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**TERMS OF REFERENCE FOR THE APPOINTMENT OF A PANEL OF SERVICE PROVIDERS TO RENDER MARKETING SERVICES ON BEHALF OF THE DEPARTMENT OF MINERAL RESOURCES AND ENERGY (DMRE) FOR A PERIOD OF THIRTY-SIX (36) MONTHS.**

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**1 BACKGROUND**

1.1 The Department of Mineral Resources and Energy seeks to appoint a panel of service providers to provide marketing services. The Department of Mineral Resources and Energy has a diverse target audience, ranging from Government, Industry, Business, Public Entities, Labour, general public, as well as local and international investors. The information needs for these varied target groups in terms of policies, legislation, strategies, and developing sector issues, differ. Thus, relevant marketing tools and channels are required, in implementing effective communication processes, due to the diversity of the department's target audience.

1.2 Due to the complexities and diverse nature of these duties, the appointed service providers must comply with the specifications that will be provided as and when the service is required by the Department.

**2. CONTRACT PERIOD**

2.1 The duration of this project is thirty-six (36) months from the signing of the contract with the successful service providers. The General Conditions of the Contract will also apply to the project.

**3. OBJECTIVE**

3.1 The Directorate: Corporate Communication is responsible for ensuring that communication is delivered in a planned and coordinated manner while maintaining the commitment to effective and timely communication. Thus, marketing is a primary means to create awareness of the DMRE mandate and programs to external audiences. Corporate Communication requires service providers that understand the communication environment and have specific marketing knowledge, experience, skills, and capability to provide quality marketing services.

3.2 In this regard, Corporate Communication seeks to appoint qualified service providers, who can provide turnkey solutions that should realize the following objectives:

3.3 Sustain public confidence in the department's ability to deliver on its mandate.

3.4 Build the reputation and brand of the department.

3.5 Help the public to understand the department's policies and programs.

- 3.6 Communicate the department's legislative and regulatory framework.
- 3.7 Expand the departmental brand for marketing and information purposes.
- 3.8 Improve public experience, responsiveness, and greater awareness of the DMRE brand to all the relevant stakeholders.
- 3.9 Educate the public on the DMRE services pertaining to program and projects

#### **4. SCOPE OF WORK**

- 4.1 The successful service provider(s) with the required expertise will be expected to perform the following marketing functions:
- 4.2 Develop Creative Concepts, Writing, and Marketing Strategy.
- 4.3 Social, Online, and Digital Media Campaign Development and Management (including Paid social media).
- 4.4 Multimedia Production (including, but not limited to, radio production, video production, photographic services, and graphic design).
- 4.5 Activations and Audio-Visual for Events Management.
- 4.6 Print marketing comprising layout and design, proofreading and editing corporate publications, flyers, brochures, calendars, and banners. The provision must also be made for the submission of three (3) revisions of artworks to the customer's (Directorate: Corporate Communication) satisfaction. Final copies must be submitted for approval before printing and uploading on all departmental platforms.
- 4.7 Digital marketing consists of the production of promotional video footage, script writing, infographics, podcasts, email signatures, online and social media as well as photography, digital and static billboards.
- 4.8 The service providers should be able to assist the DMRE with securing marketing placements on various platforms such as electronic and print media (online and traditional), Outdoor (digital and static), social media, etc., as per the brief that will be provided for a specific campaign.
- 4.9 Marketing services and products will be produced and implemented in line with the DMRE and the Government Communication and Information System (GCIS) corporate identity manual.
- 4.10 The service providers should be able to implement and manage marketing campaigns as well as submit post-campaign analysis and report back on the campaign performance to determine Return on Investment (ROI).
- 4.11 Service providers must be able to provide fully integrated marketing communication services as per the service indicated in paragraph **4.2**.

4.12 If there are services, as per paragraph 4.2, that are outside the strengths of the bidding agency, detailed information on how the Integrated Marketing Communications services will be provided to meet the requirements of the DMRE and its clients must be provided.

