

SOUTH AFRICAN LOCAL  
GOVERNMENT ASSOCIATION

# SALGA

*Inspiring service delivery*

**REQUEST FOR PROPOSALS FOR THE APPOINTMENT OF A SERVICE PROVIDER TO ASSIST SALGA WITH STRATEGIC PROFILING AND MEDIA BUYING FOR A PERIOD OF 36 MONTHS (3 YEARS)**

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**BID NO: SALGA/15/2023**

**Closing date and time: 12 FEBRUARY 2024 at 11:00am**

**TENDER BOX ADDRESS:**

**Menlyn Corporate Park  
c/o Garsfontein and Corobay Avenue  
Waterkloof Glen**

**TEL: (012) 369 8000**

**EMAIL: [scm@salga.org.za](mailto:scm@salga.org.za)**

**WEBSITE: [www.salga.org.za](http://www.salga.org.za)**

## **1. INTRODUCTION**

### **1.1. SALGA MANDATE**

The South African Local Government Association (SALGA) is a public entity established by the Organised Local Government Act (Act 52 of 1997) to assist in the comprehensive transformation of local government in South Africa. SALGA is managed within the framework of the Public Finance Management Act (Act 1 of 1999) and is listed as a schedule 3A public entity. Its main objectives are to:

- a) Represent, promote and protect the interests of local government;
- b) Transform local government to enable it to fulfil its developmental role;
- c) Enhance the role and status of its members as provincial representatives and consultative bodies of local government;
- d) Enhance the role and status of municipalities;
- e) Be recognised by national and provincial governments to be the representative and consultative body in respect of all matters concerning local government and to make representations to both provincial and national governments in respect of any matter concerning local government;
- f) Ensure the full participation of women in organised local government;
- g) Be the National Employers' Association representing all municipal members and, by agreement, associate members.

Developmental Local Government is an essential component of the machinery of government. In accordance with its constitutional mandate, SALGA is obliged to transform the local government sector to one that has the required capacity to make a meaningful contribution to poverty alleviation, economic development and all socio-economic opportunities that the state has geared itself to provide for its people. SALGA also serves as the representative voice of all 257 municipalities in the country. For the past 20 years, since its establishment, SALGA has endeavoured to bring focus to its mandate of supporting local government transformation in a complex environment, characterised by a highly diverse and diffuse membership-base of municipalities. In terms of its amended Constitution, SALGA is a unitary body that consists of a national association and nine provincial offices. Its mandate rests on six primary pillars:

- a) **Representation, Advocacy and Lobbying** refers to representing the interests of members in legislatures and other policy making and oversight structures. It also refers to engaging with various stakeholders, public debates etc. in the interest of Local Government.
- b) **Employer Body** refers to being an effective employer representative for members. Employer representation is carried out through collective bargaining (in terms of the Labour Relations Act) in various structures including but not limited to those established in the South African Local Government Bargaining Council.
- c) **Capacity Building** refers to facilitating capacity building initiatives through among others; representing member interests in the Local Government Sector Education Authority (LGSETA). SALGA strives to facilitate a coherent, well-co-ordinated capacity building programme for municipal councillors and officials.
- d) **Support and Advice** refers to the provision of tools and services that enable municipalities to understand and interpret trends, policies and legislation affecting Local Government and to implement the said policies and plans

- e) **Strategic Profiling** of Local Government refers to enhancing the profile and image of local government as an important and credible agent for the delivery of services. Profiling focuses within South Africa, the African continent and the rest of the world.
- f) **Knowledge and Information Sharing** refers to building and sharing a comprehensive hub of Local Government knowledge and intelligence that will enable informed delivery of other SALGA mandates. The knowledge hub is also a useful reference point for all who seek Local Government information.

Diagrammatically the mandate of SALGA is depicted as follows:



**Figure 1: SALGA Mandate**

## 2. PURPOSE

SALGA, in line with its Strategic Profiling Mandate, is seeking to appoint a service provider to assist in developing and implementing the mandate through integrated marketing communication. The organisation is hereby looking to invite proposals from suitably qualified accredited service providers to assist with strategic profiling and media buying for a period of 36 months.

## 3. CONTEXTUAL BACKGROUND

SALGA is currently implementing its 2022-2027 strategy (available <https://www.salga.org.za/Documents%20and%20Publications%20APP.html>) which sets the agenda for a five-year period, which marks the 5th administration of local government.

South Africa has moved into the 6th administration of democratic government against the backdrop of the National Development Plan (NDP) and the Medium-Term Strategic Framework (MTSF), which aim to eliminate poverty and reduce inequality by 2030. The NDP believes that South Africa can realise these goals by drawing on the energies of its people, growing an inclusive economy, building capabilities, enhancing the capacity of

the state, and promoting leadership and partnerships throughout society. To achieve the vision of the NDP and MTSF, President Cyril Ramaphosa has identified seven priorities that will fast track South Africa's path to prosperity.

In setting the 2022-2027 strategy, SALGA is acutely aware of the need to take global, continental, national and local contexts into account in setting strategic imperatives. On a global level, our context is set by the sustainable development goals (SDGs) of Vision 2030 and the Paris Accord on Climate Change. In respect of our continent, our strategy is informed by Agenda 2063, Africa's blueprint and master plan to transform the continent into a global powerhouse of the future. Closer to home, the organisation draws strategic direction from the National Development Plan and the Medium-Term Strategic Framework (MTSF) and its seven priorities, to name just two of the most important frameworks in which SALGA operates. On a local level, it is important to keep cognisance of the importance of local government as the sector that interacts every day with our citizens through the 257 wall-to-wall municipalities that make up South Africa.

The 2022-2027 SALGA Strategy identifies a problem and solution tree method of diagnosis has been used to delineate and understand the reasons as to why the developmental impact of local government, as spelt out in the 1998 White Paper for Local Government, has largely not been achieved. The analysis identified four root causes:

- Poor political leadership capacity and weak administrative management;
- Ineffective utilisation of financial resources, inability to collect revenue and insufficient fiscus allocation;
- Inefficient and non-integrated local government delivery mechanisms, systems and processes to enable service delivery;
- Degenerating infrastructure and non-existent or poor services provided to local communities.

