



SCM Enquiries : Mr.O Phophi

Tel : 012 441 3418

Reference : OPRFQ 5

**SUBJECT: THE SOCIAL COHESION ADVOCATES OCP**

**REQUIRED BY: DEPARTMENT OF SPORT, ARTS & CULTURE**

1. Kindly furnish the Department with quotation for the above mentioned subject.
2. SBD 4, SBD 6.1 forms are attached for completion.
3. Bidders are requested to submit quotation, attached SBD's together with proof of B-BEEE status level of contributor.
4. The quotations will be evaluated on 80/20 preference point system. Failure to submit proof of B-BBEE status level of contributor will result in zero preference points being awarded for B-BBEE.
5. These forms must be returned with your quotation to the following e-mail address:  
[OfhaniP@dsac.gov.za](mailto:OfhaniP@dsac.gov.za)
6. The closing Time and Date is 11:30 21 March 2023

Signature:  \_\_\_\_\_

Date: 15/03/2023



Department of  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

Inspiring A Nation Of Winners

**RFP SPEC:  
PROGRAMME:  
DIRECTORATE:  
SUBMITTED BY:  
DATE:**

**MARKETING  
SOCIAL COHESION ADVOCATES PROGRAMME  
SOCIAL COHESION ADVOCATES  
Q. NNANIKI MALESA  
07 MARCH 2023**

### **1. BRIEF TO BIDDERS**

The opportunity to develop a fully-fledged Online Community Platform (herein referred to as the OCP) whose intent is to drive awareness of the programmatic content which is popularised by the Social Cohesion Advocates (herein referred to as SCA's) has come to fore.

Bidders who are responsible for developing fully-fledged and engaging online community platforms are herein being asked to respond to this RFP.

### **2. OBJECTIVES OF THE SOCIAL COHESION ADVOCATES OCP**

The intent of the OCP is to ensure realisation of the following:

- Profile each and everyone of the SCA's of the department of Sport, Arts and Culture.
- Promote the work being done by the SCA's
- Update the OCP with the regular activations that are taking place in communities
- Manage the Social media platforms and ensure synergy with the OCP in terms of updating of content
- Drive social media engagement with the communities who interact with the OCP and its related social media handles
- Drive regularly conversations with audiences online webinars/polls/conversations between South African citizens and SCA's using this platform

### **3. SCOPE OF SPEC TO BIDDERS**

Bidders who have experience, expertise and skills to deliver online community platforms are to revert quotes which responds to the deliverables cited below i.e. **Quote must outline costs for delivery of 3.1 to 3.5 as well as show costings for project management fee of the work done:**

SCOPE	ACTIVITY	DELIVERABLES
3.1	Register, Host, Develop Online Community Platform	<p>Register the domain of the OCP for a year's usage</p> <p>Host the OCP for a full year's usage from time of appointment by successful bidder</p> <p>Create content structure of OCP</p> <p>Develop and design OCP in line with approved structure</p> <p>Develop, edit and amplify the content to support the approved structure</p> <p>Develop audio visual content which is needed to amplify content i.e. animated boards, video clips and other related Audio visual Content</p> <p>Account for the inclusion of sourcing footage for developing the videography and photography services needed in development of the OCP</p>



**sport, arts & culture**

Department:  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

## Inspiring A Nation Of Winners

3.2	Social Media Platforms Management	Provide resources in the form of 2 engagement coordinators to drive updating of social media platforms of the SCA's social media platforms Ensure that the social media platforms content is also featured on the OCP
3.3.	Content Planning	Develop Content Plan for: Awareness and promotion of content to South African Citizens Drive registration of database for building community toward specific interests in the work done by SCA's Buy paid for digital advertising spend in social media spaces for promotion of the corporate adverts and other videos of the SCA's
3.4	Community Database Growth of SCA's OCP	Management of the Community Database Growth of SCA's OCP: Drive registration mobile advertising Sending out weekly emails to VIP registered Procuring the services of Analytics Officer to monitor analytics of the platform, Generate reports, Activate AdSense adverts through SEO/ Key Words activation Procure services of OCP developer and OCP Designer to update the changes resulting from recommendations of the Analytics Report

#### 4. CRITERIA OF QUOTES SUBMISSION

The service providers submitting quotations must be able to respond fully with supporting proof of evidence in being able to deliver this work.

