



REQUEST FOR QUOTATIONS (RFQ/05/2019): PUBLIC RELATIONS AGENCY

CLOSING DATE: 21 FEBRUARY 2020

TIME: 16H00

1. BACKGROUND OF BRAND SOUTH AFRICA

Brand South Africa, previously known as the International Marketing Council of South Africa (IMC), was established in 2002 as a Trust. It was tasked with leading the global and domestic marketing of the country brand. The primary objective was to develop and implement pro-active and coordinated international marketing and communication strategies for South Africa.

Brand South Africa has a two pronged mandate: internationally its mandate is to manage the Nation Brand's image and reputation in order to improve the country's global competitiveness; domestically, to promote pride and patriotism amongst South Africans, contribute to nation building and social cohesion.

In the pursuit of impactful mechanisms through which to implement its business plan-aligned programmes, Brand South Africa has partnered with the National Film and Video Foundation (NFVF) in executing the South African Film & Television Awards (SAFTAs).

The South African Film & Television Awards (SAFTAs) is an annual event aimed at celebrating excellence in the South African Film and Television Industry. The 14th annual SAFTAs will be held at the Sandton Convention Centre on the 27th and 28th of March 2020.

Brand South Africa has identified SAFTAs as a strategic platform for promoting the Nation Brand on domestic platforms using the pillar of creative arts.

By utilizing the SAFTAs platform, Brand SA stands to benefit by securing the commitment of film and TV stakeholders in building South Africa's Nation Brand. Furthermore, the positive effects of influencing audiences through the medium of film, will deliver significant strengthening of the Nation Brand equity in the long term.

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.

3. 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. Ensure a sustainable future for our children.

4. 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.

5. SCOPE OF WORK

Brand South Africa hereby requests experienced and reputable bidders to submit quotations for public relations services for Brand South Africa's collaboration with the SAFTAs

- Produce a proposed Communications & PR strategy outlining a recommended plan of action
- Develop and facilitate customised messaging that positions South Africa positively, domestically and in select African markets
- Media engagement plan
- Bidder must identify, target & secure relevant multimedia platforms
- Ensure a publicity drive for pre- during and post the event
- Provide clear media schedules, timelines and value
- Identify relevant messengers for media interview opportunities
- Ability to execute plans timeously

3.EVALUATION CRITERIA

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. Quotations 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 80/20 formula (preference points system) for Price and B-BBEE as per the PPPFA Regulations.

- Phase I: Technical evaluation
- Phase II: Price and B-BBEE

3.1. Technical Evaluation

Phase I evaluation will be as follows:

Bidders will be evaluated in terms of the prevailing supply chain policy applicable to Brand South Africa and it should be noted that:

A minimum of 70 points out of 100 points on technical capability will be allocated for final evaluation. Bidders who pass the technical capability will move on to Phase II.

Table 1: Technical Evaluation Criteria

TECHNICAL EVALUATION CRITERIA		
CRITERIA	SUB-CRITERIA	POINTS
1.Organisational experience and capacity (in the field of international public relations, media management)	1.1. Produce and implement a Communications and PR strategy outlining a recommended plan of action (10) 1.2. Develop and facilitate customised messaging that positions South Africa positively, domestically and in select African markets (10) 1.3. Provision of a media schedule, timelines and availability (10) 1.4. Outline ROI (Return on Investment) (10) 1.5. Provision of a post campaign report that will provide success measurement, reach and impact (10) 1.6. Ability to show execution of timeous planning (10)	60
2. Capabilities and experience of the platforms	2.1. Provision of a multimedia plan that will ensure execution of an integrated Communications and PR Programme for Brand South Africa pre, during and post the Awards (20) 2.2. Selection of appropriate media mix relevant to project/event (20)	40
TOTAL POINTS		100

3.2 Price and B-BBEE

Phase II evaluation will be as follows:

The qualifying bidders will be assessed using the 80/20 formulae for Price and B-BBEE as per the PPPFA.

Bidders will be assessed as per the following:

Table 2: Price and B-BBEE

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
Price	Detailed budget breakdown	80
B-BBEE (Status Level Verification Certificate)	B-BBEE Level Contributor	20
TOTAL		100

In order to facilitate a transparent selection process that allows an 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 policy applicable to Brand South Africa.

4. INSTRUCTIONS TO BIDDERS

4.1 Terms and Conditions

Brand South Africa reserves the right, under exceptional circumstances, 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 Brand South Africa to proceed with any bidder.

4.2 Changes to this RFQ document

Brand South Africa reserves the right to make changes on this RFQ Document. All changes will be communicated to the bidders that have responded to the RFQ.

4.3 Confidentiality

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

4.4 Other matters

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

If Brand South Africa 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 appoint any respondent in the event it deems proposals not appropriate.

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

Brand South Africa reserves the right to engage in a process to validate all claims made in the proposal.

Brand South Africa 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 RFP/RFT, 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.

5. PAYMENT STRUCTURE

5.1. Brand South Africa 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.

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

6. GENERAL

Below are compulsory requirements for this service:

6.1. It is important to note that the successful bidder will work under the supervision of a Brand South Africa representative, abide by Brand South Africa’s Code of Conduct, and other organisational guidelines.

6.2. Kindly submit the following document:

- Valid and Original or certified copy of B-BBEE Level of contribution or Sworn Affidavit Certificate issued by the following agencies SANAS, IRBA or CCA (Failure to attach certificate will lead to non- allocation of points)
- Proof that tax matters with SARS are in order

- (SARS Pin Number/ Tax Clearance Certificate) National Treasury Central Supplier Database Report
- Completed and signed SBD forms

7. CONTACT DETAILS FOR INFORMATION

Further information regarding technical matters can be sent via email to: matalanen@brandsouthafrica.com or tel: 011 483 0122.

