



**ONLINE CAREER DEVELOPMENT TOOLKIT
COMMUNICATIONS STRATEGY AND BRANDING CAMPAIGN**

WRSCM-2024/2025-0006

1. BACKGROUND TO W&RSETA

The Wholesale and Retail Sector Education and Training Authority (W&RSETA) was established as a legal entity on 20 March 2000 in terms of the Skills Development Act no. 97 of 1998. As guided by its mandate, the Wholesale and Retail SETA (W&RSETA) is required to develop and implement the Sector Skills Plan (SSP) and Strategic Plan (SP) within the framework of the National Skills Development Strategy (NSDS) and Department of Higher Education and Training (DHET) and National Treasury in promoting and facilitating the skills development in the Wholesale and Retail sector.

2. OBJECTIVE OF THE BID

The objective of this bid is to appoint a service provider as a Strategic Communication and Branding Partner to the W&RSETA in the promotion of the Online Career Guidance Toolkit.

The W&RSETA has developed an Online Career Guidance Toolkit whose purpose is to capacitate and guide learners on various career options and opportunities in the W&R sector, to encourage and engage stakeholders (wholesale and retail companies, associations, unions, and relevant institutions) and the W&RSETA staff on the use of the toolkit. The Online Career Guidance Toolkit provides career self-exploration tools and information relating to occupations, scarce skills, and learning program intervention courses, SETA support to the unemployed and employed across the W&R Sector.

Additionally, the Online Career Guidance Toolkit covers information relating to:

Planned career events such as career exhibitions, information alerts about registration closing dates for bursaries, learnerships and skills program opportunities, employer internships, graduate placement opportunities, work-integrated opportunities, internship opportunities, and planned dates of related workshops, job opportunities/vacancies from employers.

3. SCOPE OF SERVICES

The Career Guidance Communication and Branding Strategic Partner will be responsible the development of a Communication Strategy and the deployment of the strategy through an implementation plan and the development of a Branding campaign and implementation thereof. This will be inclusive of an annual review of said strategy and campaign over a period of 36 months. Critical to the review of the said Communication and Brand Awareness Strategy would be the collection and analysis of data from and based on the delivery of the communications strategy and all agreed-upon interventions across all methods of delivery of content. W&R SETA will be the contract managing partner and will be responsible for the management of the contract against an implementation plan to be developed. The successful bidder will be required to conduct various data analyses and surveys based on the outreach, usage, suggestions and comments, and engagement outcomes and reported in a Quarterly Target Audience Analysis with Reports such as:

- This analysis is relevant to the Communications and Branding implementation to cover aspects such as but not limited to target audience usage and attendance as per socio-economic demographics, user preferences, and comments, feedback from activities and improvements required, visibility and impact, and other matters.

3.1. Developments and activities:

3.1.1. A Comprehensive Communications Strategy and Implementation Plan with a Branding Campaign developed within the ambit of the W&RSETA Marketing & Communications Policy, covering but not limited to:

- A detailed Communication Strategy and Implementation Plan with a Branding Campaign to promote the newly developed Career Guidance Toolkit.
 - The development of said strategy for promoting the career guidance Toolkit should indicate both short-term gain and long-term benefits and how sustain interest and engagements will occur, over time.
- A detailed Implementation Plan for the Communications strategy and Branding campaign is set out and costed on an annual basis, over 36 months.
- A clear and comprehensive branding campaign for the career guidance Toolkit to ensure consistency in messaging and visuals and the implementation.
- Multichannel Marketing Materials:
 - The design and production of marketing materials for various channels, including digital Toolkits, print media, workshops, conferences, and other events to reach a wide audience integrated with the W&RSETA's existing communication platforms.
- Engagement plans documented and implemented:
 - The outlined strategies for engaging the target audience through interactive workshops, social media campaigns, and other initiatives.
 - Support the W&RSETA to engage stakeholders with the purpose of securing buy-in for the implementation of the toolkit.

3.1.2. Performance Metrics and Analytics Report:

The establishment of a mechanism for collecting user feedback on the Toolkit, including surveys, feedback forms, or other tools for gathering insights in the deployment of a communications strategy implementation and a branding campaign implementation, every quarter. To include regular reports on campaign performance, user engagement, and other relevant metrics to assess the effectiveness of marketing efforts.

- Storytelling through Content:
- Develop a content calendar focusing on inspirational and relatable stories.
- Incorporate customer testimonials and success stories to determine the impact of the online toolkit
- Through a compilation of success stories and testimonials from the careers guidance Toolkit users to showcase its impact and build credibility.

