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| **REQUEST FOR QUOTATION (RFQ) NUMBER:** | **PR10110473 (Please use this number as reference when sending quotations and supporting documentation)** |
| **DESCRIPTION**  | The Road Accident Fund (RAF) wishes to appoint an experienced Media Monitoring Agency or Company to effectively Monitor, Track and deliver Analytical Reports on the RAF’s Media coverage across National, Regional, Provincial and in Community Media across all media platforms including Print, Radio, Television, Online and Social & Digital media for a period of twelve (12) months.  |
| **RFQ ISSUED DATE** | **09 July 2025** |
| **RFQ VALIDITY PERIOD** | 30 days from the closing date. |
| **CLOSING DATE AND TIME** | **17 July 2025 at 12:00** |
| **EXPECTED DATE SERVICES IS REQUIRED** | Will come into existence from the date of the last signatory |
| **COMPULSORY BRIEFING SESSION/****SITE VISIT/SITE INSPECTION**  | **N/A** |
| **DELIVERY ADDRESS OF GOODS/SERVICES** | RAF Head Office 420 Witch Hazel Avenue, Centurion Eco Glades Pretoria, 0046 |
| **RFQ RESPONSES MUST BE EMAILED TO:** | **For Head office all quotations should be emailed to** rfq.procurement@raf.co.za **Failure to follow these instructions will result in your quote not being considered.** |
| **ENQUIRIES REGARDING THIS RFQ SHOULD BE SUBMITTED VIA E-MAIL TO** | Enquires can be directed at this e-mail address ntsakob@raf.co.zaFor further enquiries, you may contact Ntsako Baloyi on 012 649 2023. |

**Important Notes to this RFQ:**

* **Service providers/suppliers should ensure that RFQ responses are emailed to the correct email address;**

**(**rfq.procurement@raf.co.za**)**

* **If the quotation is late, it shall not be accepted for consideration;**
* **The RAF reception is generally accessible 8 hours a day (07h45 to 16h00); 5 days a week (Monday to Friday) for delivery of goods;**
* **All suppliers are required to complete and sign all Annexures to this document (Standard Bidding Documents and documents for submission under Mandatary Evaluation, where applicable);**
* **Historically Disadvantaged Individuals (HDI)\* claimed points for Race and Gender will be verified through CSD;**
* **Suppliers who have a disability must provide a valid medical certificate issued by a registered medical practitioner as proof of disability;**
* **RAF will conduct business ONLY with CSD Registered suppliers;**
* **Should you not be contacted within 14 working days, consider your proposal/quotation unsuccessful.**

**Prohibition of Gifts & Hospitality:**

“Except for the specific goods or service procured by the Road Accident Fund, service providers/suppliers are required not to offer any gift, hospitality or other benefit to any RAF official. To avoid doubt, branded marketing material is considered to be a gift. Furthermore, should any RAF official request a gift, hospitality or other benefit, the service providers are required to report the matter to our toll-free fraud line at 0800 005919.”

*\*HDI - means a South African Citizen who (a) due to the apartheid policy, had no franchise in national elections prior to the introduction of the Constitution of the Republic of South Africa, 1983(Act No.110 of 1983) or the Interim Constitution of the Republic of South Africa,1993 (Act No.200 of 1993); (b) is a female; or (c) has a disability.*

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1. TERMS AND CONDITIONS OF REQUEST FOR QUOTATION (RFQ)

**SERVICE PROVIDER/SUPPLIER: ………………………………………………………………………..**

**REGISTRATION NUMBER: ……………………………………………………………………….**

**CSD UNIQUE SUPPLIER REGISTRATION NUMBER: ……………………………………………………………………….**

**ADDRESS: ……………………………………………………………………….**

**CONTACT PERSON: ………………………………………………………………………..**

**TEL: …………………………………………………………………........**

1. RAF’s standard conditions of purchase shall apply.
2. RAF will not conduct business with suppliers whose tax matters are not declared to be in order by SARS.
3. Goods or services shall be delivered and accepted against an official and RAF Award Letter or Purchase Order (PO) signed and duly authorised RAF official.
4. The RAF reserves the right not to make payment or accept the goods or services should the goods or services be delivered to the RAF before the RAF Award Letter or PO is issued. (An official authorised RAF PO should have the Supply Chain Management (SCM): Manager signature or such other official duly authorised in terms of the RAF’s Delegations of Authority and Approval Framework),Description of the item, Quantity of items purchased, Date of delivery of the item, Total amount of the items purchased inclusive of where applicable VAT and other applicable taxes.
5. This RFQ will be evaluated based on the 80/20 preference point system applicable to bids with a Rand value equal to, or above R2 000.01 and up to a rand value of R1 000 000.00 (all applicable taxes included). The RAF may elect to apply the 80/20 preference point system to price quotations with a rand value less than R2 000.01.