Further information regarding this RFQ can be sent via email to: ntiyisom@brandsouthafrica.com or at tel: 011 483 0122.

8. SUBMISSIONS OF PROPOSALS

Proposals should be submitted on or before the **21 February 2020** by no later than **16h00** to the following email address: ntiyisom@brandsouthafrica.com

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

DECLARATION OF INTEREST

SBD 4

1. Any legal person, including persons employed by the state¹, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-

- the bidder is employed by the state; and/or
- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

2. **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

2.1 Full Name of bidder or his or her representative:

2.2 Identity Number:

2.3 Position occupied in the Company (director, trustee, shareholder²):

2.4 Company Registration Number:

2.5 Tax Reference Number:

2.6 VAT Registration Number:

2.6.1 The names of all directors / trustees / shareholders / members, their individual identity numbers, tax reference numbers and, if applicable, employee / persal numbers must be indicated in paragraph 3 below.

¹"State" means –

- (a) any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No. 1 of 1999);
- (b) any municipality or municipal entity;
- (c) provincial legislature;
- (d) national Assembly or the national Council of provinces; or
- (e) Parliament.

²"Shareholder" means a person who owns shares in the company and is actively involved in the management of the enterprise or business and exercises control over the enterprise.

2.7 Are you or any person connected with the bidder presently employed by the state? **YES / NO**

2.7.1 If so, furnish the following particulars:

Name of person / director / trustee / shareholder/ member:
Name of state institution at which you or the person
connected to the bidder is employed:
Position occupied in the state institution:
.....

Any other particulars:
.....
.....
.....

2.7.2 If you are presently employed by the state, did you obtain **YES / NO**
the appropriate authority to undertake remunerative
work outside employment in the public sector?

2.7.2.1 If yes, did you attached proof of such authority to the bid **YES / NO**
document?

(Note: Failure to submit proof of such authority, where
applicable, may result in the disqualification of the bid.

2.7.2.2 If no, furnish reasons for non-submission of such proof:
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.....
.....

2.8 **Did you or your spouse, or any**
of the company's directors / **YES / NO**
trustees / shareholders / members or their spouses conduct
business with the state in the previous twelve months?

2.8.1 If so, furnish particulars:
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.....
.....

2.9 Do you, or any person connected with the bidder, have **YES / NO**
any relationship (family, friend, other) with a person
employed by the state and who may be involved with
the evaluation and or adjudication of this bid?

2.9.1 If so, furnish particulars.
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.....
.....

2.10 Are you, or any person connected with the bidder, **YES/NO**
aware of any relationship (family, friend, other) between
any other bidder and any person employed by the state
who may be involved with the evaluation and or adjudication
of this bid?

2.10.1 If so, furnish particulars.
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.....
.....

2.11 Do you or any of the directors / trustees / shareholders / members **YES/NO**
of the company have any interest in any other related companies

whether or not they are bidding for this contract?

2.11.1 If so, furnish particulars:

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.....
.....

3 Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	Personal Tax Reference Number	State Employee Number / Peral Number

4 DECLARATION

I, THE UNDERSIGNED (NAME).....

CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 2 and 3 ABOVE IS CORRECT.
I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 23 OF THE GENERAL CONDITIONS OF CONTRACT SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of bidder

DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

SBD 8

- 1 This Standard Bidding Document must form part of all bids invited.
- 2 It serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- 3 The bid of any bidder may be disregarded if that bidder, or any of its directors have-
 - a. abused the institution's supply chain management system;
 - b. committed fraud or any other improper conduct in relation to such system; or
 - c. failed to perform on any previous contract.
- 4 **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

Item	Question	Yes	No
4.1	<p>Is the bidder or any of its directors listed on the National Treasury's Database of Restricted Suppliers as companies or persons prohibited from doing business with the public sector?</p> <p>(Companies or persons who are listed on this Database were informed in writing of this restriction by the Accounting Officer/Authority of the institution that imposed the restriction after the <i>audi alteram partem</i> rule was applied).</p> <p>The Database of Restricted Suppliers now resides on the National Treasury's website(www.treasury.gov.za) and can be accessed by clicking on its link at the bottom of the home page.</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.1.1	If so, furnish particulars:		
4.2	<p>Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)?</p> <p>The Register for Tender Defaulters can be accessed on the National Treasury's website (www.treasury.gov.za) by clicking on its link at the bottom of the home page.</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If so, furnish particulars:		
4.3	<p>Was the bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years?</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.3.1	If so, furnish particulars:		

4.4	Was any contract between the bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4.1	If so, furnish particulars:		

SBD 8

CERTIFICATION

I, THE UNDERSIGNED (FULL NAME)

CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS TRUE AND CORRECT.

I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....

Signature

.....

Date

.....

Position

.....

Name of Bidder

CERTIFICATE OF INDEPENDENT BID DETERMINATION

- 1 This Standard Bidding Document (SBD) must form part of all bids¹ invited.
- 2 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).² Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
- 3 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
- a. disregard the bid of any bidder if that bidder, or any of its directors have abused the institution's supply chain management system and or committed fraud or any other improper conduct in relation to such system.
 - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.
- 4 This SBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
- 5 In order to give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:

¹ Includes price quotations, advertised competitive bids, limited bids and proposals.

² Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

CERTIFICATE OF INDEPENDENT BID DETERMINATION

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

in response to the invitation for the bid made by:

(Name of Institution)

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: _____ that:
(Name of Bidder)

1. I have read and I understand the contents of this Certificate; **SBD 9**
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:

- (a) has been requested to submit a bid in response to this bid invitation;
- (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
- (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder