

## **RAILWAY SAFETY REGULATOR**

**BID NO.: RSR/COMMS/POE/COMMS SERVICES/2024**

### **REQUEST FOR PROPOSALS FOR COMMUNICATIONS SERVICES PANEL OF EXPERTS FOR A PERIOD OF 36 MONTHS**

#### **SUBMISSION OF BID DOCUMENT DEADLINE**

**Date: 13 March 2024**

**Time: 12:00**

**Venue: Building 4, Waterfall Point Office Park**

**Cnr Waterfall and Woodmead Drive,**

**Waterfall City**

**Midrand,**

**1685**

## PART 1: INTRODUCTION

- 1.1. The Railway Safety Regulator (RSR) was established in terms of the National Railway Safety Regulator Act, Act 16 of 2002 (“the Act”) as amended, to establish a national regulatory framework for South Africa and to monitor and enforce safety compliance within the rail sector. The RSR is an agency of the Ministry of Transport and comprises a Board, Chief Executive Officer (appointed by the Minister), Executive management, and staff.
- 1.2. This regulatory mandate encompasses amongst others, overseeing safety of railway transport, promoting improved safety performance in the railway transport industry to promote the use of rail as a mode of transportation, developing regulations that are required in terms of the Act, monitoring and ensuring compliance with the Act and giving effect to the objects of the Act.
- 1.3. The RSR is pursuing companies interested to be added as experts onto its panel of experts database for communications services for a period of 36 months. The services required will comprise of Media relations; Content creation; Social media management; Events Management; Crisis communication planning, amongst others. Companies shortlisted to be in the panel of experts for the RSR will from time to time be required to submit proposals or responses to bids.

## 1.4. APPLICATION FORM: SUPPLIER DETAILS

|                                    |      |
|------------------------------------|------|
| <b>Name of Bidder</b>              |      |
| <b>Form of Enterprise</b>          |      |
| <b>CSD Master Registration No</b>  | MAAA |
| <b>Physical Address</b>            |      |
|                                    |      |
|                                    |      |
|                                    |      |
| <b>Contact Person(s)</b>           |      |
| <b>Phone Number(s)</b>             |      |
| <b>E-Mail Address</b>              |      |
| <b>Income Tax Reference Number</b> |      |
| <b>Vat Registration Number</b>     |      |

## 1.5. BANK DETAILS

Name of Account: \_\_\_\_\_

Name of the bank: \_\_\_\_\_

Name of the branch: \_\_\_\_\_

Branch Code:

Account Number:

### 1.6. PART 1: COMPANY STRUCTURE & OWNERSHIP CREDENTIALS

| Name | Date/Position occupied in Enterprise (where applicable) | ID Number | Date RSA Citizenship obtained | * HDI Status (where applicable) |       |          | % of business |
|------|---|-----------|-------------------------------|---------------------------------|-------|----------|---------------|
|      |   |           |                               | No franchise prior to           | Women | Disabled |               |
|      |   |           |                               |                                 |       |          |               |
|      |   |           |                               |                                 |       |          |               |
|      |   |           |                               |                                 |       |          |               |
|      |   |           |                               |                                 |       |          |               |
|      |   |           |                               |                                 |       |          |               |
|      |   |           |                               |                                 |       |          |               |

| Name of HDI member (to be consistent with the above paragraph) | Percentage (%) of the contract value managed or executed by the HDI member |
|--|--|
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

- For bidding companies indicate YES or NO: **YES** means that you have equity ownership and **NO** means the opposite.

| Name | ID Number | Date South African citizenship obtained | Black Individual (Yes / No) | % Owned |
|------|-----------|---|-----------------------------|---------|
|      |           |   |                             |         |
|      |           |   |                             |         |
|      |           |   |                             |         |
|      |           |   |                             |         |

