



Department of
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

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SCM Enquiries : Mr.O Phophi

Tel : 012 441 3418

Reference: OPRFQ 5(RE-ADVERTISE)

**REQUEST FOR QUOTATION: 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, bidders are requested to submit their quotation together with SBD 4, SBD 6.1 forms are attached for completion.
2. Preferential procurement regulation 2022 will apply. The 80/20 preference point system will be used to calculate for price, BBBEE and specific goals as per SDB 6.1 attached.
- Your quotation must be accompanied by Valid BBBEE Certificate or affidavit to claim BBBEE points. In terms of the specific goals, bidders are required to submit supporting document that indicates shareholder ownership and percentage to the company, certified Id copy or shareholders and proof of disability to be able to claim the points. Failure to submit the required documents will result in 0 points allocated on specific goals.
3. These forms must be returned with your quotation to the following e-mail address:
OfhaniP@dsac.gov.za
The closing date: 09 May 2023
Closing time: 11:30 am

Signature: 

Date: 23/05/2023

Checked: Puleng Mdiya



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



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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:



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Criteria		Weight	Value Rating Points
4.1	<u>ONLINE COMMUNITY PLATFORM CAPACITY SKILLS</u> Required submission: To have in the employment of the services to be rendered personnel with the following skills set; • Web development: Expertise in programming languages like HTML, CSS, JavaScript, and other web development frameworks and libraries. • 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. • 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. • Community management: Understanding how to engage with users, moderate discussions, and maintain a positive and inclusive atmosphere. • 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. In order to substantiate the above the service provider must provide: • Business profile showcasing personnel employed with these set of skills • CV's & certificates of personnel possessing these skills sets alongside the platforms of evidence built by these individuals to date. <u>Submission thereof assessed as follows:</u> • Business Profile • Personnel plus CV's of personnel 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.	30	0 - 10 = average 10 - 20 = above average 20 - 30 = good



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Criteria	Weight	Value Rating Points
3.2 <u>EXPERIENCE RENDERING A SIMILAR SERVICE</u> <u>Required submissions: OCP Development Experience</u> • Bidder must have relevant experience in their businesses' undertaking of OCP development • Provide reference of organisation, reference number and name of personnel to contact in this regard In order to substantiate the above the service provider must provide: • A list of the client/s and attach the reference letters outlining undertaking of marketing activations involving influencer marketing content planning delivery • Letters of reference must be provided of previous or existing clients not more than 5 years old. In order to substantiate the above the service provider must provide: • A list of the client/s and attach the reference letters outlining undertaking of development of online community platforms delivery • Letters of reference/s must be provided of previous or existing work done not more than 5 years ago. <u>Submission thereof assessed as follows:</u> • 1 reference letter of successful delivery = Average • 2 reference letters of successful delivery = Above average • 3 + reference letters of of successful delivery = Good Please note DSAC has the jurisdiction of contacting the aforesaid references for further clarification so contact details must be provided for with the letters	40	0-6 = Poor 20-40= Good
3.3 <u>TECHNICAL EXPERTISE: PROOF OF EVIDENCE</u> <u>Required submissions: Completed OCP Deliverables</u> All bidders must showcase ability to develop and implement OCP projects. In order to substantiate the above the service provider must provide: • Examples of developed OCP/s supported by reference letter Submission thereof assessed as follows: • No Provision of OCP showing credibility of competency = Poor • Provision of 1 OCP showing credibility of competency as delivered by bidder and supported by reference letter already supplied = Good Please note DSAC has the jurisdiction of contacting the aforesaid owner of OCP to confirm that indeed it was built by bidder's organisation.	30	0 -10 = average 10 - 20 = above average 20 - 30 = good



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Criteria	Weight	Value Rating Points
TOTAL		100

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 an development when supplied with CI of SCA's logo for designing a specific activation for online communication

An outline of criteria will be availed 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

queenm@dsac.gov.za

Nhlanhla Nkobi

NhlanhlaN@dsac.gov.za

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

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.

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

- 3.6 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.

.....	
Signature	Date
.....	
Position	Name of bidder

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 **To be completed by the organ of state**

(delete whichever is not applicable for this tender).

- a) The applicable preference point system for this tender is the 80/20 preference point system.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
(b) Specific Goals.

1.4 **To be completed by the organ of state:**

The maximum points for this tender are allocated as follows:

	POINTS
Price	80
Specific goals	20
Total points for price and specific goals	100

1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.

1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) “**tender**” means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) “**price**” means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) “**rand value**” means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) “**tender for income-generating contracts**” means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) “**the Act**” means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \mathbf{Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)} & \mathbf{or} & \mathbf{Ps = 90 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)} \end{array}$$

Where

Ps = Points scored for price of tender under consideration
Pt = Price of tender under consideration
Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \mathbf{Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)} & \mathbf{or} & \mathbf{Ps = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)} \end{array}$$

Where

- Ps = Points scored for price of tender under consideration
 Pt = Price of tender under consideration
 Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals claim points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
B-BBEE Status level of Contributor		10		

1		10		
2		9		
3		8		
4		5		
5		4		
6		3		
7		2		
8		1		
Non-compliant contributor		0		
Specific goals		10		
Women		4		
Youth		4		
People living with Disabilities		2		

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:

4.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in

addition to any other remedy it may have –

- (a) disqualify the person from the tendering process;
- (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
- (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
- (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
- (e) forward the matter for criminal prosecution, if deemed necessary.

.....	
SIGNATURE(S) OF TENDERER(S)	
SURNAME AND NAME:	
DATE:	
ADDRESS:	
	
	
	