

Skills Development for Economic Growth

PANEL OF SERVICES: MARKETING, PUBLIC RELATIONS, EVENTS MANAGEMENT, MEDIA BUYING, AND SUPPLY AND DELIVERY OF BRANDING AND PROMOTIONAL MATERIAL

WRSCM-20242025-0004



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 (as amended). The mandate of the W&RSETA is to facilitate 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. OBJECTIVE OF BID

The objective of this bid is to appoint a suitably qualified panel of service providers for the provision of the following services: marketing, public relations, events management, media buying, and supply and delivery of branding and promotional material for a period of 36 months.

3. SCOPE OF SERVICES

The successful service providers with the required expertise will be expected to perform the following comprehensive marketing services in collaboration with the internal Communications and Stakeholder Engagement team and other internal user departments.

3.1 CATEGORY A: COMMUNICATIONS AND PUBLIC RELATIONS

The service provider(s) will be required to develop public relations strategies and implementation plans to attract media coverage for the W&RSETA's strategic projects and identified events to broaden the W&RSETA's stakeholder reach. The scope of services will include the following:

- (a) Develop, implement and enhance, a dynamic public relations strategy that will respond to the skills development needs of the W&RSETA's stakeholders including youth within townships and rural areas, women and people living with disabilities.
- (b) Secure free/sponsored mileage in community, business and skills development media houses (print, broadcast and online) at a national, provincial and local level.
- (c) Prepare and distribute press releases and media statements, draft thought leadership and opinion pieces.
- (d) Prepare media invites and secure attendance of journalists at key events.
- (e) Prepare media packs and coordinate distribution thereof prior and at the event.
- (f) Media liaison for events.
- (g) Reputation management and establishing relationships with the media.
- (h) Manage crisis response and communication.
- (i) Manage media launches, briefings, introductory meetings and other media opportunities.

3.2 CATEGORY B: MEDIA BUYING AND MONITORING

3.2.1 Media Buying and Advertising.

The service provider(s) will be required to implement the W&RSETA's media strategy and plan in various media forms such as digital, broadcast (TV, radio), outdoor, print, and other above and below-the-line advertising activities to supplement the SETA's marketing efforts, in alignment with its strategic marketing direction.

- (a) Media negotiations, buying and activate the media plans. This should cover sponsored media, scheduling efficiencies and value creation as key performance metrics.
- (b) Post campaign reporting:
 - i. Evaluation of each campaign to assess effectiveness and achievement of media objectives.
 - ii. Provide campaign performance against agreed key performance indicators (these may include reach/impressions and click-through rate.
- (c) Account Management:
 - I. Manage overall media buying relationships with identified media houses.



 Develop relationships with media houses and buyers to source the best opportunities for the W&RSETA.

3.2.2 Media Monitoring

The scope of the services is as follows:

- (a) **Basic media monitoring services** monitoring a pre-defined list of electronic and broadcast media sources, selecting media items, writing English summaries of media items, preparing the items and summaries and deliver to the W&RSETA.
- (b) **Media monitoring products** daily press review, daily news summary, media alerts, radio clips, weekly previews, daily social media summaries and a full monthly report.
- (c) **Target media directory** provide the W&RSETA with access to the Target Media Directory platform.
- (d) **Market share analysis** provide market share analysis that will provide information how the W&RSETA is doing in comparison with other 20 SETAs.
- (e) **Social media sensing** Monitor the W&RSETA pages and provide performance analytics as well as recommendations on how to improve performance compared to the other 20 SETAs.

The service provider(s) will be required to monitor news from national, regional and community print, TV, radio and online media to select and deliver media items (keywords: SETA and W&RSETA/ Wholesale, Wholesale & Retail SETA and Retail Sector Education and Training Authority, W&RSETA).

3.3 CATEGORY C: AUDIO-VISUAL AND MULTIMEDIA PRODUCTION SERVICES

3.1.3.1 Local and Regional

Provide multimedia services within South Africa and the African continent.

(a) Photography

Capture and edit images of various aspects of the W&RSETA events, projects or activities.

(b) Videography

- o Capture and produce full and short videos of events, programmes and the W&RSETA profile.
- o Conduct vox pops and interviews with selected subjects.
- o Capture new content (cutaways of the sector, buildings, structures in line with the production).

(c) Video Productions

- o Edit video and photo material for social media.
- Script writing services.
- Voice over recording by an artist appointed by the provider and voice agreed on with the W&RSETA.
- o Provide raw material of recordings (video and voice over) and photos.

3.1.3.2 International

Provide multimedia services internationally (outside the African continent). Coverage of activities include immersions in multiple locations in a single day including public spaces and comprise of action activities in markets, public transport, tourist attractions, government buildings, etc. Such activities may include inter-provincial travel. Shoots include cutaway content of public buildings and other objects of interest.

a) Photography

Capture and edit images of various aspects of events and programmes.

b) Videography

- Capture and produce full and short videos of events and programmes.
- Conduct vox pops and interviews with selected subjects.
- Capture new content (cutaways of buildings, structures, etc).

c) Video Productions

o Edit video and photo material.



- Script writing services.
- Voice over recording by an artist appointed by the provider and voice agreed on with the W&RSETA.
- o Provide raw material of recordings (video and voice over) and photos.