**5. DELIVERABLES OR PROJECT OUTPUT AND/OR OUTCOME**

- 5.1 The service providers are expected to render marketing services to the Department of Mineral Resources and Energy for the realization of brand consciousness and greater awareness regarding the work of the department.
- 5.2 Furthermore, the service providers should provide consistent marketing services to the Department of Mineral Resources and Energy, as and when required.
- 5.3 The Service Provider must demonstrate their presence or their ability to render services in all Nine Provinces within the Country or indicate their presence per Province.
- 5.4 The details of the project output will be outlined as and when the services are required by the Department.

**6. EVALUATION CRITERIA**

**This bid will be evaluated in four stages, i.e., functionality, mandatory requirements, administrative compliance, and point scoring system.**

**6.1 Gate 01 - Functionality**

Bidders will be scored in terms of the functional requirements indicated in the table below. The corresponding points and weightings will be used to calculate the overall score a bidder has achieved. The minimum threshold for this bid is **70%**. Bidders who score less than **70** will be disqualified. Only bidders that score **70%** or more will be considered further.

NO	Evaluation criteria	Points	Weight
1.	<b>Company Experience:</b> Bidders must have relevant experience in marketing services	14 years or more = 5 points 12 - 13 years = 4 points	<b>20</b>

	(Attach proof from contactable referees on letterhead indicating that similar service/s was/were executed)	10 to 11 years = 3 points 8 to 9 years = 2 points 6 to 7 years = 1 point Less than 6 years = 1 point	
<b>2.</b>	<b>Experience of Team Leader and Team Members:</b> (i) Team Leader must have practical experience in marketing.  <b>Team member</b> ii) Individual team members must have practical experience in marketing. (Attach comprehensive recent CV with contactable referees)	9 years or more = 5 points 8 years = 4 points 7 years = 3 points 6 years = 2 points 5 years or less = 1 point  7 years or more = 5 points 6 years = 4 points 5 years = 3 points 4 years = 2 points 3 years or less = 1 point  <b>(Experience of team members = average of the number of team members)</b>	<b>20</b>  10  10

3.	<p><b>Qualifications of Team Leader and Team Members Qualifications:</b></p> <p>(i) Team leader must have a formal tertiary qualification in Communication/ Marketing/ Media Relations recognised by SAQA (Attach certified copies of relevant qualification/s)</p> <p><b>Team member qualifications</b></p> <p>(i) Team members must have a formal tertiary qualification in communication/ Marketing/ Media Relations recognised by SAQA (Attach certified copies of relevant qualification/s).</p>	<p>NQF level 9 and above = 5 points  NQF level 8 = 4 points  NQF level 7 = 3 points  NQF level 6 = 2 points  NQF level 5 = 1 point  No qualification = 0 points</p> <p>NQF level 9 and above = 5 points  NQF level 8 = 4 points  NQF level 7 = 3 points  NQF level 6 = 2 points  NQF level 5 = 1 point  No qualification = 0 points</p>	<p><b>30</b></p> <p>15</p> <p>15</p>
<b>Total</b>			<b>70</b>

For the purpose of evaluating functionality, the following values will be applicable:

Formula;  $\frac{A}{B} \times 100 = C\%$

Where: A = Total score for the bid under consideration

B = Maximum possible score

C = Percentage score for the bid under consideration

## 6.2 Gate 02 – Mandatory requirements

The following requirements are mandatory. Bidders who do not comply with the mandatory requirements will be disqualified.

- (i) N/A

## 6.3 Gate 03 - Administrative compliance

- (i) Compliance with the specification / Terms of Reference.
- (ii) Fully completed SBDs (Duly signed and dated) listed hereunder.
  - SBD 1
  - SBD 4
  - SBD 6.1
- (iii) The following will be regarded as non-compliance.
  - Price amendments / other amendments without signature/initials.
  - Use of correctional fluid
  - Completion of the bid document in coloured ink other than black ink

## 6.4 Gate 04 – Point Scoring System

Bids will be evaluated on the 80/20 preference point system as outlined in the Preferential Procurement Regulation of 2022.