**“SALGA and its partners in local government face a daunting task ahead. This five-year period will be a critical one in determining the success or failure of local government. Many challenges lie ahead if we are to achieve the outcomes of the 2022-27 Strategy. Every one of us will need determination and the utmost dedication to the task at hand,”**  
Xolile George

### **3.1. STRATEGIC PROFILING**

The 2022–2023 Strategic Communications Plan is a comprehensive plan developed to guide SALGA's communications programs over the next five years, aimed at boosting awareness of the organisation and its activities, along with those of local government. It is strategically responsive to the “new normal” post-election and post the Covid 19 pandemic.

**Marketing and Communications Mission:** Develop and maintain communications programs—in partnership with the SALGA membership to keep the activities of the organisation as well as the various local government entities.

In all we do we have to build a responsive SALGA Brand. The figure below shows the progression of the target audience experience with brand SALGA. At the base of the experience is about building brand consumption through deploying efforts that build awareness, educate, and inform stakeholders about SALGA's role and their role.

The next level speaks to brand building where we continue to deploy efforts that build on the awareness raised as well as inspire stakeholders to engage and partner with brand SALGA. The pinnacle of our work leads to brand vitality where we deploy efforts that are innovative and responsive to the stakeholders needs, ultimately building a competitive brand SALGA.



The communications activities need to be founded on a set of overall objectives and address relevant stakeholders in a strategic and targeted way to maximise the effect of the communication efforts. This communications strategy identifies objectives, key messages, as well as the key stakeholders to be targeted along with the overall communication lines.

Furthermore, the strategy needs to be operationalised through planning which communication tools and activities to deploy to reach relevant stakeholders.

In Line with the 2022-27 Strategy: Our Aim over the next few years is to:

**I. We will have a citizen focus by:**

- a. Seeking to understand our customers, educating our customers, building collaborative relationships and engagement

**II. We will empower our staff and our councillors by:**

- a. Motivating staff to go above and beyond their job requirements.
- b. Defining latitude for action, providing guidance, ensuring follow-up.

**III. We will align our performance for success by:**

- a. Setting performance goals to a standard of excellence and ensuring that the reporting is part of the engagement process (parliamentary reporting).

**IV. We will be innovative by:**

- a. Keeping up to date with key trends and developments, challenging paradigms, leveraging resources, thinking expansively, ensuring relevance, and implementing improvements and solutions.
- b. Customer-focussed responses in communication.

**V. We will build trust by:**

- a. Demonstrating honesty and integrity in our communications efforts.

**3.2. PROBLEM STATEMENT**

**Communication Challenges:**

The Communications Challenges that need to be addressed by the Marketing and Communications team guide the interventions that we must set in place:

**Challenge 1: Internal Communications**

The first challenge pertains to the limited communications activities ahead of all the external work and campaigns activated by SALGA.

Intervention: Staff and local government workers remain the primary defenders of the integrity and reputation of local government as the public expects them to know what is happening and they need to explain why a certain direction was taken and why a certain action was considered. This core therefore needs to be fully briefed and involved and be part of the journey Entry points and exit points of information needs to be clearly marked as to ensure credibility of the information being communicated.

**Challenge 2: Improving the Understanding of Services and Responsibilities.**

Although the delivery of services is not the responsibility of the communications, providing clarity on these roles has been a challenge for the team. The work of communications must assist an understanding by the public on their specific roles.

Intervention: Expectation management is solely dependent on what people know what SALGA and local government is capable of and what the limitations are. Processes should also be explained better as this is directly linked to customer satisfaction.

### Challenge 3: Improve public involvement

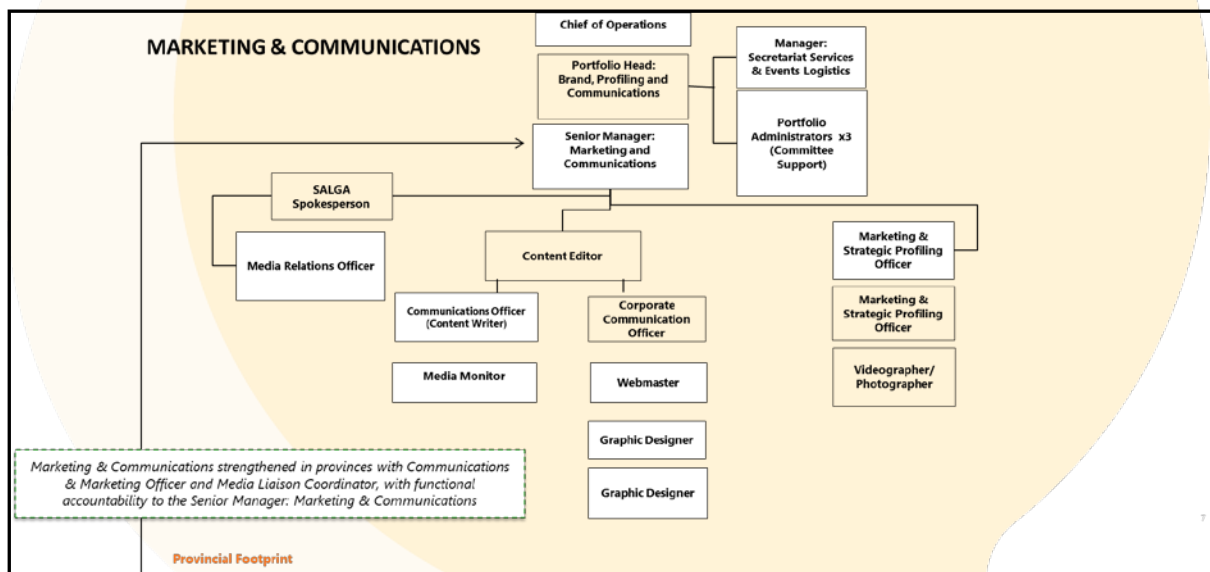
There has been a great deal of public apathy in relation to local government work and that also relates to the various campaigns launched by SALGA.

