

INVITATION TO TENDER

FOR THE APPOINTMENT OF A REPUTABLE AND CAPABLE SERVICE PROVIDER FOR ADVERTISING AND OTHER RELATED SERVICES ON AN AD HOC BASIS FOR A PERIOD OF THIRTY - SIX (36) MONTHS.

TENDER NO: QCTO 15/2023

Closing Date	Address for Submission
Date: 13 December 2023 Time: 11:00	Quality Council for Trade and Occupations Tender Box @ Reception 256 Glyn Street Hatfield Pretoria 0083

Late Submissions will not be considered

Company Name		
Address		
Contact person		
Contact numbers	(w)	(cell)
Email address		

TABLE OF CONTENTS

1. INTRODUCTION	3
1.1. TENDER SUBMISSION AND COMPLIANCE	4
1.2. PRICING	5
1.3. PARTNERSHIPS AND LEGAL ENTITIES	5
1.4. CONSORTIUMS AND JOINT VENTURES	5
1.5. ACCEPTANCE OF PROPOSAL	6
2. AIM OF PROPOSAL	6
3. BACKGROUND	7
4. SCOPE OF SERVICES	7
5. PROJECT TIMELINES	8
6. SERVICE LEVEL AGREEMENT	8
7. EVALUATION CRITERIA	9
7.1. STAGE 1: MANDATORY REQUIREMENTS	9
7.2. STAGE 2: FUNCTIONALITY	10
7.3. STAGE 3: PRICE AND SPECIFIC GOALS	12
7.4. CALCULATING THE FINAL SCORE	13
8. TENDER VALIDITY PERIOD	13
9. ENQUIRIES	13
10. ANNEXURE A : PRICING	14

1. INTRODUCTION

The QCTO is a Schedule 3A Public Entity that was established in accordance with the Skills Development Act, No. 97 of 1998 (as amended) and the National Qualifications Framework Act, No. 67 of 2008 (as amended) and came into operation on 1 April 2010. The main functions of the QCTO amongst others is to develop standards for occupational qualifications including trades and skills programmes, accredit skills development providers, and assessment centres, manage assessments, quality assurance and issue certificates to qualifying candidates. Therefore, the QCTO is responsible for standards generation and maintenance; quality assurance of occupational full and part qualifications registered on the National Qualifications Framework (NQF) and the Occupational Qualifications Sub-Framework (OQSF) policy, including skills programmes. The QCTO has approximately 120 staff members and is situated in Hatfield, Pretoria. More information can be obtained from <https://www.qcto.org.za/>.

Prospective Service Providers who are interested in providing advertising services and other related services on an ad-hoc basis for a period of thirty - six (36) months and in accordance with the General Conditions of the offer, as well as the specifications are requested to complete this tender document, together with all the standard bidding documents in full. **It is compulsory for bidders to attend the virtual briefing session.**

Briefing Session Information

Compulsory Virtual Briefing session

Date: 28 November 2023

Time: 11:00am – 12:00am

Link: To receive the link, kindly send an email to Tenders@qcto.org.za before 24 November 2023.

The link will be sent by end of business on 27 November 2023.

1.1. TENDER SUBMISSION AND COMPLIANCE

Prior to submission, the tenderers must check that all pages are properly numbered, and all required documents are signed and initialled. QCTO will hold the duly authorised signatory liable on behalf of the tenderer.

NB: Please create an index page for ease of reference. Paginate your proposal submission by using numbered file dividers or a similar system.

Bidders must adhere to the below list for submission

Each page should be initialed with black ink

I/We have attached to this document:	Tick if submitted		Office use
<ul style="list-style-type: none"> Four hard copies of the technical bid document including the duly completed terms of references document (initialled by authorised signatories) 	Yes	No	
<ul style="list-style-type: none"> Submission one tender pricing together with the completed SBD 3.3 (Separately sealed in an envelope labelled PRICING). 	Yes	No	
<ul style="list-style-type: none"> One (1) USB Submission of the technical bid document including the duly completed terms of references document (initialled by authorised signatories) 	Yes	No	
<ul style="list-style-type: none"> Duly Completed Standard Bidding Documents (SBD 1, SBD 4, SBD 6,1) 	Yes	No	
<ul style="list-style-type: none"> Proof of Briefing session attendance (Screenshot of session) 	Yes	No	

1.2. PRICING

- 1.2.1. The tenderer must submit details regarding the tender price for the services on the pricing schedule provided in SBD 3.3. The completed form/s must be submitted together with the pricing proposal.
- 1.2.2. Bidders are required to indicate their rates (costs) inclusive of all applicable taxes. QCTO will not provide upfront payments.
- 1.2.3. The price proposal must include VAT (if applicable).
- 1.2.4. All other cost increases will be negotiated, not exceeding the actual inflation rate (CPI).

