



**BID NO 23/FY/23**

**THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.**

|                                                                                                                                    |                                                               |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>ADVERTISEMENT DATE:</b>                                                                                                         | <b>03 MARCH 2023</b>                                          |
| <b>CLOSING DATE:</b>                                                                                                               | <b>04 APRIL 2023 at 11H00AM</b>                               |
| <b>ADDRESS:</b>                                                                                                                    | <b>ECPTA Offices<br/>17-25 Oxford Street,<br/>East London</b> |
| <b>BIDDER NAME:</b>                                                                                                                |                                                               |
| <b>CSD NUMBER:</b>                                                                                                                 |                                                               |
| <b>PRICE OFFER:</b><br><i>(The tender is a rate based and the rate quoted shall remain fixed for the duration of the contract)</i> |                                                               |



## TABLE OF CONTENTS

| SUBJECT                               | PAGE    |
|---------------------------------------|---------|
| Bid Checklist                         | 3       |
| Bid Advert/ Tender Notice             | 4 – 5   |
| Invitation to Bid (SBD 1)             | 6 – 8   |
| Terms of Reference/ Specification     | 9 – 13  |
| Evaluation Criteria                   | 14 – 25 |
| General Conditions of Contract        | 26 – 38 |
| Pricing Schedule (SBD 3.1)            | 39 – 46 |
| Bidders Disclosure - SBD 4            | 47 – 49 |
| Preference Points Claim Form -SBD 6.1 | 50 – 56 |
| CSD Report                            | 57 – 58 |
| Proof of Address                      | 59      |
| Company details                       | 60      |
| Authority to sign Bid Documents       | 61 – 62 |
| Joint Venture Disclosure Form         | 63 - 72 |
| Joint Venture Agreement               | 73      |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



| <b>MANDATORY RETURNABLE DOCUMENTS</b>                             | <b>SUBMITTED<br/>[Yes/No]</b> |
|-------------------------------------------------------------------|-------------------------------|
| Signed General conditions of contract                             |                               |
| Bidders Disclosure (SBD 4)                                        |                               |
| Centralized Supplier Database Report (Full CSD Report) APRIL 2023 |                               |
| Proof of Address                                                  |                               |
| Company details                                                   |                               |
| Authority to sign bid documents                                   |                               |
| Joint Venture Declaration Form                                    |                               |
| Joint Venture Agreement                                           |                               |
| <b>COMPLIANCE REQUIREMENTS</b>                                    |                               |
| Company Experience                                                |                               |
| <b>FUNCTIONALITY</b>                                              |                               |
| CVs of Project Team                                               |                               |
| Methodology                                                       |                               |
| <b>PRICE &amp; SPECIFIC GOALS</b>                                 |                               |
| SBD 3.1. Price Schedule                                           |                               |
| Preference Claim Form (SBD 6.1)                                   |                               |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



# TENDER NOTICE

BID NO.23/FY/23

Bids are hereby invited for **THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.**

The Eastern Cape Parks and Tourism Agency (ECPTA), established and mandated in terms of the Eastern Cape Parks and Tourism Agency Act (2 of 2010), is responsible for the management of certain protected areas in the Eastern Cape. In order to achieve its management objectives, the Agency requires the services of an experienced service provider for **MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.**

Bid documents outlining detailed specifications will be made available from Friday 6<sup>th</sup> March 2023 **“FREE OF CHARGE”**. Documents can be downloaded from the ECPTA website: [www.visiteasterncape.co.za/corporate/procurement/tenders](http://www.visiteasterncape.co.za/corporate/procurement/tenders) or Eastern Cape Provincial Treasury: [www.ectreasury.gov.za](http://www.ectreasury.gov.za) or National Treasury e-tender portal: [www.etenders.gov.za](http://www.etenders.gov.za).

Completed bid documents accompanied by all necessary documents are to be placed in a sealed envelope with the bid name and number (as given above) clearly written in an envelope. **All bids must be deposited in the Tender Box, at the offices of the Eastern Cape Parks and Tourism Agency at No. 17-25 Oxford Street (Corner of Fleet Street & Oxford Street), by not later than 11h00 on Tuesday, 4<sup>th</sup> April 2023, at which time the bids will be opened in public.**

*For all enquiries regarding the bid document please contact Ms. Unathi Zinganto at 043 492 0871, e-mail: [unathi.zinganto@ecpta.co.za](mailto:unathi.zinganto@ecpta.co.za) or Contact Ms. Ms. Lavinia Shaw for technical enquires at 043 492 0672 during working normal hours, email [lavinia.shaw@ecpta.co.za](mailto:lavinia.shaw@ecpta.co.za)*



## Evaluation Criteria

A four-stage evaluation process will be employed. In Stage one, all bids received will be evaluated for compliance to the bid requirements. Only service providers who meet all the requirement for compliance on stage 1 will proceed to Stage 2 for functionality. Service providers who meet the minimum threshold of **80 points** on functionality will proceed to Stage 3 where bidders will be invited for presentations. Bidders who obtain a minimum of **75 points** on presentations stage will proceed to stage 4 where bids will be assessed for price and specific goals in accordance with the Preferential Procurement Regulations of 2022.

### Stage 1: Compliance to bid requirements

Bidders must comply with the set of compliance requirements. The compliance requirements stated are project specific and disparate from the pre-qualification requirements enshrined in the Preferential Procurement Policy Regulations.

### Stage 2: Functionality

Functionality will be assessed against the criteria and weightings specified in the table below. Each criterion will be scored on relevant information submitted by the bidder. The allocated score will then be added together, and bidder should acquire a minimum of **80** points to proceed to the next stage.

| <b>FUNCTIONALITY</b> | <b>MAXIMUM POINT</b> |
|----------------------|----------------------|
| Project Team         | 70                   |
| Methodology          | 30                   |
| <b>TOTAL</b>         | <b>100</b>           |

### Stage 3: Presentation on Tourism Month Campaign

Bidders who obtain a minimum of 80 points on functionality will be required to prepare presentations to the ECPTA panel based on the case studies. Bidders who obtain a minimum of **75 points** on presentations stage will proceed to stage 4 where bids will be assessed for price and specific goals in accordance with the Preferential Procurement Regulations of 2022.

### Stage 4: Price and Specific Goals

| <b>Criteria</b> | <b>Points Available</b> |
|-----------------|-------------------------|
| Bid Price       | 80                      |
| Specific Goals  | 20                      |
| <b>Total</b>    | <b>100</b>              |



## PART A INVITATION TO BID

| YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE EASTERN CAPE PARKS & TOURISM AGENCY                                                                             |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------|
| BID NUMBER:                                                                                                                                                           | 23/FY/23                                                                                                                                                                                           | CLOSING DATE: | 04 April 2023                                  | CLOSING TIME:                 | 11h00am                                                                               |
| DESCRIPTION                                                                                                                                                           | THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN "AS AND WHEN" REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS. |               |                                                |                               |                                                                                       |
| <b>BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE BID BOX SITUATED AT (STREET ADDRESS)</b>                                                                            |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| 17-25 Oxford Street, Cnr. Oxford and Fleet Street                                                                                                                     |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| East London                                                                                                                                                           |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| 5201                                                                                                                                                                  |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| <b>BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO</b>                                                                                                                 |                                                                                                                                                                                                    |               | <b>TECHNICAL ENQUIRIES MAY BE DIRECTED TO:</b> |                               |                                                                                       |
| CONTACT PERSON                                                                                                                                                        | Ms Unathi Zinganto                                                                                                                                                                                 |               | CONTACT PERSON                                 | Ms Lavinia Shaw               |                                                                                       |
| TELEPHONE NUMBER                                                                                                                                                      | 043 492 0871                                                                                                                                                                                       |               | TELEPHONE NUMBER                               | 043 492 0672                  |                                                                                       |
| FACSIMILE NUMBER                                                                                                                                                      |                                                                                                                                                                                                    |               | FACSIMILE NUMBER                               |                               |                                                                                       |
| E-MAIL ADDRESS                                                                                                                                                        | Unathi.zinganto@ecpta.co.za                                                                                                                                                                        |               | E-MAIL ADDRESS                                 | Lavinia.shaw@ecpta.co.za      |                                                                                       |
| <b>SUPPLIER INFORMATION</b>                                                                                                                                           |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| NAME OF BIDDER                                                                                                                                                        |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| POSTAL ADDRESS                                                                                                                                                        |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| STREET ADDRESS                                                                                                                                                        |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| TELEPHONE NUMBER                                                                                                                                                      | CODE                                                                                                                                                                                               |               | NUMBER                                         |                               |                                                                                       |
| CELLPHONE NUMBER                                                                                                                                                      |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| FACSIMILE NUMBER                                                                                                                                                      | CODE                                                                                                                                                                                               |               | NUMBER                                         |                               |                                                                                       |
| E-MAIL ADDRESS                                                                                                                                                        |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| VAT REGISTRATION NUMBER                                                                                                                                               |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |
| SUPPLIER COMPLIANCE STATUS                                                                                                                                            | TAX COMPLIANCE SYSTEM PIN:                                                                                                                                                                         |               | <b>OR</b>                                      | CENTRAL SUPPLIER DATABASE No: | MAAA                                                                                  |
| B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE                                                                                                                          | TICK APPLICABLE BOX]<br><br><input type="checkbox"/> Yes <input type="checkbox"/> No                                                                                                               |               | B-BBEE STATUS LEVEL SWORN AFFIDAVIT            |                               | [TICK APPLICABLE BOX]<br><br><input type="checkbox"/> Yes <input type="checkbox"/> No |
| <b>[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES &amp; QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]</b> |                                                                                                                                                                                                    |               |                                                |                               |                                                                                       |

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|                                                                                                                      |                                                                                             |                                                                                                        |                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <p><b>1</b></p> <p>ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?</p> | <p><input type="checkbox"/>Yes <input type="checkbox"/>No</p> <p>[IF YES ENCLOSE PROOF]</p> | <p><b>2</b></p> <p>ARE YOU A FOREIGN BASED SUPPLIER FOR THE <b>GOODS /SERVICES /WORKS OFFERED?</b></p> | <p><input type="checkbox"/>Yes <input type="checkbox"/>No</p> <p>[IF YES, ANSWER PART B:3 ]</p> |
|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|

**QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS**

IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)? ☐ YES ☐ NO

DOES THE ENTITY HAVE A BRANCH IN THE RSA? ☐ YES ☐ NO

DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA? ☐ YES ☐ NO

DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA? ☐ YES ☐ NO

IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION? ☐ YES ☐ NO

**IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.**



## PART B TERMS AND CONDITIONS FOR BIDDING

### 1. BID SUBMISSION:

- 1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
- 1.2. **ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED–(NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.**
- 1.3. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
- 1.4. **THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD7).**

### 2. TAX COMPLIANCE REQUIREMENTS

- 2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
- 2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
- 2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE [WWW.SARS.GOV.ZA](http://WWW.SARS.GOV.ZA).
- 2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
- 2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
- 2.6 WHERE NO TCS IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
- 2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."

**NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.**

SIGNATURE OF BIDDER:

.....

CAPACITY UNDER WHICH THIS BID IS SIGNED:

.....

(Proof of authority must be submitted e.g., company resolution)

DATE:

.....

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## TERMS OF REFERENCE

### 1. Background

The ECPTA has a mandate to promote the province of Eastern Cape as a tourism destination. ECPTA's Destination Marketing Department, in close collaboration with its stakeholders, is the overarching structure through which the province works to attract visitors. One method that the Agency uses to fulfill this responsibility is to implement various marketing campaigns.

The Marketing Departments' purpose is to drive numbers (increase in visitors), value (increase in spend and bed nights) and identify opportunities to decrease the low numbers around seasonality. In addition to specific direct marketing campaigns the ECPTA will continue to ensure that the province and its regions are generically profiled in its key source markets.

This all-year-round presence will be digitally based on social media, whilst also selecting key radio stations, print and outdoor opportunities which reaches the target markets. The all-year-round presence will be supplemented with promotional campaigns during key periods of the year. These promotional campaigns will aim to deal with domestic seasonality patterns on the one hand, whilst ensuring that the province continues to receive its market share during key events and traditional tourist seasons.

To ensure consistency, secure traction and maintain momentum all marketing activations will be supported and driven by the central theme of "Fall in love with the Eastern Cape..." supported by the overall Eastern Cape tagline: "Yours to Explore". The Marketing Department will continue leveraging positive momentum gained from this theme to date.

#### 1.1 Marketing Campaigns

To effectively market the destination, marketing plans will be developed for each financial year. These include the Domestic, International, Nature Reserve, Events, PR and Communications, Digital and Tourism Month marketing plans. The ECPTA has in the past years embarked on the various campaigns such as but not limited to the following:

- Charity Hikes
- Nature reserves free access



- Open days
- Video & Virtual tours marketing campaign
- Mobile application competition
- Summer launch
- Nature reserves Black Friday promotion
- Eastern Cape Travel Deals Website
- Eastern Cape Iconic Series
- Stakeholder Engagement
- The Marketing Day
- Educational Tours
- Tourism Month

## **2. Scope of work**

The service provider will be responsible for supporting the implementation of ECPTA's marketing, advertising, communication, branding and events management strategies. The service provider will be required to undertake the following:

### **2.1. Graphic Design**

- Develop conceptual design, look and feel and implementation of various promotional campaigns for ECPTA with the focus of creating general awareness of the Eastern Cape Province as a tourism destination, to raise the ECPTA's corporate profile, and that of the ECPTA nature reserves.
- Prepare mockup of look and feel elements, submit electronically for review. Include 4 sets of reverts for look and feel adjustments.
- Editing of supplied visuals and graphs Illustration of infographics.

### **2.2. Content Development**

- Concept development, translating (English to various languages), copy writing and editing for various campaigns identified by ECPTA.
- Develop content for webpage for various campaigns as and when the need arises



- Creation of visual content (images/videos/gifs/photos/brochures/posters) for creative campaigns.
- Content creation including messaging, creative, landing pages, social posts and graphics, email newsletters, video, audio, podcast, billboards, digital banners, radio adverts etc.
- Content creation, content planning and paid for publishing across all social media channels identified.

### **2.2.1. Campaign requirements**

The need for the below requirements will vary from campaign to campaign. ECPTA will communicate with the service provider on which requirements are needed at a particular time. The service provider will be paid only for work done on each campaign.

- **Radio advertising**
  - Radio advert development, script development, voice overs and production in Multiple languages.
- **Social Media**
  - Design and production of various online social media graphics and elements
  - Design, editing and production of animated and short form promotional videos
  - Procurement of the services and facilitate collaborations between the ECPTA and suitable content creators and influencers
- **Out-door advertising**
  - Design and production of second digital/animated adverts.
  - Design of billboards
- **Exhibition and event promotion**
  - Stand design and layout
  - Graphic design of stand elements and graphical implementations
- **Additional design items and promotional materials required**
  - Promotional videos (consisting of images, text, overlay and music)
  - Slide power point presentation
  - Emailer



- Web banner
  - App advert
  - Invitations
  - Electronic surveys and online competition forms
  - Design of ECPTA's corporate stationary
  - Design and update of promotional maps
  - Design and update of nature reserve guides
  - Design and update of brochure, booklets and similar
  - Certificates
- **Graphical Design of Print Collateral**
    - Programmes
    - Invitations
    - Posters
    - Brochure
    - Promotional campaign material
  - **Online and digital marketing requirements**
    - Online banners
    - Online campaign pages creation
    - Online survey designs
    - Online competition forms
    - Online forms
    - Conceptualisation, design, and production of promotional material
    - Content creation for blogs
    - Conceptualisation and production of short form videos
    - Development and curation of social media calendars
  - **Strategic Development**
    - Development of various relevant marketing strategies



- **Video Production**

- Conceptualisation, production, filming, script development, music, voice overs, post editing and all other elements associated with the production and editing of a promotional video and/or advertisement.

## **2.2.2 Copywriting, Editing and Proof-reading for all designs and marketing material**

- Ensures that the documents are rewritten where required, edited and proofread to ensure that document is grammatically correct, with no typos and spelling errors and the flows from a story perspective.

## **2.2.3 Reporting**

- The service provide is expected to meet with ECPTA officials on a quarterly basis.
- Written status reports must be presented at the quarterly meetings which will be held virtually or at the ECPTA offices in EAST London. Soft copies of the report plus minutes of the status meeting must be sent to ECPTA within Seventy-two (72) hours after each meeting.
- The service provider must be represented by the Senior Client Accounts Executive at a minimum.
- On a bi-annual (twice a year) the service provider will be required to compile an analysis report of the services provided, including comprehensive recommendations on how ECPTA can improve their campaigns.

## **2.3 Skills transfer**

The service provider will be required to ensure capacity support and skills transfer to ECPTA marketing officials during the implementation of the contract.

## **2.4. Team Capacity**

The service provider must have a team made up of the following resources.

- Creative Director



- Senior Graphic Designer
- Junior Graphic Designer
- Copywriter
- Professional Proof-reader
- Content creator
- Senior Account Executive

### 3. Evaluation Criteria

#### **BIDS WILL BE EVALUATED IN ACCORDANCE WITH THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT (PPPFA) of 2000 AS FOLLOWS:**

A four-stage evaluation process will be employed. In Stage one, all bids received will be evaluated for compliance to the bid requirements. Only service providers who meet all the requirement for compliance on stage 1 will proceed to Stage 2 for functionality. Service providers who meet the minimum threshold of **80 points** on functionality will proceed to Stage 3 where bidders will be invited for presentations. Bidders who obtain a minimum of **75 points** on presentations stage will proceed to Stage 4 where bids will be assessed for price and specific goals in accordance with the Preferential Procurement Regulations of 2022.

#### **Stage 1: Compliance to bid requirements**

Bidders must comply with the set of compliance requirements listed below. The compliance requirements stated below are project specific and disparate from the pre-qualification requirements enshrined in the Preferential Procurement Policy Regulations.

##### **a) Company Experience**

The bidder must submit 3 samples and 3 reference letters from current/previous clients for work done in the past 5 years to demonstrate experience on Integrated Marketing Campaigns for each of the components listed below.



| Component              | Evidence required                                                                                                                                                                                                                  |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Print Advert           | <ul style="list-style-type: none"> <li>At least three (3) samples of print adverts, and</li> <li>At least three (3) reference letters.</li> </ul> <b>NB: Each sample must be accompanied by the reference letter</b>               |
| Digital Marketing      | <ul style="list-style-type: none"> <li>At least three (3) samples of digital marketing campaigns, and</li> <li>At least three (3) reference letters.</li> </ul> <b>NB: Each sample must be accompanied by the reference letter</b> |
| Social Media Campaigns | <ul style="list-style-type: none"> <li>At least three (3) samples of social media campaign, and</li> <li>At least three (3) reference letters.</li> </ul> <b>NB: Each sample must be accompanied by the reference letter</b>       |

**NOTE: Failure to submit samples of work done in the past 5 years and reference letters from the client will result in immediate rejection of the bid**

## Stage 2: Functionality

Functionality will be assessed against the criteria and weightings specified in the table below. Each criterion will be scored on relevant information submitted by the bidder. The allocated score will then be added together, and bidder should acquire a minimum of **80** points to proceed to the next stage.