I, the undersigned (NAME)……….………………………………………certify that:

I have read and understood the conditions of this RFQ.

I have supplied the required information, and the information submitted as part of this RFQ is true and correct.

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Capacity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. GENERAL CONDITIONS OF CONTRACT

<http://ocpo.treasury.gov.za/Resource_Centre/Legislation/General%20Conditions%20of%20Contract-%20Inclusion%20of%20par%2034%20CIBD.pdf>

1. RFQ SPECIFICATION

#### BACKGROUND TO THE ROAD ACCIDENT FUND

The Road Accident Fund (RAF) is a schedule 3A Public Entity established in terms of the Road Accident Fund Act, 1996 (Act No. 56 of 1996), as amended.  Its mandate is the provision of compulsory social insurance cover to all users of South African roads, to rehabilitate and compensate persons injured as a result of the negligent driving of motor vehicles in a timely and caring manner, and to actively promote the safe use of our roads. The RAF has its headquarters in Centurion - Pretoria and other offices country wide.

#### BACKGROUND OF THE PROJECT

The Road Accident Fund (RAF) wishes to appoint an experienced Media Monitoring Agency or Company to effectively Monitor, Track and deliver Analytical Reports on the RAF’s Media coverage across National, Regional, Provincial and in Community Media across all media platforms including Print, Radio, Television, Online and Social & Digital media for a period of twelve (12) months.

#### DETAILED SPECIFICATION

 **Service Provider is required to deliver the following services in-house without outsourcing:**

1. Media tracking and reporting: Deliver analytical reports on the RAF’s media coverage Nationally, Regionally, Provincially and in Community Media across the following media platforms, namely:
* Print Media (including community newspaper and free distribution materials - “knock & drops”);
* Broadcasting i.e. television and radio (including community outlets);
* Online Media (e.g. news websites, online radio stations, transport platforms, and consumer websites);
* Social Media platforms for print, online and broadcast media (including Facebook, Twitter - X, Instagram and YouTube).
1. The Media Monitoring Agency or Company shall provide RAF and RAF related deliverables in respect of the following monitoring parameters:
* Authorised RAF representatives or subject experts.
* RAF related key words such as:

➢ Road Accident Fund / RAF

➢ Fuel Levy

➢ Transformation / Transform

➢ Claims

➢ Claims Process

➢ Claimant/s

➢ Claims Management Process / Claims Processing

➢ Medical Tariffs

➢ Rehabilitation

➢ Undertaking

➢ Patient Outreach

➢ Process Centres

➢ Customer Experience Centres

➢ RAF 1 Form

➢ RAF 3 Form

➢ 120 Days

➢ Customer Centricity

➢ Values

➢ Integrated Customer Management System / ICMS

➢ Accident/s

➢ Car Crash/es

➢ Motor vehicle Accident/s

➢ Road Safety

➢ Department of Transport

➢ Minister of Transport

➢ Deputy Minister of Transport

➢ Portfolio Committee on Transport

➢ RAF Act / Legislative Amendments / Regulation

➢ Operating Model

➢ Fraud

1. The Service Provider shall provide the RAF with daily feeds (raw data of RAF and RAF related news across all media platforms) containing any one or more of the parameters referred to above, at least three (3) times a day at an agreed time.
2. The Service Provider shall provide access to the media monitoring system through a secure web or online based logging system user interface to a maximum of ten (10) employees as designated by RAF’s Corporate Communications Department. This will enable the Fund to source information, when necessary, in Word and/or Excel and/or PDF format.
3. The Service Provider shall provide the RAF with statistical and analytical media coverage reports weekly, monthly, quarterly, culminating in an annual report at the end of the RAF’s financial year. Reports shall be delivered as follows:
* Weekly: Every Friday morning by 10am
* Monthly: By the third (3rd) day of the following month. If this falls on a weekend or public holiday, then it will have to be delivered on the next working day by 10am
* Quarterly: By the third (3rd) day of the new quarter. If this falls on a weekend or public holiday, then it will have to be delivered on the next working day by 10am
* Annually: By the third (3rd) day of the new financial year. If this falls on a weekend or public holiday, then it will have to be delivered on the next working day by 10am

