

RFI NUMBER:	RAF/2025/0004
DESCRIPTION:	Request for Information : Media Monitoring Agency or Company to Monitor, Track and Analytically Report on the RAF's Media coverage Nationally, Regionally / Provincially and in Community Media across all media platforms (print, radio, television, online and social & digital media) for a period of 5 years
CLOSING DATE:	16 April 2025
CLOSING TIME:	11:00 a.m.
RESPONSES MUST BE EMAILED TO:	BACsecretariat@raf.co.za
ATTENTION:	Ms. Zondi

BIDDER NAME:

BIDDING STRUCTURE

Indicate the type of bidding structure by marking with an 'X':	
Individual bidder	
Joint venture	
Consortium	
Using subcontractors	
Other	

If individual bidder, indicate the following:	
Name of bidder	
Registration number	
VAT registration number	
Contact person	
Telephone number	
Fax number	
E-mail address	
Postal address	
Physical address	

If joint venture or consortium, indicate the following:	
<i>(To be completed for each joint venture/ consortium member)</i>	
Name of joint venture/consortium members	
Registration number	
VAT registration number	
Contact person	
Telephone number	
Fax number	
E-mail address	
Postal address	
Physical address	

If using subcontractors, indicate the following:	
Name of prime contractor	
Registration number	
VAT registration number	
Contact person	
Telephone number	
Fax number	
E-mail address	
Postal address	
Physical address	

1. BACKGROUND OF THE RAF

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 customer base of the RAF comprises not only the South African public, but all foreigners within the borders of the country. The RAF head office is in Centurion and RAF intends to establish Customer Experience Centres (CEC) in each province in the country.

2. SPECIAL INSTRUCTION TO BIDDERS AND RFI CONDITIONS

- 2.1 The service provider must be an eligible, registered Service Provider in terms of the applicable laws of the Country and included in the National Treasury Central Supplier Database.
- 2.2 Bidders are expected to have their Tax matters in order when the proposals are submitted.
- 2.3 Companies or Director that are included on the National Treasury register for Restricted Suppliers and/ or Tender Defaulters will be automatically disqualified from the process.
- 2.4 This RFI is only for information purposes.
- 2.5 The costs of preparing the submission shall not be reimbursed.
- 2.6 The bidder will provide a comprehensive proposal, including how it addresses all the requirements.
- 2.7 Provide cost estimate for the project.
- 2.8 For enquiries contact Supply Chain Management via e-mail address: BACsecretariat@raf.co.za.

3. BACKGROUND OF THE PROJECT

- 3.1. The RAF requires the services of a suitably qualified service provider to provide information that will assist in the proper procurement of a Media Monitoring Agency or Company to Monitor, Track and Analytically Report on the RAF's Media coverage Nationally, Regionally / Provincially and in Community Media across all media platforms (print, radio, television, online and social & digital media) for a period of 5 years.
- 3.2. The purpose of this appointment is to keep abreast of and report on the Road Accident Fund's (RAF) presence in the media and public space, determine the effectiveness of the Fund's PR & Reputation Strategy, formulate and implement the necessary contingency plans to ward off negativity, promote the RAF brand, and ensure it remains uppermost in peoples' minds.

- 3.3. Due to the ongoing transformation at the RAF, the Fund faces persistent criticism - including legal action - from certain quarters of South African society about the changes underway at the organisation. Corporate Communications is involved in various campaigns to influence opinions and perceptions, build awareness about the efforts underway to streamline and improve the claims process, and strengthen the brand image.
- 3.4. Media and PR require market-related information about service providers who are able to track solicited and unsolicited media coverage, including the above-mentioned RAF developments, through a comprehensive media monitoring solution.

4. RAF SEEKS TO ACHIEVE THE FOLLOWING:

- 4.1 Track and analytically report 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 “knock & drops” / free door drops);
 - Broadcasting i.e. television and radio (including community radio stations and community television);
 - Online Media (e.g. news websites, online radio stations, transport related websites, consumer websites); and
 - Social Media platforms for print, online and broadcast media (including Facebook, Twitter (X), Instagram and YouTube).
- 4.2 The Media Monitoring Agency or Company shall provide RAF and RAF related deliverables in respect of the following monitoring parameters:
- The RAF's spokesperson/s, including the Chairperson of the Board and Chief Executive Officer.
 - RAF representatives or subject experts i.e. any employee that has been mandated to represent or speak on behalf of the Fund.
 - Reference to RAF / RAF related key words including:
 - 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
- Bokamoso
- Accident/s
- Car Crash/es
- Road Safety
- Department of Transport
- Minister of Transport
- Deputy Minister of Transport
- Portfolio Committee on Transport
- RAF Act / Legislative Amendments / Regulation
- Operating Model
- Fraud

4.3. 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.

4.4. 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, ad hoc / when necessary, in Word and/or Excel and/or PDF format.

4.5. Statistical and analytical media coverage reports weekly, monthly, quarterly, and culminating in an annual report at the end of the RAF's financial year. (The analytical reports must comprise of narratives, tables and graphs of the RAF's media presence across all platforms. **Samples of reports must be included**).

4.6. Media coverage 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

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

4.7. Ad hoc media coverage reports, when necessary, following campaigns and activations.

4.8. The statistical, analytical and ad hoc media coverage reports referred to in clause **4.3. and 4.4.** 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 identifying Neutral stories);
- Detailed mechanism to measure the RAF's reputation or Reputational Index (including the methodology and tools used to determine this). This would be a measure of how the public perceives the Fund in terms of various reputational variables such as products and services, leadership, governance, financial management, social responsibility (citizenship), trustworthiness, ethicalness, and innovation.
- 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 representative's 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, Community, etc.); and
- Social & Digital Media. A content analysis needs to be conducted of each social media platform.
- Media Breakdown: Top media (newspapers, magazines, news websites, Twitter handles, blogs, podcasts, etc.) covering the RAF and related issues.

- Advertising Value Equivalency (AVE) of all coverage and subsequent total. (If not AVE, provide a detailed explanation of what alternative form/s of media monitoring measurement is used).
- Perception of top journalists, broadcasters, columnists, bloggers and Twitter (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.

4.9. 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. (In this regard, the service provider must provide a **DETAILED LIST** of **ALL** national, regional/provincial and community media that they currently monitor).

4.10. The service provider must have the necessary infrastructure to provide those services preferably inhouse within South Africa and if not, indicate whom they will outsource to. Furthermore, clarity needs to be provided on the software at their disposal to provide these monitoring services.

4.11. Service providers must indicate whether they use Advertising Value Equivalency (AVE) to quantify / measure media coverage and if not, what other form of measurement/s they utilise.

4.12. Finally, the agency / company must indicate whether they are able to provide statistical and analytical media coverage reports weekly, monthly, and quarterly, culminating in an annual report at the end of the RAF's financial year.

4.13. Detailed information on how the agency / company measures the reputation of an organisation (including the methodology and tools used to determine this), is also required.

5. PRICING SCHEDULE

5.1. The bidder must list all the items and the cost for each for the duration of the contract.

Deliverables	Unit Price	Cost (R)
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•		
Total		

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:

.....
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¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:

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3. DECLARATION

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

3.1 I have read and I understand the contents of this disclosure;

3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;

3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.

3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.

3.5 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

3.6 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

3.7 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

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Signature

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Date

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Position

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Name of bidder