



national treasury

Department:
National Treasury
REPUBLIC OF SOUTH AFRICA

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FROM: Ms. Rachel Sehabetla, Tel: 012 315 5683, Email: rachel.sehabetla@treasury.gov.za

Ms P. Williams
Director-General
Government Communications and Information System
Private Bag x745
PRETORIA
0001

Dear Ms. Williams

DEVIATION FROM THE NORMAL COMPETITIVE BIDDING PROCESS: PROCUREMENT OF MEDIA SPACE

1. National Treasury acknowledges receipt of your letter date 19 January 2022 and additional information received on 11 February 2022.
2. Your department is requesting approval to deviate from normal competitive bidding process and procure media space for the 2022/23 financial year.
3. The request was recommended by the Acting Chief Financial Officer on 19 January 2022.
4. The reasons for this deviation are that, in procuring media space GCIS utilise National Treasury Regulations 16A6.4 due to the fact that in identifying the mediums, the selection of these mediums is driven by the target audience. GCIS utilises segmentation software system to identify the relevant mediums that will assist to achieve the objectives of each campaign. The reason for requesting upfront approval is mainly due to the time factor involved in the implementation of communication campaign.
5. The reasons provided for this request for deviation are justifiable. The Department submitted quarterly procurement plans reports which includes Media Space procurements to National Treasury as per the request on deviation approval letter dated 30 March 2021. Further that the use of segmentation software system will prevent any form of communication or transmission barriers to the targeted audiences.

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6. National Treasury supports the request to deviate on condition that reasonableness of the price will be accessed by the Department.
7. The Institution has an obligation to ensure that any contract for goods and services is in accordance with a system of procurement which is fair, equitable, transparent, competitive and cost effective.
8. This award must be published on e-tenders.

Kind regards,

MOLEFE-ISAAC FANI
ACTING CHIEF PROCUREMENT OFFICER
DATE: