

2 The agenda mentioned below was discussed:

- 2.1 Tendering Procedures
- 2.2 Scope of works
- 2.3 Technical Evaluation criteria
- 2.4 Pricing Documents
- 2.5 Bid Closing Date
- 2.6 General / Questions & Answers

Record of discussion:

2.1 Tendering Procedures

The content and structure of the RFP document were explained to the tenderers. The following key elements were highlighted and discussed:

2.1.1 Eligibility Criteria

Technical Pre-qualification Criteria:

Bidders must submit proof of association/affiliation/ with any of the following:

- the Association for Communication and Advertising South Africa (ACASA) or;
- Public Relations Institute of South Africa (PRISA) or;
- Marketing Association of South Africa (MASA) or;
- Southern African Communication's Industries Association (SAICA) / Black Agencies Network Association (BANA) or;

The certificate must be on the associate/affiliate/partner letterhead, be dated and signed (must indicate that bidder is in good standing and membership is up to date).

2.1.2 Tender Evaluations

In terms of the Preferential Procurement Policy Framework Act (PPPFA) of 2000, technical/functionality at pre-qualification stage. The proposal is evaluated on price and preference (B-BBEE) 80/20.

The tender evaluation procedure and steps were discussed and explained to the tenderers as follow (these are also clearly stated in the tender document):

Stage 1 – Test for administrative responsiveness - check that the bid was lodged on time, and that all returnable documents and schedules have been completed and returned by the closing time and date and verify the validity of all returnables.

Stage 2 – Test of substantive responsiveness - check that all pre-qualification criteria set by Transnet has been met, confirm that the bid contains a signed offer and that the bid is materially compliant with the scope and specifications.

TPL/2024/02/0002/58327/RFP

Stage 3 – Functionality/Technical Evaluation - Minimum threshold of **70**. Compulsory technical returnables will be used to evaluate the bids,

T2.2-01 Method Statement

T2.2-02 Company's Previous Experience

T2.2-03 Management CVS's and Resources

T2.2-04 CREATIVITY

The judgment prompts are included in the returnables and allows for the tenderer to objectively calculate the points they will score.

Tenders must submit all the required supporting documents to Technical Returnables

Stage 4 – Evaluation and final weighted scoring – Price 80 / BBEE (Specific Goals) 20 will be evaluated.

In terms of Transnet Preferential Procurement Policy (TPPP) and Procurement Manuals, the following preference points must be awarded to a bidder who provides the relevant required evidence for claiming points Specific Goals Number of points (80/20 system)

Selected Specific Goal	Number of points allocated (20)
B-BBEE Level of contributor (1 or 2)	10
30% Black women Owned entities	10
Non-Compliant and/or B-BBEE Level 3-8 contributors	0

Stage 5 – Post tender negotiations with either one or more.

2.1.3 Communications

Tenderers were informed that all communication prior to the closing date of the tender must be directed to Procurement Manager: (welcome.hlongwane@transnet.net).

The deadline or cut-off date for clarifications and questions is **16h00pm on Tuesday, 21 January 2025**. Tenderers can communicate via email. The sender of the clarifications will remain anonymous, but all questions raised will be answered and distributed to all tenderers.

All communications **after the closing date** must be directed to the Senior Strategic Sourcing Manager, email Carol.Khumalo@transnet.net).

2.2 Returnable Schedules

- **Compulsory Returnables** – If these are not submitted the tenderer will automatically be disqualified. The Technical Returnables are Compulsory, and the tenderers must ensure that

TPL/2024/02/0002/58327/RFP

all supporting documentation is attached.

- **Essential Returnables** – If information is omitted, we may request it from the tender as these returnables are for information and will not change the competitive position of a tenderer.

Please Note that all information submitted is verified and falsifying information will lead to blacklisting on all Transnet Tenders.

Tenderers are to ensure all returnable documents are signed and returned with their tender and that all required information requested in the returnables is submitted.

2.3 Technical Evaluation Criteria

Technical Evaluation Criteria	Points Weightings
T2.2-01 Method Statement The Tenderer to submit a Method Statement which responds to the <i>scope of works</i> and outlines the proposed approach. The Method Statement should cover: 1. Detail the integrated marketing communication campaign in accordance with the scope of work. 2. Full details on how the works will be executed with reference to the scope of works 3. Determining potential risks and mitigations aligned to Scope of works 4. Techniques and Tools to be used to achieve the scope objectives. 5. Process of the campaign architecture, brand and reputation and media buying	20

	T2.2-02 Company's Previous Experience Tenderers are required to demonstrate performance in comparable projects of similar size and nature by supplying the following: • A list of past / current comparable projects within 05 years. Evidence for similar works as detailed in the Scope of works with reference to: • Public Relations, Marketing, Creative writing, and copyright • Brand and Reputation Management • Crisis Communication Management • Creating Brand Awareness and positioning • Media Strategy development • Media buying and training. • Photography and videography Sufficient contactable references to substantiate experience indicated (Client name and contact details, project description, duration, and contract value)	30	
	Technical Evaluation Criteria	Points Weightings	

T2.2-03 Management CVS's and Resources Submit the following documents as a minimum with your tender document: A comprehensive and detailed organogram that shows the structure and composition of their management structure involved in the works, inclusive of the key staff/professionals. Detailed CV's providing the following: • The roles and responsibilities for the works of each resource should be clearly stated. • Detailed experience of PR, Integrated Marketing and Communication positions held, such as recent assignments inclusive of total duration that has a bearing on the scope of work. • The bidder must provide a list of resources who will be appointed to work on the TPL account, their qualifications, certification, years of experience, exposure and summary of experience in a form of a CV. The team should possess specialised, technical and leadership skills required to carry out the scope of work. • The project resources should include at least, amongst others: • Account Director/Executive • Marketing Director • Digital Media Specialist • Graphic Designer • Photographer/Videographer • Scriptwriter • Interpreter	30	
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T2.2-04 Creativity Bidder to submit a portfolio of work listing projects done in the past 5 years and demonstrating the following: • developing campaign themes and/or key messages, • Designed and packaged communication or marketing work on different platforms, including digital and • Production of collateral material e.g., corporate videos, corporate brochures, topic specific booklets, newsletters and posters. A mix of above the line, below the line and through the line marketing should reflect. Such a portfolio is to include the customer brief, rollout and report summary. Portfolio of work as examples of projects should be submitted either through an electronic copy portfolio of evidence or a digital medium where the same can be demonstrated. Creativity to be measured will cover: • On trend digital communication approaches that have higher impact vs. traditional approaches. • Ability to soften hard messages and convert to impactful company call to actions.	20	
2.4 Pricing Documents RFP is rate based 2.5 Bid Closing date 24th January 2025 @ 12:00pm 2.6 Pricing Data 2.6.1 Pricing Schedule Tenderers are to ensure they read the pricing data and understand how to price the Pricing Schedule. 2.7 Bid Closing Date The closing date for the bid is 24 January 2025 at 12h00. It was emphasised that tenderers are to ensure that they submit their bids on time as late bids will not be accepted. System issues should be reported timeously so the technical team can assist bidders if they are unable to submit their bids. There are no alternative tender submission venues.		

TPL/2024/02/0002/58327/RFP

2.8 Technical Questions and Answers

2.8.1 Do bidders need to submit all the mentioned certificates under prequal criteria

Bidders must submit proof of association/affiliation/ with any of the following:

- the Association for Communication and Advertising South Africa (ACASA) or;
- Public Relations Institute of South Africa (PRISA) or;
- Marketing Association of South Africa (MASA) or;
- Southern African Communication's Industries Association (SAICA) / Black Agencies Network Association (BANA) or;

The certificate must be on the associate/affiliate/partner letterhead, be dated and signed (must indicate that bidder is in good standing and membership is up to date).

- Bidders must submit any one of the mentioned certificates

2.8.2 Is the certificate for a specific individual or a company

- The certification is for a company not an individual

2.8.3 Can bidders use reference letters whereby work was done as a subcontractor.

- All relevant experience in line with TPL requirements will be considered, as long as there's sufficient evidence of the work done.

2.8.4 Will work experience be considered whereby a person doesn't have a relevant

Qualification

- No points will be awarded for failure to submit relevant qualification, where bidders do not have required resources, bidders may consider partnerships and joined ventures to form the required teams, qualifications will be scored as per the judgement prompts on the RFP returnable

2.8.5 For references, people move around, and it sometimes becomes difficult to locate the key person as reference.

- References will be linked with the portfolio of evidence, due diligence will be done to verify

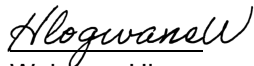
2.8.6 How long does Transnet Pipelines take to pay?

- Depending on the size of the company QSE's and EME's, 14 days after invoicing
- Large entities , 30 days after invoice sign off

Closing

All Certificates of Attendance of the Tender Clarification Meeting where signed and the meeting closed at 12:46 PM

Complied By:



Welcome Hlongwane
Procurement Manager

Date: 17/01/2025