



**REQUEST FOR PROPOSAL(RFP)**

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**REQUEST FOR PROPOSAL FOR EMPLOYEES WELLNESS AND HEALTH PROGRAMME  
FOR A PERIOD OF THREE (3) YEARS**

**REFERENCE NUMBER - RFP/005/2019**

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**COMPULSORY BRIEFING SESSION: 09 OCTOBER 2019  
TIME: 11H00**

**CLOSING DATE: 15 OCTOBER 2019**

**TIME: 14H00**

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## **1. INTRODUCTION**

Brand South Africa, previously known as the International Marketing Council of South Africa (IMC), was established in 2002 and tasked with leading the global and domestic marketing of our nation's Brand. The primary object of the Trust is to develop and implement a pro-active and coordinated marketing and communication and reputation management strategies for South Africa.

Brand South Africa's international mandate is to build South Africa's Nation Brand reputation in order to improve the country's global competitiveness, reflecting a great focus on driving international investment and trade.

Domestically, Brand South Africa's mandate is to build pride & patriotism amongst South Africans and contribute to social cohesion and nation brand ambassadorship, giving our country a consolidated and clear brand image. This involves the creation of a unified message and promise that becomes identifiable with South Africa, thereby building credibility, conviction and committed patronage.

Brand South Africa is also the central hub of national reputation and competitiveness intelligence. This intelligence is vital for articulating, aligning and mobilising key messages about the nation for the use and benefit of all stakeholders and strategic partners.

## **2. WHO WE ARE**

Brand South Africa is a Schedule 3A Public Entity, which was established in terms of the Brand South Africa Trust Deed, which is governed by the Trust Property Control Act No.57 of 1988 and the Public Finance Management Act, No.1 of 1999. The organisation reports to the Department of Communication, from which it receives its budget.

### **a) Purpose**

The purpose of Brand South Africa is to develop and implement pro-active and coordinated marketing, communication and reputation management strategies for the country.

### **b) Mission**

To achieve our purpose, we will embark on the following execution mission:

- Develop and articulate a South African national brand identity that will advance South Africa's long-term positive reputation and global competitiveness.
- Seek to build individual and institutional alignment to and support for the brand in South Africa and pride and patriotism amongst South African.
- Build awareness and the image of the Nation Brand in other countries.
- Seek the involvement and cooperation of various government departments, civil society, business and the non-government sector.

### **3. SCOPE OF WORK**

Brand South Africa hereby requests experienced and reputable bidders to submit proposals for an Employee Wellness and Health Programme (EWHP) for a period of (3) three years.

#### **3.1 Services required from the service providers:**

- To provide support with the implementation of the EWH policy;
- To provide proactive and balanced wellness programmes; and
- Assessment of and appropriate referral of employees.

#### **3.2 The specific core activities of the EWHP should include the following:**

- Consultation with, training of, and assistance to managers and supervisors, seeking to manage the negative effect of stress on employees, to enhance the work environment, and improve work performance.
- Outreach to and education of employees and their family members about the availability of EWHP services.
- Confidential, appropriate, and timely problem identification and assessment services for employees' personal concerns that may affect work performance.
- Use of constructive confrontation, motivation and short-term intervention with employee clients to address problems that affect job performance.
- Appropriate referrals of employee clients for diagnosis, treatment, and assistance, case monitoring and follow-up services.

- Formation of linkages between the work site EWHP, community resources, and individual practitioners who provide EWHP related services.
- To encourage availability of and employee access to health benefits covering drug dependency, mental disorders, and emotional problems.
- Follow-up services for employees who utilise the EWHP.

### **3.3 Areas of assistance and intervention**

3.3.1 To provide assistance with a broad range of personal concerns, including, but not limited to:

- Marital, family, relationship and domestic violence problems.
- Substance abuse and addiction (alcohol, drugs, prescription medication) and other addictive behaviour (e.g. gambling, smoking).
- Medical and health problems (HIV & AIDS, cancer, etc.).
- Workplace violence, accidents and trauma.
- Workplace discrimination or victimisation.
- Personal debt and financial management problems.
- Stress (family, social, work).

NB - Brand South Africa has internationally based offices. It is therefore required for the bidder to provide adequate detail of the reach to personnel based in the international offices where EWH services will be offered.

## **4. EVALUATION CRITERIA**

### **Table 1: Technical Evaluation Criteria**

- 4.1 The evaluation criteria for the assessment of the proposals will be based on both qualitative and financial aspects of the proposal.
- 4.2 Service Providers will be evaluated on functionality. The bidders that score points which exceed the minimum threshold provided on functionality will further be evaluated on price and on Broad Based Black Economic Empowerment Status Level Certificates provided in terms of the Preferential Procurement Policy Framework, Act 5 of 2000 and Regulations of 2017.
- 4.3 The Bid documents will be evaluated individually on a score sheet, by a representative of the evaluation panel according to the evaluation criteria indicated in the Terms of Reference.

4.4 All bidders who score less than 70 out of 100 points for functionality will not be considered further. Shortlisted Service Providers will be possibly invited for interview or presentation for further evaluation at their own cost.