Intervention: Through public involvement, to listen to the needs and views of the community so that the right priorities can be established, and responsive service be developed.

### Challenge 4: Pro-active Media relations

Building an active and engaged media that constantly highlights the positive work, without negating the negatives, has previously been a challenge for SALGA. Part of the work of communications, must be to build a 'coalition of the willing' – a group of media that is constantly engaged in SALGA activities.

Intervention: Break the silence and finds ways make "noise" about the things that are happening.



**Figure 3: SALGA MARKETING AND COMMUNICATION STRUCTURE**

## 4. SCOPE OF WORK

### LEAD STRATEGIC AGENCY (INTEGRATED BRAND MARKETING AND COMMUNICATION AND MEDIA BUYING)

To achieve the strategic profiling mandate highlighted in Ref Figure 1, SALGA intends to appoint a strategic profiling and media services agency to provide integrated marketing services aligned to SALGA's 2022-2027 Strategy, and Annual Performance Plans for each year of service.

The services Include:

#### **4.1 STRATEGIC PROFILING**

- i. Develop a strategic profiling plan in line with the SALGA's strategy targeting SALGA and municipalities' key target segments.
- ii. Develop annual concepts for Above-the-line, below-the-line and through-the-line seasonal campaigns, activation and promotions based on requirements
- iii. Creative and layout for the entity's annual report.
- iv. Copywriting, Information gathering and editing services when required
- v. Content generation for various SALGA's marketing channels including but not limited to:
  - Website;
  - Advertorials (Billboards, Broadcast, digital, print);
  - Editorials (Billboards, Broadcast, digital, print);
  - Features (Broadcast, digital, print);
  - Photography and Videography;
  - Image library and licensing;
  - Exhibition stand artwork;
- vi. Design promotional materials Including trade marketing tools, branding elements and display material, advertorials and generic adverts.
- vii. Design event specific material such as templates for invitations, power point presentations and flash presentations when needed.
- viii. Design and Layout of an electronic quarterly newsletter (Internal and external).
- ix. Updating and designing Brand Manual
- x. Assist SALGA with the creative design and concepts for special projects.

#### **4.2 MEDIA PLANNING, BUYING AND MONITORING**

- i. Using in-house media strategy team/ to develop media strategies aligned to campaign deliverables.
- ii. Apply strategic selection and evaluation of media channels and platforms to effectively reach a specific target audience.
- iii. Provide analytical campaign progress reports with tangible ROO.
- iv. Monitor media campaign performance and report recommendations and learnings

#### **4.3 PUBLIC RELATIONS**

- i. Provide public relations and communication services Including:
  - Develop a schedule of strategic monthly messages for press statements in consultation with SALGA.
  - Generate content for various electronic and print platforms Including but not limited to social media, SALGA Website, Newsletters, Annual Report etc.

- As and when required, assist with writing media statements and coordinate media interviews from generated media statements.
  - Coordination of media briefings.
- ii. Work with SALGA with regards to perception creation and management, specifically focusing on the following:
- Identify news opportunities and profiling these in mainstream and community media platforms.
  - Identify International media opportunities to profile SALGA and local government.
  - Identify key platforms {local and International) for SALGA/its members to participate in forums.
  - Implement initiatives and/ communication that is aimed at raising awareness about the mandate, functioning of SALGA and profile strategic initiatives done by the organisation.
  - Introduce initiatives that will complement the work done by the organisation aimed at positioning SALGA as not only the Voice of Local Government but an Employer of Choice.
  - Compile a robust crisis management plan to safeguard SALGA against any possible damage to its reputation.

#### **4.4 360 MARKETING**

- Drive the development of strategic marketing and brand campaigns to support both the 'SALGA' brand, clusters and municipalities in our key operating sectors - this includes an integrated campaign with focused messaging spread across multiple points of customer contact, ad-hoc research, insights gathering to inform comms. solutions and market immersions;
- Translate marketing plans into Through-The-Line (TTL) brand activity
- Introduce creative strategies to narrate the SALGA unique development mandate and define unique communication;
- Conceptualise engaging local government and platforms that demonstrate our heart for communities through purpose marketing;
- Support with creative, multimedia and communication strategies that are audience intuitive and builds strong engagement that is measurable;
- Create great internal marketing solutions to drive the Employee Value Proposition which make SALGANS (employees) brand advocates who passionately drive the corporate strategy;
- End-to-end development and management of the creative process
  - Creative strategy, creative conceptualisation, copy, layout and finished artwork for internal and external campaigns
  - quality checking, quality assurance and proofreading services on all work
  - Production management services
- A national footprint and resources to do brand activations and provide

installation services of artwork/ material at SALGA Offices (head office and provincial offices in South Africa) as and when required; and

- Provide multi-media services and brand activations as and when required to support business needs across the country. These capabilities should encompass:
  - Promotions, stakeholder presentations and events management
  - Brand PR
  - Promotional materials including merchandise
  - Exhibitions and trade shows
  - Branding

#### **4.5 DIGITAL MARKETING**

- Strong digital creative services and understanding to help scale the digital presence and create “Inspiring Service Delivery” brand engagement;
- Digital Marketing services will include the management of SALGA’s social media pages (develop content plans, content creation, look and feel, online brand personality and day-to-day community management)

### **5. TECHNICAL REQUIREMENTS AND ATTRIBUTES**

The successful service provider is expected to demonstrate technical ability and capacity to undertake an assignment of this complexity and demonstrate appropriate skills/expertise in the following areas:

- a) The service provider must have proven knowledge and experience in developing and implementing 360 IMC strategies for organisations similar to SALGA
- b) The service provider must show evidence of previous experience in developing an elaborate 360 IMC strategy and Implementation plan for a multi-stakeholder target market;
- c) The service provider must provide a detailed project budget breakdown for all critical project deliverables.
- d) The bidder must have sound knowledge of the local government sector
- e) The service provider must have proven evidence of the PR support given for an organization similar to SALGA
- f) The service provider must showcase the monitoring and evaluating skills of brand awareness to conversion.
- g) Must have a proven record of accomplishment in strategic and creative marketing services and in handling Innovative through-the-line activities.
- h) Creative design work of templates as briefed in on a regular basis.
- i) Report generation monthly or as and when required by client.
- j) The service provider must have a proven record of any previous work done not older than eight years in companies that have both Local and international record of work ;
- k) Provide at least 3 testimonials from their previous clients (these testimonials should be in their client's letterhead and contactable).