| FUNCTIONALITY | MAXIMUM POINT |
|---------------|---------------|
| Project Team  | 70            |
| Methodology   | 30            |
| <b>TOTAL</b>  | <b>100</b>    |



| MEASURE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | POINTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | WEIGHT     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Team Capacity</b><br><br>Bidders must submit detailed CV's as well as copies of Qualifications for the Creative Director, Senior Graphic Designer, Junior Graphic Designer, Copywriter and Professional proof-reader.<br><br><b>NB: Bidders must submit both CV's and copies of Qualifications to be able to claim the above points. Failure to submit both the CV's and copies of Qualifications will result in immediate rejection of the bid.</b><br><br><b>No partial points will be scored for partial information submitted.</b> | <b>Creative Director</b><br>5 Years' experience and more = 10<br>3 - 4 years' experience = 5<br><b>Senior Graphic Designer</b><br>5 Years' experience and more = 10<br>3 - 4 years' experience = 5<br><b>Junior Graphic Designer</b><br>5 Years' experience and more = 10<br>3 - 4 years' experience = 5<br><b>Copywriter</b><br>5 years' experience and more= 10<br>3 - 4 Years = 5<br><b>Professional proof-reader</b><br>5 years' experience and more= 10<br>3 - 4 Years = 5<br><b>Content Creator</b><br>5 years' experience and more= 10<br>3 - 4 Years = 5<br><b>Senior Accounts Executive</b><br>5 years' experience and more= 10<br>3 - 4 Years = 5 | <b>70</b>  |
| <b>Methodology</b><br><br>Bidders must submit a detailed methodology Describe how all marketing services are handled. (Process plan from the brief to close-out report)<br>Submit a detailed quality management plan, a detailed risk management plan and identify at least three (3) risks and mitigation measures for the project. The risks identified must be project based.                                                                                                                                                          | Manage all related marketing services =10<br><br>Quality Management Plan = 10<br><br>Risk identified and mitigating measure = 9 (3x3)<br><br>Risk Management Plan = 1<br><br><b>3 points will be awarded for each risk identified with mitigating measures and 1 point for a detailed risk management plan.</b>                                                                                                                                                                                                                                                                                                                                             | <b>30</b>  |
| <b>TOTAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>100</b> |

### Stage 3: Presentation on Tourism Month Campaign

Bidders who obtain a minimum of 80 points on functionality will be required to prepare presentations to the ECPTA panel based on the case studies below.

1. The service provider is required to develop a Tourism Month campaign.

The objectives for Tourism Month as follow:



- To encourage domestic and local travel within the province
- To create awareness of product offerings in the Eastern Cape
- To obtain quality media coverage for the destination
- To create awareness of the destination brand
- To maximize the utilization of digital platforms for tourism marketing

The proposal should detail the approach the service provider would use and include visual elements that would support the campaign.

The service provider is required to develop a marketing campaign to promote the Great Fish Nature Reserve with the objective of increasing revenue and occupancy at the reserve. The proposal should detail the approach the service provider would use and include visual elements that would support the campaign.

Presentations will be assessed against the criteria and weightings specified in the table below. Each criterion will be scored on relevant information submitted by the bidder. The allocated score will then be added together, and bidder should acquire a minimum of **75** points to proceed to the next stage.



| <b>Presentation Scoring Criteria</b>                                                                                                                                                 | <b>Points Allocation</b> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| <b>1. Seasonal Campaign</b>                                                                                                                                                          | <b>45</b>                |
| <b>Knowledge of the Destination</b>                                                                                                                                                  |                          |
| a. The campaign must demonstrate knowledge of the destination <ul style="list-style-type: none"> <li>i. Regional = 5 points, and</li> <li>ii. Key role players = 5 points</li> </ul> | 10                       |
| <b>Campaign Development</b>                                                                                                                                                          | 35                       |
| b. Overview of the Marketing Campaign = 5 points<br>c. Methodology = 10 points<br>d. Budget Allocation = 5 points<br>e. Visual Elements = 10 points<br>f. Measurement = 5 points     |                          |
| <b>2. Great Fish Nature Reserve Campaign</b>                                                                                                                                         | <b>45</b>                |
| <b>Knowledge of the product</b>                                                                                                                                                      | 10                       |
| a. The bidder should demonstrate knowledge of the reserve as a product = 10 points                                                                                                   |                          |
| <b>Campaign Development</b>                                                                                                                                                          | 35                       |
| b. Overview of the Marketing Campaign = 5 points<br>c. Methodology = 10 points<br>d. Budget Allocation = 5 points<br>e. Visual Elements = 10 points<br>f. Measurement = 5 points     |                          |



|                                                                                                 |            |
|-------------------------------------------------------------------------------------------------|------------|
| <b>3. Value Added Services</b>                                                                  | <b>10</b>  |
| a. Are there any extra (valued added) services that come with using the services of the bidder? | 5          |
| b. Why should the ECPTA take on board the services of the bidder?                               | 5          |
| <b>TOTAL</b>                                                                                    | <b>100</b> |

#### Stage 4: Price and Specific Goals

| Criteria       | Points Available |
|----------------|------------------|
| Bid Price      | 80               |
| Specific Goals | 20               |
| <b>Total</b>   | <b>100</b>       |

Price and Specific Goals points will be calculated as described in the Preferential Procurement Regulations of 2022. SBD 6.1 form must be used to claim points for specific goals of the company.

| Specific Goals Category                                                                                                                                                                                                                                                                                                                                                     | Weighting (of 20 Points) | Number of points                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------|
| >51% Historically Disadvantaged Individuals Ownership<br><br>(South African citizen - who, had no franchise in national elections prior to the introduction of the Constitution of the Republic of South Africa, 1983 (Act 110 of 1983) or the Constitution of the Republic of South Africa, 1993, (Act 200 of 1993))<br><br>10-50% HDI Ownership<br><br><10% HDI Ownership | 25%                      | 5<br><br><br><br><br>2.5<br><br>0 |
| >51% Youth Ownership<br><br>10-50% Youth Ownership<br><br><10% Youth Ownership                                                                                                                                                                                                                                                                                              | 25%                      | 5<br><br>2.5<br><br>0             |
| >51% Women Ownership<br><br>10-50% Women Ownership<br><br><10% Women Ownership                                                                                                                                                                                                                                                                                              | 15%                      | 5<br><br>2.5<br><br>0             |



|                                                             |     |           |
|-------------------------------------------------------------|-----|-----------|
| >51% Disability Ownership                                   | 10% | 3         |
| 10-50% Disability Ownership                                 |     | 1.5       |
| <10% Disability Ownership                                   |     | 0         |
| Locality (Enterprises located in the Eastern Cape Province) | 25% | 2         |
| Enterprise located outside the Eastern Cape                 |     | 0         |
| <b>TOTAL</b>                                                |     | <b>20</b> |

## **BIDDERS SHALL TAKE NOTE OF THE FOLLOWING BID CONDITIONS:**

### **General Conditions of the Bid**

- The Eastern Cape Parks and Tourism Agency Supply Chain Management Policy will apply.
- Bidders **must** be registered with the Treasury Central Supplier Database (CSD) and submit a full copy of the CSD report for the month of April 2023.
- Service providers who are not registered with the National Treasury Central Database of Suppliers must visit [www.csd@treasury.gov.za](http://www.csd@treasury.gov.za) to register their companies, after the completion of the registration report, a summary report must be included to their bid documents.
- Eastern Cape Parks and Tourism Agency does not bind itself to accept the lowest bid or any other bid and reserves the right to accept the whole or part of the bid.
- The award of this bid may be subjected to price negotiation with the preferred bidder(s).
- Bids which are late, incomplete, unsigned or submitted by facsimile or electronically will not be accepted.
- ECPTA reserves the right to terminate the contract if it is not satisfied with the work produced by the service provider. Only bidders that have met the requirements of the proposal / specification shall be considered during the adjudication process.
- The ECPTA Bid Committee and the Supply Chain Management Unit may, before a bid is adjudicated or at any time during the bidding process, oblige a bidder to substantiate any claims it may have made in its bid document.
- Bids submitted are to hold good for a period of **150** days.



**The following documents must be submitted with the tender document:**

- A copy of your CSD Report for the month of April 2023.
- Company Profile
- Medical Certificate (if applicable)
- Municipal account or proof of address
- Companies who bid as a joint venture must submit both companies supporting documents to claim points for specific goals.
- Companies that bid as joint venture must submit an official signed business agreement by both parties. If the service provider does not meet this requirement, it will be automatically disqualified

**The bidders may only request clarification in writing up to 5 workings days before the closing date stated in the Tender Notice. No requests for clarifications will be accepted after the 30<sup>th</sup> of March 2023.**



## GENERAL CONDITIONS OF THE BID

### 1. Interpretation

The word "Bidder" in these conditions shall mean and include any firm or any company or body incorporated or unincorporated.

The word "ECPTA" in these conditions shall mean the Eastern Cape Parks & Tourism Agency.

### 2. Extent of the bid

This contract is for the provision of the services as detailed in the attached Specification (page 9-13).

### 3. Contract to be Binding

The formal acceptance of the Purchase Order by the ECPTA will constitute a contract binding on both parties. A service level Agreement will be signed by both parties

### 4. Mode of the Bid

All Bids shall be completed and signed: All forms, annexure, addendums and specifications shall be signed and returned with the Bid document as a whole. ***The lowest or any Bid will not necessarily be accepted.*** The ECPTA wishes to deal on a prime contractual basis with the successful Bidder being responsible and accountable for all aspects of the entire solution or service offered.

### 5. Quality

Should the specifications and / or descriptions not address any aspects of quality as specified, clarity should be provided to the ECPTA prior to the submission of a quotation.

### 6. Insurance Claims, etc.

The ECPTA shall not be liable in any manner in respect of any claims, damages, accidents and injuries to persons, property or rights or any other courses of civil or criminal action that may arise from the carrying out of this contract.

The company shall insure his / her / their personnel and any plant, machinery or other mechanical or electronic equipment involved in the fulfillment of this contract and shall indemnify the ECPTA against all risks or claims which may arise. It will be required from the successful Bidder to submit proof of insurance or any other valid form of indemnification to ECPTA for scrutiny.



## **7. Signing of Documents**

Bidders are required to return the complete set of documents duly signed.

## **8. Period of Validity for Bids and withdrawal of Bid after Closing Date**

Bids are to be held valid and binding for 150 days from the closing date of submissions (calculated from, but not including, the due date).

## **9. Penalty Provision**

Should the successful Bidder:

- a. Withdraw the Bid during the afore-mentioned period of validity; or
- b. Advise the ECPTA of his / her / their inability to fulfill the contract; or
- c. Fail or refuse to fulfill the contract; or
- d. Fail or refuse to sign the agreement or provide any surety if required to do so.

Then, the Bidder will be held responsible for and is obligated to pay to the ECPTA:

All expenses incurred by ECPTA to advertise for or invite and deliberate upon new Bids, should this be necessary.

The difference between the original accepted Bid price and:

- (i) A less favorable (for the ECPTA) Bid price accepted as an alternative by the ECPTA from the Bids originally submitted; or
- (ii) A new Bid price.

## **10. Value Added Tax**

In calculating the cost of the supply and delivery of services and / or material, the supplier will issue a "Tax Invoice" for all services rendered and / or materials supplied, which will reflect the exclusive cost of such services, goods or materials with the relevant Value Added Tax being added to the total. VAT must be included in the Bid price but must be shown separately.

## **11. Price Escalation**

To be provided on the pricing schedule over the full five-year period.



## 12. Authority to Sign Bid Documents

In the case of a Bid being submitted on behalf of a company, close corporation or partnership, evidence must be submitted to the ECPTA at the time of submission of the Bid that the Bid has been signed by persons properly authorized thereto by resolution of the directors or under the articles of the entity.

## 13. Samples:

The bidder must submit 3 samples from current/previous clients for work done in the past 5 years to for Print advert, Digital Marketing and Social Media Campaigns

## 14. Duration of the Bid

The contract period is for Three years with an option to extend for a further period of two years.

## 15. Delivery Periods:

The successful bidder will liaise with Ms. Lavinia Shaw at 043 492 0672

## 16. Closing Date / Submitting of Quotations

Bids must be submitted in sealed envelopes clearly marked **“THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.” - BID NO. 23/FY/23**” Quotations must be deposited in the Bid Box, 17-25 Oxford Street (Cnr of Fleet & Oxford Street), East London, by no later than **11:00 am** on the **04 April 2023**.

***Bids which are not submitted in a properly sealed and marked envelope and/or deposited in the relevant bid box on or before the closing date and time will not be considered. Faxed or e-mailed Bids will not be considered.***

## 17. Bid Enquiries

Enquiries should be directed to the Supply Chain Management Unit. The following official can be contacted: Ms. Unathi Zinganto at 043 492 0871 during normal office hours viz. 08:00 – 16:00 Mondays to Fridays-mail: [unathi.zinganto@ecpta.co.za](mailto:unathi.zinganto@ecpta.co.za)



**18. Insurance and Indemnity**

ECPTA shall not be liable in any manner in respect of any claims, damages, accidents and injuries to persons, property or rights or any other courses of civil or criminal action that may arise from the carrying out of this contract.

**19. Payment**

Payment will be made on completion of Supply and Delivery within 30 days of receipt of the invoice.

**20. Control of The Contract**

For the purposes of this contract ECPTA has appointed the Bid Committee for the adjudication, award and management of the bid.

**21. Agreement**

The successful bidder undertakes to be bound by all terms and conditions contained in this bid document. A Service Level Agreement (SLA) will be signed between ECPTA and the successful service provider.



**TABLE OF CLAUSES**

1. Definitions
2. Application
3. General
4. Standards
5. Use of contract documents and information; inspection
6. Patent rights
7. Performance security
8. Inspections, tests and analysis
9. Packing
10. Delivery and documents
11. Insurance
12. Transportation
13. Incidental services
14. Spare parts
15. Warranty
16. Payment
17. Prices
18. Increase/decrease of Quantities
19. Contract amendments
20. Assignment
21. Subcontracts
22. Delays in the provider's performance
23. Penalties
24. Termination for defaults
25. Dumping and countervailing duties
26. Force Majeure
27. Termination for insolvency
28. Settlement of disputes
29. Limitation of liability
30. Governing language
31. Applicable law
32. Notices
33. Taxes and duties
34. Transfer of Contract
35. Amendments of Contract
36. National Industrial Participation Programme (NIPP)
37. Prohibition of restrictive Practices



## GENERAL CONDITIONS OF CONTRACT

### 1. Definitions

The following terms shall be interpreted as indicated:

- 1.1 **“Closing time”** means the date and hour specified in the bidding documents for the receipt of bids.
- 1.2 **“Chief Executive Officer”** means the CEO of ECPTA or her/his duly authorized representative;
- 1.3 **“Contract”** means the written agreement entered into between the purchaser and the provider, as recorded in the contract form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.
- 1.4 **“Contract price”** means the price payable by the provider under the contract for the full and proper performance of his contractual obligations.
- 1.5 **“Corrupt practice”** means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.
- 1.6 **“Countervailing duties”** are imposed in cases where an enterprise abroad is subsidized by its government and encouraged to market its products internationally.
- 1.7 **“Country of origin”** means the place where the goods were mined, grown or produced or from which the services are supplied. Goods are produced when, through manufacturing, processing or substantial and major assembly of components, a commercially recognized new product results that is substantially different in basic characteristics or in purpose or utility from its components.
- 1.8 **“Day”** means calendar day.
- 1.9 **“Delivery”** means delivery in compliance of the conditions of the contract or order.
- 1.10 **“Delivery ex stock”** means immediate delivery directly from stock actually on hand.
- 1.11 **“Delivery into consignees store or to his site”** means delivered and unloaded in the specified store or depot or on the specified site in compliance with the conditions of the contract or order, the provider bearing all risks and charges involved until the supplies are so delivered and a valid receipt is obtained.
- 1.12 **“Dumping”** occurs when a private enterprise abroad markets its goods on own initiative in the RSA at lower prices than that of the country of origin and which have the potential to harm the local industries in the RSA.
- 1.13 **“ECPTA”** means Eastern Cape Parks & Tourism Agency.



- 1.14 **“Force majeure”** means an event beyond the control of the provider and not involving the provider’s fault or negligence and not foreseeable. Such events may include, but is not restricted to, acts of the purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- 1.15 **“Fraudulent practice”** means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of any bidder, and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the bidder of the benefits of free and open competition.
- 1.16 **“GCC”** means the General Conditions of Contract.
- 1.17 **“Goods”** means all of the equipment, machinery, and/or other materials that the provider is required to supply to the purchaser under the contract.
- 1.18 **“Imported content”** means that portion of the bidding price represented by the cost of components, parts or materials which have been or are still to be imported (whether by the provider or his subcontractors) and which costs are inclusive of the costs abroad, plus freight and other direct importation costs such as land costs, dock dues, import duty, sales duty or other similar tax or duty at the South African place of entry as well as transportation and handling charges to the factory in the Republic where the supplies covered by the bid will be manufactured.
- 1.19 **“Letter of acceptance”** means the written communication by ECPTA to the contractor recording the acceptance by ECPTA of the contractor’s tender subject to the further terms and conditions to be itemized in the contract;
- 1.20 **“Local content”** means that portion of the bidding price which is not included in the imported content provided that local manufacture does take place.
- 1.21 **“Manufacture”** means the production of products in a factory using labour, materials, components and machinery and includes other related value-adding activities.
- 1.22 **“Order”** means an official written order issued for the supply of goods or works or the rendering of a service.
- 1.23 **“Project site,”** where applicable, means the place indicated in bidding documents.
- 1.24 **“Purchaser”** means the organization purchasing the goods.
- 1.25 **“Republic”** means the Republic of South Africa.
- 1.26 **“SCC”** means the Special Conditions of Contract.
- 1.27 **“Services”** means those functional services ancillary to the supply of the goods, such as transportation and any other incidental services, such as installation, commissioning,



provision of technical assistance, training, catering, gardening, security, maintenance and other such obligations of the provider covered under the contract.

- 1.28 **“Signature date “** means the date of the letter of acceptance;
- 1.29 **“Tender”** means an offer to supply goods/services to ECPTA at a price;
- 1.30 **“Tenderer”** means any person or body corporate offering to supply goods/services to ECPTA;
- 1.31 **“Written” or “in writing”** means hand-written in ink or any form of electronic or mechanical writing.

## **2. Application**

- 2.1 These general conditions are applicable to all bids, contracts and orders including bids for functional and professional services (excluding professional services related to the building and construction industry), sales, hiring, letting and the granting or acquiring of rights, but excluding immovable property, unless otherwise in the bidding documents.
- 2.2 Where applicable, special conditions of contract are also laid down to cover specific supplies, services or works.
- 2.3 Where such special conditions of contract are in conflict with these general conditions, the special conditions shall apply.

## **3. General**

- 3.1 Unless otherwise indicated in the bidding documents, ECPTA shall not be liable for any expense incurred in the preparation and submission of a bid. Where applicable a non-refundable fee for documents may be charged.
- 3.2 Invitations to bid are usually published in locally distributed news media and on the Eastern Cape Treasury government tender bulletin.

## **4. Standards**

- 4.1 The goods supplied shall conform to the standards mentioned in the bidding documents and specifications.

## **5. Use of contract documents and information; inspection**

- 5.1 The provider shall not, without the purchaser’s prior written consent, disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample, or information furnished by or on behalf of the purchaser in connection therewith, to any person other than a person employed by the provider in the performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance.



- 5.2 The provider shall not, without the purchaser's prior written consent, make use of any document or information mentioned in GCC clause 5.1 except for purposes of performing the contract.
- 5.3 Any document, other than the contract itself mentioned in GCC clause 5.1 shall remain the property of the purchaser and shall be returned (all copies) to the purchaser on completion of the provider's performance under the contract if so required by the purchaser.
- 5.4 The provider shall permit the purchaser to inspect the provider's records relating to the performance of the provider and to have them audited by auditors appointed by the purchaser, if so required by the purchaser.