3.4 CATEGORY D: DIGITAL MARKETING AND PRINTING

The service provider(s) will be expected to develop and design a highly creative and innovative digital marketing plan to position the W&RSETA brand. The strategy will include the development, editing and proofreading of content and implementation of digital marketing campaigns comprising the following:

3.4.1 Graphic Design Services

The provider will be required to design and layout digital content as follows:

(a) CI Manual Review and Development

Review and revise the Corporate Identity Manual including a review of designs for branded material at different levels of organisational support, presentations, website, and publications.

(b) Mailers/Invitations

- o Conceptualise, design and layout mailers.
- Coding of mailers and convert into HTML or any other format that may be required.
- o Provide three design concepts per campaign.

(c) Marketing toolkit:

- o Digital banners: resize mailers into Facebook, Twitter, LinkedIn and website sizes.
- Templates, presentations, memos, letterheads, etc.
- o Publications: digital brochures, guides or booklets and newsletters
- Conceptualise, design and layout banners.

(d) Adverts:

- Design and layout full colour adverts from content that will be provided by the W&RSETA.
- Source other required images and photoshop any other images where necessary.
- o Prepare adverts for print in line with specified dimensions stipulated by the publisher.
- Convert final adverts into JPEG or any other required format for social media and other platforms.
- Provide three design concepts per campaign.

(e) Printing Services

Design and printing of documents includes but is not limited to:

- Annual Report
- Newsletters
- o Pamphlets/brochures/booklets (as identified in communication plan or ad hoc)
- Full and abridged versions of policies and strategies
- o Translation of documents into the South African official languages

Each assignment under the contract will be accompanied by a specific project brief indicating the scope of the work, a detailed deliverables and required activities.

3.5 CATEGORY E: EVENT MANAGEMENT

The successful providers will be required to provide strategic event management in conjunction with the W&RSETA Communications and Stakeholder Engagement department, focusing on the following deliverables:

- a) Conceptualise, plan coordinate and manage all event logistics as specified.
- b) Serve in the preparation committees and sub-committees.
- c) Generate detailed project plans with deliverables and timeless in line with the scope of work.
- d) Coordination of speakers, planning sessions, overall logistics related to the content of the event programme, and the production of a programme overview.
- e) Coordinate and manage event site visits.



- f) Source, sub-contract other small businesses and manage all the required technical aspects of the events in collaboration with the W&RSETA, which include but not limited to:
 - Audio-visual and multimedia services.
 - o Staging.
 - o Entertainment/speakers.
 - Marketing and promotional items.
 - Décor services.
 - Online and on-site registration.
 - Event communication including event site design and maintenance as well as content development.
- g) Explore and source sponsorship and partnership opportunities.
- h) Assist development of regular report/update throughout the organisation period.
- i) Coordinate overall integrated marketing and communication logistics for the event.

3.6 CATEGORY F: SUPPLY OF BRANDING MATERIAL AND PROMOTIONAL ITEMS

- a) Supply and brand promotional items as guided by specifications.
- b) Provide agile and quality printing services.
- c) Repair and recycling of existing branding items.
- d) Develop, construct and collapse customised exhibition stands.
- e) Design artwork for required items.

3.7 CONDITIONS TO THE LISTING

Bidders are required to assemble a responsive team aligned with the service category they are bidding for. Appointment of service providers for each category will be as per the table below, bidders may bid or responds to **a maximum of TWO (2)** categories.

CATEGORY
Communications and Public Relations
Media Buying and Monitoring
Audio-Visual and Multimedia Production
Digital Marketing and Printing
Event Management
Supply of Branding Material and Promotional Items

While bidders have the flexibility to define and adopt a business model that aligns with their operations, it is crucial that service delivery remains centred on quality, cost-efficiency, and cost-effectiveness. Bidders are cautioned to carefully consider costing in relation to their business models, and successful bidders will be required to negotiate terms and conditions with their strategic partners, with a commitment to sharing the benefits with the W&RSETA.

4. ADMINISTRATIVE ARRANGEMENTS

- 4.1 It must be noted that the W&RSETA will provide service provider(s) with the following:
 - a) Details of all specifications (including W&RSETA CIM) 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) These requirements will be provided to the service provider(s) either telephonically, email or in person. The best method of communication will be agreed upon appointment.

5. PERFORMANCE REQUIREMENTS

- 5.1 The service provider(s) will need to perform the required services as stipulated within the scope. The service provider must ensure that:
 - a) They shall always be available to the W&RSETA for the duration of the contract/engagement 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 professional, responsive and efficient service at all times to fulfil the W&RSETA's requirements and as a service objective, telephone calls and emails should be answered/replied to promptly.
- 5.2 They can work under consistent and continuous pressure yet be able to maintain a supportive approach.
- 5.3 Have excellent computing skills including advance use of Excel, Power Point, Microsoft Project or similar compatible software.
- For the duration of the contract, the service provider(s) shall at the request of the W&RSETA, arrange for meetings, reports and/or feedback as agreed with the W&RSETA.
- 5.5 The elements of scope and other required services (reports, feedback, etc.) shall be aligned to the formats of the W&RSETA standard documentation and/or any instructions, examples, samples provided by the authorised W&RSETA official. There may be at short notice the need for certain functions to be different to those mentioned as per scope, and these will be discussed with the relevant W&RSETA officials as and when required.
- 5.6 They work closely and engage with the W&RSETA team for all accounts of information, knowledge and understanding of the SETA's requirements for use in conjunction with their own specific data/material to enable the most accurate content, method of service provision, processes, reporting and project deliverables as per scope.
- 5.7 They abide by and follow any and/or all instructions provided to them by the W&RSETA.
- 5.8 All services requested and required by the W&RSETA are achieved in terms of the efficiency and effectiveness and within the required timelines.
- 5.9 No information is disclosed to any unauthorised persons and it remains the property of the W&RSETA and is maintained between themselves and the W&RSETA at all times.
- 5.10 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.