Emphasize the brand's commitment to sustainability and social responsibility.

4. TIMELINES

The W&RSETA requires the Strategic Partner to be appointed for three financial years from 2024/25, 2025/26 and 2026/27. An implementation programme will be developed on an annual basis to suit the needs of the W&RSETA.

5. PRICING

A fixed and variable pricing schedule must be prepared by the prospective strategic partners.

6. DURATION

The project duration is 36 months from the successful signing of the contract until the conclusion of the contract. This is in support of the five-year integrated career guidance strategy.

7. PREFERENCE POINT SYSTEM

7.1 The following preference point systems apply to this invitation to tender:

7.1.1 The 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included).

7.1.2 Points for this tender shall be for:

- Price and
- Specific Goals

7.1.3 A maximum of 80 points is allocated for price on the following basis:

Points for this tender

80/20

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where

Ps = Points scored for the price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 80/20 preference point system is applicable, corresponding points must also be indicated as such.)

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 system) (To be completed by the tenderer)	Form of evidence
SPECIFIC GOAL 1: HDI	Maximum 15		CIPC document, Valid BBEE
Black owned by 51% or more Black People	3		Certificate / Sworn Affidavit / Certified Copy of ID and Shareholder's certificate/
Black owned by 51% or more Women	8		Certified copy of disability certificate
Black owned by 30% or more Black Youth	2		
Black owned by 15% or more Black People with Disability	2		
SPECIFIC GOAL 2: PROMOTION OF LOCAL ECONOMY & RDP	Maximum 5		Valid BBEE Certificate / Sworn Affidavit, Certified
SMMEs (EME/ QSE)	3		
Enterprise located in specific rural areas and/ or townships	2		

8. EXPECTED OUTCOMES AND DELIVERABLES

Below are details of the expected outcomes and deliverables associated with the Terms of reference and should be read in conjunction with Section 3 of the Terms of reference:

- i. **Comprehensive Communication Strategy, Plan and Branding Campaign Plan developed within the ambit of the W&RSETA Marketing & Communications Policy:**
- ii. **Reporting functions for a Target Audience Analysis Report:**
 - a. Report analysing the target audience demographics, preferences, and behaviours to tailor communication strategy and branding campaign effectively.
- iii. **Brand Awareness Plan:**
 - a. Develop a clear and comprehensive exciting branding campaign plan and the implementation thereof for the career guidance toolkit to ensure a consistent messaging and alignment with the W&RSETA brand identity.
 - b. Public relations strategy to secure free media mileage to profile careers and success stories.
- iv. **Multichannel Marketing Materials:**
 - a. To design and produce marketing materials for various channels, including digital toolkits, print media, and workshops, that reach a wide audience integrating with the W&RSETA's existing communication platforms.
- v. **Engagement Strategies Documentation:**
 - a. To outline strategies for engaging the target audience through interactive workshops, social media campaigns, and other initiatives.
- vi. **Feedback Mechanism Setup:**
 - a. The establishment of a mechanism for collecting user feedback on the Toolkit, including surveys, feedback forms, or other tools for gathering insights.
- vii. **Performance Metrics and Analytics Report:**
 - a. Regular reports on campaign performance, user engagement, and other relevant metrics to assess the effectiveness of marketing efforts.
- viii. **Success Stories and Testimonials:**
 - a. The compilation of success stories and testimonials from toolkit users to showcase its impact and build credibility.
- ix. **Long-Term Promotion Strategy:**
 - a. The development of a strategy for promoting the toolkit's long-term benefits and sustaining interest and engagement over time.

9. MONITORING PROGRESS OF THE SERVICE

The W&RSETA shall monitor and evaluate the progress of the delivery of services through deliverables as stipulated in the contract.

10. SPECIAL CONDITIONS

10.1. ADMINISTRATIVE ARRANGEMENTS

10.1.1 It must be noted that W&RSETA will provide service provider with the following:

- a) Details of all specifications(including W&RSETA CI and branding, standards, etc.) and requirements for all aspects of services required and their management as well as any and/or all available documentation and information
- b) Descriptions of the type of services and timelines required per service required
- c) Instructions for all predetermined requirements including special arrangements.
- d) Required times for all meetings and arrangements etc.
- e) W&RSETA team for specific services who will avail themselves for any service requirements as per those agreed upon as per the work plan/approach and methodology/time table.
- f) All of these arrangements will be provided to the service provider either telephonically, email or in person. The best method of communication is to be discussed and finalised upon appointment.