- Price points = 80
- Preferential points = 20

6.4.1 The bidder that scores the highest points in this phase will be awarded the tender.

6.4.2 Should more than one bidder score the same number of points; the award will be made to the bidder who scores more points on specific goals.

6.4.3 Should there be more than one bidder who scores the same number of points overall and the same points on specific goals, the award will be made to the bidder who scored the highest points on functionality.

6.4.4 Should there be more than one bidder who scores the same number of points in all aspects, the bid will be determined by the drawing of the lot.

6.4.5 The preferential points will be allocated in terms of the Departmental objectives on specific goals. Points allocation on specific goals are tabulated hereunder.

6.4.6 Bidders who do not submit proof (means of verification) of specific goals claimed will not qualify for preference points for specific goals.

Specific Goal	Number of points (80/20 Preference System)	Means of Verification
Enterprise owned by Black people	4	Identity documents and CIPC document
Enterprise owned by Women	4	Identity documents and CIPC document
Enterprise owned by Youth	4	Identity documents and CIPC document
Enterprise owned by disabled persons	4	Medical certification
Enterprise owned by SMMEs (QSE or EME)	4	B-BBEE certificate issued by a SANAS accredited Agency or DTIC, or Sworn affidavit

**NB:** "Ownership = 51% of the company share. Designated group/person that is part of the entity directorship but has less than 51% share = points will be calculated on a pro-rata basis in relation to the share/s held by the designated group/persons.

E.g.      Number of women directors      = 01  
              Shares owned by women            = 20%  
              Specific goal for women               = 4 points  
              Points claimable for women ownership =  $\frac{20}{100} \times 4 = 0.8$  points

100

## 7. REPORTING REQUIREMENTS

7.1 The Service Providers will report to a Project Manager in the Directorate: Corporate Communication.

## 8. ROLES AND RESPONSIBILITIES

8.1 Department will be responsible for the payment of costs within 30 days of the service being rendered.

8.2 The Service providers will be responsible for the design and production of all marketing materials and products, according to the TOR.

- 8.3 The service providers must be able to provide fully integrated marketing communication services as per the services indicated under paragraph 4.2.
- 8.4 Furthermore, the service providers will be responsible for communicating with the department, particularly the Directorate: Corporate Communication about the specifications for the marketing material, to avoid last-minute disputes and disappointments, that may hurt the quality of the products.
- 8.5 Regular consultation with the department for signoff of design/samples before printing.
- 8.6 The Service Providers will report to the Project Managers for Corporate Communication. The service providers will have to ensure that the expected outputs are completed on time and that they comply with the specific project criteria and requirements. The service providers will be required to source the required information and material for the development of the entire marketing campaigns, services, and products.
- 8.7 Access to DMRE project manager to assist with technical answers.
- The service provider will be responsible for the following:
- 8.8 The service providers are expected to render marketing services to the Department of Mineral Resources and Energy for the realization of brand consciousness and greater awareness regarding the work of the department.
- 8.9 Furthermore, the service providers should provide consistent marketing services to the Department of Mineral Resources and Energy, as and when required.
- 8.10 The Service Provider must demonstrate their presence or their ability to render services in all Nine Provinces within the Country or indicate their presence per Province.
- 8.11 The details of the project output will be outlined as and when the services are required by the Department.

## **9. CONFIDENTIALITY OF INFORMATION**

- 9.1 The names of all the members of the service provider team must be disclosed for the prior approval of DMRE. Any changes, replacements, and additions should be submitted for prior approval of DMRE.
- 9.2 All members will have to sign a Non-Disclosure Agreement before project commencement and may be required to undergo security screening and tests as the DMRE deems necessary.