6. QUANTITIES

6.1 The service provider(s) shall be bound to execute all required services and supply all the required quantities as per the scope determined by the W&RSETA as and when required.

7. PRODUCT ADHERENCE / BRAND CHANGES

- 7.1 In an event where a bidder offers a specific brand for an item and the bid is subsequently awarded to the bidder, it is required of the successful bidder to supply the brand throughout the contract/engagement period.
- 7.2 If the brand is discontinued, the W&RSETA must be notified of such an occurrence and agree on a substitute.



8. SAMPLES

- 8.1 The W&RSETA reserves the right to request samples of items to ensure that the goods comply with the specifications required. The cost associated with the supply of the samples shall be at the supplier's cost.
- 8.2 Such samples may be requested before or post the approval of the quotation.
- 8.3 If the samples are non-compliant then the delivery will not be granted until the supplier submits compliant samples.
- 8.4 Failure to submit samples when required by the W&RSETA may lead to a cancellation of the contract for that specific item/s.

9. ACCEPTANCE OF THE BID

- 9.1 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 bids have been evaluated and/or after the preferred bidder/s have been notified of their appointment.
 - b) Not to award and/or cancel this tender at any time and shall not be bound to accept the lowest or any bid.
 - To withdraw or amend the 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 award contracts to more than one supplier for the same item or category.
 - f) To reject non-compliant products or goods that do not meet that W&RSETA's specifications and to terminate the contract should the supplier continue to fail to comply with the item specification.
 - g) That any appointment to the panel will not necessarily lead to assignment of work and therefore does not constitute a commitment or 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 listing on the panel.
 - h) The W&RSETA reserves the right to request quotes from three (3) or less or more service providers per service/aspect required.
 - i) 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
- 9.2 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.



10. FOCUS AREAS

10.1 FOCUS AREAS FOR NATIONAL PARTICIPATION

The table below must be completed by bidders to indicate the categories they wish to bid / respond to. Bidders may bid for a maximum of two categories of their specialisation.

NB:

- Bidders must indicate their core competencies with reference as per the evaluation criteria.
- For the following services bidders **MUST** be able to provide services at the national level.
- Bidders who selected more than two categories will be evaluated however, the W&RSETA will select the two categories with the highest technical evaluation scores. W&RSETA will use its discretion to select the two categories in the case where the scores are equal.

CATEGORY	BIDDERS PARTICIPATION RESPONSE (Select "YES" on "NO" from the be categories by indication of tick) maxin of two categories only	
	YES	NO
Media Buying and Monitoring		
Media Buying and Advertising		
Media Monitoring		
Audio-Visual and Multimedia Production		
Local and Regional Productions		
International Productions		
Digital Marketing and Printing:		
Graphic Design Services		
CIM Review		
Printing Services		
Website Development and Management		
Website revamp, maintenance, optimisation/ Search Engine Optimisation, RSS Feeds, general website support and management, and social media integration	N/A	N/A
Communications and Public Relations		
Public Relations		



10.2 FOCUS AREAS FOR PROVINCIAL FOOTPRINT

CATEGORY	BIDDERS PARTICIPATION RESPONSE (Select "YES" on "NO" from the below categories by indication of tick)		bidders must indicate the province in which they reside		
			Provincial Office (GP, NW, LP, MP, NC, FS, KZN EC and WC)		
Event Management					
Event Management					
Promotional and Branding Material					
Supply of Branding Material and Promotional items					

11. SOCIO-ECONOMIC OBJECTIVES

The W&RSETA strives to achieve socio economic objectives of the country 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 promotion of the following specific goals:

- a) Enterprises owned by black people.
- b) Enterprises located in specific provinces, districts, W&RSETA, towns, townships, villages or rural areas.
- c) Enterprises owned by black women, black youth and people who are disabled.
- d) Cooperatives, civil society organisations and non-government organisations owned by black people.

Table 1: Specific goals for the tender and points claimed are indicated per the table below. (Note to organs of state: Where either the 90/10 or 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)	Form of evidence
points in terms of this tender	Points Applicable for Promotional Material	Points Applicable without Promotional Material	(To be completed by the tenderer)	
SPECIFIC GOAL 1: HDI	Maximum 10	Maximum 15		CIPC document,
Black People ownership of	4	10		Valid BBBEE
51% or more				Certificate / Sworn
Women ownership of 51% or	3	8		Affidavit / Certified
more				Copy of ID and
Youth ownership	2	5		Shareholder's
People with Disability	1	2		certificate/ Certified
ownership				copy of disability
				certificate
SPECIFIC GOAL 2:	Maximum 10	Maximum 5		Valid BBBEE
PROMOTION OF LOCAL				Certificate / Sworn
ECONOMY & RDP				Affidavit, Certified
SMMEs (EME/QSE)	3	3		
Enterprise located in specific	2	2		Proof of business
Provinces: [Select the applicable				Address (Municipal
Province]				Rates Statement or
GP KZN NW FS NC				Lease Agreement)
WC EC MP LP				
Local Content	5	N/A		SBD 6.2 Completed
				and signed with
				relevant local content
				disclosure



DECLARATION CERTIFICATE FOR LOCAL PRODUCTION AND CONTENT FOR DESIGNATED SECTORS

(APPLICABLE FOR PROMOTIONAL ITEMS ONLY)

This local content declaration document must form part of all bids invited. It contains general information and serves as a declaration form for local content (local production and local content are used interchangeably).

