAL REPORT TIMELINE

Activity	Deadline
Submission of the three concepts	23 June 2025
Layout & design	Seven working days from concept approval
Final edits and submission	5 working days post-feedback
Pre-publication review	2 working days before print

Note: Final report must be ready for submission by 15 August 2025.

- *The newsletters will be published quarterly. July, October & December.*

7. QUALITY AND REPORTING REQUIREMENTS

- 7.1 To manage the budget, the service provider will submit the cost per delivery as and when a task is required to the Stakeholder Management and Communication Manager.

8. INTELLECTUAL PROPERTY

- 8.1. All the information derived from this assignment will remain the property of the South African Government. This includes data gathering tools, raw data and all reports. Publication of any information from this assignment is prohibited unless permission to cite the findings is approved by the PSETA.

9. COSTING

- 9.1 A cost analysis must be provided to cover the full project amount. The proposed project pricing must be all-inclusive (i.e., including professional fees, venue hire, travel expenses, disbursements, and VAT). The PSETA requires a breakdown of rates on any of the items priced, and service providers are required to provide the same after contracting when submitting invoices for service rendered. PSETA reserves the right to negotiate the quotation submitted.

10. PROPOSAL EVALUATION AND APPOINTMENT OF SERVICE PROVIDER

- 10.1 The proposals will be evaluated on the 80/20 principle, with 80 points allocated for price and 20 points allocated for specific goals once the minimum functionality criteria are met. The evaluation will be based on:

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Phase 1: Functionality Evaluation		
Phase 2: Preferential Point System		Points
Price		80
Special goals		20
Black-owned company	8	
Women	4	
Youth	5	
Disability	3	
Total		100

11. FORMAT OF THE BID SUBMISSION

11.1. Company profile indicating all the requirements as per the evaluation criteria.

11.2. Track record and experience

11.3. Submission of all applicable documents as indicated below:

- Certified copy of doctor's certification with medical practice number(in order claim points for disability as per SBD 6.1)
- Certified copies of the director's ID document (to claim points as per SBD 6.1)
- Certified copy of BB-BEE certificate or sworn affidavit
- Valid Tax compliance status (TCS) PIN or proof of exemption from SARS;

- Copy of the registration document of the organisation (CIPC);
- Copy of the Central Supplier Database registration.

12. IMPORTANT MANDATORY INFORMATION FOR BIDDERS

12.1 Proposals must be submitted electronically, and the request for quotation (RFQ) number must be indicated in the subject line.

12.2 All Standard Bidding (SBD) documents must be completed and signed.

- SBD 4(each section must be fully completed)
- SBD 6.1(each section must be fully completed)
- Proof of registration on the Central Supplier Database.
- General Conditions of Contract (each page must be entailed/signed)
- Provide three reference letters that include detailed information about organisations where similar services were delivered.

NB: Failure to submit documents requested in section 12(12.2) will render the proposal disqualified.

Bid applications must be submitted to:

Ms Lungile Mokoena via email on lungilem@pseta.org.za



29 May 2025