

NAMC RFQ 1561: APPOINTMENT OF A SERVICE PROVIDER TO CONDUCT MEDIA TRAINING FOR IDENTIFIED EMPLOYEES WITHIN THE NATIONAL AGRICULTURAL MARKETING COUNCIL (NAMC).

1. INTRODUCTION

The National Agricultural Marketing Council (NAMC) is a statutory body established in terms of the Marketing of Agricultural Products Act, 1996. The main function of the council is to advise the Minister of Agriculture on issues relating to the marketing of agricultural products.

As a public entity, NAMC frequently engages with the media to communicate its mandate, provide commentary on agricultural trends, and share insights on issues affecting the agricultural sector. Effective media engagement is critical for NAMC to maintain its credibility, build public trust, and ensure accurate representation of its work. However, media interactions can also pose risks, including miscommunication, reputational damage, and unintended consequences.

To mitigate these risks and enhance the capacity of NAMC staff, a comprehensive media training program is required to empower identified employees with the necessary skills to engage confidently and effectively with various media platforms, including print, online, TV, and radio.

Therefore, the NAMC requests for quotes from suitably qualified service providers to provide media training for identified employees.

2. SPECIFICATION

- The quotation should be prepared on the basis of cost per capita approach
- The service provider will be required to design and deliver one-day media training in a physical setting covering both practical and theory programmes. Training is envisaged to take place in January 2026 or on the date that can be agreed upon by the NAMC and appointed service provider.

2.1. OBJECTIVES OF THE MEDIA TRAINING

- Media training will assist the identified employees to understand the ever-changing media landscape better;
- Media training will provide identified employees with insights in terms of preparing for interviews and engagements across different media platforms (traditional and new media);
- The training will provide techniques that will help identified employees to navigate media interviews, communicating key messages and assisting the employees to understand the importance of communication in helping NAMC manage its reputation and deliver messages (internally and externally).

2.2. SCOPE OF MEDIA TRAINING WORK

2.2.1. Theory

- **Understanding the Media Landscape:** Overview of the South African and international media environment (print, online, TV, and radio).
- **Handling the media:** Preparation for different types of media interviews (live, recorded, print, radio, TV).
- **Effective Media Engagement:** Techniques for delivering clear, concise, and impactful messages.
- **Crisis Communication:** Strategies for managing media interactions during crises

2.2.2. Practical Programme

- Simulations of a live broadcast interview in a studio setting (TV, Podcast and Radio)

2.2.3. Other

Council Members: Mr. A. Petersen (Chairperson), Ms. T. Ntshangase (Deputy Chairperson), Prof. A. Jooste, Mr. S.J. Mhlaba, Ms. F. Mkile, Ms. N. Mokose, Mr. G. Schutte and Dr. S.T. Xaba and Mr J.G Mocke

Any other aspect that the service provider may deem necessary to have included in the training.

a) GENERAL REQUIREMENTS

The service provider should be able to provide appropriate equipment and material for the training:

- Develop a detailed training programme.
- Provide trainees with training materials, including manuals or printed handouts, case studies, and practical exercises.
- Provide certificates of attendance for all trainees.
- Capacity to set up studio for television, radio and/or podcast for interview simulations.
- Conduct simulated interviews and provide constructive feedback to participants.
- Equipment for recording the participants' interviews for play-back.
- Audio-visual material to illustrate different topics in the programme.
- Learning material for participants to take away.

EVALUATION

Documents Requirements	Check list √ Tick each box	
SBD 4: Completed, attached, and signed		
SBD 6.1: Completed, attached, and signed		
Terms of Reference document: Completed, attached, and signed		
Proof of registration on Central Supplier Database (managed by National Treasury) a report not older than a month at the time of submitting this proposal must be submitted and Tax status must be compliant.		
	ATTACHED: Tick ✓	
	YES	NO
MANDATORY		
The experience and qualification of the proposed trainer in similar projects in relation to the scope of work will be evaluated.		

