
TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER SPECIALISING IN ADVERTISING FOR A PERIOD OF 36 MONTHS.

1. BACKGROUND

- 1.1. The Department of Mineral and Petroleum Resources seeks to appoint a panel of service providers to provide advertising services. The Department has a diverse target audience, including government, industry, business, public entities, labour, and both local and international investors. The information requirements of these groups vary, necessitating the development of tailored advertising tools and channels to enable effective communication and engagement. The Directorate: Communication Management is responsible for ensuring that advertising is delivered in a planned and coordinated manner, maintaining a commitment to effective and timely communication. Advertising is a primary means of raising awareness of the DMPR mandate and programmes among external audiences. Communication Management requires service providers with specific advertising knowledge, experience, skills, and capability to provide quality advertising and services.
- 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 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

- 3.1.1 In this regard, the department seeks to appoint qualified service providers who can provide turnkey solutions that should realise the following objectives:

- Sustain public confidence in the department's ability to deliver on its mandate.
- Build the reputation and brand of the department through impactful advertising.
- Help the public understand the department's policies and programmes via targeted advertising.
- Communicate the department's legislative and regulatory framework through paid media
- Expand the departmental brand for advertising and information purposes.
- Improve public experience, responsiveness, and awareness of the DMPR brand.
- Educate the public on DMPR services, programmes, and projects using advertising

4. SCOPE OF WORK

4.1 The successful service provider(s) with the required expertise will be expected to perform

the following advertising functions:

- 4.1.1 Develop creative advertising concepts, copywriting, and advertising strategy.
- 4.1.2 Plan, develop, and manage paid advertising campaigns across social, online, digital, print, radio, TV, and outdoor media.
- 4.1.3 Produce multimedia advertising content (radio, video, photography, graphic design) for paid placements.
- 4.1.4 Manage advertising activations and audio-visual elements for events.
- 4.1.5 Design and produce print advertising materials (publications, flyers, brochures, banners, etc.), including multiple revisions and final approval.
- 4.1.6 Execute digital advertising (video ads, scripts, infographics, podcasts, banners, billboards, etc.).

4.2 Secure advertising placements on various platforms (electronic, print, outdoor, digital, social media) as per campaign briefs.

4.3 Implement and manage advertising campaigns, including post-campaign analysis and ROI reporting.

4.4 If there are services, as per **4.2**, that are outside the strengths of the bidding agency, detailed information on how advertising services will be provided to meet the requirements of the DMPR and its clients must be provided.

4.5 All advertising must align with DMPR and GCIS corporate identity guidelines.

5. DELIVERABLES OR PROJECT OUTPUT AND/OR OUTCOME

The successful service provider is expected to perform the following activities with clear deliverables:

- 5.1 Render consistent, high-impact advertising services to promote brand consciousness and awareness of the department's work.
- 5.2 Provide advertising services as required, with the ability to execute campaigns nationally.
- 5.3 Demonstrate presence or ability to deliver services in all nine provinces.
- 5.4 Detailed project outputs will be outlined per campaign brief.

6. EVALUATION CRITERIA

NB: This bid will be evaluated in three stages, i.e. functionality, administrative compliance and point scoring system.

6.1 Gate 01 – Mandatory requirements

- (i) Not applicable

6.2 Gate 02 – 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%** and more will be considered further.

| No. | Evaluation criteria | Points | Weight |
|-----|---|--|--------------------------------------|
| 1. | <p>Company Experience</p> <p>(i) Service providers should have relevant work experience in Visual Communications or Advertising, or Public Relations</p> <p>NB Proof from signed and contactable referees on letterhead, indicating that a similar project was executed, should be attached, and with testimonials from contactable references.</p> <p>(Proof of previous work may be requested from your references)</p> | <p>15 years or more = 5 points</p> <p>11 to 14 years = 4 points</p> <p>10 years = 3 points</p> <p>7 to 9 years = 2 points</p> <p>6 years or less = 1 point</p> | <p>25</p> <p>25</p> |
| 2. | <p>Experience of Team Leader and Team Members</p> <p>Experience:</p> <p>Team Leader</p> <p>(i) The team leader must have experience in Visual Communications or Advertising, or Public Relations.</p> <p>(Attach a detailed CV highlighting relevant projects, with contactable references)</p> <p>Team members</p> <p>(ii) Team member/s must have experience in Visual Communications or Advertising, or Public Relations</p> | <p>6 or more projects = 5 points</p> <p>5 projects = 4 points</p> <p>4 projects = 3 points</p> <p>3 projects = 2 points</p> <p>2 or less projects = 1 point</p> <p>No indication = 0 points</p> <p>6 or more projects = 5 points</p> <p>5 projects = 4 points</p> <p>4 projects = 3 points</p> | <p>40</p> <p>15</p> <p>15</p> |