## PART 2: MANDATORY REQUIRED DOCUMENTATION CHECKLIST

PLEASE ENSURE THAT THE FOLLOWING FORMS HAVE BEEN DULY COMPLETED AND SIGNED AND THAT ALL DOCUMENTS AS REQUESTED, ARE ATTACHED TO THE BID DOCUMENT:

| NO | DESCRIPTION  | YES/NO |    |
|----|--|--------|----|
| 1  | <b>SBD 1 Invitation to Bid</b><br>Is the form duly completed and signed?   | Yes    | No |
| 2  | <b>Authority to Sign a Bid</b><br>Is the form duly completed and is a certified copy of the resolution attached?           | Yes    | No |
| 3  | <b>SBD 3.3 Pricing schedule</b><br>Is the form duly completed and signed?  | Yes    | No |
| 4  | <b>SBD 4 Declaration of Interest</b><br>Is the form duly completed and signed?   | Yes    | No |
| 5  | <b>SBD 6.1 Preference Points Claim Form</b><br>Is the form duly completed and signed?                                      | Yes    | No |
| 6  | <b>Copy of the identity document of the company owner(s)</b>   | Yes    | No |
| 7  | <b>Valid company registration documentation that are issued by Companies &amp; Intellectual Property Commission (CIPC)</b> | Yes    | No |
| 8  | <b>Valid Tax compliant status report (with PIN)</b>  | Yes    | No |
| 9  | <b>Is a CERTIFIED copy of the B-BBEE Certificate or the original B-BBEE Certificate or affidavit attached?</b>             | Yes    | No |
| 10 | <b>Experience of Bidder</b><br>Is the CV Template completed with relevant experience detailed?                             | Yes    | No |
| 11 | <b>Central Supplier Database</b><br>Is proof of registration attached?   | Yes    | No |
| 12 | <b>CVs and copies of qualifications and certificates</b><br>For the proposed resources                                     | Yes    | No |

## **PART 3: ADDITIONAL INFORMATION**

3.1 It is expected that bidders should have one, some or all of the following expert/s in their company:

| <b>PERSONNEL</b>                | <b>QUALIFICATIONS</b>   | <b>EXPERIENCE</b>   |
|---------------------------------|---|---|
| 1. Communication Strategist     | Bachelor's degree in Strategic Communication, Public Relations, Marketing Communication, or other relevant degree | Minimum of 10 years in strategic communication or another related field                   |
| 2. Media Relations Expert       | Bachelor's degree in Media Studies, Public Relations, Journalism, or other relevant degree                        | Minimum of 10 years in media relations or another related field                           |
| 3. Copywriter                   | Bachelor's degree in Journalism, English, Communications, or other relevant degree                                | Minimum of 10 years in content development or another related field                       |
| 4. Social Media Specialist      | Bachelor's degree in Public Relations, Business Communications, Marketing, or other relevant degree               | Minimum of 10 years in digital communication or another related field                     |
| 5. Public Relations Specialist  | Bachelor's degree in Public Relations, Marketing, Communications, or other relevant degree                        | Minimum of 10 years in public relations or another related field                          |
| 6. Events Specialist            | Bachelor's degree in Event Management, Public Relations, Project Management, or other relevant degree             | Minimum of 10 years in events management, including conferencing or another related field |
| 7. Marketing Specialist         | Bachelor's degree in Marketing, Public Relations, Business Communications, or other relevant degree               | Minimum of 10 years in marketing and advertising or another related field                 |
| 8. Change Management Specialist | Bachelor's degree in Change Management, Business Administration, Public Relations, or other relevant degree       | Minimum of 10 years in change management or another related field                         |

3.2 The typical services that will be required from the panel of experts over the contract term of 36 months will be according to the list below. It must be noted that when these services will be required from the panel of experts, the scope of work will determine which experts (as per 3.1) from the panel will be required to bid.

**3.2.1 Strategic communication planning and consulting** - The development and implementation of a comprehensive communication strategy to achieve specific organizational goals. This will ensure that the organisation is able to effectively convey their messages to target audiences. The appointed expert will assist the RSR with putting together its new communication strategy, to commence in 2025. This will encapsulate the RSR's communications plan, its goals and channels of communication to be employed.

**3.2.2 Media relations, including-buying** – Management of relationships between an organization and the media to ensure accurate and favourable coverage. Media buying specifically refers to the process of purchasing advertising space or time in various media outlets to promote a product, service, or message. The appointed expert will assist the RSR with media engagements i.e. organising press conferences and media sessions, as well as buying media on behalf of the regulator on the media channels chosen by the regulator.