- l) A proven track record for managing projects of a comparative size and nature accompanied by 3 written contactable references.
- m) Produce a valid accreditation as member of either ACA, PRISA or AMF
- n) Demonstrable capacity to deliver SALGA Campaigns within the set constraints (time, budget and scope)
- o) The service provider must demonstrate administrative capacity of appropriately qualified, skilled and experienced professionals to work on the SALGA account
- p) Shortlisted bidders may be required to make a presentation to SALGA on their value proposition.

## 6. ACCOUNT RESOURCING

The service provider will be required to resource the SALGA account with the below resources and provide clear costs associated with this in the submission

Description	Activity	Type of resource required	Number of resource
<b>Above-the-line Services</b>	Above-the-line Services is either thematic, Promotional and/or Ad hoc Producing of world- class creative origination & execution	Media manager Client service Traffic & Production Strategic Planner Art Director Copy Writer Key Account Manager	1 of each
<b>Below-the-line Services</b>	Publications Marketing Collateral Branding CRM	Client Services Designer DTP operator	1 of each
<b>PR Communication Services</b>	Driving strategic PR and communications Initiatives to ensure maximum exposure for the brand	PR and Communication strategist	1

## 7. PRICING

- a) A detailed pricing schedule for tender evaluation purposes, based on a fully Inclusive monthly retainer as per the scope of services as outlined above (Scope of Services/Work) and must detail relevant agency resources to be allocated to the SALGA account as per Number 6 (Account Resourcing) as well as the total number of hours per month, services rendered for the retainer and any exclusion.
- b) This price should be stated clearly as a VAT Inclusive monthly amount.

DESRCRIPTION	NUMBER OF HOURS	PRICE PER HOUR	TOTAL PRICE FOR THE TOTAL NUMBER OF HOURS ALLOCATED
<b>Creative Advertising</b> <ul style="list-style-type: none"> <li>•Ads copy, design, development and optimisation (360-degree advertising campaign)</li> <li>•Develop and implement marketing and communication plans</li> <li>•Develop content and creative</li> </ul>	300		
<b>Always on advertising</b> <ul style="list-style-type: none"> <li>•Media strategy development</li> <li>•Advertising design</li> <li>•Media purchase for social and on-line advertising</li> </ul>	150		
<b>PR, Communication Strategy, Plan and Crisis Management</b>	100		
<b>Account Management</b> <ul style="list-style-type: none"> <li>•Account management and meetings (Max 5 meetings per month)</li> </ul>	50		
<b>Travel and disbursements</b> (fixed rate) - limited to 10% of retainer fee, payable on prior approval from SALGA			

		<b>Sub Total</b>	
		<b>Vat</b>	
		<b>Total Incl. Vat</b>	
<b>Period</b>		<b>Price per Month</b>	
<b>Year 1 incl Vat</b>			
<b>Year 2 incl Vat (Projected)</b>			
<b>Year 3 Incl. Vat (Projected)</b>			

- c) In addition to the services quoted above, the agency is expected to secure media placement on behalf of SALGA. The agency should therefore for the purposes of this bid indicate separately their media commission on media placements/buying. This is, however, subject to negotiation with SALGA.
- d) Any additional services in the advertising and media services over and above the ones specified in number 4 (Scope of Work) shall be communicated to the agency in advance and quoted for separately in accordance with National Treasury Regulations.
- e) The pricing schedule should reflect the full budget breakdown for the period of one year.
- f) Each bidder must quote on a detailed pricing schedule based on a full-monthly service retainer fee for a maximum of 600 hours a month based against the proposed scope of work.
- g) Provide a complete, detailed pricing schedule as per the table above.

## **8. APPOINTMENT, COMMENCEMENT AND DURATION**

- The appointment of the successful bidder will be subject to the signing of a contract and service level agreement for a period of three (3) years, affective from the date of signing of the contract.
- The contract is subject to renewal dependent on the performance of the service provider.

## **9. DESCRIPTION AND EXTENT OF WORK**

### **9.1 Performing of Briefs**

Briefs are to be performed in accordance with the industry/profession standards as well as the terms of reference. All reports will be reviewed by the relevant SALGA Project Lead/s and oversight relevant structures representing the organisation.

All working papers and reports and documents will become the property of SALGA.

The successful bidder shall work with the SALGA on the planning of various phases of the service activities, and must be prepared to regularly report the progress to the relevant Project lead/s.

## **9.2 Timing of Briefs**

The performance of requests shall be in accordance with approved plans. The final responsibility of approving the scope and extent of the work resides with the relevant Project Manager/s and relevant structure/s.

## **9.3 Quality Assurance Reviews of The Work**

The bidder shall ensure that all work conforms to the required quality assurance standards.

## **9.4 Monitoring Progress of Assignments**

On a mutually agreed basis, the bidder shall meet with the Project lead/s to report progress of the work, and at the relevant meetings.

## **9.5 Payments**

SALGA undertakes to pay out within a reasonable time period all valid claims for work done to its satisfaction upon presentation of a substantiated claim. No payment will be made on outstanding information not submitted by the bidder.