Experienced Project Trainer: CV(s) and profile(s) of the Trainer (s). Minimum of one CV. Attach Portfolio of media training conducted		
MANDATORY Proof of accreditation as a trainer or assessor or moderator. Attach		
MANDATORY Bidder must have at least 3 reference letters on media training. Minimum 3 reference letters. Such references are to be submitted on a company letterhead indicating the type of project(s) and when they were carried out. How many letters attached:		

NAMC address: NAMC, Hillcrest Office Park, 177 Dyer Road, Barbet place, Ground floor, Hillcrest, Pretoria, 0083

Pricing schedule:

DESCRIPTION	AMOUNT
MEDIA TRAINING X 10 EMPLOYEES	R
OTHER COSTS	R
TOTAL (exclusive Vat)	R

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5

TOTAL (inclusive Vat)	R
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3. TIMEFRAME

THE CLOSING DATE FOR QUOTE SUBMISSION IS ON WEDNESDAY THE 29 OCTOBER 2025 AT 11H00

PLEASE NOTE:

- a. Do not render any service without an official purchase order from the NAMC. The NAMC will not be held accountable for any liability or financial losses should there be Failure to adhere to this instruction.

4. REQUIREMENTS IN TERMS OF THE QUOTATION PROPOSAL:

- a. The quotation should be directed at the National Agricultural Marketing Council (NAMC)
- b. The quotation must be valid for 90 days
- c. The quotation must be signed by a supplier, on the company official letterhead.
- d. The quotation should be inclusive of logistics costs and VAT (If the supplier is VAT registered)

PLEASE NOTE:

- e. If the price quotation doesn't demonstrate the above attributes, the quotation might be disqualified.
- f. Where the recommended bidder is non-tax compliant, the bidder will be notified in writing and a period of 7 working days will be granted to a supplier to resolve their tax obligations with SARS. (However, this principle may be compromised depending on the nature of the services requested).
- g. The supplier is required to complete and submit SBD 4 (Bidder's Disclosure)
- h. The quotations between R 2 000.00 to R 1 000 000.00 including all applicable taxes will be evaluated on the 80/20 preference points scoring system. The lowest acceptable price will score 80 points, the 20 specific goals points will be allocated as follows:
- i. N:B - Bidders are required to submit original and valid B-BBEE Status Level

6

Verification Certificates or certified copies thereof together with their bids to substantiate their specific goal as stated below. However, Bidders who do not submit B-BBEE Status Level Verification Certificates do not qualify for specific goals points but they will not be disqualified from the bidding process.

SPECIFIC GOAL	TOTAL POINTS
Percentage (%) Black Ownership	Points (10)
91-100	10
81-90	9
71-80	8
61-70	7
51-60	6
41-50	5
31-40	4
21-30	3
11-20	2
1-10	1

SPECIFIC GOAL	TOTAL POINTS
Percentage (%) Ownership By Women	Points (4)
81-100	4
51-80	3
31-50	2
1-30	1
Percentage (%) Ownership By Youth	Points (4)
81-100	4
51-80	3
31-50	2
1-30	1
0	0

7

Percentage (%) Ownership By People With Disability	Points (2)
51-100	2
1-50	1
0	0

5. DELIVERY ADDRESS FOR THE SERVICE

- NAMC, Hillcrest Office Park, 177 Dyer Road, Barbet Place, Ground Floor, Hillcrest, Pretoria, 0083

6. ENQUIRIES AND SUBMISSION OF QUOTATIONS

For more information relating to Supply Chain Management and submission of quotations:

Rfq@namc.co.za or 012 341 1115

Quotes will only be accepted via emails
ONLY: Rfq@namc.co.za

7. EVALUATION CRITERIA AND COMPLIANCE VERIFICATIONS

- Tax compliance status verification through the Central Supplier Database (CSD) or SARS website using Tax Pin prior to the awarding of price quotation will be conducted.