Before completing this declaration, bidders must study the General Conditions, Definitions, Directives applicable in respect of Local Content as prescribed in the Preferential Procurement Regulations, 2022, the South African Bureau of Standards (SABS) approved technical specification number SATS 1286:2011 (Edition 1) and the Guidance on the Calculation of Local Content together with the Local Content Declaration Templates [Annex C (Local Content Declaration: Supporting Schedule to Annex C) and E (Local Content Declaration: Supporting Schedule to Annex C)].

1. General Conditions

- 1.1. A person awarded a contract in relation to a designated sector, may not sub-contract in such a manner that the local production and content of the overall value of the contract is reduced to below the stipulated minimum threshold.
- 1.2. The local content (LC) expressed as a percentage of the bid price must be calculated in accordance with the SABS approved technical specification number SATS 1286: 2011 as follows:

$$LC = [1 - x / y] * 100$$

Where

x is the imported content in Rand

y is the bid price in Rand excluding value added tax (VAT)

Prices referred to in the determination of x must be converted to Rand (ZAR) by using the exchange rate published by South African Reserve Bank (SARB) at 12:00 on the date of advertisement of the bid as indicated in paragraph 4.1 below.

The SABS approved technical specification number SATS 1286:2011 is accessible on http://www.thedti.gov.za/industrial development/ip.jsp at no cost.

1.3. A bid may be disqualified if this Declaration Certificate and the Annex C (Local Content Declaration: Summary Schedule) are not submitted as part of the bid documentation.



2. The stipulated minimum threshold(s) for local production and content (refer to Annex A of SATS 1286:2011) for this bid is/are as follows:

Description of services, works or goods	Minimum Threshold for Local Content
Textile, Clothing, Leather and Footwear	100%

3. Does any portion of the goods or services offered have any imported content?

(Tick applicable box)

YES	NO	

3..1 If yes, the rate(s) of exchange to be used in this bid to calculate the local content as prescribed in paragraph 1.5 of the general conditions must be the rate(s) published by SARB for the specific currency at 12:00 on the date of advertisement of the bid.

The relevant rates of exchange information is accessible on www.reservebank.co.za

Indicate the rate(s) of exchange against the appropriate currency in the table below (refer to Annex A of SATS 1286:2011):

Currency	Rates of exchange
US Dollar	
Pound Sterling	
Euro	
Yen	
Other	

NB: Bidders must submit proof of the SARB rate (s) of exchange used.

4. Where, after the award of a bid, challenges are experienced in meeting the stipulated minimum threshold for local content the dti must be informed accordingly in order for the dti to verify and in consultation with the AO/AA provide directives in this regard.



LOCAL CONTENT DECLARATION (REFER TO ANNEX B OF SATS 1286:2011)

LEG EXE (CLC	ALLY CUTIVI OSE CO	RESPONE OR SEN	DECLARATION ISIBLE PERSON NIOR MEMBER/P TION, PARTNERS NO	I NOMINAT ERSON WIT SHIP OR IND	ED IN H MANA IVIDUA	WRITING AGEMENT L)	BY FRESE	THE CHIEF PONSIBILITY
ISSU	JED	BY:	(Procurement	Authority	/	Name	of	Institution):
NB								
1	to an		o complete, duly si authorized represe lder.					
2	Templ develor Declar inform documenthe destruction by the bidder	ates (Anrappment/ip. ration D, ation on nentation bidders for is require	e Calculation of Lonex C, D and E) isp. Bidders should conclude the closing of made in paragraph verification purped to continuously uration of the continuously in th	is accessible and first complete Deceleration Clate and time ones for a per update Deceleration of the complete Deceleration of the	e on ht lete De claration should of the . Decla riod of a	tp://www.tlclaration I E and the subremais I be subremais Date of the subremais Date of	hdti.gor D. Aftenen conitted der to and E sears. T	v.za/industrial er completing nsolidate the with the bid substantiate hould be kept he successful
do h	ereby d	eclare, in	my capacity as					
(a)	The fa	cts contai	ned herein are wit	thin my own p	personal	knowledg	e.	
(b)	I have	satisfied	myself that:					
		comply wi	s/services/works to th the minimum lo red in terms of SA	cal content re	quireme	ents as spe		
(c)	formul paragi	a given ir aph 4.1 a	ent percentage (% n clause 3 of SA bove and the infoled ed in Declaration	TS 1286:201 mation conta	1, the r	ates of ex	change	e indicated in
Bid	price,	excluding	VAT (y)		·			R
Imp	orted c	content (x)	, as calculated in	terms of SAT	S 1286:	2011		R
			threshold for loca			•		
	Local content %, as calculated in terms of SATS 1286:2011							
If the bid is for more than one product, the local content percentages for each product contained in Declaration C shall be used instead of the table above.								



The local content percentages for each product has been calculated using the formula given in clause 3 of SATS 1286:2011, the rates of exchange indicated in paragraph 4.1 above and the information contained in Declaration D and E.