10.2. PERFORMANCE REQUIREMENTS

10.2.1. The service provider will need to conduct the required services as stipulated within the scope. The service provider must ensure that:

- a) They shall be available to the W&RSETA at all times for the duration of the contract including both during normal working hours as well as after hours, as and when required.
- b) They provide resources with the appropriate qualifications, skills and experience
- c) They provide polite, responsive and efficient service at all times to fulfill the W&RSETA's requirements and as a service objective, telephone calls and emails should be answered/replied to promptly

10.2.2. They demonstrate the following skills and attributes as a minimum:

- a) Be team players
- b) Are analytical and lateral thinkers
- c) Are professional at all times
- d) Have innovation and creativity
- e) Have excellent writing and communication skills
- f) Have good facilitation skills for strategic thinking and problem solving (where required)

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- 10.2.3. Have the ability to work under consistent and continuous pressure, yet be able to maintain a supportive approach
 - 10.2.4. Have excellent computing skills including detailed knowledge and use of: Word, Excel, Power Point, Microsoft Project or similar compatible software
 - 10.2.5. For the duration of the contract, the service provider shall at the request of the W&RSETA, arrange for meetings, reports and/or feedback as agreed with the W&RSETA
 - 10.2.6. The elements of scope and other required services (reports, feedback, etc.) shall prescribe to the formats held within the W&RSETA Standard Documentation and/or any instructions, examples, samples provided by the authorized W&RSETA official. There may be at short notice the need for certain functions to be different to those mentioned above as per scope, and these will be discussed with the relevant W&RSETA officials as and when required
 - 10.2.7. They must liaise with the W&RSETA at all times and maintain strong ethical standards at all times in its work
 - 10.2.8. They work closely and engage with the W&RSETA team for all accounts of information, knowledge and understanding of the W&RSETA service requirements for use in conjunction with their own specific data/material so as to enable the most accurate content, method of service provision, processes, reporting and project deliverables as per scope
 - 10.2.9. They shall not favour any particular supplier or service provider when making reservations and must maintain excellent relations with all suppliers for the benefit of the W&RSETA
 - 10.2.10. They abide by and follow any and/or all instructions provided to them by the W&RSETA
 - 10.2.11. All of the services requested and required by the W&RSETA are achieved in terms of the efficiency, effectiveness, service delivery, and/or other requirements on or before the required times.
 - 10.2.12. No information is disclosed to any unauthorized persons, and remains the property of the W&RSETA and is maintained between themselves and the W&RSETA at all times
 - 10.2.13. A tracking mechanism is used to capture each service required and/or any other service request as per the work plan which will feed into reports that may be required as and when necessary by the W&RSETA

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- 10.2.14. Provision of all required reports and other required feedback as stated and requested by the W&RSETA within the given time periods (to be discussed with the W&RSETA) for the duration of the contract as these will be used to assess the performance of its service execution and delivery in accordance with the prescribed minimum performance standards set by the W&RSETA
 - 10.2.15. Any changes to service provider personnel and/or any other administration will be communicated and documented to the W&RSETA.
 - 10.2.16. They acknowledge immediately any complaints and disputes which may arise and resolve them expeditiously.
 - 10.2.17. Supplier performance management will be subject to the SLA which will be monitored by the W&RSETA.

10.3. PROJECT OUTPUT AND DELIVERABLES

- 10.3.1. Provision of all the W&RSETA service requirements as per scope, as and when required as stipulated by the W&RSETA for the period of the contract
- 10.3.2. Consistent, accurate and timely execution of all aspects of required scope
- 10.3.3. Consistent and dedicated availability for meetings, as and when required with the relevant W&RSETA authorized officials
- 10.3.4. Delivery of all original invoices for services executed to the W&RSETA offices as and when agreed with the W&RSETA
- 10.3.5. Production and delivery of reports (as agreed with the W&RSETA upon appointment) detailing the outcomes of the event management services requested and provided, any issues, concerns, costs (payments/refunds), etc.
- 10.3.6. Ensure that all needs and requirements of the W&RSETA are met within the given timelines and to the specifications provided by the W&RSETA
- 10.3.7. Production and delivery of a final report (2 copies) with an overview of the total work of the contract completed, to the W&RSETA not later than 14 days after the conclusion and/or termination of contract. This is to include breakdown of each event management service provided, costs etc.

10.4. CONSISTENCY OF SERVICE PROVISION

- 10.4.1. The service provider must ensure that all event management services are provided/facilitated in a consistent and coherent manner.
- 10.4.2. The service provider must ensure that the services provided to the W&RSETA are clearly linked with their requests and required objectives and maintain the reputation of the W&RSETA as a world class organisation.

10.5. SERVICE PROVIDER RESPONSIBILITIES

As part of fulfilling the scope the panel of service providers must:

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- 10.5.1. Deliver a comprehensive event management service adhering to the W&RSETA's requirements Provide a breakdown of all costs for all work to the W&RSETA authorized officials
 - 10.5.2. Ensure that all work is executed within/on the times and/or deadlines as agreed upon with the W&RSETA. In addition to the mentioned, the W&RSETA will on certain occasions require certain services (to be determined and discussed upon appointment) to be carried out urgently and the service provider will be responsible for the completion/delivery/execution of the work within the agreed turnaround period with the W&RSETA
 - 10.5.3. Ensure that they are able to provide the specialist resources required to execute the required scope by the W&RSETA
 - 10.5.4. Ensure that they abide all of the clauses as stated within the GCC and SCC with regards to subcontracting
 - 10.5.5. Provide other related services complementary to those identified in the scope.
 - 10.5.6. These are to be agreed with the W&RSETA upon appointment on the panel.
 - 10.5.7. Provide advisory services as well as technical and logistical support
 - 10.5.8. Confirm that they understand individual briefs and/or requirements by discussing them with the W&RSETA s authorized officials and ensure that they have all the information they require to undertake the work i.e., accurate specifications and/or descriptions, requirements, list of required attendees, etc.
 - 10.5.9. Escalate any issues and be able to resolve problems experienced (if any) with suppliers.
 - 10.5.10. Arrange and/or host meetings with suppliers to ensure that all preparation is on track as per the approach and methodology/work plan/timetable.
 - 10.5.11. Ensure response to service requests are within the times as provided and agreed on with the W&RSETA.
 - 10.5.12. Work and communicate consistently with the W&RSETA authorized officials/members to ensure requirements are being satisfied continuously throughout the period of the contract.
 - 10.5.13. Ensure that they are available for and attend all meetings as requested by the W&RSETA

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- 10.5.14. Ensure that no expenditure will be incurred by the W&RSETA without prior approval from authorized W&RSETA officials
 - 10.5.15. Monitor implementation during planning and execution of service requirements.

10.6. CONFIDENTIALITY

- 10.6.1. The bid and all information in connection therewith shall be held in strict confidence by the bidder and the W&RSETA. All bidders are bound by a confidentiality agreement preventing the unauthorized disclosure of any information regarding the W&RSETA or any of its activities to any other organisation or individual
- 10.6.2. The bidders may not disclose any information, documents or products to any other party without the explicit written approval of the W&RSETA.
- 10.6.3. Regarding events/projects; the service provider shall not disclose to third parties any news or information relating to any of the events/projects on which it is working during the period of the contract and/or thereafter, without explicit prior written consent from the W&RSETA, unless required to do so under any law, by any competent court, governmental or regulatory authority or as required by the terms of or for execution of the contract.
- 10.6.4. Copyright of all documentation resulting from contracts arising from this bid belongs to the W&RSETA. The intellectual property rights of all work conducted by the service provider for the W&RSETA remain vested in the W&RSETA and may not be distributed, published or disclosed to any third party without the explicit written consent of the W&RSETA.
- 10.6.5. The awarding of any event/project to service providers is subject to the condition that both the contracting service provider and its personnel providing the service must be cleared by the appropriate authorities to the level of confidentiality if required by the nature of the project. If the principle service provider appoints a subcontractor, the same provisions and measures will apply to the subcontractor.

10.7. QUANTITIES

- 10.7.1. The service provider shall be bound to execute all of the required quantities of scope as needed by the W&RSETA during the period of the contract; in this case, for a period of two years (36 months), on an “As and When” basis, irrespective of the extent by which the total quantities requested may vary from those stated, if any; maintaining that the bidders will be required to supply the requirements for such quantities as may be required by the W&RSETA from time to time during the contract period.

10.8. PRODUCT ADHERENCE / BRAND CHANGES

- 10.8.1. In the event where a bidder offers a specific brand against an item and the item is subsequently awarded to the bidder, it is required of the successful bidder to continue to supply the brand awarded throughout the contract period.
- 10.8.2. In the event that the brand is discontinued, W&RSETA must be notified of such an occurrence.
- 10.8.3. The bidder will not be allowed to deliver a different brand other than the brand awarded to them prior to an approval of the brand from the W&RSETA.

10.9. SAMPLES

- 10.9.1. The W&RSETA reserves the right to request pre / post award / production samples to ensure that the goods comply with the specifications required. The cost of associated to these samples shall be at the Supplier’s cost.
- 10.9.2. In the event that the samples are non-compliant then the delivery will not be granted until the supplier submits compliant samples.
- 10.9.3. Failure to submit samples when required by the W&RSETA may lead to a cancellation of the contract for that specific item/s.

10.10. TIME AND METHOD OF SERVICE DELIVERY/PROVISION

- 10.10.1. All work executed must be completed within the times as agreed between the W&RSETA and the service provider upon appointment. In general, the standard working hours apply (i.e. 08:00 to 17:00) Monday to Friday and all work must only be executed when ordered/captured/logged upon an official letter/purchasing order/form and issued by/agreed with the W&RSETA or as amended from time to time by the W&RSETA.
- 10.10.2. If necessary, the service provider will be required/permitted to execute and deliver the work to authorized W&RSETA officials outside the above working hours with no additional payment.
- 10.10.3. It is to be noted by the service provider that the above times mentioned are only a guideline and that the times of executing the required services will not be constant as said above and will need to be formulated to suit the needs of the W&RSETA for each service request in order to meet the timelines of the W&RSETA for each event where the service provider will be required to provide services during event planning and execution as will be taken that there will be a 24 hour support service available to the W&RSETA.
- 10.10.4. Provision and/or drop off of all documentation must be conducted by an authorized member of the service provider team as agreed with the W&RSETA.

10.11. ACCURACY & QUALITY OF DOCUMENTS/SERVICES/GOODS PROVIDED

- 10.11.1. The service provider must monitor the quality of the services provided to the W&RSETA on a regular and continual basis. These procedures shall include a self-inspection system covering all the services to be performed over the period of contract, and shall include a method for monitoring, identifying and correcting deficiencies in the quality of service furnished to the W&RSETA.

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- 10.11.2. The W&RSETA reserves the right to conduct its own quality control surveys to ensure the adequacy of the services and to compare unit rates for services within the existing market.
 - 10.11.3. The service provider warrants that the personnel assigned to handle the W&RSETA requirements have strong expertise and relevant skills and experience and shall constantly be trained to be kept up to date.
 - 10.11.4. The service provider must ensure that all documents (tracking of services executed, reports, etc.) delivered to the W&RSETA office are accurate and will be verified by the W&RSETA official upon receipt of such.
 - 10.11.5. No invoice will be passed for payment if there are any alterations other than one made by the W&RSETA authorized official and/or a reduction made by an employee of the W&RSETA.
 - 10.11.6. Reports will be checked for accuracy and any copies submitted and verbal communications between the service provider and the W&RSETA authorized official/members and if there are any discrepancies, these will be noted by the W&RSETA official and will either request that the service provider team member return to receive the documents with the notes for revision and brought back for acceptance and sign off by the W&RSETA or will notify the service provider of the discrepancies and request that a revised document/s with the noted changes be delivered for acceptance and sign off by the W&RSETA.

10.12. AMMENDMENTS

- 10.12.1. No agreement to amend or vary a contract/appointment or the conditions, stipulations or provisions thereof shall be valid and of any force and effect unless such agreement to amend or vary is entered into in writing and signed by the contracting parties.
- 10.12.2. Any waiver of the requirement that the agreement to amend or vary shall be in writing.
- 10.12.3. Bidders may not alter or amend any bid documents, except insofar as information is required to be filled in or supplied in terms of the requirements stipulated in the bid document

10.13. PENALTIES AND DEFAULTS

10.13.1. Should, if and where the contractor fails to supply, deliver and offload the I Goods and Services as requested or indicates an inability or fails to meet the service level targets (i.e. delivery time and/or the specifications for quality standards and purposes), the W&RSETA reserves the right to purchase the required Goods and Services item(s) from a different supplier and to recover any price difference from the contractor.

10.13.2. Where the above mentioned default occurs on the part of the contractor and the W&RSETA is unable to find another suitable supplier; specific penalties will then be applied and for the purpose of this tender, the following will apply:

10.13.2.1. **Reclaim amount** – the amount of penalties aggregated per invoice that the W&RSETA may choose to recover from the contractor.

10.13.2.2. **Penalty / Penalties** – the monetary value that the contractor incurs upon default of service level agreements.

10.13.2.3. **Default of service level agreement** – inability or failure to meet the service level targets in respect of any one specific deliverable

10.13.3. The W&RSETA and bidders agree that the above stated is fair and serves to achieve a fair, accurate and consistent measurement of the contractor’s performance regarding their obligations of the agreement and that the service levels will be used to measure and evaluate the contractors performance.

10.13.4. The table below prescribes the system in which penalties will be calculated based on the number of days that any one specific deliverable is unresolved or NOT met.

NUMBER OF DAYS DELAY VS. PENALTY AS A PERCENTAGE OF AGREED FEE*											
DEFAULT	1	2	3	4	5	6	7	8	9	10	DELAY (Days)
DELIVERY	2%	4%	6%	8%	10%	12%	14%	16%	18%	20%	PENALTY FOR DEFAULTS (%)
REPLACE / REPAIR UNDER WARRANTY	2%	4%	6%	8%	10%	12%	14%	16%	18%	20%	

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- 10.13.5. The term “agreed fee” as stated within the table above refers to the fee that is outlined in the pricing schedule and agreed upon between the W&RSETA and the contractor upon appointment
- 10.13.6. Penalties incurred with reference to any one specific deliverable will not exceed an aggregated total of 20% of the agreed fee
- 10.13.7. The contractor is required to maintain an updated log of services provided to the W&RSETA as there may be a call for reporting to be provided to the W&RSETA including service level defaults.
- 10.13.8. The W&RSETA will use the basis of performance to conduct annual reviews of the contract where decisions may be taken either to review terms and conditions or to terminate the contract based on the performance
- 10.13.9. Where the W&RSETA is unable to find a suitable supplier to meet the delivery target upon default of the contractor in failing or inability to meet the service level targets (i.e. by not meeting delivery time and/or the specifications for quality standards and purposes), the W&RSETA can choose to recover any and/or all costs incurred by applying the penalty as a percentage of the agreed fee for the total number of days lost for any one specific deliverable; as per the table above, from the contractor.
- 10.13.10. The W&RSETA will be entitled to recover damages from the contractor as prescribed above, without any prejudice to any other rights that the W&RSETA may lawfully have.
- 10.13.11. The W&RSETA will not hold the contractor liable for failure to meet the service levels and consequently no penalties will ensue under the following instances only:
- a) Where the W&RSETA can be attributed for the failure due to certain events;
 - b) Where the end user of the W&RSETA is not available when the contractor requires the end user to be available; and
 - c) Where failure to meet service levels is as a result of the contractor being obliged to work with third party contractors, appointed by the W&RSETA;
 - d) Settlement of Disputes will be in accordance with Mediation proceedings shall be conducted in accordance with the W&RSETA Policies.

10.14. ACCEPTANCE OF THE BID

The W&RSETA Reserves the Right:

- a) To cancel and / or terminate the bid process at any stage, including after the closing date and or after the presentation has been made, and / or after the bid have been evaluated and / or after the preferred bidder/s have been notified of their status of such;

- b) Not to award or cancel this tender at any time and shall not be bond to accept the lowest or any bid.
- c) To withdraw or amend these special conditions of contract (SCC) and terms of reference by notice in writing to all parties concerned.
- d) To accept part of the tender rather than the whole tender
- e) To appoint a reserve bidder that can be utilised at any time during the contract when necessary.
- f) To award contracts to more than one Supplier for the same item or category.
- g) To award the bid as a whole or in parts (per complete category or complete sub-category) however preference will be given to Bidders that bid for full categories.
- h) To award the contract to the second, third and fourth bidder, should the highest scoring bidder decline the award, fail to delivery during the course of the contract or in the case where the highest scoring bidder is affected by non-performance in other W&RSETA contract/s.
- i) To reject non-compliant products or goods that does not meet that W&RSETA's specifications and to terminate the contract should the Supplier continuous fail to comply with the item specification.
- j) It is also herewith confirmed that a positive result of the short listing process resulting in inclusion on the panel, will not necessarily lead to any appointment or assignment for work to be done and therefore does not constitute a commitment, contract for work Once on the panel, the W&RSETA will approach the service providers directly or through a general request for quotes (RFQ) based on their line of expertise stated (as pointed out prior, the bidder must state which of the service aspect/s they have expertise in and will be bidding for – the bidder is required to indicate this in the table provided below) to deliver a specific service aspect within a specified time frame.
- k) The W&RSETA reserves the right to request quotes from three (3) or less or more service providers per service/aspect required.
- l) The evaluation of the price quotes provided by the service providers for specific event management services will be conducted either on and 80/20 or 90/10 basis depending on the value of the event that services are required for
- m) The W&RSETA also reserves the right not to utilise the services from those service providers on the panel and to approach a wider group of potential service providers, should the need arise from the W&RSETA.

