

# **TERMS OF REFERENCE / SPECIFICATIONS**

## **1. OVERVIEW OF THE W&RSETA**

The Wholesale and Retail Sector Education and Training Authority (W&RSETA) was established in 2000 in terms of the Skills Development Act. The W&RSETA facilitates the skills development needs of the Wholesale and Retail Sector through the implementation of learning programmes, disbursement of grants and monitoring of education and training as outlined in the National Skills Development Plan.

## **2. BACKGROUND OF THE REQUEST**

The W&RSETA seeks to appoint a graphic design company to support its communications and branding efforts. The company will be responsible for conceptualising and producing visually compelling content aligned with the organisation's strategic objectives and brand identity.

The primary objective of this assignment is to:

- Enhance the organisation's visual communication and storytelling
- Strengthen brand consistency across platforms
- Improve audience engagement through high-quality, creative digital design

The service requirements include the design of:

- Quarterly external newsletter
- External stakeholder updates
- Bi-monthly internal bulletins
- Digital posters for social media platforms
- Website visual assets and campaign graphics

## **3. Scope of Work**

The appointed graphic design company will be required to deliver the following:

### **3.1. QUARTERLY NEWSLETTER AND STAKEHOLDER UPDATES**

#### **3.1.1. Design**

- Conceptualise and design a visually appealing newsletter and update template
- Layout editorial content (articles, images, infographics)
- Ensure readability, accessibility, and brand alignment
- Provide versions suitable for:
  - Email distribution (HTML or PDF)
  - Web publication
- Number of pages: estimated at 24 pages including covers
- Number of publications: 2

#### **3.1.2. Edit and proofreading**

Professional editing and proofreading of all editions

#### **3.1.3. Printing**

Set up and print four (2) editions of A4, +/-24 pages of quarterly hardcopy newsletters.

- Professional editing and proofreading of content provided
- Portrait design on A4 size
- **Cover:** matt vanish on the outside
  - 350gsm cover and inside 135gsm
- Saddle stitch binding
- Full colour

Delivery to the W&RSETA's head office in Centurion

**Quantity:** 1000 per edition

#### **3.1.4 Stakeholder updates (newsflashes)**

##### **Design**

- Conceptualise and design a visually appealing stakeholder update template
- Layout: portrait
- Layout editorial content (articles, images, infographics)
- Provide versions suitable for:
  - Email distribution (HTML or PDF)
- Number of pages: 2
- Number of publications: 6 (2 per quarter)

### **3.1.5 Internal bulletins**

#### **Design**

- Conceptualise and design a visually appealing internal bulletins template
- Layout: Portrait/Landscape depending on the content
- Layout editorial content (articles, images, infographics)
- Ensure readability, accessibility, and brand alignment
- Provide versions suitable for:
  - Email distribution (HTML or PDF)
- Number of pages: 1 page (landscape or portrait depending on the content)
- Number of publications: 14

### **3.2 Digital Posters (Social Media)**

- Design engaging posters for social media: Facebook, LinkedIn, X (Twitter) and Instagram
- Adapt designs to platform-specific dimensions and best practices
- Incorporate motion graphics

### **3.3 Website Graphics**

- Develop banners, headers, and campaign visuals
- Optimise graphics for web performance (fast loading, responsive design)
- Maintain consistency with existing website UI/UX

### **3.4 Brand Compliance**

- Apply organisational brand guidelines consistently
- Develop creative concepts that align with campaign messaging
- Propose enhancements to visual identity where necessary

## **4. Deliverables**

The graphic design company will be required to deliver:

- Newsletter templates (editable format)
- Two (2) quarterly designed and printed newsletter editions
- Four (4) external stakeholder updates (newsflash)
- 14x internal bulletins
- 100x digital posters per month
- 100x Website graphics and campaign visuals
- Source files (e.g., AI, PSD, INDD)
- Final outputs in web-optimised formats (PNG, JPG, PDF, HTML where applicable)

## **5. Duration of Assignment**

The appointment will be valid for a 7-month period of from the time of contract agreement subject to performance and organisational needs.

## **6. PERFORMANCE REQUIREMENTS**

The Bidder/s will undergo a performance evaluation process. Poor performance by the bidder may result in the cancellation of orders. The evaluation will assess the following criteria:

1. Quality of goods or services

2. Delivery and timelines
3. Communication and responsiveness
4. Reliability and dependency
5. Customer service
6. Overall satisfaction

## 7. EVALUATION PROCESS

### 7.1 PHASE 1: ADMINISTRATIVE EVALUATION

#### 7.1.1 STAGE 1: MINIMUM ADMINISTRATIVE REQUIREMENTS

In this phase, all bids received will be verified for compliance and completeness of the submitted proposal per the below set of administrative requirements. This stage will assess the bidder's compliance with mandatory administrative requirements.

The following requirements should be considered during the compilation of the Administrative Compliance Evaluation Criteria.

1. Submission of Standard Bidding Documents
2. Company registration documents.
3. Proof of tax compliance (tax pin).
4. BBEE certificate / Sworn Affidavit.
5. General Conditions of Contracts (GCC).
6. Central Supplier Database (CSD)

## 8. PRICING SCHEDULE

All prices must be inclusive of direct, indirect costs and VAT.

