

**REQUEST FOR
QUOTATIONS**

12 MARCH 2025

**REQUEST FOR QUOTATIONS FOR THE DEVELOPMENT
OF COMMUNICATIONS STRATEGY.**

1. Purpose

1.1. The Railway Safety Regulator (RSR) requires the services of service provider to develop the Communications Strategy.

2. Considerations/background

- 2.1. The Railway Safety Regulator (RSR) is responsible for overseeing and enforcing safety compliance in South Africa's rail sector. To enhance its public engagement, stakeholder communication, and brand positioning, RSR requires the development of a Communications Strategy. This strategy should be in line with the RSR's business strategy and mandate, ensuring clear, effective, and impactful communication with all stakeholders, including government entities, railway operators, the public, and media.
- 2.2. The new strategy will strengthen public awareness about railway safety, improve stakeholder engagement with clear messaging and ensure consistent branding and communication among other benefits. By investing in this strategy, RSR will enhance its credibility, accessibility, and effectiveness as a safety regulator.

3. Scope of work / Specification

Specifications are as follows:

- Conduct 2 internal workshop to consult with (1) the Media and Communications department and (1) Exco regarding in preparation for the development of the communication strategy.
- Conduct Stakeholder Research & Analysis
- Develop a Strategic Communication Framework
- Create an Implementation Roadmap
- Design a Monitoring & Evaluation (M&E) Model
- Facilitate Stakeholder Workshops
- Craft the RSR's 2025/26 – 2030 Communications Strategy

4. Administrative / Compliance Requirements

- 4.1. Registration on National Treasury CSD report
- 4.2. Comprehensive quotation (prices must be VAT Inclusive)
- 4.3. Tax Pin & Tax clearance certificate
- 4.4. Fully Completed and signed Standard Bidding Documents (SBD) forms documents
- 4.5. A valid BBBEE certificate or sworn affidavit (on sworn affidavit indicate the day, month and year of the financial year period ie, 31 March 2022)
- 4.6. Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
- 4.7. A Copy of the identity document of the company owner(s)
- 4.8. Valid Medical Certificate
- 4.9. Valid South African Social Security Agency (SASSA) registration
- 4.10. Valid National Council for Persons with Physical Disability in South Africa registration (NCPDPSA)

Failure to submit valid documents listed above (No - 4.5, 4.6, 4.7, 4.8, 4.9, 4.10) for proof of claim specific goals as stipulated in Section 6 below will lead to the service provider not being awarded points for specific goal.

5. Functionality Evaluation Criteria

- 5.1. The suitable service provider must demonstrate capacity and capability to execute this project by complying with the functionality criteria on the table below:

NO	CRITERIA	POINTS
1	Company experience demonstrated through reference letters. Company Experience - Proven track record in communication strategy development. Submit at least three reference letters of completed projects, not older than 5 years, of past projects similar in scope and complexity. The reference letters should be on the referee's letterhead with traceable contact details and the letter should be signed. (No appointment letters will be considered). • One Letter = 10 points • Two letters= 20 points • Three letters =30 points	30
2	Skills & Expertise (Team Leader qualification and expertise in the communications fields. Qualification and CV with relevant experience must be provided. Team Leader with experience in communications strategy development = 20 points • 0 - 5 years - 0 points. • Above 5 - 10 years = 10 points • Above 10 = 20 points Qualifications in Communications or related field = 10 points: • No Qualifications = 0 points • NQF Level 6 = 5 points • NQF Level 7 and above = 10 points	30
3	Approach and Methodology The supplier must provide a clear innovative strategy to achieve the outlined specifications. Detailed approach and methodology= 20 points General approach and methodology= 10 points No approach and methodology attached= 0	20

4	Project plan and timeline No project plan and timeline =0 points Vague objectives and no detailed schedule and milestone = 10 points Plan must have clear objectives and goals and a detailed schedule and milestones =20 points.	20
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Service Providers must attain a minimum threshold of 70 points or more to be considered for evaluation on price and specific goals.

Failure to attain the set minimum threshold will result in a disqualification.

6. Evaluation 80/20 Preference Point System

- 6.1. The price quotations will be evaluated in accordance with the pre-scripts of the Preferential Procurement Policy Framework Act (PPPFA) and its regulations, in particular Preference Procurement Regulation 2022 which stipulate **80/20 preference point system for acquisition of goods or services with Rand value equal to or below R50 million (inclusive of all applicable tax).**
- 6.2. **A maximum of 80 points for price and 20 points for the specific goal specified on the request for quotation may be awarded to a Service Provider.**
- 6.3. **Points for the specific goal will be awarded as specified on the table below:**

NO	SPECIFIC GOALS	PREFERENCE POINT (OUT OF 20)	PROOF OF CLAIM
1	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by black people	10	• Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
2	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by black women	5	• Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)

3	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by youth	3	• Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC)
4	An Exempt Micro Enterprises (EME) or Qualifying Small Enterprise (QSE) which is at least 51% owned by person(s) with disabilities	2	• Copy of the identity document of the owner(s) • A valid SANAS accredited BBEE certificate or a valid BBEEE sworn affidavit (whichever is applicable) • Central Supplier Database (CSD) report • Valid company registration documentation that are issued by Companies & Intellectual Property Commission (CIPC) • Valid Medical Certificate • Valid South African Social Security Agency (SASSA) registration

			Valid National Council for Persons with Physical Disability in South Africa registration (NCPDSA)
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6.4. For Points to be awarded for the specific goals the proof for the claim for such goal must be submitted.

7. Technical Enquiries

7.1. SCM

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7.2. Project Manager

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8. Closing Date and Time for responses to this request for quotation

8.1. The request will be **closed on the 19 March 2025 at 15h00 pm**. Responses may be emailed to doris.letsholo@rsr.org.za