NB: FAILURE TO PROVIDE THE PRICING PROPOSAL WILL INVALIDATE THE BID AND RESULT IN IMMEDIATE DISQUALIFICATION OF THE PROPOSAL.

1.3. PARTNERSHIPS AND LEGAL ENTITIES

In the case of the tenderer being in a partnership, close corporation or a company, a certificate reflecting the names, identity numbers and addresses of the partners, members or directors (as the case may be) must be submitted with the tender.

1.4. CONSORTIUMS AND JOINT VENTURES

- 1.4.1. If the tendering unit emanates from a joint venture or collaborative partnership or consortium (including a newly formed company), which does not have a joint track record of at least three (3) years, the individual entities that make up the tendering unit should each provide all the mandatory requirements. Should all the requirements in respect of the tendering unit or the individual entities, as the case may be, not be met, the tendering unit will be disqualified.
- 1.4.2. It is recognised that tenderers may wish to form consortia to provide the services.
- 1.4.3. In response to this invitation to tender, a consortium shall comply with the following requirements:-
 - 1.4.3.1. A copy of the agreement entered into by the consortium members shall be submitted with the tender. It shall be signed so as to be legally binding on all consortium members.
 - 1.4.3.2. The tender document shall be signed so as to be legally binding on all consortium members;

- 1.4.3.3. One of the members shall be nominated by the others as authorised to be the lead member and this authorisation shall be included in the agreement entered into between the consortium members;
- 1.4.3.4. The lead member shall be the only authorised party to make legal statements, communicate with QCTO and receive instructions for and on behalf of any or all the members of the consortium;

1.5. ACCEPTANCE OF PROPOSAL

QCTO does not bind itself to accept either the lowest or any other tender and reserves the right to accept the tender that it deems to be in the best interest of the organization. QCTO reserves the right to accept the offer in full or in part.

QCTO reserves the right to cancel the tender based on the following:

- 1.5.1.No acceptable proposal is received;
- 1.5.2.The items are no longer required;
- 1.5.3.There are material errors in the tender invitation documents;
- 1.5.4.The tender price is certified as being exorbitant;
- 1.5.5.The tenders were not advertised on the Etenders website;
- 1.5.6.Funds are no longer available;
- 1.5.7.Deviation from the task directive;
- 1.5.8.Requirements of the bid were not clearly stated hence prices cannot be compared relative to the requirements;
- 1.5.9.The incorrect preference point system used.

2. AIM OF PROPOSAL

The aim of this proposal is for QCTO to appoint a suitably qualified and experienced service provider to provide advertising services on an ad-hoc basis for a period of thirty - six (36) months. The appointment of the successful bidder will be for a period of thirty-six (36) months commencing on the date as prescribed in the Letter of Award and signed Service Level Agreement.

3. BACKGROUND

The Quality Council for Trades and Occupations (QCTO) is a Quality Council established in 2010 in terms of the Skills Development Act, No. 97 of 1998 (as amended) and the National Qualifications Framework Act, No. 67 of 2008 (as amended). Its role is to oversee the design, implementation, assessment, and certification of occupational qualifications, including trades, on the Occupational Qualifications Sub-Framework (OQSF). The QCTO also offers guidance to skills development providers who must be accredited by the QCTO to offer occupational qualifications.

In summary, the QCTO is responsible for:

Establishment and management of the Occupational Qualification Sub-Framework (OQSF);

- Occupational Qualifications and skills programmes development and maintenance;
- Accreditation of Skills Development Providers;
- Accreditation of Assessment Centres;
- Assessment;
- Certification;
- Research and Knowledge Development; and
- Stakeholder Management and Advocacy.

4. SCOPE OF SERVICES

The broad scope of work will include advertising services on an ad hoc basis for a period of thirty - six (36) months. In responding to this bid, the service provider must provide a detailed methodology and approach including the implementation plan on how the service provider will deliver the services as detailed below.

4.1. The process aims to achieve the following objectives:

- 4.1.1. Uniformity in the QCTO's Advertisements
- 4.1.2. Maintain consistency in the look and feel in line with the Corporate Identity Manual.