11. SOCIO-ECONOMIC OBJECTIVES

The W&RSETA strives to achieve socio-economic objectives of the country in order to contribute to the upliftment of South Africa's people's lives. The promotion of socio-economic objectives through public procurement will be guided by the provisions of the Preferential Procurement Policy Framework Act, and Regulations of 4 November 2022, the Broad-Based Black Economic Empowerment Act and their associated regulations and codes of good practice. The W&RSETA Social Strategy will ensure the promotion of the following specific goals:

- a) Enterprises owned by black people;
- b) Enterprises located in specific provinces, districts, municipalities, towns, townships, villages or rural areas;
- c) Enterprises owned by black women, black youth and people who are disabled;

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- d) Cooperatives, Civil Society Organisations (CSOs) and non-government organisations owned by black people;

12 QUALITY ASSURANCE REVIEWS OF THE SERVICES

- a) Quality Assurance of the services provided in the form of monthly reporting to the duly appointed W&RSETA official(s) at agreed timeframes

MANDATORY REQUIREMENTS					
Evaluation Criteria	Submission Requirements:		Weighting		
Compliance Documentation	Minimum Requirements		0 points		
	SCM Submission Requirements	Bidder must be registered on the Central Supplier Database (CSD) and must submit proof of registration		Yes	No
		Bidder must complete the Standard Bidding Documents and submit them with the Technical and Price Proposal			
<p>Note: Failure to complete the SBD Documentation and adherence to the Mandatory Requirements will render your bid non-responsive.</p>					
Technical Evaluation					

Evaluation Criteria	Points
1. Capacity to deliver	50 points
2. Digital Marketing and Expertise	30 points
3. Project Methodology, Approach and Project Implementation Plan	20 points
Total	100 points
<p>Bidders who pass through the compliance evaluation will then be assessed for Technical Evaluation which is discussed in detail in the following sections. The minimum threshold to qualify is 70%. If no bidder scores 70% then the bid will be cancelled and re-advertised.</p>	

EVALUATION CRITERIA	SUBMISSION REQUIREMENTS	WEIGHTING	FORM EVIDENCE										
<p>1. Capacity to deliver</p> <table border="1" data-bbox="107 432 553 798"> <thead> <tr> <th>Value</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0 points</td> </tr> <tr> <td>1</td> <td>25 points</td> </tr> <tr> <td>2</td> <td>35 points</td> </tr> <tr> <td>3</td> <td>50 points</td> </tr> </tbody> </table>	Value	Weighting	0	0 points	1	25 points	2	35 points	3	50 points	<p>The strategic partner must provide a company profile with the proof of detailed CVs of team members indicating the capacity and experience in the development and implementation of marketing and communication strategies for career guidance with at least 5 years of experience. The areas outcomes and deliverables required are:</p> <ol style="list-style-type: none"> 1. Marketing and Public Relations related to career guidance 2. Branding, Digital Marketing, related to Career Guidance 3. Research related to impact assessment 4. Event Management related to career guidance <p>0= 0 points No evidence provided</p> <p>1= 25 points Bidder submitted proof of the company profile, with detailed CVs of team members with outcomes and deliverables of all areas with less than 5 years of experience per area of outcome</p> <p>2= 35 points Bidder submitted proof of the company profile, with detailed CVs of team members with outcomes and deliverables of all areas with 5 years of experience per area of outcome</p> <p>3= 50 points Bidder submitted proof of the company profile with detailed CVs of team members with outcomes and deliverables of all areas with more than 5 years of experience per area of outcome</p>	50 points	<p>Company profile</p> <p>Detailed CVs to be provided</p>
Value	Weighting												
0	0 points												
1	25 points												
2	35 points												
3	50 points												

EVALUATION CRITERIA	SUBMISSION REQUIREMENTS	WEIGHTING	FORM EVIDENCE								
<p>2. Digital Marketing and Expertise</p> <table border="1" data-bbox="107 464 490 754"> <thead> <tr> <th>Value</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0 points</td> </tr> <tr> <td>1</td> <td>21 points</td> </tr> <tr> <td>2</td> <td>30 points</td> </tr> </tbody> </table>	Value	Weighting	0	0 points	1	21 points	2	30 points	<p>The strategy must provide proof of the overall experience and expertise that the organization has achieved over the past five (5) years inclusive of</p> <ul style="list-style-type: none"> Five recommendation letters with contactable references from previous stakeholders that are not older than five (5) years and aligned to the specifications. <p>The letters must indicate the size of the project, value in rands and the duration of the project clearly outlining the targeted market.</p> <p>0= 0 points No evidence submitted</p> <p>1= 21 points Bidder submitted proof of four recommendation letters with contactable references from previous stakeholders that are not older than five (5) years and aligned to the scope specifications inclusive of the size of project, value and duration of the project.</p> <p>2= 30 points Bidder submitted proof of five recommendation letters with contactable references from previous stakeholders that are not older than five (5) years and aligned to the scope specifications inclusive of the size of project, value and duration of the project.</p>	<p>30 points</p>	<p>Company profile</p> <p>Contactable recommendation letters</p>
Value	Weighting										
0	0 points										
1	21 points										
2	30 points										