**3.2.3 Content creation, including audio-visual and multimedia** – Creation of engaging and diverse content, which will help the organization connect with its audiences in meaningful ways. This should be achieved through a mix of formats, including text, images, audio, video, and interactive elements to produce tailor-made content formats to fit different platforms and devices. The appointed expert should be available to develop content on behalf of the RSR, when called upon to do so. The content will vary depending on the target audience it is intended for, these may range from images and graphics to convey a certain message, text for corporate publications, billboard messages etc.

**3.2.4 Social media management** – A comprehensive process that involves creating, scheduling, analysing, and engaging with content across various social media platforms to achieve specific organizational goals. Whether it's building brand awareness, increasing website traffic, or fostering community engagement, effective social media management is crucial for modern businesses and organizations. The RSR is visible on a number of social media platforms, the appointed service provider will be expected to advice on content curation for each platform.

**3.2.5 Crisis communication planning and response** – These are essential components of organizational risk management. A well-prepared and strategic approach helps organizations effectively navigate and mitigate the impact of crises on their reputation, operations, and stakeholders. The appointed expert will assist the RSR in developing a crisis communication plan and implementing the plan in an instance of a crisis.

**3.2.6 Public relations and stakeholder engagement** – These are integral components of strategic communication, focusing on building and maintaining positive relationships with various audiences. Effective PR and stakeholder engagement contribute to an organization's reputation, credibility, and overall success. The appointed expert will assist the RSR with managing its public relations efforts, therefore enhancing its reputation and credibility as a leading authority in rail safety regulation with its key stakeholders.

**3.2.7 Branding and messaging development** – These are essential components of strategic communication, playing a critical role in shaping how an organization is perceived by its target audience. These elements help establish a distinctive identity, convey key values, and differentiate the organization in a competitive landscape. This aspect is directly aligned to public relations and content creation. The appointed expert will assist the organisation with developing messaging that will enhance the RSR brand through various channels.

**3.2.8 Events Management** – This involves the planning, coordination, and execution of various types of events, particularly corporate events and conferences. Events management includes meticulous planning, effective communication, and the ability to adapt to unexpected challenges. The appointed expert will assist the RSR with planning and implementing events such as conferences and corporate events. The experts should also be able to assist with providing separate elements of event management such as Masters of Ceremonies, Speakers, Décor, Public Address systems, Audio Visual equipment etc.

**3.2.9 Market research and audience analysis** – These are foundational steps in developing effective business strategies, marketing plans, and communication

campaigns. The processes involve gathering and analysing information about the market, industry, and target audience to make informed decisions. The appointed expert should be able to conduct a market analysis on the emerging trends within the Regulator's space of operation, audience analysis and advise on appropriate methods of communication to address the emerging trends.

**3.2.10 Change Management** - Is a structured approach to transitioning individuals, teams, and organizations from their current state to a desired future state. It involves planning, implementing, and reinforcing changes to achieve organizational objectives while minimizing resistance and disruptions. Given the dynamics in the rail space, the RSR is required to introduce and manage change from time to time. The appointed service provider will be expected to assist the Regulator in managing change both internally and within the rail industry.

**N.B. Please note that the RSR reserves the right to / or not to appoint over the 36 months contract term.**

## **PART 4: FUNCTIONALITY EVALUATION**

4.1. The section below constitutes the functional evaluation for all Companies that wish to be included in the Communications Panel of Experts database.

4.1.1 The information required here is within the area/s of Media relations; Content creation; Social media management; Events Management; Crisis communication planning, amongst others. that a company specialises in and years as a legally registered company while performing in its chosen competency **(05 points)**.

4.1.2 The Company must provide a list of projects with valid reference letters, they have successfully completed (in relation to the scope of this document) and be able to provide proof of expertise and evidence from contactable references. **(45 points)**

4.1.3 Skills of the Expert, i.e., successfully handled projects. Applicants must submit copies of the CVs as per Appendix A, of their responsible project

leader/s (see 3.1) who will be driving their chosen field/s of competency / expertise as determined in 4.2 below **(40 points)**. **Each key expert proposed per competency / expertise will be scored individually on the total points of 40 and averaged.**

4.1.4 Applicants are also required to submit certified copies, not older than six months, of the qualifications of the expert selected. **(10 points)**

**A company must at least achieve 70 points of functionality to be considered in the panel database.**

**4.2. FIELD OF EXPERTISE (Bidders are allowed to select more than one area of competency and more than one expert within each area of competency)**

| AREA OF  | EXPERT – Tick Applicable                 |
|--|--|
| 1. Strategic communication planning and consulting   | Communication Strategist                 |
|  | Public Relations Expert                  |
|  | Marketing Communication Expert           |
|  | Crisis Communication Expert              |
| 2. Media Relations                                   | Media Relations Expert                   |
|  | Journalist                               |
|  | Editor                                   |
|  | Public Relations Expert                  |
| 3. Content creation, including visual and multimedia | Copywriter                               |
|  | Content developer                        |
|  | Visual mixers                            |
|  | Video editors                            |
|  | Script writers                           |
|  | Voice over artists                       |
| 4. Social media management                           | Social Media Specialist                  |
|  | Content developer                        |
|  | Copywriter                               |
|  | Analytics and Data Interpretation Expert |

| <b>AREA OF</b>   | <b>EXPERT – Tick Applicable</b>          |
|--|--|
| 5. Crisis communication planning and response  | Crisis Communication Specialist          |
|  | Media Relations Expert                   |
|  | Communications Strategist                |
|  | Public Relations Specialist              |
| 6. Public Relations and Stakeholder Engagement   | Public Relations Specialist              |
|  | Media Relations Expert                   |
|  | Marketing Specialist                     |
|  | Communications Strategist                |
| 7. Branding and Messaging Development, including the procurement of promotional items. | Branding Specialist                      |
|  | Graphic Designer                         |
|  | Marketing Specialist                     |
|  | Public Relations Specialist              |
| 8. Market Research and Audience Analysis   | Market Researcher                        |
|  | Trend Analysis Expert                    |
|  | Analytics and Data Interpretation Expert |
| 9. Events Management   | Events Management Specialist             |
|  | Project Management Expert                |
|  | Risk Management Expert                   |
| 10. Change Management  | Change Management Specialist             |
|  | Stakeholder Relations Expert             |
|  | Communication Strategist                 |

#### 4.3. COMPANY EXPERIENCE (MAX 5 POINTS)

Applicants must provide a Company profile. The score for the company's years of relevant experience as a legal entity, on the selected expertise/ competency will be calculated alongside the submitted company profile, company registration and the Central Supplier Database (CSD) report as follows:

| YEARS OF EXPERIENCE                   | POINTS ALLOCATED |
|---------------------------------------|------------------|
| <b>0 to less than 5 years</b>         | <b>0 Points</b>  |
| <b>5 years but less than 7 years</b>  | <b>1 Points</b>  |
| <b>7 years but less than 10 years</b> | <b>3 Points</b>  |
| <b>10 years and above</b>             | <b>5 Points</b>  |

#### 4.4. SKILLS (MAX 40 POINTS)

Applicants are required to submit copies of the CV of their responsible expert/s who will be managing their chosen field of competency/expertise as chosen in **section 4.2** above. The project leader/s will be evaluated as follows:

| YEARS OF EXPERIENCE                    | POINTS ALLOCATED |
|--|------------------|
| <b>0 to less than 10 years</b>         | <b>0 Points</b>  |
| <b>10 years but less than 13 years</b> | <b>10 Points</b> |
| <b>13 years but less than 16 years</b> | <b>20 Points</b> |
| <b>16 years but less than 20 years</b> | <b>30 Points</b> |
| <b>20 years and above</b>              | <b>40 Points</b> |

***NB: Scoring: Each key project leader proposed per company will be scored individually on the total points of 40 as detailed above and averaged.***

#### 4.5. QUALIFICATION (MAX 10 POINTS)

Applicants are required to submit certified copies, not older than six months, of the qualifications of their selected expert/s as **per section 3.1** above.