4.2. The scope of work includes but is not limited to:

- 4.2.1. Advertising in print media
- 4.2.2. Advertising on Television and Radio stations
- 4.2.3. Advertising on digital media

5. PROJECT TIMELINES

The service provider must ensure that projects are completed within thirty -six (36) months in line with the signed SLA. Although the total duration shall be thirty (36) months, the QCTO shall review the bidder's performance at the end of every six (06) months and reserves the right to terminate the contract due to non-performance.

6. SERVICE LEVEL AGREEMENT

The successful bidders will be expected to enter into a Service Level Agreement (SLA) with the QCTO. The SLA will include, amongst others, the following:

- i. Period of agreement;
- ii. Charges;
- iii. Changes to the proposed team;
- iv. Method of communication and reporting;
- v. Non-performance;
- vi. Financial penalties and termination of the contract;
- vii. Procedures relating to payments;
- viii. Procedures relating to management reports;
- ix. Terms of deliverables;
- x. Reviews;
- xi. Uncompleted work;
- xii. Confidentiality; and
- xiii. Disputes.

7. EVALUATION CRITERIA

QCTO may request additional information, clarification, or verification regarding any information contained in or omitted from a tenderer's proposal. This information will be requested in writing, and the bidder must provide the requested information within forty-eight (48) hours after the request has been made; otherwise, the bidder may be disqualified.

QCTO may conduct due diligence on any bidder, which may include interviewing customer references or other activities to verify a tenderer's other information and capabilities (Including visiting the tenderer's various premises and/or sites to verify certain stated information or assumptions). In these instances, the tenderers will be obliged to provide QCTO with all necessary access, assistance and/or information which QCTO may reasonably request and to respond within the given time frame set by QCTO.

The 80/20 principle will be applied in terms of the Preferential Procurement Policy Framework Act.

7.1. STAGE 1: MANDATORY REQUIREMENTS

During this stage, proposals will be reviewed to determine compliance with all mandatory requirements and such documents must be signed by a duly authorized representative. Failure to meet or submit any or all the above mandatory requirements will lead to bidder being disqualified.

I/We have attached to this document:	Tick if submitted		Office use
<ul style="list-style-type: none"> • Proof of company/closed corporation registration and a copy of CM/CK certificates 	Yes	No	
<ul style="list-style-type: none"> • Copies of the identity documents of those with equity/shares 	Yes	No	
<ul style="list-style-type: none"> • CSD Registration (National Treasury) 	Yes	No	
<ul style="list-style-type: none"> • Letter of Good standing (COIDA) issued by Department of Labour 	Yes	No	

Note: Failure to meet or submit any or all the above mandatory requirements will lead to bidder being disqualified.

7.2. STAGE 2: FUNCTIONALITY

Only bidders that qualified during the Mandatory Evaluation will be evaluated on functionality. At this stage, the evaluation process will be based on the service provider's responses in respect of their proposals against specifications and quality.

Qualifying proposal will be evaluated on the following:

No	Evaluation Criteria	Guideline	Scoring	Points
1	Relevant experience in placement of advertisement/notice in mainstream media houses with Government Institutions/entities (Please attach recommendations letters not older than 2017)	Official reference letter from a client with the following: <ul style="list-style-type: none"> Name of your business mentioned Officially signed and dated with contact details 	<ul style="list-style-type: none"> Five References = 30 points Four References = 25 points Three References = 20 points Two References = 15 points One References = 10 points No Reference = 0 points 	30
2	Relevant experience in media buying and facilitation of radio and television interviews (Please provide proof of placement of adverts e.g., scripts and/or email correspondence with media houses)	Clips of adverts placed, and interviews facilitated for radio and television.	<ul style="list-style-type: none"> Five (05) Radio/TV Adverts = 15 points Four (04) Radio/TV Adverts = 10 points Three (03) Radio/TV Adverts = 05 points Less than Two (02) Radio/TV Adverts = 0 points 	15
3	Relevant experience in media buying and placement of advertisement in Newspapers, magazines, websites, and mobile apps (Please attach proof of adverts i.e., scripts and/or email correspondence with media houses)	Tear pages/ Sheets with the company name or proof that the adverts were placed by the bidder adverts/tear pages	<ul style="list-style-type: none"> Fifteen (15) or more Newspaper, magazines, websites, and mobile apps adverts/tear pages = 40 points Ten (10) to Fourteen (14) Newspaper, magazines, websites, and mobile apps 	40