ITEM	QUANTITIES	UNIT PRICE	TOTAL PRICE
Design, layout & printing of quarterly newsletters	2		
Design, layout & converting of stakeholder updates	4		
Editing and proofreading of quarterly newsletters	2		
Design, layout & converting of internal bulletins	16		
Design, and layout of Digital Posters	50		
Design, and layout of Website Graphics	50		
<b>TOTAL</b>			
<b>VAT</b>			
<b>GRAND TOTAL</b>			

## 9. QUALITY ASSURANCE REVIEWS OF THE WORK

Quality Assurance of the services provided in a form of monthly reporting to the Manager: Communications and Stakeholder Engagement, or a delegated official, at agreed timeframes. All work must be approved by the Manager prior to finalisation. The service provider shall ensure that all work conforms to the highest professional standards. Such work may further be subject to an external quality assurance where necessary. Quality

assurance is required in terms of branding, accuracy, consistency, spelling, grammar and overall appearance.

**10. MONITORING PROGRESS OF WORK**

The W&RSETA shall monitor and evaluate the progress on the delivery of services through deliverables on an ongoing basis.

## TECHNICAL PROPOSAL CONTENT

### A. TECHNICAL PROPOSAL

The technical proposal needs to be submitted in the format with the headings

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
1. Company Experience	Company must have at least five (5) years of experience in providing <b>digital marketing services incorporating graphic design and printing</b> to entities in the public and/or private sector. Experience will be measured in the number of years the company has delivered similar projects.	40	Company Profile
	More than five (5) years of experience in providing digital marketing services incorporating graphic design and printing to entities in the public and/or private sector.	31	
	Five (5) years of experience in providing digital marketing services incorporating graphic design and printing to entities in the public and/or private sector.	0	
2. Contactable References	Less than five (5) years of experience in providing digital marketing services incorporating graphic design and printing to entities in the public and/or private sector or irrelevant experience/evidence not submitted.		
	Bidders are to provide at least three (3) records of past performance in the form of signed contactable reference / recommendation letters related to <b>digital marketing services incorporating graphic design and printing</b> to entities in the public and/or private sector. The reference letter must be on the company letterhead, indicate specific deliverables, contact details of the referee and if the project was successfully completed projects. The project must have been completed within the last 5 years.		
	More than three (3) letters signed contactable reference / recommendation letters that meet the above requirements.	30	Signed reference letters on a company letterhead.
4. Qualification & Experience of the Graphic Designers	Three (3) letters signed contactable reference / recommendation letters that meet the above requirements	23	
	Less than three (3) letters signed contactable reference / recommendation letters that meet the above requirements, or the letters do not meet the requirements above or irrelevant / incomplete / non-compliant reference letters.	0	
	The W&RSETA requires an experienced and qualified team that will fulfil the following roles for the contract: Graphic design must have an NQF level 6 qualification as a minimum in the field of graphic designing and at least five (5) years of experience in graphic design suite such as InDesign, photoshop, Adobe Express and/or Illustrator, Canva, or equivalent or latest applications.		

## Enter Reference Number

### Graphic Design Company: Newsletter, Stakeholder updates, Internal bulletins and Digital Media Content



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	More than three (3) graphic designers with an NQF level 6 qualification as a minimum in the fields Photography or equivalent and more than five (5) years of experience in graphic design suite such as InDesign, photoshop, Adobe Express and/or Illustrator, Canva, or equivalent or latest applications.	30	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must clearly indicate the career history of each individual with number of years on each role.
	Three (3) Graphic design with an NQF level 6 qualification as a minimum in the fields Photography or equivalent and five (5) years of experience in graphic design suite such as InDesign, photoshop, Adobe Express and/or Illustrator, Canva, or equivalent or latest applications.	23	
	Less than three (3) Graphic design with an NQF level 6 qualification as a minimum in the fields Photography or equivalent and less than five (5) years of experience in graphic design suite such as InDesign, photoshop, Adobe Express and/or Illustrator, Canva, or equivalent or latest applications or irrelevant qualification and/or experience/non-compliant submission.	0	
<b>6. Qualification &amp; Experience of the Content developer</b>	Content developer for copywriting and editing must have an NQF level 7 qualification as a minimum in English language studies / journalism / communications and at least five (5) years of experience as a content developer.	10	
	Content developer for copywriting with an NQF level 7 qualification as a minimum in English language studies / journalism / communications with more than 5 (five) years of experience.	7	
	Content developer for copywriting with an NQF level 7 qualification as a minimum in English language studies / journalism / communications with five (5) years of experience.	0	
	Content developer for copywriting with an NQF level 7 qualification as a minimum in English language studies / journalism / communications with less than five (5) years of experience or irrelevant qualification and/or experience/non-compliant submission.	0	
<b>Total</b>		<b>100</b>	

**Note:** The Technical threshold for this bid is **75 points**.

The W&RSETA reserves the right to or not to award this service to the successful bidder.