



## **THE PUBLIC SERVICE SECTOR EDUCATION TRAINING AUTHORITY**

### **Terms of Reference**

**TERMS OF REFERENCE (ToR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO  
PROVIDE MEDIA SPACE BUYING SERVICE FOR THE PUBLIC SERVICE EDUCATION AND  
TRAINING AUTHORITY FOR A PERIOD OF 36 MONTHS**

No late applications will be accepted

## TABLE OF CONTENTS

1.	INTRODUCTION.....	3
4.	COMPETENCY AND EXPERTISE REQUIREMENTS .....	4
5.	TIMELINES OF THE PROJECT .....	4
6.	QUALITY AND REPORTING REQUIREMENTS.....	4
7.	INTELLECTUAL PROPERTY .....	5
7.2.	QUALIFICATION AND EXPERIENCE .....	5
8.	PRICING .....	5
9.	EVALUATION PROCESS .....	5
12.	FORMAT OF THE BID SUBMISSION.....	7

## **1. INTRODUCTION**

- 1.1. Public Service Sector Education and Training Authority (PSETA) is established in terms of section 9(1) and (2) of the Skills Development Act (Act No. 97 of 1998 as amended). The Skills Development Act is the enabling legislation and guides PSETA operations as a Sector Education and Training Authority (SETA), as set out in section 10 of the Act.

## **2. BACKGROUND & CONTEXT**

- 2.1. An important mandate for the PSETA is to market, promote and communicate the organisation's offering to the public using various media platforms within South Africa. The PSETA seeks to appoint a communication service provider with experience in media space buying namely, printed publications, audio-visual, and corporate exhibitions space. The service provider must have existing relationships with media houses. The service providers will be required to deliver on the scope of work as detailed below.

## **3. SCOPE OF WORK**

The service provider will be required to:

- 3.1. Buy space on behalf of PSETA on publications, newspapers and magazines.
- PSETA will provide details of the publication to feature or advertise in.
  - Service provider to approach the publication on behalf of PSETA.
  - Service provider to secure and pay for the space and invoice PSETA.
- 3.2. Space buying on behalf of PSETA in various radio stations based on need.
- PSETA will provide details of the radio stations to feature on based on the target audience and reach.

3.3. Space buying for corporate exhibitions on behalf of PSETA.

- PSETA will provide details of the corporate exhibitions to the service provider.
- Service provider to secure and pay for the space and invoice PSETA.

#### **4. COMPETENCY AND EXPERTISE REQUIREMENTS**

The Service Provider should meet the following requirements:

- 4.1. Expertise in media space buying, radio, exhibitions and print publications.
- 4.2. Reference letters from two (2) companies as evidence of previous related work successfully conducted. The reference letter(s) must not be older than 3 years, must be on the letterhead of the previously serviced client for a specific Provincial Department of Education and should reflect at least the name of the client, title of the related work conducted, year(s) conducted and completed, contactable reference name and contact details, and be signed by the appropriate delegate. The Reference Letter should also indicate the quality of the service rendered.
- 4.3. Understanding of the Public Finance Management Act and the National Treasury Regulations on consultancy fees/ rates.
- 4.4. Capacity and capability to be able to deliver on the project of this nature.

#### **5. TIMELINES OF THE PROJECT**

- 5.1. The duration of the contract will be for a period of thirty-six (36) months from the date of appointment.

#### **6. QUALITY AND REPORTING REQUIREMENTS**

- 6.1. The service provider will report the statistics with costing to the Stakeholder Management & Communications Manager monthly and quarterly.

## 7. INTELLECTUAL PROPERTY

- 7.1. All the information derived from this assignment will remain the property of the South African Government. This includes data gathering tools, raw data and all reports. Publication of any information emanating from this assignment is prohibited unless permission is approved by the PSETA.

### 7.2. QUALIFICATION AND EXPERIENCE

Non applicable.

## 8. PRICING

- 8.1. The proposed total pricing must be inclusive of VAT. PSETA reserves the right to negotiate the selection/prioritization of deliverables in line with the contract price.
- 8.2. PSETA requires a breakdown/ fee narration on any of the services items that are priced, and service providers are required to provide same, after contracting, when submitting invoices for services rendered.
- 8.3. Bidders should quote their rates on an hourly basis for the services, in their proposals.

## 9. EVALUATION PROCESS

The bids will be evaluated on the 80/20 principle with 80 points being allocated for price and 20 points allocated for specific goals , once the minimum functionality criteria are met.

Phase 1: Functionality Evaluation	
Phase 2: Preferential Point System	Points
Price	80
<b>Special goals</b>	<b>20</b>
Black owned company	8
Women	4

Youth	5
Disability	3
<b>Total</b>	<b>100</b>

## 12. FORMAT OF THE BID SUBMISSION

12.1. Company profile indicating all the requirements as per the evaluation criteria.

12.2. Team member names and roles

12.3. CV and certified copies of qualifications

12.4. Track record and experience

12.5. Submission of all applicable documents as indicated below:

- Certified copies of the director's ID's document.
- Valid Tax compliance status (TCS) PIN or proof of exemption from SARS;
- Copy of the registration document of the organisation (CIPC);
- Copy of the Central Supplier Database registration.

## 13 IMPORTANT INFORMATION FOR BIDDERS

13.1 Proposals must be submitted electronic, the requestion (RFQ) number must be indicated on the line subject.

13.2. A valid Tax compliance status (TCS) PIN or proof of exemption from SARS.

13.3. All Standard Bidding documents (SBD) documents must be completed and signed.

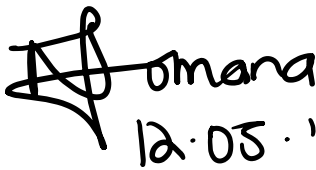
- SBD 4
- SBD 6.1
- Proof of registration on Central Supplier Database.
- Reference letters from two (2) companies as evidence of previous related work successfully conducted. The reference letter(s) must not be older than 3 years, must be on the letterhead of the previously serviced client/ organisation and should reflect at least the name of the organisation, nature of work, year(s) conducted and completed, contactable reference name and contact details, and be signed by the

appropriate delegate. The Reference Letter should also indicate the quality of the service rendered.

NB: Please note that failure to submit documents requested on section 13(13.3) will render the proposal disqualified.

**Bid applications must be submitted electronically to [LungileM@pseta.org.za](mailto:LungileM@pseta.org.za)**

No late applications will be accepted.

  
12.05. '23