## **6. Patent rights**

- 6.2 The provider shall indemnify the purchaser against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of goods or any part thereof by the purchaser.
- 6.3 When a provider develops documentation/projects for ECPTA, the intellectual, copy and patent rights or ownership of such documents or projects will vest in ECPTA.

## **7. Performance security**

- 7.1 Within thirty (30) days of receipt of the notification of contract award, the successful bidder shall furnish to the ECPTA the performance security of the amount specified in SCC.
- 7.2 The proceeds of the performance security shall be payable to ECPTA as compensation for any loss resulting from the service provider's failure to complete his obligations under the contract.
- 7.3 The performance security shall be denominated in the currency of the contract, or in a freely convertible currency acceptable to ECPTA and shall be in one of the following forms:
- (a) a bank guarantee or an irrevocable letter of credit issued by a reputable bank located in South Africa or abroad, acceptable to ECPTA, in the form provided in the bidding documents or another form acceptable to ECPTA; or
  - (b) a cashier's or certified cheque.
- 7.4 The performance security will be discharged by ECPTA and returned to the provider not later than thirty (30) days following the date of completion of the provider's performance obligations under the contract, including any warranty obligations, unless otherwise specified.

## **8. Inspections, tests and analyses**

- 8.1 All pre-bidding testing will be for the account of the bidder.
- 8.2 If it is a bid condition that supplies to be produced or services to be rendered should at any stage during production or execution or on completion be subject to inspection, the premises



of the bidder or contractor shall be open, at all reasonable hours, for inspection by a representative of the purchaser or an organization acting on behalf of the purchaser.

- 8.3 If there are no inspection requirements indicated in the bidding documents and no mention is made in the contract, but during the contract period it is decided that inspections shall be carried out, the purchaser shall itself make the necessary arrangements, including payment arrangements with the testing authority concerned.
- 8.4 If the inspections, tests and analyses referred to in clauses 8.2 & 8.3 show the supplies to be in accordance with the contract requirements, the cost of the inspections, tests and analyses shall be defrayed by the purchaser.
- 8.5 Where the supplies or services referred to in clauses 8.2 and 8.3 do not comply with the contract requirements, irrespective of whether such supplies or services are accepted or not, the cost in connection with these inspections, tests or analyses shall be defrayed by the provider.
- 8.6 Supplies and services which are referred to in clauses 8.2 and 8.3 and which do not comply with the contract requirements may be rejected.
- 8.7 Any contract supplies may on or after delivery be inspected, tested or analysed and may be rejected if found not to comply with the requirements of the contract. Such rejected supplies shall be held at the cost and risk of the provider who shall, when called upon, remove them immediately at his own cost and forthwith substitute them with supplies which do not comply with the requirements of the contract. Failing such removal the rejected supplies shall be returned at the providers cost and risk. Should the provider fail to provide the substitute supplies forthwith, the purchaser may, without giving the provider further opportunity to substitute the rejected supplies, purchase such supplies as may be necessary at the expense of the provider.
- 8.8 The provisions of clauses 8.4 to 8.7 shall not prejudice the right of the purchaser to cancel the contract on account of a breach of the conditions thereof, or to act in terms of Clause 23 of GCC.

## **9. Packaging**

- 9.1 The provider shall provide such packaging of the goods as is required to prevent their damage or deterioration during transit to their final destination, as indicated in the contract. The packaging shall be sufficient to withstand, without limitation, rough handling during transit and exposure to extreme temperatures, salt and precipitation during transit, and open storage. Packaging, case size and weights shall take into consideration, where appropriate, the remoteness of the good's final destination and the absence of heavy handling facilities at all points in transit.
- 9.2 The packaging, marking and documentation within and outside the packages shall comply strictly with such special requirements as shall be expressly provided for in the contract, including additional requirements, if any, and in any subsequent instructions ordered by the purchaser.



## **10. Delivery and documents**

- 10.1 Delivery of the goods and arrangements for shipping and clearance obligations shall be made by the provider in accordance with the terms specified in the contract.

## **11. Insurance**

- 11.1 The goods supplied under the contract shall be fully insured in a freely convertible currency against loss or damage incidental to manufacture or acquisition, transportation, storage and delivery in the manner specified.

## **12. Transportation**

- 12.1 Should a price other than an all-inclusive delivered price be required, this shall be specified.

## **13. Incidental services**

- 13.1 The provider may be required to provide any or all of the following services, including additional services, if any:
- (a) performance or supervision of on-site assembly and/or commissioning of the supplied goods;
  - (b) furnishing of tools required for assembly and/or maintenance of the supplied goods;
  - (c) furnishing of a detailed operations and maintenance manual for each appropriate unit of the supplied goods;
  - (d) performance or supervision or maintenance and/or repair of the supplied goods, for a period of time agreed by the parties, provided that this service shall not relieve the provider of any warranty obligations under this contract; and
  - (e) training of the purchaser's personnel, at the provider's plant and/or on-site, in assembly, start-up, operation, maintenance, and/or repair of the supplied goods.
- 13.2 Prices charged by the provider for incidental services, if not included in the contract price for the goods, shall be agreed upon in advance by the parties and shall not exceed the prevailing rates charged to other parties by the provider for similar services.

## **14. Spare parts**

- 14.1 As specified, the provider may be required to provide any or all of the following materials, notifications, and information pertaining to spare parts manufactured or distributed by the provider:
- (a) such spare parts as the purchaser may elect to purchase from the provider, provided that this election shall not relieve the provider of any warranty obligations under the contract, and
  - (b) in the event of termination of production of the spare parts:
    - (i) Advance notification to the purchaser of the pending termination, in sufficient time to permit the purchaser to procure needed requirements; and



- (ii) Following such termination, furnishing at no cost to the purchaser, the blueprints, drawings, and specifications of the spare parts, if requested.

## **15. Warranty**

- 15.1 The provider warrants that the goods supplied under the contract are new, unused, of the most recent or current models, and that they incorporate all recent improvements in design and materials unless provided otherwise in the contract. The provider further warrants that all goods supplied under this contract shall have no defect, arising from design, materials, or workmanship (except when the design and/or material is required by the purchaser's specifications) or from any act or omission of the provider, that may develop under normal use of the supplied goods in the conditions prevailing in the country of final destination.
- 15.2 This warranty shall remain valid for twelve (12) months after the goods, or any portion thereof as the case may be, have been delivered to and accepted at the final destination indicated in the contract, or for eighteen (18) months after the date of shipment from the port or place of loading in the source country, whichever period concludes earlier, unless specified otherwise.
- 15.3 The purchaser shall promptly notify the provider in writing of any claims arising under this warranty.
- 15.4 Upon receipt of such notice, the provider shall, within the period specified and with all reasonable speed, repair or replace the defective goods or parts thereof, without costs to the purchaser.
- 15.5 If the provider, having been notified, fails to remedy the defect(s) within the period specified, the purchaser may proceed to take such remedial action as may be necessary, at the provider's risk and expense and without prejudice to any other rights which the purchaser may have against the provider under the contract.

## **16. Payment**

- 16.1 The method and conditions of payment to be made to the provider under this contract shall be specified
- 16.2 The provider shall furnish the purchaser with an invoice accompanied by a copy of the delivery note and upon fulfilment of other obligations stipulated in the contract.
- 16.3 Payments shall be made promptly by the purchaser, but in no case later than thirty (30) days after submission of an invoice or claim by the provider.
- 16.4 Payment will be made in Rand unless otherwise stipulated.

## **17. Prices**

- 17.1 Prices charged by the provider for goods delivered and services performed under the contract shall not vary from the prices quoted by the provider in his bid, with the exception of any price adjustments authorized or in the purchaser's request for bid validity extension, as the case may be.



## **18. Increase/decrease of quantities**

- 18.1 In cases where the estimated value of the envisaged changes in purchase does not exceed 15% of the total value of the original contract, the contractor may be instructed to deliver the revised quantities. The contractor may be approached to reduce the unit price, and such offers may be accepted provided that there is no escalation in price.

## **19. Contract amendments**

- 19.1 No variation in or modification of the terms of the contract shall be made except by written amendment signed by the parties concerned.

## **20. Assignment**

- 20.1 The provider shall not assign, in whole or in part, its obligations to perform under the contract, except with the purchaser's prior written consent.

## **21. Subcontracts**

- 21.1 The provider shall notify the purchaser in writing of all subcontracts awarded under this contract if not already specified in the bid. Such notification, in the original bid or later, shall not relieve the provider from any liability or obligation under the contract.

## **22. Delays in the provider's performance**

- 22.1 Delivery of the goods and performance of services shall be made by the provider in accordance with the time schedule prescribed by the purchaser in the contract.
- 22.2 If at any time during performance of the contract, the provider or its subcontractor(s) should encounter conditions impeding timely delivery of the goods and performance of services, the provider shall promptly notify the purchaser in writing of the fact of the delay, its likely duration and its cause(s). As soon as practicable after receipt of the provider's notice, the purchaser shall evaluate the situation and may at his discretion extend the provider's time for performance, with or without the imposition of penalties, in which case the extension shall be ratified by the parties by amendment of contract.
- 22.3 The right is reserved to procure outside of the contract small quantities or to have minor essential services executed if any emergency arises, the provider's point of supply is not situated at or near the place where the supplies are required, or the provider's services are not readily available.
- 22.4 Except as provided under GCC Clause 25, a delay by the provider in the performance of its delivery obligations shall render the provider liable to the imposition of penalties, pursuant to GCC Clause 22, unless an extension of time is agreed upon pursuant to GCC Clause 21.2 without the application of penalties.
- 22.5 Upon any delay beyond the delivery period in the case of a supplies contract, the purchaser shall, without canceling the contract, be entitled to purchase supplies of a similar quality and up to the same quantity in substitution of the goods not supplied in conformity with the



contract and to return any goods delivered later at the provider's expense and risk, or to cancel the contract and buy such goods as may be required to complete the contract and without prejudice to his other rights, be entitled to claim damages from the provider.