The parties shall, upon appointment of the bidder, sign a service level agreement to govern their business relationship.

Acceptance of any bid does not mean that work on an uninterrupted basis is guaranteed for the duration of the contract.

## **9.6 Expenditure Incurred by the Bidder**

The SALGA will not be held responsible for any costs incurred by the bidder in the preparation and submission of the bid.

# **10. INSTRUCTION TO BIDDERS**

## **10.1 General Instructions**

This document constitutes a Request for Proposal (RFP), which specifies SALGA's requirements to appoint a qualified and accredited service provider to assist in developing and implementing the mandate through integrated marketing communication. The organisation is hereby looking to invite proposals from suitably qualified accredited service providers to assist with strategic profiling and media buying for a period of 36 months.

The information contained herein provides a format to facilitate bidder's responses to this RFP. It is important that the format be followed closely to help maintain the decision-making timetable. Responses must be presented in the same order as the requirements appear, section by section, and numbered accordingly, with acknowledgement of all clauses. All pricing information should be fully disclosed with all charges clearly defined. Please feel free to address any other potential services not specifically mentioned in this RFP that may be of benefit to the National Executive Committee (NEC) of SALGA which is the organization's accounting authority.

## **10.2 Questions during proposal process**

Any enquiries regarding this RFP should be directed to **Ms. Nokulunga Neti**, Senior Buyer: SCM at [scm@salga.org.za](mailto:scm@salga.org.za), located at the SALGA National Office – 012 369 8000. Questions will only be taken up to four days prior the closing date.

Bidders finding apparent discrepancies or omissions in the RFP should inform SALGA through the designated email address [scm@salga.org.za](mailto:scm@salga.org.za) before the closing date. Bidders may during the bidding period, be advised by Addenda, of any additions, clarifications, deletions or alterations to these specifications. All such changes should be covered by the bidder's proposal. Information used in the preparation of a proposal from other than this RFP and any written addenda (considered as the proposal documents) will not be considered as valid or official.

No further addenda will be issued by SALGA after 12:00 noon, four business days prior to RFP closing without providing an extension of time.

## **10.3 Bid submission requirements**

Submit three (3) copies of the proposal (1 X Original of the bid/tender document), and 1 X Original of the budget cost breakdown, in sealed opaque envelopes as well an electronic version in a labelled USB flash drive or memory stick clearly marked RFP Response. Response – SALGA/15/2023 Request for Proposals for the appointment of a service provider to assist salga with strategic profiling and media buying for a period of 36 months (3 years) addressed to:

**Physical address:**

*South African Local Government Association (SALGA)  
Menlyn Corporate Park  
Block B 175 Corobay Avenue  
Corner Garsfontein & Corobay Avenue  
Waterkloof Glen ext. 11  
PRETORIA  
0181*

Proposals will be received at the reception desk on the first floor, during regular business hours only – 08:00 am – 16:30 pm, up to 12 February 2024 at 11:00 am. Late submissions will not be accepted.

Bidders remain solely responsible for the method of conveyance of their proposal to the receiving point. Fax transmissions or any other electronic communications are not acceptable.

SALGA will not be responsible for any costs incurred by the bidders associated with the preparation of responses to the RFP.

Proposals received past the time stated above will not be considered, and will be returned to the bidder unopened.

All proposals will remain in force and will be irrevocable for **hundred and twenty days** after the proposal closing.

Proposals shall be stipulated sums without escalator clauses or other qualifications.

## **11. CONTRACT AWARD**

SALGA reserves the right to accept any proposal submitted, or reject all proposals.

Any proposal submitted, that is not in complete compliance with the requirements of the proposal documents may be accepted or disqualified, at the option of SALGA.

Please outline in your proposal the assistance your institution is prepared to provide to meet the estimated contract duration period for the full implementation of the scope of work.

## **12. TERMINATION OF CONTRACT**

SALGA reserves the right to terminate the agreement with 30 days written notice to the winning bidder subject to the following:

- 12.1.** the winning bidder fails to perform in accordance with the specified service requirements as set out in the RFP;
- 12.2.** the winning bidder fails to provide project deliverables as defined under **Section 4 and 5** above without written explanation; and
- 12.3.** the winning bidder otherwise violates the provisions of the RFP to a substantial degree.

### 13. LIABILITY

SALGA will not be held liable for any actions of the winning bidder and/or its employees.

### 14. IMPORTANT DATES

Please note that some of the dates are based on estimated project timeframes.

Last day for submission: 12 February 2024, 11h00

### 15. CONDITIONS OF BID

Failure to meet any of the requirements below may render your bid proposal non-responsive:

- a) The requirement for content of the project proposal section below outlines the information that must be included in bid offers. **Failure to provide all or part of the information may result in your bid being excluded from the evaluation process.**
- b) A contract will be signed with the appointed Bidder.
- c) The Bidder will be required to sign confidentiality and indemnity agreements with SALGA.
- d) SALGA may at its own discretion vary an instruction to include more work.
- e) Failure to comply with any condition of this request for a proposal will invalidate respective tender proposal.
- f) If any conflict of interest is discovered during the assignment, SALGA reserves the right to summarily cancel the agreement and demand that all the information, documents and property of SALGA be returned forthwith.
- g) SALGA reserves the right to request new or additional information regarding each bidder and any individual or other persons associated with its project proposal.
- h) Bidders shall not make available or disclose details pertaining to their project proposal with anyone not specifically involved, unless authorized to do so by SALGA.
- i) Bidders shall not issue any press release, social media or other public announcement pertaining to the details of their project without the prior written approval of SALGA.
- j) Bidders are required to declare any conflict of interest they may have in the transaction for which the bid is submitted or any potential conflict of interest. SALGA reserves the right not to consider further any bid where such a conflict of interest exists or where such potential conflict of interest may arise.
- k) The bid offers and proposals should be valid and open for acceptance by SALGA for a period of 120 days from the date of submission.
- l) Bidders are advised that submission of a project proposal gives rise to no contractual obligations on the part of SALGA.