| No. | Evaluation criteria | Points | Weight |
|-----|---|--|-----------|
| | <p>(Attach a detailed CV highlighting relevant projects, with contactable references)</p> <p>(iii) The Team Leader must have exposure to the Mining or Energy sectors.</p> <p>(Attach a detailed CV highlighting experience of the dynamics of the minerals or energy sector, and copies of qualifications that reflect knowledge of the minerals or energy sector)</p> | <p>3 projects = 2 points 2 or less projects = 1 point No indication = 0 points (Number of projects = average of the team members)</p> <p>Seven or more years of experience = 5 points</p> <p>Six years of experience or knowledge in the dynamics of the minerals and/or energy sector = 4 points</p> <p>Five years' experience or knowledge in the dynamics of the minerals and/or energy sector = 3 points</p> <p>Three years' experience or knowledge in the dynamics of the minerals and/or energy sector 2 points</p> <p>Two or fewer years of experience or knowledge in the</p> | <p>10</p> |

| No. | Evaluation criteria | Points | Weight |
|-----|---|--|--------------------------------------|
| | | dynamics of the minerals or energy sector =1 No indication = 0 points | |
| 3. | <p>Qualifications of Team Leader and Team Members</p> <p>Qualifications:</p> <p>Team Leader qualifications</p> <p>(i) Team leader must have a formal relevant tertiary qualification recognised by SAQA in the following fields: Visual Communications or Advertising, or Public Relations (Attach certified copies of relevant qualification/s)</p> <p>Team member qualifications</p> <p>(ii) Team member(s) must possess formal relevant tertiary qualification recognised by SAQA in Visual Communications or Advertising, or Public Relations (Attach certified copies of relevant qualification/s)</p> | <p>NQF level 10 = 5 points NQF level 9 = 4 points NQF level 8 = 3 points NQF level 7 = 2 points NQF level 6 or below = 1 point No qualification = 0 points</p> <p>NQF level 9 or higher = 5 points NQF level 8 = 4 points NQF level 7 = 3 points NQF level 6 = 2 points NQF level 5 or below = 1 point</p> <p>(Number of projects = average of the team members)</p> | <p>20</p> <p>10</p> <p>10</p> |

| | | | |
|----|---|--|--------------------------------------|
| 4. | <p>Project Plan</p> <p>(i) Detailed project plan with</p> <ul style="list-style-type: none"> • Project deliverables and • Milestones • Scope • Schedule, • Cost, • Resources <p>(ii) Proposed Methodology outline.</p> <ul style="list-style-type: none"> ➤ Management of the project. i.e. (Attach methodology proposal/ Previous Dashboard indicating capability to develop a dashboard/ webpage to access reports daily) | <p>Detailed Project plan with elements of evaluation over and above the listed from (1) to (6) = 5 points</p> <p>Detailed Project Plan with items as listed from (1) to (6) = 3 points</p> <p>Project Plan with 2-3 items listed = 1 point</p> <p>No project plan = 0 points</p> <p>Methodology proposal: Management of the project. i.e. (Attach methodology proposal/ Previous Dashboard indicating capability to develop a dashboard/ webpage to access reports daily) over and above these = 5 points</p> <p>Management of the project. i.e. (Attach methodology proposal/</p> | <p>15</p> <p>10</p> <p>10</p> |
|----|---|--|--------------------------------------|

| No. | Evaluation criteria | Points | Weight |
|-----|--|--|------------|
| | (iii) Proposed training plan for DMPR staff | Previous Dashboard indicating capability to develop a dashboard/webpage to access reports daily) = 3 points An unclear methodology proposal = 1 point No proposed methodology = 0 points A training plan that reflects the costs provided = 5 Points No training Plan = 0 | 5 |
| | Total | | 100 |

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

6.3 Gate 03 - Administrative compliance

- (i) Compliance to 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 noncompliance.
 - 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 score 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 score 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.