- (d) I accept that the Procurement Authority / Institution has the right to request that the local content be verified in terms of the requirements of SATS 1286:2011.
- (e) I understand that the awarding of the bid is dependent on the accuracy of the information furnished in this application. I also understand that the submission of incorrect data, or data that are not verifiable as described in SATS 1286:2011, may result in the Procurement Authority / Institution imposing any or all of the remedies as provided for in Regulation 14 of the Preferential Procurement Regulations, 2017 promulgated under the Preferential Policy Framework Act (PPPFA), 2000 (Act No. 5 of 2000).

SIGNATURE:	DATE:
WITNESS No. 1	DATE:
WITNESS No. 2	DATE:



Administrative Requirements		
Administrative Submission Requirements for Bidder Completion and Submission of Supporting Documentation	Yes	No
Bidder must fully complete the Prescribed Standard Bidding Documentation (SBD 1, SBD 4,SBD 6.1, SBD 6.2 (Where Applicable) and GCC)		
Bidder must register on the Central Supplier Database (CSD) and must submit proof or registration		
Bidder must submit one (1) hardcopy of the Compliant and Technical Proposal		
Bidder must submit proposal per province per category selection		

TECHNICAL EVALUATION

Bids will be evaluated based on the criteria indicated in the tables below for the seven categories. The Technical threshold for this bid is 70% per related category. Bids that fail to meet the 70% threshold per category, will not be considered for listing on the panel.



CATEGORY A: COMMUNICATIONS AND PUBLIC RELATIONS

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
1. Company Experience	Company must have at least six (6) years of experience in providing com entities in the public and/or private sector. Experience will be measured in similar projects.		
	More than six (6) years of experience in providing communications and public relations services to entities in the public and/or private sector		
	Six (6) years of experience in providing communications and public relations services to entities in the public and/or private sector	15	
	Less than six (6) years of experience or irrelevant experience/evidence not submitted.	0	
2. Contactable References	Bidders are to provide at least five (5) records of past performance recommendation letters related to <i>communications and public relation</i> older than (3) months from the bid advertisement date. The reference letter specific deliverables, contact details of the referee and if the project was such as the project within the last 5 years.	as services. T er must be on accessfully com	he date of the letter must not be the company letterhead, indicate apleted projects. The project must
	More than five (5) letters signed contactable reference / recommendation letters that meet the above requirements	30	Signed reference letters on a company letterhead.
	Five (5) letters signed contactable reference / recommendation letters that meet the above requirements	21	_
	Less than five (5) 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	
3. Qualification& Experience of the Account Manager / Project Leader	Account manager / Project Leader to oversee the assignment must have a fields of journalism / media relations / communications and at least ten (10 Project Leader.		
	Account manager / project lead with an NQF level 6 qualification as a minimum in the fields of journalism / media relations / communications	20	Certified copies of relevant qualifications and CVs of the



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	and more than ten (10) years of experience as an Account Manager / Project Leader.		team that will be appointed for the assignment. CVs must clearly indicate the career
	Account manager / project lead with an NQF level 6 qualification as a minimum in the fields of journalism / media relations / communications and ten (10) years of experience as an Account Manager / Project Leader.	14	history of each individual with number of years on each role.
	Account manager / project lead with an NQF level 6 qualification as a minimum in the fields of journalism / media relations / communications and less than ten (10) years of experience as an Account Manager / Project Leader or irrelevant qualification and/or experience/non-compliant submission.	0	
4. Qualification & Experience of the Content developer	Content developer for copywriting must have an NQF level 7 qualificatio journalism / communications and at least eight (8) years of experience as		
	Content developer for copywriting with an NQF level 7 qualification as a minimum in English language studies / journalism / communications with more than eight (8) years of experience.	15	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Content developer for copywriting with an NQF level 7 qualification as a minimum in English language studies / journalism / communications with eight (8) years of experience.	7	clearly indicate the career history of each individual with number of years on each role.
	Content developer for copywriting with an NQF level 7 qualification as a minimum in English language studies / journalism / communications with less than eight (8) years of experience or irrelevant qualification and/or experience/non-compliant submission.	0	
5. Qualification & Experience of the Social media strategist or	Social media strategist or manager with a minimum NQF level 6 qualificate communications and at least five (5) years of experience in social media.	tion in marketin	g / journalism / public relations /
manager	Social media strategist or manager with a minimum NQF level 6 qualification in marketing / journalism / public relations / communications and more than five (5) years of experience in social media.	15	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Social media strategist or manager with a minimum NQF level 6 qualification in marketing / journalism / public relations / communications and five (5) years of experience in social media.	7	clearly indicate the career history of each individual with number of years on each role.