- m) Disputes that may arise between SALGA and a bidder must be settled by means of mutual consultation, mediation (with or without legal representation) or, when unsuccessful, in a South African court of law.
- n) In addition to adherence to the specific terms and conditions of proposals, provided in this document, the bidder shall be bound by the provisions of the General Conditions of Contract attached hereto, an originally signed copy of which must be submitted together with all other bid documentation.
- o) All returnable bid documents must be completed in full and submitted together with the bidder's proposal.
- p) SALGA will not be liable for costs incurred during the site visits or any other cost related to the submission of the bid.
- q) Completion of the Standard Bidding Documents stated herein below is **mandatory**, failure to do so **may** render your bid offer invalid.

## **16. STANDARD BIDDING FORMS**

### **16.1 Preference Points Claim Form**

Form SBD 6.1 - Bidders must complete this document in full, special attention must be given to section 12 and 13. They must be completed on the original and signed, all in black ink.

### **16.2 Bidder's Disclosure**

Form SBD 4 - Bidders must complete this document in full. They must be completed on the original and signed, all in black ink.

### **16.3 Bid Invitation**

Form SBD 1 - Bidders must complete this document in full. They must be completed on the original and signed, all in black ink.

### **16.4 Pricing Schedule**

Form SBD 3.3 - Bidders must complete this document in full. They must be completed on the original and signed, all in black ink.

## **17. EVALUATION**

The following evaluation method will be used:

- After the closing date of the bid invitation, an appointed evaluation committee of SALGA officials and possibly other external parties will evaluate the proposals of the bidders.

- The committee will individually evaluate each of the bid proposals received against the approved criteria as well as Preferential Procurement Regulations, 2022

All proposals submitted will be evaluated on three categories:

- Functionality (technical content)
- Price
- B-BBEE status level of contribution

Bids will be evaluated in accordance with the Preferential Procurement Regulations, 2022, using the 90/10 split. The 90/10 preference points system applies for acquisition of goods or services for Rand value above R50 million.

Firstly, the assessment of functionality will be done in terms of the evaluation criteria and the minimum threshold value of 70 points. A bid will be disqualified if it fails to meet the minimum threshold value for functionality as per the bid invitation.

A Bid Evaluation Committee will review and evaluate the proposals. Bidders may be invited to present their proposal for the purpose of providing clarification and answers to questions by the committee. If presentations are necessary they will be made on the date, time and location to be confirmed.

Thereafter, bids will be evaluated in terms of the 90/10 preference points systems, 90 points will be used for price only and the 10 points will be used for B-BBEE Status Level of Contribution and Specific Goals. The price points will be calculated in accordance with the formula prescribed in Regulation 6. (1) of the Preferential Procurement Regulations, 2022.

A recommendation for the awarding of the contract will be made at the meeting of the Bid Adjudication Committee to be confirmed, where applicable.

For functionality, the following criteria will be applicable and the maximum value of points breakdown for each criterion using the table below:

SCALE LEVEL DESCRIPTIONS	RATING
No relevant response or information given to enable evaluation	0
<b>Very poor</b> response based on expected standard	1
<b>Poor</b> response based on expected standard	2
<b>Average</b> response based on expected standard	3
<b>Good</b> response based on expected standard	4
<b>Excellent</b> response based on expected standard	5

### Functionality Points Breakdown:

CRITERIA FOR FUNCTIONALITY	BREAKDOWN OF POINTS	WEIGHTS
<p>The bidder must demonstrate their Strategy and creative development approach for both internal and external campaigns by providing a full example of previous work done for each of the following three (3) categories:</p> <p>a) A marketing campaign with a clear call to action linked to the business's strategic objectives, and demonstrate that it is an integrated, 360-degree campaign.</p> <ul style="list-style-type: none"> <li>- This must include an employee engagement element</li> <li>- Must include measurement tool.</li> <li>- Must cover one of the preferred sectors (public and private)</li> </ul> <p>b) One Corporate Identity development project (designed by agency) applied to</p> <ul style="list-style-type: none"> <li>- signage</li> <li>- collateral</li> <li>- stationery</li> </ul> <p>c) Brand campaign proposal including sample go-to-market collateral (excluding media buying)</p>	<p>0= Lack of understanding of key deliverables and non- submission of documentation</p> <p>1 = Very limited understanding of submission required</p> <p>2 = Shows some understanding but limited in terms of interpretation</p> <p>3= Understanding of key deliverables and submission of relevant documentation but with no examples</p> <p>4= Detailed understanding of key deliverables and submission of the categories and some examples</p> <p>5= Understanding of key deliverables and submission of all documentation as per the three categories including full relevant examples.</p>	<p><b>20</b></p>
<p>Approach and methodology (to include project plan to cover scope of work)</p> <p>Bidder to submit methodology and approach to how they process brief from inception to end of project.</p> <p>Submission must detail the approach undertaken which aligns with the project team and their experience</p>	<p>0= no submission of project plan and approach</p> <p>1 = Partial submission of different elements</p> <p>2 = Submission, however with no details of either project plan and methodology</p> <p>3= Submission of project plan, management plan and methodology approach in line with scope of work</p> <p>4= Submission of project plan &amp; management plan (that outlines the details of all the elements of framework and roadmap development to completion) in line with scope of work including alignment to company experience and team</p> <p>5= Submission of project plan &amp; management plan (that outlines the details of all the</p>	<p><b>15</b></p>