8. WORK PLAN AND METHODOLOGY

- 8.1 The service provider must provide:
 - 8.1.1 A project proposal that demonstrates comprehension and competence to deliver on what is required in line with the scope of work under section 4.
 - 8.1.2 A preliminary project plan outlining key activities, milestones, timeframes, and resources to be committed to the project.

9. ROLE AND RESPONSIBILITY

- 9.1 Service Level Agreement will be entered into with the successful service provider which will include, *inter alia*, obligations of the DMPR and the successful service provider.
- 9.2 The DMPR reserves the right to appoint more than one service provider for the project.
- 9.3 The successful service provider must develop detailed project schedule/ plan.
- 9.4 The service provider shall disclose all information in its proposal regarding any interests that may result in an actual or perceived conflict of interest.

10. CONFIDENTIALITY OF INFORMATION

- 10.1 The names of all the members of the service provider team must be disclosed for the prior approval of DMPR. Any changes, replacements and additions should be submitted for prior approval of DMPR.
- 10.2 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 DMPR deems necessary.

11. PAYMENT

- 11.1 The Department will not make an upfront payment to a successful service provider. Payment will only be made in accordance with the delivery of service that will be agreed upon by both parties and upon receipt of an original invoice.

12. TAX CLEARANCE CERTIFICATE

- 12.1 Bidders must ensure compliance with their tax obligations.

- 12.2 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.
- 12.3 Application for tax compliance status (TCS) or PIN may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website www.sars.gov.za.
- 12.4 A bidder may also submit a printed TCS together with the proposal.
- 12.5 In proposals where consortia / joint ventures / sub-contractors are involved, each party must submit separate proof of TCS / PIN / CSD number.
- 12.6 Where no TCS is available, but the bidder is registered on the central supplier database (CSD), a CSD number must be provided

13. COST / PRICING

- 13.1 The bidders are requested to provide a quoted proposal regarding the work to be undertaken.
- 13.2 Bidders are required to indicate a ceiling price based on the total estimated time for completion of all phases and including all expenses, inclusive of all applicable taxes for the project. The total cost must be VAT inclusive and should be quoted in South African Rands (i.e. ZAR).
- 13.3 Bidders 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 Bidders should provide (Subsistence & Travel (S&T)) rates that are aligned to the National Treasury instruction note as follows:
- i) Hotel Accommodation – R1700 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 DMPR information that is not in the public domain.
- 14.3 No state information may be furnished/ communicated to the public or news media by the security service provider or any of their employees.
- 14.4 The successful service provider shall ensure that the contract is executed in line with the scope of work.
- 14.5 The successful service provider may be subjected to security screening by the State Security Agency.
- 14.6 The DMPR 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 (2) copies of the 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 **24 February 2026 at 10:00** through **Microsoft Teams meeting**
Meeting ID: 336 446 692 558 1
Passcode: NE7aB98A

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 **16 March 2026 at 11:00** at the Department of Mineral and Petroleum Resources, at Building 2B, Trevenna Campus, C/O Meintjies and Francis Baard Street, Sunnyside, Pretoria, in the bid box marked Department of Mineral and Petroleum Resources (DMPR). **No late bids will be accepted.**

18. ENQUIRIES

18.1 All general enquiries relating to bid documents should be directed to:

Ms. Lucia Nkhethoa

Tel No: (012) 444 3778

E-mail: Lucia.Nkhethoa@dmp.gov.za

18.2 Technical enquiries can be directed to:

1. Mrs Lebo Mmakau – [012 444 3952]

Lebo.mmakau@dmp.gov.za

2. Ms Zinhle Mbhele – [012 444 3059]

Zinhle.Mbhele@dmp.gov.za