## **23. Penalties**

- 23.1 Subject to GCC Clause 25, if the provider fails to deliver any or all of the goods or to perform the services within the period(s) specified in the contract, the purchaser shall, without prejudice to its other remedies under the contract, deduct from the contract price, as a penalty, a sum calculated on the delivered price of the delayed good or unperformed services using the current prime interest rate calculated for each day of the delay until actual delivery or performance. The purchaser may also consider termination of the contract pursuant to GCC Clause 23.

## **24. Termination For Default**

- 24.1 The purchaser, without prejudice to any other remedy for breach of contract, by written notice of default sent to the provider, may terminate this contract in whole or in part:
- (a) if the provider fails to deliver any or all of the goods within the period(s) specified in the contract, or within any extension thereof granted by the purchaser pursuant to GCC Clause 21.2;
  - (b) if the provider fails to perform any other obligation(s) under the contract; or
  - (c) if the provider, in the judgement of the purchaser, has engaged in corrupt or fraudulent practices in competing for or in executing the contract.
- 24.2 In the event the purchaser terminates the contract in whole or in part, the purchaser may procure, upon such terms and in such manner as it deems appropriate, goods, works or services similar to those undelivered, and the provider shall be liable to the purchaser for any excess costs for such similar goods, works or services. However, the provider shall continue performance of the contract to the extent not terminated.

## **25. Anti-Dumping and Countervailing Duties and Rights**

- 25.1 When, after the date of bid, provisional payments are required, or anti-dumping or countervailing duties are imposed, or the amount of a provisional payment or anti-dumping or countervailing right is increased in respect of any dumped or subsidized import, the State is not liable for any amount so required or imposed, or for the amount of any such increase. When, after the said date, such a provisional payment is no longer required or any such anti-dumping or countervailing right is abolished, or where the amount of such provisional payment or any such right is reduced, any such favourable difference shall on demand be paid forthwith by the provider to the purchaser or the purchaser may deduct such amounts from moneys (if any) which may otherwise be due to the provider in regard to supplies or services which he delivered or rendered, or is to deliver or render in terms of the contract or any other contract or any other amount which may be due to him.



## **26. Force Majeure**

- 26.1 Notwithstanding the provisions of GCC Clauses 22 and 23, the provider shall not be liable for forfeiture of its performance security, damages, or termination for default if and to the extent that the delay in performance or other failure to perform his obligations under the contract is the result of an event of force majeure.
- 26.2 If a force majeure situation arises, the provider shall promptly notify the purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the purchaser in writing, the provider shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the force majeure event.

## **27. Termination For Insolvency**

- 27.1 The purchaser may at any time terminate the contract by giving written notice to the provider if the provider becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the provider, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the purchaser,

## **28. Settlement of Disputes**

- 28.1 If any dispute or difference of any kind whatsoever arises between the purchaser and the provider in connection with or arising out of the contract, the parties shall make every effort to resolve amicably such dispute or difference by mutual consultation.
- 28.2 If, after thirty (30) days, the parties have failed to resolve their dispute or difference by such mutual consultation, then either the purchaser or the provider may give notice to the other party of his intention to commence with mediation. No mediation in respect of this matter may be commenced unless such notice is given to the other party.
- 28.3 Should it not be possible to settle a dispute by means of mediation, it may be settled in a South African court of law.
- 28.4 Notwithstanding any reference to mediation and / or court proceedings herein,
- (a) the parties shall continue to perform their respective obligations under the contract unless they otherwise agree; and
  - (b) the purchaser shall pay the provider any monies due to the provider for goods delivered and / or services rendered according to the prescripts of the contract.

## **29. Limitation of Liability**

- 29.1 Except in cases of criminal negligence or wilful misconduct, and in the case of infringement pursuant to Clause 6;



- (a) the provider shall not be liable to the purchaser, whether in contract, tort, or otherwise, for any indirect or consequential loss or damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the provider to pay penalties and / or damages to the purchaser; and
- (b) the aggregate liability of the provider to the purchaser, whether under the contract, in tort or otherwise, shall not exceed the total contract price, provided that this limitation shall not apply to the cost of repairing or replacing defective equipment.

### **30. Governing Language**

- 30.1 The contract shall be written in English. All correspondence and other documents pertaining to the contract that is exchanged by the parties shall also be written in English.

### **31. Applicable Law**

- 31.1 The contract shall be interpreted in accordance with South African laws, unless otherwise specified.

### **32. Notices**

- 32.1 Every written acceptance of a bid shall be posted to the provider concerned by registered or certified mail and any other notice to him shall be posted by ordinary mail to the address furnished in his bid or to the address notified later by him in writing and such posting shall be deemed to be proper service of such notice.
- 32.2 The time mentioned in the contract documents for performing any act after such aforesaid notice has been given, shall be reckoned from the date of posting of such notice.

### **33. Taxes and Duties**

- 33.1 A foreign provider shall be entirely responsible for all taxes, stamp duties, license fees, and other such levies imposed outside the purchaser's country.
- 33.2 A local provider shall be entirely responsible for all taxes, duties, license fees, etc, incurred until delivery of the contracted goods to the purchaser.
- 33.3 No contract shall be concluded with any bidder whose tax matters are not in order. Prior to the award of a bid SARS must have certified that the tax matters of the preferred bidder are in order.

### **34. Transfer of Contracts**

- 34.1 The contractor shall not abandon, transfer, assign or sublet a contract or part thereof without the written permission of the purchaser.

### **35. Amendment of Contracts**

- 35.1 No agreement to amend or vary a contract or order or the conditions, stipulations or provisions thereof shall be valid and of any force unless such agreement to amend or vary is entered into



in writing and signed by the contracting parties. Any waiver of the requirement that the agreement to amend or vary shall be in writing, shall also be in writing.

### **36. National Industrial Participation Programme (NIPP)**

36.1 The NIP Programme administered by the Department of Trade and Industry shall be applicable to all contracts that are subject to the NIP obligation.

### **37. Amendment of Contracts**

37.1 In terms of Section 4 (b) (iii) of the Competition Act No. 89 of 1998, as amended, an agreement between, or concerted practice by, firms, or a decision by an association of firms, is prohibited if it is between parties in a horizontal relationship and if a bidder(s) is/are or a contractor (s) was / were involved in collusive bidding (or bid rigging).

37.2 If a bidder (s) or contractors, based on reasonable grounds or evidence obtained by purchaser, has / have engaged in the restrictive practice referred above, the purchaser may refer the matter to the Competition Commission for investigation and possible imposition of administrative penalties as contemplated in the Competition Act No. 89 of 1998.

37.3 If a bidder (s) or contractor (s), has / have been found guilty by the Competition Commission of the restrictive practice referred to above, the purchaser may, in addition and without prejudice to any other remedy provided for, invalidate the bidder (s) for such item (s) offered and / terminate the contract in whole or part, and / or restrict the bidder (s) or contract (s) from conducting business with the public sector for a period not exceeding ten (10) years and / or claim damages from the bidder (s) or contractor(s) concerned.

---

**DATE**

---

**SIGNATURE OF BIDDER**



**PRICING SCHEDULE – FIRM PRICES  
(PROFESSIONAL FEES)**

**SBD3.1**

**NOTE: ONLY FIRM PRICES WILL BE ACCEPTED. NON-FIRM PRICES (INCLUDING PRICES SUBJECT TO RATES OF EXCHANGE VARIATIONS) WILL NOT BE CONSIDERED**

**NAME OF THE BIDDER:** .....

**BID NO.:** 23/FY/23

**DESCRIPTION:** THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN AS AND WHEN REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.

**CLOSING TIME** 11:00 **CLOSING DATE:** 04 APRIL 2023

OFFER TO BE VALID FOR 150 DAYS FROM THE CLOSING DATE OF BID.

**NB:** The services requirements will vary from campaign to campaign. ECPTA will communicate with the service provider regarding which requirements needed at a particular time. The service provider will be paid only for work done on each campaign.

| YEAR 1                         |                 |                        |       |
|--------------------------------|-----------------|------------------------|-------|
| Description of Service         | Estimated Hours | Rate/ Hour (excl. Vat) | TOTAL |
| Project and Account Management | 100             |                        |       |
| Campaign Manager               | 80              |                        |       |
| Graphic Designer               | 200             |                        |       |
| Copy Writing and Editing       | 20              |                        |       |
| Marketing Specialist.          | 30              |                        |       |
| Photography and Post Editing   | 50              |                        |       |
| Videography and Editing        | 50              |                        |       |
| Conceptualization and Creative | 50              |                        |       |
| Radio advert development       | 10              |                        |       |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



|                                                    |    |  |   |
|----------------------------------------------------|----|--|---|
| Script development                                 | 10 |  |   |
| Radio advert voice over                            | 10 |  |   |
| Radio advert production                            | 10 |  |   |
| Design and production of digital/ animated adverts | 30 |  |   |
| Content Creation (social media and Online Content) | 80 |  |   |
| Social Media Specialist                            | 20 |  |   |
| Translation to multiple languages                  | 15 |  |   |
| Communication and PR Specialist                    | 25 |  |   |
| Event Co-ordinator                                 | 20 |  |   |
| <b>Sub-Total</b>                                   |    |  | R |