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	Social media strategist or manager with a minimum NQF level 6 qualification in marketing / journalism / public relations / communications and less than five (5) years of experience in social media or irrelevant qualification and/or experience/non-compliant submission.		
TOTAL		100	



CATEGORY B: MEDIA BUYING AND MONITORING

CRITERIA	GUIDELINES FOR APPLICATON OF CRITERIA	POINTS	FORM OF EVIDENCE		
1. Company Experience	Bidders are to provide at least five (5) records of past performance in a form of signed contactable recommendation letters in <i>media buying or monitoring</i> . The date of the letter must not be older than (3) mon bid advertisement date. The reference letter must be on the company letterhead, indicate specific deliverab details of the referee and if the project was successfully completed projects. The project must have been computed last 5 years.				
	More than five (5) letters signed contactable reference / recommendation letters that meet the above requirements '	30	Signed reference letters on a company letterhead.		
	Five (5) letters signed contactable reference / recommendation letters that meet the above requirements	28			
	Less than five (5) 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			
2. Qualification & Experience of the	Project/Accounts Manager to oversee the assignment must have an NQF le media studies or journalism and at least ten (10) years of experience as an				
Project/Accounts Manager	Project/Accounts Manager to oversee the assignment with an NQF level 6 qualification as a minimum in the fields of media studies or journalism and more than ten (10) years of experience as an Project / Account Manager.	30	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must		
	Project/Accounts Manager to oversee the assignment with an NQF level 6 qualification as a minimum in the fields of media studies or journal ism and ten (10) years of experience as an Project / Account Manager.	21	clearly indicate the career history of each individual with number of years on each role.		
	Project/Accounts Manager to oversee the assignment with an NQF level 6 qualification as a minimum in the fields of media studies or journalism and less than (10) years of experience as an Project / Account Manager or irrelevant qualification and/or experience/non-compliant submission.	0			
3. Qualification & Experience of the PR or	PR or Media Analyst Manager must have an NQF level 6 qualification as journalism and at least ten (10) years of experience as a PR or Media Analy		in the fields of media studies or		
Media Analyst	PR or Media Analyst Manager with an NQF level 6 qualification as a minimum in the fields of media studies or journalism and more than ten (10) years of experience as a PR or Media Analyst	30	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must		



	PR or Media Analyst Manager with an NQF level 6 qualification as a minimum in the fields of media studies or journalism and ten (10) years of experience as a PR or Media Analyst	21	clearly indicate the career history of each individual with number of years on each role.
	PR or Media Analyst Manager with an NQF level 6 qualification as a minimum in the fields of media studies or journalism and less than ten (10) years of experience as a PR or Media Analyst or irrelevant qualification and/or experience/non-compliant submission.	0	
Accreditation	Bidder must submit proof of a valid certificate of South African Media Monito	oring and Me	asurement Association (SAMMA)
	Submission of a valid certificate of South African Media Monitoring and Measurement Association (SAMMA) and/or Association for Communication and Advertising (ACASA)	10	Valid certificate of South African Media Monitoring and Measurement Association
	No submission	0	(SAMMA) and/or Association for Communication and Advertising (ACASA)
TOTAL		100	



CATEGORY C: AUDIO-VISUAL AND MULTIMEDIA PRODUCTION SERVICES - LOCAL AND REGIONAL

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
1. Company Experience	Company must have at least eight (8) years of experience in providing <i>videography and photography services in South Africa and/or other parts of Africa</i> to entities in the public and/or private sector. Experience will be measured in the number of years the company has delivered similar projects.		
	More than eight (8) years of experience in providing videography and photography services to entities in the public and/or private sector in South Africa and/or other parts of Africa.	20	Company Profile
	Eight (8) years of experience in providing videography and photography services to entities in the public and/or private sector in South Africa and/or other parts of Africa.	15	
	Less than eight (8) years of experience videography and photography services to entities in the public and/or private sector in South Africa and/or other parts of Africa or irrelevant experience/evidence not submitted.	0	
2. Contactable References	Bidders are to provide at least five (5) records of past performance recommendation letters related to <i>video production in South Africa and</i> must not be older than (3) months from the bid advertisement date. The referindicate specific deliverables, contact details of the referee and if the proproject must have been completed within the last 5 years.	/or other parts rence letter mu	s of Africa. The date of the letter st be on the company letterhead,
	More than five (5) letters signed contactable reference / recommendation letters that meet the above requirements.	30	Signed reference letters on a company letterhead.
	Five (5) letters signed contactable reference / recommendation letters that meet the above requirements.	21	
	Less than five (5) 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	



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
3. Qualification& Experience of the Videographer	Videographer must have an NQF level 5 qualification as a minimum in the fields Videography or equivalent and at least eight (8) years of experience as a Videographer.		
	Videographer with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and more than eight (8) years of experience as a Videographer.	20	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Videographer with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and eight (8) years of experience as a Videographer.	14	clearly indicate the career history of each individual with number of years on each role.
	Videographer with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and less than eight (8) years of experience as a Videographer or irrelevant qualification and/or experience/non-compliant submission.	0	
4. Qualification & Experience of the Photographer	Photographer must have an NQF level 5 qualification as a minimum in the eight (8) years of experience as a Photographer.	e fields Photo	graphy or equivalent and at least
3	Photographer with an NQF level 5 qualification as a minimum in the fields Photography or equivalent and more than eight (8) years of experience as a Photographer.	15	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Photographer with an NQF level 5 qualification as a minimum in the fields Photography or equivalent and eight (8) years of experience as a Photographer.	7	clearly indicate the career history of each individual with number of years on each role.
	Photographer with an NQF level 5 qualification as a minimum in the fields Photography or equivalent and less than eight (8) years of experience as a Photographer or irrelevant qualification and/or experience/non-compliant submission.	0	
5. Qualification & Experience of the Video editor	Video editor must have an NQF level 5 qualification as a minimum in the eight (8) years of experience as a Video editor.	e fields Video	graphy or equivalent and at least
	Video editor with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and more than eight (8) years of experience as a Video editor.	15	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	Video editor with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and eight (8) years of experience as a Video editor.	7	clearly indicate the career history of each individual with number of years on each role.
	Video editor with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and less than eight (8) years of experience as a Video editor or irrelevant qualification and/or experience/non-compliant submission.		
TOTAL		100	