EVALUATION CRITERIA	SUBMISSION REQUIREMENTS	WEIGHTING	FORM EVIDENCE								
<p>3. Project Methodology, Approach and Project Implementation Plan</p> <table border="1" data-bbox="107 707 490 999"> <thead> <tr> <th>Value</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0 points</td> </tr> <tr> <td>1</td> <td>14 points</td> </tr> <tr> <td>2</td> <td>20 points</td> </tr> </tbody> </table>	Value	Weighting	0	0 points	1	14 points	2	20 points	<p>The strategic partner must outline a detailed project methodology, approach and Project Implementation Plan. The plan must outline the key areas outlined mainly,</p> <ul style="list-style-type: none"> • Branding, • Digital Marketing, • Public Relations, • Impact assessment research and • Event management. <p>These components as listed above must be inline with the scope of services requirements as well as the expected outcomes and deliverable</p> <p>0=0 points</p> <p>No evidence submitted</p> <p>1= 14 points</p> <p>Bidder provided a detailed Project Methodology, Approach and Project Implementation Plan outlining three of the areas listed above in line with the scope of services requirements as well as the expected outcomes and deliverable</p> <p>2= 20 points</p> <p>Bidder provided a detailed Project Methodology, Approach and Project Implementation Plan indicating all areas as listed above in line with the scope of services requirements as well as the expected outcomes and deliverable</p>	<p>20 points</p>	<p>Project Methodology and Approach</p> <p>Project Implementation Plan</p>
Value	Weighting										
0	0 points										
1	14 points										
2	20 points										

PRICING STRUCTURE /SCHEDULE

- Price(s) must include direct and indirect costs where applicable. Prices must be inclusive of VAT, on the pricing schedule.
- Price(s) shall remain firm for the first twelve months of the duration of the contract. Then price escalations based on CPA/CPI will apply thereafter.

Description	Price per Item Incl. of VAT
<p>Comprehensive Marketing and communication plan</p> <ul style="list-style-type: none"> • Detailed Plan to promote Career Guidance Toolkit • Branding of the online career guidance toolkit in line with the branding manual of the Wholesale and Retail Seta • term long-term promotion strategy 	
<p>Multichannel Marketing materials (Digital Strategy and implementation plan)</p> <ul style="list-style-type: none"> • Detailed strategy on the design and production of marketing digital material for various Toolkits • Engagement Toolkits to include but not limited to Facebook, Tick Tock, X, YouTube, Instagram • Reach a wide range of audience 	
<p>Performance metrics and analytics report (Impact Research)</p> <ul style="list-style-type: none"> • Establish feedback mechanism from the users and target audience analysis report • Assess the effectiveness of the marketing efforts • Compilation of the success stories on the use of the toolkit 	
<p>Event Management</p> <ul style="list-style-type: none"> ▪ Participate in all meetings pertaining relating to organising career guidance events to promote the online career guidance toolkit ▪ Organise training sessions for Life Orientation Educators on the use of the online career guidance toolkit ▪ Organise outreach programmes to the target audience to promote online career guidance toolkit ▪ Present progress feedback to the W&RSETA ▪ Organise venues for the events ▪ Provide expert input to the event implementation programme ▪ Design and Manage an online registration and confirmation Toolkit for the career guidance events 	

Description	Price per Item Incl. of VAT
TOTAL	
VAT	
GRAND TOTAL	

14. APPROVALS

Reviewed and Recommended By:			
Name	Mr. Mzamo Matyobeni		
Position	BSC Chairperson		
Signature		Date	13/06/2024
Recommendation:			
Recommended:	<input checked="" type="checkbox"/>	Not Recommended:	<input type="checkbox"/>
Manager's Full Name	Ms. Lindiwe Nhlapo		
Position	Chief Financial Officer		
Notes			
CFO's Signature		Date	14/06/2024
Approval:			
Approved:	<input checked="" type="checkbox"/>	Not Approved:	<input type="checkbox"/>
Manager's Full Name	Mr. Tom Mkhwanazi		
Position (Executive)	Chief Executive Officer		
Notes			
CEO's Signature		Date	14/06/2024