



KWAZULU-NATAL PROVINCE

TREASURY
REPUBLIC OF SOUTH AFRICA

P.O Box 3613, PIETERMARITZBURG, 3201
Treasury House, 145 Chief Albert Luthuli, Pietermaritzburg, 3201
Tel: 033 846 6974
Name: N. Duma
Email: n.duma@kzntreasury.gov.za
Website: www.kzntreasury.gov.za

TERMS OF REFERENCE

REQUEST FOR KWAZULU-NATAL PROVINCIAL TREASURY TO APPOINT A SOCIAL MEDIA COMPANY FOR THE PERIOD OF 6 MONTHS ON AN "AS AND WHEN REQUIRED" BASIS

1. SCOPE / DIRECTIVE

The KwaZulu-Natal Provincial Treasury (KZNPT) is inviting credible service providers to submit proposals for social media services for the period of 6 months.

The KZNPT require the service providers to increase the MEC's social media presence and create a greater awareness on the MEC's activities. The scope of work entails the following;

- a. Must be able to offer professional graphic designing and the service provider would be required to design amid; social media profile banners and icons
- b. Transfer of skill to MEC representatives on how to ensure consistent engagement with public
- c. Build and increase brand awareness – the brand being MEC and reach a targeted audience
- d. Must be able to support the MEC on community and external stakeholder events on request by physical presence
- e. Must be able to record videos with a sound and visuals for the purpose of content creation.
- f. Must be able to boost social media posts on request from Ministry. The KZNPT would guide on the following;
 - Content to be boosted on social media
 - The number of days the boosting will be required to run
 - set parameters for boosting posts specifications, including but not limited to; **the target audience, nature of the content, age, location, interest (social, business, finance, economic, development, media, research, political) and project-based boosting.**

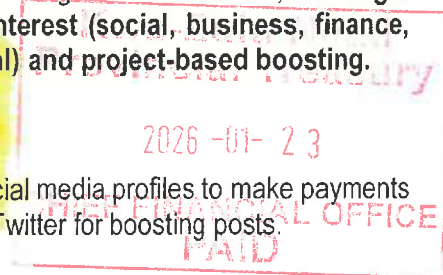
2. RISK TRANSFER

The appointed service provider will be given access to the KZNPT social media profiles to make payments on Facebook, Instagram, Linked In, WhatsApp Channel, TikTok and Twitter for boosting posts.

3. KNOWLEDGE, SKILLS AND COMPETENCIES

The appointed service provider must have knowledge on the below mentioned;

- Building a brand using images, videos (service provider must be able to use footage we send them to turn it into exciting videos.
- Must have experience in working on all social media platforms – Facebook, Instagram, Linked In, WhatsApp channel, Tiktok, Twitter





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- Must possess media recording tools for voice, sound and visuals for the purpose of content creation.

4. LEGAL AND ETHICAL CONSIDERATIONS

Services must adhere to all relevant laws and regulations, especially regarding advertising and data privacy.

5. PAYMENT

The appointed service provider shall be required to provide the KZNPT with proof of payment, bearing details of the service(s) rendered.

The invoice to the KZNPT must include:

- Applicable rates for the service (s) rendered as charged by Facebook, Instagram, Linked In, WhatsApp channel, Tiktok and Twitter
- Management fee / fixed design rates / fixed rate per hour
- VAT (if the appointed service provider is a VAT vendor)

The applicable charge rates would fluctuates based on various requirements in the specification such as the number of days the boosting post will run or the actual cost for the boosting & etc.

6. CONFIDENTIALITY

The credentials of the KZNPT shall remain the intellectual property of the KZNPT, sharing the KZNPT credentials to unauthorised individual/s is prohibited. KZNPT reserves the right to follow any legal route for violation of its rights.

The appointed service provider's employees that would come into contact with the KZNPT's confidential information and documents may be required to sign confidentiality agreements to protect the interest and rights of the KZNPT.

7. EVALUATION GUIDE

Proposals shall be evaluated on the following evaluation criteria:

EVALUATION CRITERIA'S	
STAGE 1	SUPPLY CHAIN ADMINISTRATIVE COMPLIANCE
STAGE 2	MANDATORY REQUIREMENTS
STAGE 3	80/20 PRICE AND PREFERENCE POINTS SYSTEM



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7.1 STAGE 1: SUPPLY CHAIN ADMINISTRATIVE COMPLIANCE

- (a) The bid document must be complete in all respect.
- (b) The following forms must be duly completed and be submitted with the bid on the closing date and time of the RFQ:

COMPULSORY BID FORMS		COMPULSORY	TICK TO INDICATE SUBMISSION
PART A	INVITATION TO BID (SBD 1)	COMPULSORY	
PART B	TERMS AND CONDITIONS FOR BIDDING (SBD 1)	COMPULSORY	
SECTION C	DECLARATION THAT INFORMATION ON CENTRAL SUPPLIER DATABASE IS CORRECT AND UP TO DATE	COMPULSORY	
SECTION F	BIDDER'S DISCLOSURE (SBD 4)	COMPULSORY	
SECTION I	AUTHORITY TO SIGN THE BID OR SUBMIT ENTERPRISE RESOLUTION LETTER	COMPULSORY	

Failure to comply with the Supply Chain Administrative Compliance shall result in the offer considered non-responsive and shall be rejected.