CRITERIA	SUB CRITERIA	WEIGHTS
Approach and methodology	<p>Demonstrate detailed approach, methodology and process. (30)</p> <p>This includes reach to domestically <u>and</u> internationally based Brand South Africa offices.</p>	30
Capacity and Experience of the Firm	<p>The Professional Service Provider must demonstrate relevant experience in public / Private sector consulting or in an outsourced basis for any Employee Wellness Programme to clients in the past three (3) years.</p> <p>The service provider must attach copies of five (5) signed Reference letters/Appointment Letters/ Purchase Orders/ Contracts for similar work done with contactable reference in the past three years.</p> <p>The letters <b>MUST ALSO INCLUDE</b> the company name, contact person, contact numbers (if the Reference letters / Appointment Letters/ Purchase Orders/ Contract do not include all of the above requirements, Brand South Africa will not accept the letter as being valid).</p> <p><b>Please note:</b> Brand South Africa will not accept a list of references and/or references.</p> <p>Provide a minimum of 5 of contactable reference letters for the placement made over 3 years (20 Points)</p> <p>0- reference letters/ appointment letters/ Purchase orders 1-2 reference letters/ appointment letters/ Purchase orders=5 3-4 reference letters /appointment letters/ Purchase orders =15 5 or more reference letters/ appointment letters/ Purchase orders =20</p>	30

<b>Experience of the proposed team</b>	<p>The Service Provider must demonstrate that Key Personnel responsible for the project has a minimum of five (5) years relevant experience. (30)</p> <p>Attach a concise CV of Key Personnel with at least three (3) contactable references. (Attach CV's)</p> <ul style="list-style-type: none"> <li>• 0-experience = 0</li> <li>• 1-2 years' experience = 5</li> <li>• 3-4 years' experience = 15</li> <li>• 5 or more years' experience = 30</li> </ul>	<b>30</b>
<b>Qualifications of a Key Personnel</b>	<p><b>Service providers must demonstrate that the Key Personnel and team leader responsible for the recruitment has the relevant qualifications.</b></p> <p><b>Attach certified copy(s) of qualifications.</b></p> <p>Qualifications of a Key Personnel (10)</p> <ul style="list-style-type: none"> <li>• No formal Qualifications = 0</li> <li>• National Diploma in Human Resource Management/ Business Management/ Business Administration or Relevant Diploma = 7</li> <li>• Bachelor's Degree in Human Resource Management / Business Management / Public Administration / Business Administration or Relevant Degree = 10</li> </ul>	<b>10</b>
<b>Total</b>		<b>100</b>

In order to facilitate a transparent selection process that allows equal opportunity to all bidders, Brand South Africa has a Supply Chain Management policy that will be adhered to. Proposals will be evaluated in terms of the prevailing Supply Chain Management policy applicable to Brand South Africa and it should be noted that proposals will be assessed using the functionality capability.

## **5. INSTRUCTIONS TO BIDDERS**

### **5.1 Terms and Conditions**

Brand SA reserves, under exceptional circumstances, the rights to extend the closing date. All proposals and all subsequent information received from bidders will not be returned. The adjudication process does not represent a commitment on the part of the Brand SA to proceed further with that proposal or of any other bidder.

## 5.2 Changes to this RFP document

Brand SA reserves the right to make changes on this RFP Document. All changes will be communicated to those firms that have responded to the RFP. No reliance shall be placed on other information or comment from any other person.

## 5.3 Confidentiality

Any information relating to the submissions, through the process or otherwise shall be treated in strict confidence.

## 5.4 Other matters

5.4.1 Brand SA reserves the right not to enter into any relationship and no correspondence pertaining to submissions will be entered into.

5.4.2 If Brand SA does not accept any proposal, it will declare this RFQ call process closed and may then elect to:

- Proceed on a completely different basis; and
- Not to appoint any respondent in the event it deems proposals not appropriate.

5.4.3 Brand SA will not accept any responsibility for costs incurred by bidders in preparing and submitting proposals.

5.4.4 Brand SA reserves the right to engage in processes to validate all claims made in the proposal.

5.4.5 Brand SA reserves the right to cancel the award if it is determined that the supplier/service provider recommended for award, has engaged in corrupt or fraudulent activities in competing for the contract in question. For the purposes of this RFQ, "fraudulent practice" means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of the accounting officer/authority, and includes collusive practices among bidders/contractors (prior to or after submission of proposals) designed to establish prices at artificial, non-competitive levels and to deprive the accounting officer/authority of the benefits of free and open competition.

## 6. PAYMENT STRUCTURE

6.1. Brand SA undertakes to pay in full within thirty (30) days, all valid claims for work done to its satisfaction upon presentation of a substantiated claim/invoice.

6.2. Payments will only be made on the basis of the work completed (milestones/ deliverables) as per the project implementation plan to be agreed at the inception of the project.

## 7. GENERAL

Below are compulsory requirements for this service:

7.1 It is important to note that the successful bidder will work under the supervision of a Brand SA representative, abide by Brand SA's Code of Conduct, and other organizational guidelines.

7.2 Kindly submit the following document:

- **Valid and Original or Certified B-BBEE Status Level Verification Certificates issued by the following agencies SANAS, IRBA or CCA.**
- **Valid Tax Clearance Certificate.**
- **Proposal**
- **CSD report**
- **Completed SBD 4, 8 and 9**
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7.3 Compulsory Briefing session will be on 09 October 2019 at 11h00

## 8. CONTACT DETAILS FOR INFORMATION

8.1. Further information regarding technical matters can be sent via email to: [Lesedik@brandsouthafrica.com](mailto:Lesedik@brandsouthafrica.com) or tel: 011 483 0122.

8.2. Further information regarding supply chain matters can be send via email to: [Ntiyisom@brandsouthafrica.com](mailto:Ntiyisom@brandsouthafrica.com) or at tel: 011 483 0122.



## **9. SUBMISSIONS OF PROPOSALS**

Proposals should be hand delivered and acknowledged in the tender register available at the reception on or before the **15 October 2019 by** no later than 14h00 the following address:

**Brand South Africa  
103 Central Street  
Houghton  
2041**

The selection of the qualifying bid/quotations will be at the Brand SA's sole discretion. Brand SA does not bind itself to accept any particular bid/quotations, and reserves the right not to appoint the bidder.