CATEGORY C: AUDIO-VISUAL AND MULTIMEDIA PRODUCTION SERVICES - INTERNATIONAL

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE	
1. Company Experience	Company must have at least eight (8) years of experience in providing <i>videography and photography s internationally (beyond Africa)</i> entities in the public and/or private sector. Experience will be measured in the years the company has delivered similar projects.			
	More than eight (8) years of experience in providing videography and photography services to internationally (beyond Africa) entities in the public and/or private sector.	20	Company Profile	
	Eight (8) years of experience in providing videography and photography services to internationally (beyond Africa) entities in the public and/or private sector.	15		
	Less than eight (8) years of experience in providing videography and photography services to internationally (beyond Africa) entities in the public and/or private sector or or irrelevant qualification and/or experience/non-compliant submission	0		
2. Contactable References	Bidders are to provide at least five (5) records of past performance recommendation letters related to <i>videography and photography service</i> in the public and/or private sector. The date of the letter must not be old date. The reference letter must be on the company letterhead, indicate spead and if the project was successfully completed projects. The project must h	ces to internat er than (3) mo ecific deliverabl	tionally (beyond Africa) entities nths from the bid advertisement les, contact details of the referee	
	More than five (5) letters signed contactable reference / recommendation letters that meet the above requirements.	30	Signed reference letters on a company letterhead.	
	Five (5) letters signed contactable reference / recommendation letters that meet the above requirements	21		
	Less than five (5) 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		
3. Qualification& Experience of the Videographer	Videographer must have an NQF level 5 qualification as a minimum in th eight (8) years of experience as a Videographer.	e fields Videog	raphy or equivalent and at least	



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	Videographer with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and more than eight (8) years of experience as a Videographer.	20	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Videographer with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and eight (8) years of experience as a Videographer.	14	clearly indicate the career history of each individual with number of years on each role.
	Videographer with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and less than eight (8) years of experience as a Videographer or irrelevant qualification and/or experience/non-compliant submission.	0	
4. Qualification & Experience of the Photographer	Photographer must have an NQF level 5 qualification as a minimum in the eight (8) years of experience as a Photographer.	e fields Photog	raphy or equivalent and at least
	Photographer with an NQF level 5 qualification as a minimum in the fields Photography or equivalent and more than eight (8) years of experience as a Photographer.	15	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Photographer with an NQF level 5 qualification as a minimum in the fields Photography or equivalent and eight (8) years of experience as a Photographer.	7	clearly indicate the career history of each individual with number of years on each role.
	Photographer with an NQF level 5 qualification as a minimum in the fields Photography or equivalent and less than eight (8) years of experience as a Photographer or irrelevant qualification and/or experience/non-compliant submission.	0	
5. Qualification & Experience of the Video editor	Video editor must have an NQF level 5 qualification as a minimum in the eight (8) years of experience as a Video editor.	e fields Videog	raphy or equivalent and at least
	Video editor with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and more than eight (8) years of experience as a Video editor.	15	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Video editor with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and eight (8) years of experience as a Video editor.	7	clearly indicate the career history of each individual with number of years on each role.



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	Video editor with an NQF level 5 qualification as a minimum in the fields Videography or equivalent and less than eight (8) years of experience as a Video editor or irrelevant qualification and/or experience/non-compliant submission.	0	
TOTAL		100	



CATEGORY D: DIGITAL MARKETING AND PRINTING

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
1. Company Experience	Company must have at least eight (8) years of experience in providing <i>digital marketing services incorporating graphic design and printing</i> to entities in the public and/or private sector. Experience will be measured in the number of years the company has delivered similar projects.		
	More than eight (8) years of experience in providing digital marketing services incorporating graphic design and printing to entities in the public and/or private sector.	30	Company Profile
	Eight (8) years of experience in providing digital marketing services incorporating graphic design and printing to entities in the public and/or private sector.	21	
	Less than eight (8) 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.	0	
2. Contactable References	Bidders are to provide at least five (5) records of past performance recommendation letters related to <i>digital marketing services incorporal</i> the public and/or private sector. The date of the letter must not be older the The reference letter must be on the company letterhead, indicate specific if the project was successfully completed projects. The project must have	ting graphic delan (3) months deliverables, c	esign and printing to entities in from the bid advertisement date. contact details of the referee and
	More than five (5) letters signed contactable reference / recommendation letters that meet the above requirements.		Signed reference letters on a company letterhead.
	Five (5) letters signed contactable reference / recommendation letters that meet the above requirements	21	
	Less than five (5) 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	
4. Qualification & Experience of the Graphic design	Graphic design must have an NQF level 6 qualification as a minimum in the years of experience in graphic design suite such as InDesign, photoshot equivalent or latest applications.		