	elements of framework and roadmap development to completion) in line with scope of work including alignment to company experience and team	
<b>Industry Membership</b> Provide proof of relevant industry membership. Either ACA, PRISA or AMF	Membership Scored on the following: 0 = No Membership provided 1 = Membership stated but no proof 3 = 1 Membership 4 = 2 memberships 5 = 3 and more Memberships	<b>5</b>
<b>Company Profile</b> a) The bidder must also provide a full company profile detailing its experience in relation to the requirements.	0 = No company profile provided 1 = Only Company profile provided without any services linked to required services 2= Company profile provided but lacking significant parts of the required services 3= Company profile provided showcasing expected required services 5 = Company profile provided with expected services as well as detailed examples project/campaign work done relevant to the requirements	<b>5</b>
The bidder must demonstrate its relevant experience in providing integrated brand communication services to both clients in the public and private sector. a) The bidder must provide relevant contactable references of similar work done in the past 5 (five) years. <ul style="list-style-type: none"> <li>- Atleast one reference must be in public sector</li> <li>- Atleast one reference must be in the private sector</li> <li>- One reference <b>can</b> be in the services sector</li> </ul> Note: SALGA reserves the right to contact the references supplied by the bidder. A proven track record for managing projects of a comparative size and nature accompanied by written contactable references	<u>Reference letters :</u> 0= none; 1=one letter; 2= two letters, 3= three letters, 4= four letters 5= five letters.	<b>10</b>
<b>Expertise and Skills</b> Provide details of your teams' expertise and experience (the team proposed to work on the SALGA Account). CV's of resources	0 = No submission of Structure / Organogram 1 = Only Structure/Organogram Submitted 2= Partial submission of Structure/organogram, lacking detail	<b>15</b>

that will be allocated should be included outlining the roles and responsibilities.  The bidder must provide an organogram of the team members that will be servicing the SALGA account. The team must include, but not limited to, the following: Strategist, Creative team: (Creative Director, Art Director/Graphic Designer, Copywriter), Content/Communication Specialist, Digital Marketing Team: (Digital Marketing Specialist, Social and Community Manager), Account Manager, Production Manager.  The bidder must include CVs of all team members to be servicing the SALGA account and specify the areas of specialty, client portfolio experience and clearly demonstrate reporting lines within the organisation (structure).	3 = Submission of Structure/organogram, inclusive of CV's / 4 = Submission of Structure/organogram, Project Team and Project Leader inclusive of their CV's detailing experience and qualifications 5 = Submission of Project Team & Project Leader (That outlines the details of their roles and responsibilities in accordance with the scope of services.)	
Minimum Threshold		<b>70</b>
Total for functionality		<b>100</b>

Bidders who score 70 (average) points and above will be considered in phase 2 of the evaluation.

The 90/10 preference point system will be used when evaluating this Request for Proposal in terms of section 4(2) and 4(3) of the Preference Procurement Regulations of 2022 with 90 points allocated for price and 10 points for Specific goals as per table below :

Table 1:

<b>B-BBEE Status Level of Contributor</b>	<b>Number of points (90/10 system)</b>
1	5
2	4
3	3
4	2
5	1
6	0
7	0
8	0
<b>Specific Goals</b>	
SMME's	2
100% Black Women owned	2

100 % Youth	1
Total Points	10

Phase 2 of evaluation will include the sum of the two criteria below:

CRITERIA	WEIGHT
Price	90
Specific Goals	10
<b>TOTAL</b>	<b>100</b>

***Points claimed shall be verified through the Central Supplier Database (CSD) and valid BBBEE certificates.***

## 18. GENERAL CONDITIONS

The following should be noted by interested parties:

- a) Intellectual property and ownership of all materials and products developed in the execution of the contract will be vested in SALGA.
- b) Materials and products may not be made available to any unauthorized person or institution or sold for profit without prior written consent from SALGA.
- c) On completion or termination of the agreement, all materials and products must be handed over to SALGA.
- d) No information concerning the tender or award of the tender may be made available by the bidder to other parties without prior consultation and written approval from SALGA.
- e) SALGA may at its own discretion vary this instruction to include more scope / work or to exclude work/service areas. In the case of the latter, the bidder shall not be entitled to claim for any work not required and may engage SALGA on the pricing of the additional work/ service proposed.
- f) All copyright and intellectual property rights that may result as a consequence of the work to be performed shall reside with SALGA and the bidder shall be required to sign an agreement of confidentiality.
- g) SALGA may dictate the framework in which documents (policies, plans, report etc.) shall be submitted; however the bidder should be able to submit a proposal on the layout of his/her choice for consideration by SALGA.
- h) SALGAs (general conditions of bid, contract and order) shall be applicable to this bid.
- i) The bidder shall be required to conclude and sign a Service Level Agreement (SLA) after the appointment.
- j) SALGA reserves the right not to award the bid to any bidder at its own discretion.

**REVIEWED BY CHAIRPERSON: BID SPECIFICATION COMMITTEE**



## PART A INVITATION TO BID

<b>YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (NAME OF DEPARTMENT/ PUBLIC ENTITY) BID NUMBER:</b>							
SALGA 15/2023	CLOSING DATE:	12 FEBRUARY 2024		CLOSING TIME:	11:00		
DESCRIPTION	REQUEST FOR PROPOSALS FOR THE APPOINTMENT OF A SERVICE PROVIDER TO ASSIST SALGA WITH STRATEGIC PROFILING AND MEDIA BUYING FOR A PERIOD OF 36 MONTHS (3 YEARS)						
<b>BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO</b>							
CONTACT PERSON				CONTACT PERSON			
TELEPHONE NUMBER				TELEPHONE NUMBER			
FACSIMILE NUMBER				FACSIMILE NUMBER			
E-MAIL ADDRESS				E-MAIL ADDRESS			
<b>TECHNICAL ENQUIRIES MAY BE DIRECTED TO:</b>							
<b>SUPPLIER INFORMATION</b>							
NAME OF BIDDER							
POSTAL ADDRESS							
STREET ADDRESS							
TELEPHONE NUMBER		CODE		NUMBER			
CELLPHONE NUMBER							
FACSIMILE NUMBER		CODE		NUMBER			
E-MAIL ADDRESS							
VAT REGISTRATION NUMBER							
SUPPLIER COMPLIANCE STATUS		TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA	
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE		TICK APPLICABLE BOX]  <input type="checkbox"/> Yes <input type="checkbox"/> No		B-BBEE STATUS LEVEL SWORN AFFIDAVIT		[TICK APPLICABLE BOX]  <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>[AN UPDATED CSD REPORT MUST BE SUBMITTED IN ORDER TO QUALIFY FOR SPECIFIC GOALS AT PPPFA EVALUATION]</b>							
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?		<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES ENCLOSE PROOF]		ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?		<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES, ANSWER THE QUESTIONNAIRE BELOW ]	
<b>QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS</b>							
IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE A BRANCH IN THE RSA?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.							