**Applicants to submit recently certified copies of qualifications – International qualifications to be SAQA verified.** Each key expert per company will be scored individually and averaged to represent the company score. The evaluation of qualifications and registration will be as follows:

| QUALIFICATION (10)                                       | POINTS ALLOCATED |
|--|------------------|
| <b>Bachelor's Degree/ Advanced Diploma NQF Level 7</b>   | <b>5 points</b>  |
| <b>Honours Degree/ Post Graduate Diploma NQF Level 8</b> | <b>7 points</b>  |
| <b>Masters Degree NQF Level 9</b>                        | <b>10 points</b> |

#### 4.6. NUMBER OF PROJECTS UNDERTAKEN (MAX 45 POINTS)

Applicants are required to provide reference letters for the relevant technical projects undertaken and completed in the past 10 years, as referred to section 4.2 above. The list of projects **MUST** be supported by **relevant** and **valid** reference letters. The reference letter should be on a client's official letterhead indicating the following: name of the client; contact person's name and surname, contact details and e-mail address; work performed and dates when work was performed. **\*RSR reserves the right to contact the references to confirm the validity of information of the letters provided. No points shall be awarded for letters which the RSR cannot verify/validate.**

The score for this section will be awarded as follows:

| NUMBER OF CONTRACTS / PROJECTS UNDERTAKEN              | POINTS ALLOCATION |
|--|-------------------|
| <b>No letter / invalid letter / project irrelevant</b> | <b>0 points</b>   |
| <b>1 Letter</b>  | <b>10 points</b>  |
| <b>2 Letters</b>                                       | <b>20 points</b>  |
| <b>3 Letters</b>                                       | <b>30 points</b>  |
| <b>4 Letters</b>                                       | <b>40 points</b>  |
| <b>5 and more Letters</b>                              | <b>45 points</b>  |

**NB:**

4.6.1 Applicants **MUST** submit signed letters from clients. One reference letter per completed project, not older than 10 years.

4.6.2 The reference letter should be on a client's official letterhead with valid contact details, scope of the work and standard of service.

4.6.3 Failure to submit contactable reference letters on a client letterhead to support the list provided will lead to no points being scored for that specific project.

## 5 DETERMING COSTS

Companies shortlisted to be in the panel of experts for the RSR will from time to time be required to submit proposals or responses to bids. Being on the database does not automatically translate to an award, there will still be a bidding process amongst those that are shortlisted and within the relevant band as determined by the functional areas above. Applicants will be asked for pricing, however where applicable the prescribed pricing schedules as issued by each professional body will be the preferred rates adopted by the RSR.

|   |  |
|---|--|
| NAME OF SECTOR  |  |
| OFFICIAL<br>REGISTERING<br>PROFESSIONAL<br>AGENCY       |  |
| COMPANY<br>REGISTRATION<br>NUMBER<br>(Where applicable) | INDIVIDUAL<br>REGISTRATION<br>NUMBER (Where<br>applicable)   |
| DECLARATION   | I /WE.....hereby confirm my / our association with the above professional registering agency and accepts their prescribed rates as the basis of pricing for bids issued by the Railway Safety Regulator. I/WE further authorize the RSR to engage the professional registering agency where the need arises to confirm My / Our registration details with the agency. I attach a copy of the applicable rates is published by the professional registering entity. |

## 6 DELIVERY OF PROPOSALS

- 6.1 Proposal document shall be submitted as one (01) original and one (01) scanned copy (PDF) of the original completed in a Flash Drive with the proposal and forms required.
- 6.2 The Proposals from service providers containing the following:
  - 6.2.1 Fully completed and duly signed SBD forms.
  - 6.2.2 Central Supplier database (CSD) Registration.
  - 6.2.3 CIPC Registration Documents
  - 6.2.4 Valid BBBEE Certificate/ Sworn Affidavit
  - 6.2.5 Tax compliant status report with PIN,
  - 6.2.6 Company Profile

- 6.3 Must be hand delivered to the RSR no later than 12:00 pm on the 13 March 2024 and should be addressed to the:

**Manager: Procurement**

**Railway Safety Regulator**

**Building 4, Waterfall Point Office Park**

**Cnr Waterfall and Woodmead Drive,**

**Waterfall City**

**Midrand,**

**1685**

**Email: [goitseonek@rsr.org.za](mailto:goitseonek@rsr.org.za)**