## **10. PAYMENT**

10.1 The Department will not make an upfront payment to a successful service provider. Payment will only be made by the delivery of service that will be agreed upon by both parties under the service level agreement.

## **11. TAX CLEARANCE CERTIFICATE**

11.1 Bidders must ensure compliance with their tax obligations.

11.2 Bidders are required to submit their unique personal identification number (pin) issued by SARS to enable the organ of the state to view the taxpayer's profile and tax status.

11.3 Application for tax compliance status (TCS) or pin may also be made via e-filing. To use this provision, taxpayers will need to register with SARS as e-filers through the website [www.sars.gov.za](http://www.sars.gov.za).

11.4 A bidder may also submit a printed TCS together with the proposal.

11.5 In proposals where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / pin / CSD number.

11.6 Where no TCS is available, but the bidders are registered on the central supplier database (CSD), a CSD number must be provided.

## **12. DOCUMENTATION**

12.1 N/A

## **13. COST / PRICING**

13.1 The service provider will be requested to provide a quoted proposal regarding the work to be undertaken.

13.2 The total cost must be VAT inclusive and should be quoted in South African Rands (i.e. ZAR).

13.3 The service provider should provide hourly rates as prescribed by the Department of Public Service and Administration (DPSA), Auditor-General (AG) or the body regulating the profession of the consultant.

13.4 The Service Provider should provide (Subsistence & Travel (S&T)) rates that are aligned to the National Treasury instruction note as follows:

- i) Hotel Accommodation – R1550 per night per person, including breakfast, dinner and parking.
- ii) Air travel must be restricted to economy class.
- iii) Claims for kilometres may not exceed the rates approved by the Automobile Association of South Africa

#### **14. CONDITIONS OF THE CONTRACT**

- 14.1 The General Conditions of Contract must be accepted as these are issued by the National Treasury and are non-negotiable.
- 14.2 The successful service provider will sign a confidentiality agreement regarding the protection of DMRE information that is not in the public domain.
- 14.3 The successful service provider shall ensure that the contract is executed in line with the scope of work.
- 14.4 The successful service provider may be subjected to security screening by the State Security Agency.
- 14.5 The DMRE reserves the right to verify the authenticity of the information submitted, any falsified information may result in the disqualification or cancellation of the contract.

#### **15. FORMAT OF SUBMISSION OF PROPOSAL**

- 15.1 Bidders are requested to submit two (4) copies of technical proposals plus the original.
- 15.2 Bidders are requested to index their proposals for easy reference.

#### **16. PRE-BID MEETING / BRIEFING SESSION DETAILS**

- 16.1 A compulsory briefing session will be held on **05 July 2024,10:00** at Department of Minerals Resource and Energy, at 192 Matimba Building, Corner Visagie and Paul Kruger Streets, Pretoria.
- 16.2 Alternatively depending on the circumstances Microsoft Teams or Zoom maybe used to conduct briefing session.
- 16.3 Bidders must ensure that they sign a register during a compulsory briefing session to confirm attendance. Failure to sign the register to confirm attendance will invalidate your bid.

#### **17. CLOSING DATE**

- 17.1 Proposals must be submitted on or before **24 July 2024,11:00** at the Department of Minerals Resource and Energy, at 192 Matimba Building, Corner Visagie and Paul Kruger Streets, Pretoria in the bid box marked in the bid box marked Department of Minerals Resource and Energy. **No late bids will be accepted.**

**18. ENQUIRIES**

18.1 **All general inquiries relating to bid documents should be directed to:**

Mr Samuel Msiza

Tel No: (012) 406 7910

E-mail: [Samuel.msiza@dmre.gov.za](mailto:Samuel.msiza@dmre.gov.za)

18.2 **Technical enquiries can be directed to:**

Ms Mildred Mnguni/ Ms Zinhle Mbhele

Tel No: (012) 444 3000 /407 7470

E-mail: [mildred.mnguni@dmre.gov.za](mailto:mildred.mnguni@dmre.gov.za)