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	More than three (3) Graphic design 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.	20	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.	14	
	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	
5. Qualification & Experience of the Corporate identity designer	Corporate identity designer must have an NQF level 6 qualification as a mand at least eight (8) years of experience as Corporate identity designer.	ninimum in the f	fields Videography or equivalent
	Video editor with an NQF level 6 qualification as a minimum in the fields Videography or equivalent and at least eight (8) years of experience as Corporate identity designer.	20	Certified copies of relevant qualifications and CVs of the team that will be appointed for
	Video editor with an NQF level 6 qualification as a minimum in the fields Videography or equivalent and at least eight (8) years of experience as Corporate identity designer.	14	the assignment. CVs must clearly indicate the career history of each individual with number of years on each role.
	Video editor with an NQF level 6 qualification as a minimum in the fields Videography or equivalent and at least eight (8) years of experience as Corporate identity designer or irrelevant qualification and/or experience/non-compliant submission	0	
TOTAL		100	



CATEGORY E: EVENT MANAGEMENT

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
1. Company Experience	Company must have at least eight (8) years of experience in providing event management for corporate events with end-to-end services to entities in the public and/or private sector. Experience will be measured in the number of years the company has delivered similar projects.		
	More than eight (8) years of experience in providing event management for corporate events with end-to-end services to entities in the public and/or private sector.	30	Company Profile
	Eight (8) years of experience in providing event management for corporate events with end-to-end services to entities in the public and/or private sector.	21	
	Less than eight (8) years of experience in providing event management for corporate events with end-to-end services to entities in the public and/or private sector or irrelevant experience/evidence not submitted.	0	
2. Contactable References	Bidders are to provide at least five (5) records of past performance recommendation letters related to event management for corporate eve public and/or private sector. The date of the letter must not be older than (reference letter must be on the company letterhead, indicate specific delive project was successfully completed projects. The project must have been	ents with end-t 3) months from erables, contact	o-end services to entities in the the bid advertisement date. The at details of the referee and if the
	More than five (5) letters signed contactable reference / recommendation letters that meet the above requirements.	30	Signed reference letters on a company letterhead.
	Five (5) letters signed contactable reference / recommendation letters that meet the above requirements	21	
	Less than five (5) 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	
4. Qualification & Experience of the Event coordinator	Event coordinator must have an NQF level 5 qualification as a minimum eight (8) years of experience as an event coordinator.	in marketing /	event management and at least



CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE
	Event coordinator with an NQF level 5 qualification as a minimum in the fields in marketing / event management and more than eight (8) of experience event coordinator.	20	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must
	Event coordinator with an NQF level 5 qualification as a minimum in the fields in marketing / event management and eight (8) of experience event coordinator.	14	clearly indicate the career history of each individual with number of years on each role.
	Event coordinator with an NQF level 5 qualification as a minimum in the fields in marketing / event management and less than eight (8) of experience event coordinator or irrelevant qualification and/or experience/non-compliant submission.	0	
5. Qualification & Experience of the Event Planner	Event planner must have an NQF level 5 qualification as a minimum in the fields, event planner / account manager / event strategist with a marketing / event management / project management or equivalent and at least eight (8) years of experience as an event planner		
	Event planner with an NQF level 5 qualification as a minimum in the fields of event planner / account manager / event strategist with a marketing / event management / project management or equivalent and more than (8) years of experience as event planner.	20	Certified copies of relevant qualifications and CVs of the team that will be appointed for the assignment. CVs must clearly indicate the career
	Event planner with an NQF level 5 qualification as a minimum in the fields of event planner / account manager / event strategist with a marketing / event management / project management or equivalent and (8) years of experience as event planner.	14	history of each individual with number of years on each role.
	Event planner with an NQF level 5 qualification as a minimum in the fields of event planner / account manager / event strategist with a marketing / event management / project management or equivalent and less than (8) years of experience as event planner or irrelevant qualification and/or experience/non-compliant submission.	0	
TOTAL		100	



CATEGORY F: SUPPLY OF BRANDING MATERIAL AND PROMOTIONAL ITEMS

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS	FORM OF EVIDENCE	
1. Company Experience	Company must have at least five (5) years of experience in supplying branding and promotional items to entities in the public and/or private sector. Experience will be measured in the number of years the company has delivered similar projects.			
	More than five (5) years of experience in supplying branding and promotional items to entities in the public and/or private sector.	40	Company Profile	
	Five (5) years of experience in supplying branding and promotional items to entities in the public and/or private sector.	28		
	Less than five (5) years of experience in supplying branding and promotional items to entities in the public and/or private sector or irrelevant experience/evidence not submitted.	0		
2. Contactable References	Bidders are to provide at least five (5) records of past performance in a form of signed contactable reference / recommendation letters related to <i>supplying branding and promotional items</i> to entities in the public and/or private sector. The date of the letter must not be older than (3) months from the bid advertisement date. 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 five (5) letters signed contactable reference / recommendation 60 Signed reference letters on a company letterhead.			
	Five (5) letters signed contactable reference / recommendation letters that meet the above requirements	21		
	Less than five (5) 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		
TOTAL		100		

Torms of Deference: A panel for mark



5 APPROVALS

BSC Approval:				
Name	Mr. Mzamo Matyobeni			
Position	BSC Chairperson			
Signature	Date 02/04/2025			
Recommendation:				
Recommended:	X Not Recommended:			
Manager's Full Name	Ms. Lindiwe Nhlapo			
Position	Chief Financial Officer (BAC Chairperson)			
Notes				
CFO's Signature	Date 04/04/2025			
Approval:				
Approved:	X Not Approved:			
Manager's Full Name	Mr. Tom Mkhwanazi			
Position (Executive)	Chief Executive Officer			
Notes				
CEO's Signature	Date 08/04/2025			

32