No	Evaluation Criteria	Guideline	Scoring	Points
			adverts/tear pages = 30 points <ul style="list-style-type: none"> • Five (05) to Nine (09) Newspaper, magazines, websites, and mobile apps adverts/tear pages = 20 points • One (01) to Four (04) Newspaper, magazines, websites, and mobile apps adverts/tear pages = 10 points 	
4	Project Methodology	A detailed methodology and approach including the implementation/project plan on how the service provider will deliver the service.	Detailed Project plan demonstrating understanding of the scope of work, expected milestones and good management = 15 points Detailed Project plan demonstrating understanding of the scope of work and expected milestones = 10 points Detailed Project plan but does not demonstrate understanding of the scope of work = 5 points	15
				100

Each criterion shall be assessed and scored on the evaluation sheet using the above points.

Threshold: Bidders who score less than **70** out of 100 points on functionality will not be considered for this project.

7.3. STAGE 3: PRICE AND SPECIFIC GOALS

Only bids that achieved the minimum qualifying score/percentage for functionality will be considered further in terms of the **80/20 preference point system**.

The formulae to be utilised in calculating points scored for the preference point system will be included in the tender document.

Step 1 will be the calculation of points for price where the lowest bid will score 80 points for price, while bids with higher prices will score lower points for price on a pro-rata basis. The following formula will be utilised to calculate the points for price in respect of proposal with a Rand value below R50 000 000 (all applicable taxes included) :

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where:

Ps = Points scored for comparative price of proposal or offer under consideration;

Pt = Comparative price of proposal or offer under consideration; and

Pmin = Comparative price of lowest acceptable proposal or offer.

Step 2 will be the calculation of points for the Specific goals contribution where 20 points will be awarded to a Bidder as per table below:

Specific goals	Definitions	Number of Points
Women	5 points can be claimed by bidders who have owners/directors who are Black women regardless of percentage of ownership	5
Youth	5 points can be claimed by bidders who have owners/directors who are Black persons from the age of 16 to 35 regardless of percentage of ownership	5
Historically Disadvantaged Individuals (HDI)	10 points can be claimed by bidders who have owners/directors that are Historically Disadvantaged Individuals, females, or disabled South African person regardless of percentage of ownership	10

Note: Failure to provide certification or affidavit substantiating the attainment of any of the Specific goals criteria will result in the Bidder being awarded zero (0) points for the Specific goal. In the case that B-BBEE certificates are used to substantiate the points, the bidder must submit the full verification report, which shows the percentage of Women, Youth and HDI ownership.

7.4. CALCULATING THE FINAL SCORE

The points scored for the price (step 1) will be added to the points scored for the Specific goals (step 2) to obtain the tenderer's total points scored out of 100.

AREAS OF EVALUATION	POINTS
Price	80
Specific Goals	20
Total	100

8. TENDER VALIDITY PERIOD

The validity period for this tender is 180 days.

9. ENQUIRIES

Contact person for technical enquiries regarding the terms of reference shall be directed in writing to:

Mr. Skheto Makgarengi

Email: Makgarengi.S@qcto.org.za

Contact persons for SCM and administrative related issues:

Mr. Lekhotla Motloung

Email: Tenders@qcto.org.za

10. ANNEXURE A: PRICING

PRICING TEMPLATE: THE APPOINTMENT OF A REPUTABLE AND CAPABLE SERVICE PROVIDER FOR ADVERTISING AND OTHER RELATED SERVICES ON AN AD HOC BASIS FOR A PERIOD OF THIRTY - SIX (36) MONTHS.

NOTE: All requirements (items and quantities) listed below and included in the price schedule template for completion must be adhered to for costing and evaluation purposes.

Complete Schedule as indicated below.

1. 30 seconds adverts placed on Radio stations and TV Stations (Mark up as a percentage of cost from Radio and TV)

Radio Stations	Percentage (%) of Mark up.
National Radio Station	
Regional Radio Station	
Community Radio Station	
TV Channels	
Public Broadcaster	
Independent Broadcaster	
Community Broadcaster	
Digital Media	
Online Publications	
Social Media Platforms	

2. Adverts placed on Newspapers (Mark up as a percentage of cost from Newspaper)

Description of advert	Size	Colour	Daily national newspaper	Sunday National newspaper	Weekly national Newspaper	Community Newspaper
Proposal	10 x 3 Column	Black and white				
		Full colour				
Recruitment	200 x 120 Column	Black and white				
		Full colour				
Public notices	10 x 3 Column	Black and white				
		Full colour				