THE RAF’S FINANCIAL YEAR COMMENCES ON THE FIRST (1ST) DAY OF APRIL AND ENDS THE FOLLOWING YEAR ON THE 31ST DAY OF MARCH.

1. The Service Provider shall provide ad hoc media coverage reports, when necessary, following campaigns and activations.
2. The statistical, analytical and ad hoc media coverage reports referred to in clauses 5 and 6 above shall contain the following:
* Executive Summary of the report;
* The RAF’s Reputation Impact comparative analysis of Positive versus Negative reputation encompassing all media platforms (also identify Neutral stories);
* Reputation Variables indicating where there is alignment ideally to the following seven (7) Reputation Drivers as identified by the Reputation Institute (Reptrak): a) Products and Services, b) Innovation, c) Leadership, d) Governance (Conduct), e) Workplace, f) Financial Management (Performance) and g) Citizenship. **To explain further:**
* Products & Services: Quality and value of products & services, including customer experience & client support.
* Innovation: How innovative the RAF is, whether it is first to market, and adapts quickly to change .
* Leadership: The vision, quality of leaders, managers & managerial effectiveness.
* Governance (Conduct): Ethics, including fairness, openness, and transparency in the business practices.
* Workplace: Whether the RAF cares for employees' health & well-being, and has the ability to offer fair rewards and equal opportunities in the workplace (e.g. is the RAF an employer of choice).
* Financial Management (Performance): Financial results, including profitability and growth prospects (are finances being managed appropriately).
* Citizenship: How environmentally friendly the RAF is, its ability to support good causes, and have a positive impact on society (e.g. Ubuntu).
* Scorecard Performance rating in the media over a period of time (namely weekly, monthly, quarterly and annually).
* Media prominence - tracking of media prominence (mentions, headlines, front page, lead story, commentary, interviews, organisation specific, tweets, retweets, Facebook mentions, etc.). Stories must also be categorised according to national, regional/provincial and community coverage.
* The RAF’s spokespersons and representatives’ breakdowns / categorisation of spokespersons, frequency, favourable and or unfavourable comments, and summary of statements made.
* Journalists covering the RAF and RAF related matters (breakdowns / categorisation of journalists).
* Media frequency types & categories: Online (news websites, blogs, podcasts. etc.); Print (Dailies, Weeklies, Sunday Newspapers, Community, Magazines etc.); Broadcast Media, specifically TV & radio (National and Community Television stations, various radio station types such as Commercial, Provincial /Regional, etc.);
* Social & Digital Media. A content analysis needs to be conducted of each social media platform.
* Media Breakdown Top media (newspapers, magazines, news websites, Twitter - X handles, blogs, podcasts, etc.) covering the RAF and RAF related issues.
* Advertising Value Equivalency (AVE) of all coverage and subsequent total.
* Perception of top journalists, broadcasters, columnists, bloggers and (X) users, including opinion makers that cover the RAF and transport related issues.
* Analytical reports (with narratives) of the RAF’s media presence across all platforms including when the RAF runs various campaigns and activations. Furthermore, all analytical reports must contain recommendations and tactical proposals. These must contain summaries and actual print, radio and television clippings & recordings, including social media messages.
1. The service provider must be able to provide evidence that they have the capacity to track and monitor South Africa’s proliferation of national, regional/provincial and community newspapers, radio and TV stations, online and social & digital media news platforms as per the RAF’s requirements.
2. EVALUATION CRITERIA
3. The evaluation criteria will be based on the following requirements:
* Phase 1: Mandatory Requirements
* Phase 2: Evaluation for Price and Specific Goals based preference system on the 80/20.