The bidder submitting quotations must meet the following criteria:



**sport, arts & culture**

Department  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

**Inspiring A Nation Of Winners**

	Criteria	Weight	Value Rating Points
4.1	<p><b><u>ONLINE COMMUNITY PLATFORM CAPACITY SKILLS</u></b></p> <p>Required submission: To have in the employment of the services to be rendered personnel with the following skills set;</p> <ul style="list-style-type: none"> <li>• Web development: Expertise in programming languages like HTML, CSS, JavaScript, and other web development frameworks and libraries.</li> <li>• User interface (UI) and user experience (UX) design: To be able to create wireframes, prototypes, and designs that are visually appealing and enhance user engagement.</li> <li>• Database design and management: To build forms; database to store user profiles, content, and other data and ensure the platform is scalable, secure, and performs well.</li> <li>• Community management: Understanding how to engage with users, moderate discussions, and maintain a positive and inclusive atmosphere.</li> <li>• Analytics and reporting: Understanding how users engage with the platform is critical to its ongoing success. Skills in data analysis and reporting can help identify trends, measure user engagement, and inform decisions on how to improve the platform over time.</li> </ul> <p>In order to substantiate the above the service provider must provide:</p> <ul style="list-style-type: none"> <li>• Business profile showcasing personnel employed with these set of skills</li> <li>• CV's &amp; certificates of personnel possessing these skills sets alongside the platforms of evidence built by these individuals to date.</li> </ul> <p><b><u>Submission thereof assessed as follows:</u></b></p> <ul style="list-style-type: none"> <li>• Business Profile</li> <li>• Personnel plus CV's of personnel</li> </ul> <p>Please note DSAC has the jurisdiction of contacting the aforesaid personnel to confirm that they are in the employment of the business for which the CV's are rendered for.</p>	30	<p>0 - 10 = average 10 - 20 = above average 20 - 30 = good</p>



sport, arts & culture

Department  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

## Inspiring A Nation Of Winners

	Criteria	Weight	Value Rating Points
3.2	<p><b><u>EXPERIENCE RENDERING A SIMILAR SERVICE</u></b></p> <p><b><u>Required submissions: OCP Development Experience</u></b></p> <ul style="list-style-type: none"> <li>• Bidder must have relevant experience in their businesses' undertaking of OCP development</li> <li>• Provide reference of organisation, reference number and name of personnel to contact in this regard</li> </ul> <p>In order to substantiate the above the service provider must provide:</p> <ul style="list-style-type: none"> <li>• A list of the client/s and attach the reference letters outlining undertaking of marketing activations involving influencer marketing content planning delivery</li> <li>• Letters of reference must be provided of previous or existing clients not more than 5 years old.</li> </ul> <p>In order to substantiate the above the service provider must provide:</p> <ul style="list-style-type: none"> <li>• A list of the client/s and attach the reference letters outlining undertaking of development of online community platforms delivery</li> <li>• Letters of reference/s must be provided of previous or existing work done not more than 5 years ago.</li> <li>•</li> </ul> <p><b><u>Submission thereof assessed as follows:</u></b></p> <ul style="list-style-type: none"> <li>• 1 reference letter of successful delivery = Average</li> <li>• 2 reference letters of successful delivery = Above average</li> <li>• 3 + reference letters of of successful delivery = Good</li> </ul> <p>Please note DSAC has the jurisdiction of contacting the aforesaid references for further clarification so contact details must be provided for with the letters</p>	40	<p>0-6 = Poor 20-40= Good</p>
3.3	<p><b><u>TECHNICAL EXPERTISE: PROOF OF EVIDENCE</u></b></p> <p><b><u>Required submissions: Completed OCP Deliverables</u></b></p> <p>All bidders must showcase ability to develop and implement OCP projects. In order to substantiate the above the service provider must provide:</p> <ul style="list-style-type: none"> <li>• Examples of developed OCP/s supported by reference letter</li> </ul> <p>Submission thereof assessed as follows:</p> <ul style="list-style-type: none"> <li>• No Provision of OCP showing credibility of competency = Poor</li> <li>• Provision of 1 OCP showing credibility of competency as delivered by bidder and supported by reference letter already supplied = Good</li> </ul> <p>Please note DSAC has the jurisdiction of contacting the aforesaid owner of OCP to confirm that indeed it was built by bidder's organisation.</p>	30	<p>0 - 10 = average 10 - 20 = above average 20 - 30 = good</p>



sport, arts & culture  
Department:  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

Inspiring A Nation Of Winners

Criteria	Weight	Value Rating Points
<b>TOTAL</b>		<b>100</b>

Quotations will be evaluated on two stages. 80/20 preference point system will apply

#### Stage 1

##### Technical Functionality

Prospective bidders will have to score at least 70 out of 100 points allocated for first-tier functionality

#### Stage 2

Brief and Mock-up physical meeting with bidders who passed Stage 1 to action the following:

Prepare presentation of proposed mock-concept responding to brief

Showcase capability of design and development when supplied with CI of SCA's logo for designing a specific activation for online communication

An outline of criteria will be available on how this Stage 2 process will be adjudicated

Prospective bidders will have to score at least 70 out of 100 points allocated for second-tier functionality

#### Stage 3

Price versus points awarded for specific goals

#### WRITTEN ENQUIRIES

SCM Enquiries - please contact 012 441 3000

Nnaniki Malesa

071 350 9125 - WhatsApp Only

Email [nnanikim@dsac.gov.za](mailto:nnanikim@dsac.gov.za)

[queenm@dsac.gov.za](mailto:queenm@dsac.gov.za)

Nhlanhla Nkobi

[NhlanhlaN@dsac.gov.za](mailto:NhlanhlaN@dsac.gov.za)