7.2 MANDATORY REQUIREMENTS

COMPULSORY BID FORMS		COMPULSORY	TICK TO INDICATE SUBMISSION
COMPANY PROFILE – the company profile must entail; • basic contact information, mission and values, company history, a description of products/services provided by the company. • Additionally, media recording tools for voice, sound and visuals for the purpose of content creation the company use and graphic designs samples of the company.		COMPULSORY	
TRACEABLE REFERENCE LETTERS OF SIMILAR WORK DONE / CONDUCTED		COMPULSORY	

Failure to comply with the Mandatory Requirements shall result in the offer considered non-responsive and shall be rejected.



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7.3 STAGE 3: PRICE AND PREFERENCE POINTS

This invitation is issued in terms of section 5 of the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000) and its Regulations, 2022.

The applicable preference points system for this RFQ is 80/20 wherein 80 points shall be allocated for price and 20 points shall be allocated for specific goals, as follows:

Preference points system	
Price	80
Specific Goals	20
• Reconstruction Development Programme (RDP)- Youth Owned Enterprises	20
Total	100

It is mandatory for tenderers to complete SBD 6.1 to claim the points for specific goals, failure to complete the SBD 6.1 shall be interpreted to mean that the points for specific goals are not claimed.

It is compulsory for bidders to substantiate that they meet the above specific goals requirements by submitting the following evidence:

- Copy of Enterprise Registration Certificate (CIPC).
- Valid B-BBEE certificate or sworn-affidavit confirming percentage of People with Youth Ownership.
 - B-BBEE certificate indicating the B-BBEE status level of contributor. The B-BBEE certificate must be issued by a SANAS accredited verification agency; or
 - A duly completed sworn affidavit signed by the deponent and commissioned by the authorised commissioner of oaths.
 - The sworn affidavit must indicate the **date, month, and year** on which the annual total revenue is based on and the level of black ownership that is claimed; or
 - A sworn affidavit on an accredited template issued by the DTI/CIPC for both EME and QSE.
 - If the B-BBEE / Sworn Affidavit indicates the financial year which is outside the annual total review period, the entity must submit the latest audited Annual Financial Statements or Management Accounts in disposing to the Sworn Affidavit or B-BBEE used to bid.
 - A trust, consortium, or joint venture (including unincorporated consortia and joint ventures) must submit a consolidated B-BBEE status level certificate.

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

8. CONTACT PERSON FOR SCM AND TECHNICAL ENQUIRIES

SCM enquiries may be directed to:

Mr M. Kubheka Tel. No. (033) 897 4495 Nqobani.Manyoni@kzntreasury.gov.za

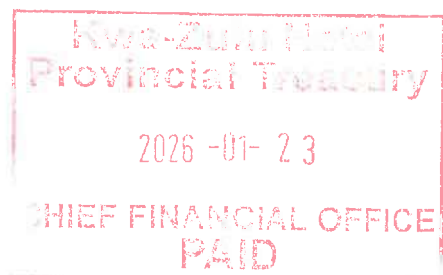


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Technical enquiries may be directed to:

Mr. N. Duma (033) 846 6983 and email: Nkosikhona.Duma@kzntreasury.gov.za



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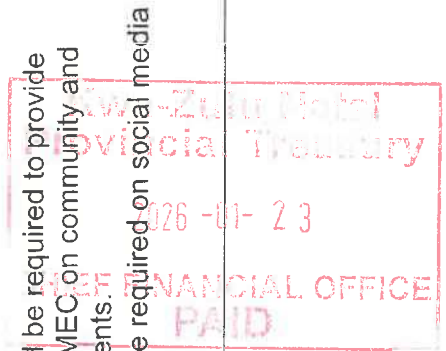
SPECIFICATION FOR GOODS AND SERVICE: PRICING SCHEDULE

Company Name	
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DATE GOODS REQUIRED:

Enquiries: Mr. N. Duma
Tel: 033 846-6983
Email: NkosiKhona.Duma@kzntreasury.gov.za

No.	Description of Goods and Services	Costs
1.	- The service provider is required to provide professional social media, graphic design, video recording, video editing, video production, sound recording, sound editing, and sound production services. - The service provider will be required to provide physical support to the MEC on community and external stakeholder events. - Boosting Services will be required on social media platform	Rate per month =





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SERVICE PROVIDER TO NOTE:

1. All above required services are subjected to "As and when required basis" and the service provider would be paid for the service or work delivered.
2. The service provider shall provide proof of payment for accommodation costs and proof of payment or a record of mileage before and after the trip to determine the distance travelled for transport. These costs will be reimbursed by the Office of the MEC upon receipt of evidence of travel undertaken.
3. For transport, applicable tariffs would be provided by KZNPT.
4. For accommodation, applicable thresholds would be provided by KZNPT.
5. For any Boosting services required, proof of payment would be required, and the service provider would be reimbursed by the Office of the MEC.