All Bidders who do not meet Mandatory Requirements will be disqualified and will not be considered for further evaluation on Price and Specific Goals based preference system on the 80/20

**Phase 1: Mandatory Requirements**

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| **Mandatory** | **Comply** | **Not Comply** |
| The service provider must be based in South Africa and provide Media Monitoring Services in-house (not outsourced or sub-contracted). The service provider must include an annexure or letter signed by the management representative of the organization confirming in writing that the company is based in South Africa and the work is done in-house.The annexure or letter must be submitted by the closing date and time of the RFQ.**RAF reserves the right to verify the legitimacy of information provided**. |  |  |

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| **Mandatory** | **Comply** | **Not Comply** |
| The service provider must be able to provide evidence that they have the capacity to track and monitor South Africa’s proliferation of national, regional/provincial and community newspapers, radio and TV stations, online and social & digital media news platforms as per the RAF’s requirements. The service provider must provide a detailed list of all national, regional/ provincial and community media that they currently monitor, including online and social and digital media news platforms.**RAF reserves the right to verify the legitimacy of information provided**.**The detailed list must be submitted by the closing date and time of the RFQ.** |  |  |

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| **Mandatory** | **Comply** | **Not Comply** |
| **Reference Letters** The Service Provider/ Media Monitoring Agency must provide a **minimum** of three (3) reference letters from previous companies/clients for whom they have provided Media Monitoring Services in the last five (5) years, letters signed before July 2020 will not be accepted. The letters from the companies/clients must contain the following information:* The name of the company at which Media Monitoring Services were rendered
* Contact Person
* Contact Number or Email Address
* Duration of the services provided (Start and End date)
* The letter must include the specific type of Media Monitoring Services rendered

Please note: The RAF will not accept a list of reference letters listed on a table other than signed reference letters on a company letterhead from the client. The RAF reserves the right to validate all reference letters submitted. The reference letter(s) must be in the form of individual letter(s) from the respective clients.**NB:** If the reference letter/s do not include all the information as per the bullet points above, such letter will not be considered valid. The reference letter must be submitted by the closing date and time of the RFQ. |  |  |
| **Substantiate / Comments**  |

1. **Price and Specific Goals Evaluations**

The evaluation for Price and Specific Goals based preference system shall be based on the 80/20 and the points for evaluation criteria are as follows:

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| --- | --- |
| **Evaluation criteria**  | **Points** |
| **1.** | **Price** | **80** |
| **2.** | **Specific Goals**

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| --- | --- | --- | --- |
|  | Specific Goal | Proof | Points Allocation |
| 1 | South African citizen who had no franchise in national elections prior to the introduction of the Constitution of the Republic of South Africa, 1983 (Act 200 of 1983) or the Constitution of the Republic of South Africa, 1996. (minimum 51% ownership or more) | CSD Report | 10 |
| 2 | Women (minimum 51% ownership or more) | ID copy / CSD report | 8 |
| 3 | Persons with disabilities (minimum 51% ownership or more) | Valid medical certificate issued by an accredited medical practitioner | 2 |

 | **20** |
| **Total** | **100** |

1. COST BREAK DOWN
2. The service provider/supplier is required to provide a full cost breakdown for each item required on an official company letterhead.
3. In cases where a service provider submits two (2) different offers, the price stated on the RFQ document will be accepted for the basis of evaluation purposes.
4. The service provider/supplier is required to list all additional costs associated with the services listed above, with the conditions of when such costs will apply.
5. All prices must be VAT inclusive (if VAT registered) and must be quoted in South African Rand (ZAR).
6. No price changes will be accepted after the official Purchase Order (PO) is issued.

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| **NO.** | **ITEM DESCRIPTION** | **QUANTITIES** | **Unit Price**  | **Total Price**  |
| **1** | Media Monitoring Services (as per the specification on page 6-8) | 1 |  |  |
| **2** | Any other costs if applicable | 1 |  |  |
| **TOTAL**  |  |
| **VAT (IF VAT REGISTERED)** |  |
| **GRAND TOTAL (VAT INCLUSIVE - IF VAT REGISTERED)** |  |

1. STANDARD BIDDING DOCUMENTS

SBD 4 Bidders Disclosure

SBD 6.1 in Terms of PPR 2022