| YEAR 2                                             |                 |                        |       |
|----------------------------------------------------|-----------------|------------------------|-------|
| Description of Service                             | Estimated Hours | Rate/ Hour (excl. Vat) | TOTAL |
| Project and Account Management                     | 100             |                        |       |
| Campaign Manager                                   | 80              |                        |       |
| Graphic Designer                                   | 200             |                        |       |
| Copy Writing and Editing                           | 20              |                        |       |
| Marketing Specialist.                              | 30              |                        |       |
| Photography and Post Editing                       | 50              |                        |       |
| Videography and Editing                            | 50              |                        |       |
| Conceptualization and Creative                     | 50              |                        |       |
| Radio advert development                           | 10              |                        |       |
| Script development                                 | 10              |                        |       |
| Radio advert voice over                            | 10              |                        |       |
| Radio advert production                            | 10              |                        |       |
| Design and production of digital/ animated adverts | 30              |                        |       |
| Content Creation (social media and Online Content) | 80              |                        |       |
| Social Media Specialist                            | 20              |                        |       |
| Translation to multiple languages                  | 15              |                        |       |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



|                                 |    |  |   |
|---------------------------------|----|--|---|
| Communication and PR Specialist | 25 |  |   |
| Event Co-ordinator              | 20 |  |   |
| <b>Sub-Total</b>                |    |  | R |

| YEAR 3                         |                 |                        |       |
|--------------------------------|-----------------|------------------------|-------|
| Description of Service         | Estimated Hours | Rate/ Hour (excl. Vat) | TOTAL |
| Project and Account Management | 100             |                        |       |
| Campaign Manager               | 80              |                        |       |
| Graphic Designer               | 200             |                        |       |
| Copy Writing and Editing       | 20              |                        |       |
| Marketing Specialist.          | 30              |                        |       |
| Photography and Post Editing   | 50              |                        |       |
| Videography and Editing        | 50              |                        |       |
| Conceptualization and Creative | 50              |                        |       |
| Radio advert development       | 10              |                        |       |
| Script development             | 10              |                        |       |
| Radio advert voice over        | 10              |                        |       |
| Radio advert production        | 10              |                        |       |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



|                                                    |    |  |   |
|----------------------------------------------------|----|--|---|
| Design and production of digital/ animated adverts | 30 |  |   |
| Content Creation (social media and Online Content) | 80 |  |   |
| Social Media Specialist                            | 20 |  |   |
| Translation to multiple languages                  | 15 |  |   |
| Communication and PR Specialist                    | 25 |  |   |
| Event Co-ordinator                                 | 20 |  |   |
| <b>Sub-Total</b>                                   |    |  | R |

| YEAR 4                         |                 |                        |       |
|--------------------------------|-----------------|------------------------|-------|
| Description of Service         | Estimated Hours | Rate/ Hour (excl. Vat) | TOTAL |
| Project and Account Management | 100             |                        |       |
| Campaign Manager               | 80              |                        |       |
| Graphic Designer               | 200             |                        |       |
| Copy Writing and Editing       | 20              |                        |       |
| Marketing Specialist.          | 30              |                        |       |
| Photography and Post Editing   | 50              |                        |       |
| Videography and Editing        | 50              |                        |       |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



|                                                    |    |  |   |
|----------------------------------------------------|----|--|---|
| Conceptualization and Creative                     | 50 |  |   |
| Radio advert development                           | 10 |  |   |
| Script development                                 | 10 |  |   |
| Radio advert voice over                            | 10 |  |   |
| Radio advert production                            | 10 |  |   |
| Design and production of digital/ animated adverts | 30 |  |   |
| Content Creation (social media and Online Content) | 80 |  |   |
| Social Media Specialist                            | 20 |  |   |
| Translation to multiple languages                  | 15 |  |   |
| Communication and PR Specialist                    | 25 |  |   |
| Event Co-ordinator                                 | 20 |  |   |
| <b>Sub-Total</b>                                   |    |  | R |

| YEAR 5                         |                 |                        |       |
|--------------------------------|-----------------|------------------------|-------|
| Description of Service         | Estimated Hours | Rate/ Hour (excl. Vat) | TOTAL |
| Project and Account Management | 100             |                        |       |
| Campaign Manager               | 80              |                        |       |
| Graphic Designer               | 200             |                        |       |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



|                                                    |    |  |   |
|----------------------------------------------------|----|--|---|
| Copy Writing and Editing                           | 20 |  |   |
| Marketing Specialist.                              | 30 |  |   |
| Photography and Post Editing                       | 50 |  |   |
| Videography and Editing                            | 50 |  |   |
| Conceptualization and Creative                     | 50 |  |   |
| Radio advert development                           | 10 |  |   |
| Script development                                 | 10 |  |   |
| Radio advert voice over                            | 10 |  |   |
| Radio advert production                            | 10 |  |   |
| Design and production of digital/ animated adverts | 30 |  |   |
| Content Creation (social media and Online Content) | 80 |  |   |
| Social Media Specialist                            | 20 |  |   |
| Translation to multiple languages                  | 15 |  |   |
| Communication and PR Specialist                    | 25 |  |   |
| Event Co-ordinator                                 | 20 |  |   |
| <b>Sub-Total</b>                                   |    |  | R |

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



## SUMMARY PRICE SCHEDULE

| NO                          | PROFESSIONAL FEES | TOTAL FEES<br>(Excl. VAT) |
|-----------------------------|-------------------|---------------------------|
| 1                           | Year 1            |                           |
| 2                           | Year 2            |                           |
| 3                           | Year 3            |                           |
| Vat @ 15 %                  |                   |                           |
| Total Bid Price for 3 Years |                   |                           |
| 4                           | Year 4            |                           |
| 5                           | Year 5            |                           |
| Vat @ 15 %                  |                   |                           |
| Total Bid Price for 2 Years |                   |                           |
| Total Bid Price for 5 Years |                   |                           |

**NOTE:**

- Bidders are expected to quote according to the specifications on pages 9-13
- Bidders are required to provide a detailed fee structure in their company letterhead
- Travel and accommodation will be re-imbursed by the ECPTA based on the approved National Treasury's Instruction Note 2 of 2022/2023 cost containment measures and approved AA rates by the Department of Transport.
- The estimated hours are used for benchmarking purposes, the ECPTA reserves the right to increase or decrease the number of hours.
- The service provider will be paid only for work done on each campaign.
- The tender is rate based and the rate per hour quoted shall remain fixed for the duration of the contract.

THE UNDERSIGNED (NAME & SURNAME) ..... CERTIFY  
THAT THE INFORMATION FURNISHED ABOVE IS CORRECT.

.....  
Signature

.....  
Date

.....  
Name of Bidder

.....  
Position

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



## 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 interest 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:

.....  
 .....

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:

.....  
 .....

### 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 consortium<sup>1</sup> 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,

<sup>1</sup> 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.



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.

- 3.4 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.
- 3.5 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 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

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 PREFERENCE POINT SYSTEMS

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

**80/20**

$$Ps = 80 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right)$$

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:

**80/20**

$$Ps = 80 \left( 1 + \frac{Pt - P_{max}}{P_{max}} \right)$$

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.**  
***The 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 allocated points in terms of this tender                                                                                                                                                                                                                                                           | Number of points allocated (80/20 system)<br>(To be completed by the organ of state) | Number of points claimed (80/20 system)<br>(To be completed by the tenderer) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| >51% Historically Disadvantaged Individuals Ownership<br><br>(South African citizen - who, had no franchise in national elections prior to the introduction of the Constitution of the Republic of South Africa, 1983 (Act 110 of 1983) or the Constitution of the Republic of South Africa, 1993, (Act 200 of 1993)) | 5                                                                                    |                                                                              |
| 10-50% HDI Ownership                                                                                                                                                                                                                                                                                                  | 2.5                                                                                  |                                                                              |
| <10% HDI Ownership                                                                                                                                                                                                                                                                                                    | 0                                                                                    |                                                                              |
| Locality (Enterprises located in the Eastern Cape Province)                                                                                                                                                                                                                                                           | 5                                                                                    |                                                                              |
| Enterprise not located in the Eastern Cape Province                                                                                                                                                                                                                                                                   | 0                                                                                    |                                                                              |
| >51% Youth Ownership                                                                                                                                                                                                                                                                                                  | 5                                                                                    |                                                                              |
| 10-50% Youth Ownership                                                                                                                                                                                                                                                                                                | 2.5                                                                                  |                                                                              |
| <10% Youth Ownership                                                                                                                                                                                                                                                                                                  | 0                                                                                    |                                                                              |
| >51% Women Ownership                                                                                                                                                                                                                                                                                                  | 3                                                                                    |                                                                              |
| 10-50% Women Ownership                                                                                                                                                                                                                                                                                                | 1.5                                                                                  |                                                                              |
| <10% Women Ownership                                                                                                                                                                                                                                                                                                  | 0                                                                                    |                                                                              |
| >51% Disability Ownership                                                                                                                                                                                                                                                                                             | 2                                                                                    |                                                                              |
| 10-50% Disability Ownership                                                                                                                                                                                                                                                                                           | 1                                                                                    |                                                                              |
| <10% Disability Ownership                                                                                                                                                                                                                                                                                             | 0                                                                                    |                                                                              |
| <b>Total</b>                                                                                                                                                                                                                                                                                                          | <b>20</b>                                                                            |                                                                              |

#### DECLARATION WITH REGARD TO COMPANY/FIRM

- 4.3. Name of company/firm.....
- 4.4. Company registration number: .....
- 4.5. TYPE OF COMPANY/ FIRM

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.



- ☐ 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:** .....

.....



## CENTRALISED SUPPLIER DATABASE (CSD) REPORT

It is a condition of bid that all Service Providers be registered on the Centralised Supplier Database (CSD). Bidders who are not yet registered can register on [www.csd.gov.za](http://www.csd.gov.za)

1. In order to meet this requirement bidders are required to complete the Registration Process which can be done online at the above-mentioned website. Upon completion of registration Bidders will receive a Supplier number which must be provided on the front cover of the document
2. BIDDERS are required to submit their full CSD report for the month of April 2023.



ATTACH CSD REPORT HERE



**PROOF OF ADDRESS**

**ATTACH PROOF OF ADDRESS HERE**



## COMPANY DETAILS

The following company details schedule must be completed to ensure that the prerequisite requirements to bidding are met.

|                                   |  |
|-----------------------------------|--|
| Registered Company Name           |  |
|                                   |  |
| Company Registration Number       |  |
| VAT Number                        |  |
| Bank Name                         |  |
| Branch Name                       |  |
| Bank Account Number               |  |
| Professional Registration Details |  |
|                                   |  |
|                                   |  |
|                                   |  |
|                                   |  |
|                                   |  |
|                                   |  |
| Professional Indemnity Details    |  |
|                                   |  |
|                                   |  |
|                                   |  |
|                                   |  |
|                                   |  |
|                                   |  |



## **AUTHORITY TO SIGN BID DOCUMENTS**

In the case of a bid being submitted on behalf of a company, close corporation or partnership, evidence must be submitted to ECPTA at the time of submission of the bid that the bid has been signed by persons properly authorized thereto by resolution of the directors or under the articles of the entity.

**Please attach proof to the next page.**



# ATTACH RESOLUTION OF SIGNATORY

BID DOCUMENT – THE APPOINTMENT OF A SERVICE PROVIDER FOR MARKETING AND DESIGN SERVICES ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF THREE YEARS WITH AN OPTION TO RENEW FOR A FURTHER PERIOD OF TWO YEARS.

BID 23/FY/23

62



## JOINT VENTURE DISCLOSURE FORM

### **GENERAL**

- i) All the information requested must be filled in the spaces provided. If additional space is required, additional sheets may be used and attached to the original documents.
- ii) A copy of the joint venture agreement must be attached to this form, in order to demonstrate the Affirmable, Joint Venture Partner's share in the ownership, control, management responsibilities, risks and profits of the joint venture, the proposed joint venture agreement must include specific details relating to:
  - a) the contributions of capital and equipment
  - b) work items to be performed by the Affirmable Joint Venture Partner's own forces
  - c) work items to be performed under the supervision of the Affirmable Joint Venture Partner.
- iii) Copies of all written agreements between partners concerning the contract must be attached to this form including those, which relate to ownership options and to restrictions/limits regarding ownership and control.
- iv) ABE partners must complete ABE Declaration Affidavits.
- v) The joint venture must be formalised. All pages of the joint venture agreement must be signed by all the parties concerned. A letter/ notice of intention to formalise a joint venture once the contract has been awarded will not be considered.
- vi) should any of the above not be complied with, the joint venture will be deemed null and void and will be considered non-responsive.

### **1. JOINT VENTURE PARTICULARS**

- a) Name .....
- b) Postal address.....  
.....  
.....  
.....



.....  
c) Physical address.....  
.....  
.....

d) Telephone .....

e) Fax .....

**2. IDENTITY OF EACH NON-AFFIRMABLE JOINT VENTURE PARTNER**

**2.1(a)** Name of Firm .....

Postal Address.....

Physical Address .....

Telephone.....

Fax .....

Contact person for matters pertaining to Joint Venture Participation Goal requirements:

.....  
**2.2(a)** Name of Firm .....

Postal Address.....

Physical Address .....

Telephone.....

Fax .....

Contact person for matters pertaining to Joint Venture Participation Goal requirements:

.....  
*(Continue as required for further non-Affirmable Joint Venture Partners)*

**IDENTITY OF EACH AFFIRMABLE JOINT VENTURE PARTNER**

**3.1(a)** Name of Firm .....



Postal Address.....

Physical Address .....

Telephone.....

Fax .....

Contact person for matters pertaining to Joint Venture Participation Goal requirements:

.....

**3.2(a)** Name of Firm .....

Postal Address.....

Physical Address .....

Telephone.....

Fax .....

Contact person for matters pertaining to Joint Venture Participation Goal requirements:

.....

**3.3(a)** Name of Firm .....

Postal Address.....

Physical Address .....

Telephone.....

Fax .....

Contact person for matters pertaining to Joint Venture Participation Goal requirements:

.....

**1. BRIEF DESCRIPTION OF THE ROLES OF THE AFFIRMABLE JOINT VENTURE PARTNERS IN THE JOINT VENTURE**

.....

.....



.....

**5. OWNERSHIP OF THE JOINT VENTURE**

a) Affirmable Joint Venture Partner ownership percentage(s) .....%

b) Non-Affirmable Joint Venture Partner ownership percentage(s) .....%

c) Affirmable Joint Venture Partner percentages in respect of: \*

(i) .....

Profit and loss sharing .....

(ii) .....

Initial capital contribution in Rands .....

.....

.....

(\*Brief descriptions and further particulars should be provided to clarify percentages).

(iii) .....

Anticipated on-going capital contributions in Rands .....

.....

.....

(iv) Contributions of equipment (specify types, quality, and quantities of equipment) to be provided by each partner.

.....

.....

.....

**5. RECENT CONTRACTS EXECUTED BY PARTNERS IN THEIR OWN RIGHT AS PRIME CONTRACTORS OR AS PARTNERS IN OTHER JOINT VENTURES**



|    | NON-AFFIRMABLE JOINT VENTURE PARTNERS | PARTNER NAME |
|----|---------------------------------------|--------------|
| a) |                                       |              |
| b) |                                       |              |
| c) |                                       |              |
| d) |                                       |              |
| e) |                                       |              |

|    | AFFIRMABLE JOINT VENTURE PARTNERS | PARTNER NAME |
|----|-----------------------------------|--------------|
| a) |                                   |              |
| b) |                                   |              |
| c) |                                   |              |
| d) |                                   |              |
| e) |                                   |              |

## 7. CONTROL AND PARTICIPATION IN THE JOINT VENTURE

(Identify by name and firm those individuals who are, or will be, responsible for, and have authority to engage in the relevant management functions and policy and decision making, indicating any limitations in their authority e.g. co-signature requirements and Rand limits).

(a) Joint Venture cheque signing

.....  
.....  
.....

(b) Authority to enter into contracts on behalf of the Joint Venture

.....  
.....  
.....

(c) Signing, co-signing and/or collateralising of loans

.....



.....  
.....  
(d) Acquisition of lines of credit

.....  
.....  
(e) Acquisition of performance bonds

.....  
.....  
(f) Negotiating and signing labour agreements

8. **MANAGEMENT OF CONTRACT PERFORMANCE**  
(Fill in the name and firm of the responsible person).

- (a) Supervision of field operations.....  
(b) Major purchasing.....  
(c) Estimating .....  
(d) Technical management .....

9. **MANAGEMENT AND CONTROL OF JOINT VENTURE**

- (a) Identify the “managing partner”, if any,



.....

.....

.....

.....

- (b) What authority does each partner have to commit or obligate the other to financial institutions, insurance companies, suppliers, subcontractors and/or other parties participating in the execution of the contemplated works?

.....

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.....

.

.....

.

.....

.

- (c) Describe the management structure for the Joint Venture's work under the contract

| MANAGEMENT FUNCTION / DESIGNATION | NAME | PARTNER* |
|-----------------------------------|------|----------|
|                                   |      |          |
|                                   |      |          |
|                                   |      |          |
|                                   |      |          |
|                                   |      |          |
|                                   |      |          |
|                                   |      |          |
|                                   |      |          |



(Fill in “ex Affirmable Joint Venture Partner” or “ex non-Affirmable Joint Venture Partner”).

## 10. **PERSONNEL**

(a) State the approximate number of operative personnel (by trade/function/discipline) needed to perform the Joint Venture work under the Contract.

| TRADE/FUNCTION/<br>DISCIPLINE | NUMBER EX<br>AFFIRMABLE JOINT<br>VENTURE PARTNERS | NUMBER EX NON-<br>AFFIRMABLE JOINT<br>VENTURE<br>PARTNERS |
|-------------------------------|---------------------------------------------------|-----------------------------------------------------------|
|                               |                                                   |                                                           |
|                               |                                                   |                                                           |
|                               |                                                   |                                                           |
|                               |                                                   |                                                           |
|                               |                                                   |                                                           |
|                               |                                                   |                                                           |
|                               |                                                   |                                                           |
|                               |                                                   |                                                           |

(Fill in “ex Affirmable Joint Venture Partner” or “ex non-Affirmable Joint Venture Partner”).

(b) Number of operative personnel to be employed on the Contract who are currently in the employ of partners.

(i) Number currently employed by Affirmable Joint Venture Partners

.....

(ii) Number currently employed by the Joint Venture

.....

(c) Number of operative personnel who are not currently in the employ of the respective partner and will be engaged on the project by the Joint Venture

.....



(d) Name of individual(s) who will be responsible for hiring Joint Venture employees

.....

.....

(e) Name of partner who will be responsible for the preparation of Joint Venture payrolls

.....

**11. CONTROL AND STRUCTURE OF THE JOINT VENTURE**

Briefly describe the manner in which the Joint Venture is structured and controlled.

.....

.....

.....

The undersigned warrants that he/she is duly authorised to sign this Joint Venture Disclosure Form and affirms that the foregoing statements are true and correct and include all material information necessary to identify and explain the terms and operations of the Joint Venture and the intended participation of each partner in the undertaking.

The undersigned further covenants and agrees to provide the Employer with complete and accurate information regarding actual Joint Venture work and the payment therefore, and any proposed changes in any provisions of the Joint Venture agreement, and to permit the audit and examination of the books, records and files of the Joint Venture, or those of each partner relevant to the Joint Venture, by duly authorised representatives of the Employer.

Signature .....

Duly authorized to sign on behalf of .....

Name .....

Address.....

Telephone.....

Date .....

---

Signature .....



Duly authorized to sign on behalf of .....

Name .....

Address.....

Telephone.....

Date .....

---

Signature .....

Duly authorized to sign on behalf of .....

Name .....

Address.....

Telephone.....

Date .....

---

Signature .....

Duly authorized to sign on behalf of .....

Name .....



## JOINT VENTURE AGREEMENT

Bidders who tender as a Joint Venture must submit a Joint Venture Agreement here.