## PART B TERMS AND CONDITIONS FOR BIDDING

<b>1. BID SUBMISSION:</b>
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, 2017, 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 (SBD7).
<b>2. TAX COMPLIANCE REQUIREMENTS</b>
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 VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.
2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
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:

.....

## BIDDER'S DISCLOSURE

### 1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

### 2. Bidder's declaration

- 2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest<sup>1</sup> in the enterprise, employed by the state? **YES/NO**

- 2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

- 2.2 Do you, or any person connected with the bidder, have a relationship

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<sup>1</sup> the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:

.....  
 .....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:

.....  
 .....

### **3 DECLARATION**

I, \_\_\_\_\_ the \_\_\_\_\_ undersigned,  
 (name)..... in  
 submitting the accompanying bid, do hereby make the following  
 statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium<sup>2</sup> will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, 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.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring

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<sup>2</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

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 the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public 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.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....	.....
Signature	Date
.....	.....
Position	Name of bidder

## PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

**NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022**

### 1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 **To be completed by the organ of state**

*(delete whichever is not applicable for this tender).*

- a) The applicable preference point system for this tender is the **90/10** preference point system.
- b) The applicable preference point system for this tender is the **80/20** preference point system.
- c) Either the **90/10 or 80/20 preference point system** will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

1.4 **To be completed by the organ of state:**

The maximum points for this tender are allocated as follows:

<b>B-BBEE Status Level of Contributor</b>	<b>Number of points (80/20 system)</b>	<b>Number of points (90/10 system)</b>
1	10	5
2	9	4
3	7	3

4	6	2
5	4	1
6	3	0
7	2	0
8	1	0
<b>Specific Goals</b>		
SMME's	4	4
100% Black Women owned	3	3
100 % Youth	3	3
Total Points	20	10

1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.

1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

## 2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

## 3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

### 3.1. POINTS AWARDED FOR PRICE

#### 3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$Ps = 80 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right) \text{ or } Ps = 90 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

### 3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

#### 3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$Ps = 80 \left( 1 + \frac{Pt - P_{max}}{P_{max}} \right) \text{ or } Ps = 90 \left( 1 + \frac{Pt - P_{max}}{P_{max}} \right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

## 4. POINTS AWARDED FOR SPECIFIC GOALS

4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:

4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—

- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or

- (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,

then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

**Table 1: Specific goals for the tender and points claimed are indicated per the table below.**

***(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.***

***Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)***

The specific goals allocated points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
SMME's	4	4		
100% Black Women owned	3	3		
100 % Youth	3	3		

#### **DECLARATION WITH REGARD TO COMPANY/FIRM**

4.3. Name of company/firm.....

4.4. Company registration number: .....

4.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
  - ☐ One-person business/sole propriety
  - ☐ Close corporation
  - ☐ Public Company
  - ☐ Personal Liability Company
  - ☐ (Pty) Limited
  - ☐ Non-Profit Company
  - ☐ State Owned Company
- [TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
  - (a) disqualify the person from the tendering process;
  - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
  - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
  - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
  - (e) forward the matter for criminal prosecution, if deemed necessary.

.....  
**SIGNATURE(S) OF TENDERER(S)**

**SURNAME AND NAME:** .....

**DATE:** .....

**ADDRESS:** .....

**PRICING SCHEDULE**  
(Professional Services)

NAME OF BIDDER: ..... BID NO.: SALGA/15/2023

CLOSING TIME 11:00 ON 12 FEBRUARY 2024

OFFER TO BE VALID FOR ...120...DAYS FROM THE CLOSING DATE OF BID.

ITEM NO	DESCRIPTION	BID PRICE IN RSA CURRENCY INCLUSIVE OF <u>VALUE ADDED TAX</u>	
1.	The accompanying information must be used for the formulation of proposals.		
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 VAT for the project.	R.....	
3.	PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)		
4.	PERSON AND POSITION	HOURLY RATE	DAILY RATE
	-----	R-----	-----
	-----	R-----	-----
	-----	R-----	-----
	-----	R-----	-----
	-----	R-----	-----
5.	PHASES ACCORDING TO WHICH THE PROJECT WILL BE COMPLETED, COST PER PHASE AND MAN-DAYS TO BE SPENT		
	-----	R-----	----- days
	-----	R-----	----- days
	-----	R-----	----- days
	-----	R-----	----- days
5.1	Travel expenses (specify, for example rate/km and total km, class of airtravel, etc). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.		
	DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY      AMOUNT
	-----	.....	.....      R.....
	-----	.....	.....      R.....
	-----	.....	.....      R.....
	-----	.....	.....      R.....
		TOTAL: R.....	

Bid No.: .....

Name of Bidder: .....

- 5.2 Other expenses, for example accommodation (specify, eg. Three star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT
.....	.....	.....	R.....
.....	.....	.....	R.....
.....	.....	.....	R.....
.....	.....	.....	R.....
TOTAL: R.....			

6. Period required for commencement with project after acceptance of bid .....
7. Estimated man-days for completion of project .....
8. Are the rates quoted firm for the full period of contract? .....
9. If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index. ....
- .....
- .....
- .....

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Any enquiries regarding bidding procedures may be directed to the –

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SALGA  
Menlyn Corporate Park  
1st Floor  
175 Corobay Avenue  
c/o Garsfontein and Corobay Avenue  
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