



**MICTSETA**

Media, Information And  
Communication Technologies  
Sector Education And Training Authority

SHAPING SKILLS, PIONEERING INDUSTRIES, EMPOWERING FUTURES

**MICT SETA Head Office; Supply Chain Management 19 Richards  
Drive, Gallagher Convention Centre, Gallagher House, Level 3  
West Wing Tel +27 11 207 2600; E-mail: [bidqueries@mict.org.za](mailto:bidqueries@mict.org.za)**

## **YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE MEDIA INFORMATION AND COMMUNICATIONS TECHNOLOGIES SECTOR EDUCATION AND TRAINING AUTHORITY**

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**REQUEST FOR BID REF: MICT/SETA/PRM/08/2025**

### **REQUIREMENT DESCRIPTION:**

**APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE DIGITAL MARKETING AND PUBLIC  
RELATIONS SERVICES FOR A PERIOD OF TWENTY-FOUR (24) MONTHS**

**BID CLOSING DATE: 25 SEPTEMBER 2025 at 11:00 AM (SOUTH AFRICAN TIME)**



BID REFERENCE NUMBER	MICT/SETA/PRM/08/2025
BID DESCRIPTION	APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE DIGITAL MARKETING AND PUBLIC RELATIONS SERVICES FOR A PERIOD OF TWENTY-FOUR (24) MONTHS
SUPPLIER BRIEFING SESSION	N/A
BID CLOSING DATE & TIME	25 September 2025 @ 11:00 am South African Time.  <i>*Note: A bid will not be considered if it arrives a second after 11:00 am or any time thereafter. Bidders are therefore strongly advised to ensure that bids are dispatched allowing enough time for any unforeseen events that may delay the delivery of the bid.</i>
INSTRUCTION FOR SUBMISSION OF BID	<u>NB:</u> Bid must be received in a sealed envelope (1 hard copy and 1 USB) marked with this RFB reference number and deposited in a tender box at the location indicated hereunder.
LOCATION FOR BID SUBMISSIONS	MICT SETA Head Office: Reception 19 Richards Drive, Gallagher Convention Centre West Wing, level 3 Midrand
BID VALIDITY PERIOD	Bids received shall remain valid for acceptance for a period of 120 days counted from the closing date of the bid.

#### CLARIFICATION AND COMMUNICATION

- All enquiries relating to this bid must be addressed in writing to [bidqueries@mict.org.za](mailto:bidqueries@mict.org.za) five (5) days **before the closing date and time**. Queries received after this period will not be entertained.
- The bid reference number must be mentioned in all correspondences.
- Bids sent to any other platform other than the one specified herein will not be considered for evaluation. It is the bidder's responsibility to ensure that the bid is sent to the correct platform and that this is received by the MICT SETA before the closing date and time in MICT SETA's dedicated platform
- All the documentation submitted in response to this RFP must be in English.

**Note:** Bidders are advised that a response will be disqualified should any attempt be made by a bidder either directly or indirectly to canvass any officer(s) or employees of **MICT- SETA** in respect of the RFB, between the closing and award date of the business.



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## SECTION 1: CHECKLIST INFORMATION

### RETURNABLE DOCUMENTS CHECKLIST

**Request For Bid invitation document must be completed, signed and submitted as a whole** by the authorised Company representative. All forms must be properly completed, list below serve as a checklist of your RFB submission.

(Tick in the relevant block below)

DESCRIPTION	YES	NO
<b>CSD</b> Central Supplier Database (CSD) Registration Report.		
<b>SUPPLIER REGISTRATION ON CSD</b> Prospective suppliers must register on the National Treasury Central Supplier database in terms of National Treasury circular no 4A of 2016/17. The bidder shall register prior submitting a proposal/bid.		
<b>SBD 1</b> - Fully completed with required proof <b>(Where applicable)</b>		
<b>CIPC</b> registration documents		
<b>Bidder's eligibility: Form A</b>		
Valid Tax Clearance Certificate (\$) and or proof of application endorsed by <b>SARS</b> / and or <b>SARS</b> issued verification pin		
<b>SBD 4 - Declaration of interest</b>		
<b>SBD 6.1:</b> Preferential Procurement Claim Form		
Copy of joint venture/ consortium or sub-contracting agreement duly signed by all parties. <b>(Where applicable)</b>		
Certified Copy of director(s) ID(s) not older than (six) 6 months		
Shareholding Certificate <b>(Where applicable)</b>		
Pricing / Financial Proposal envelope and USB <b>(Must be submitted in a separate sealed envelope)</b>		
Financial Statements for 2023/2024 FY of the bidder		

**Note: This BID must be completed and signed by the authorised Company representative**



## SECTION 2: MICT SETA -BID CONDITIONS

### 1. BID CONDITIONS

- a. MICT SETA considers this bid and all related information, either written or verbal, which is provided to the respondent, to be proprietary to MICT SETA. The respondent shall not disclose, publish, or advertise this RFB or related information to any third party without the prior written consent of MICT SETA.
- b. Bids for the supply of goods or services described in this document are invited in accordance with the provision of Government Procurement: General Conditions of Contract available for download from <http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/>
- c. MICT SETA does not bind itself to accept the lowest or any RFB, nor shall it be responsible for or pay any expenses or losses which may be incurred by the bidder in the preparation and delivery of the RFB.
- d. No Bid shall be deemed to have been accepted unless and until a formal contract / letter of intent is prepared and executed.
- e. The technical proposal shall not include any price or financial information, technical proposal containing material financial information may be declared non-responsive.

#### 1.1 MICT SETA reserves the right to:

- a. Not evaluate or award RFB that do not comply strictly with the requirements of this RFB.
- b. Make a selection solely on the information received in the RFBs and Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this RFB.
- c. Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders and no change in the content of the RFB shall be sought, offered or permitted.
- d. Award a contract to one or more bidder(s).
- e. Withdraw or amend the RFB at any stage.
- f. Accept a separate RFB or any RFB in part or full at its own discretion.
- g. Cancel this RFB or any part thereof at any stage as prescribed in the PPPFA regulation.

### 2. COST OF BIDDING

The bidder shall bear all costs and expenses associated with preparation and submission of its RFB or RFB, and the MICT SETA shall under no circumstances be responsible or liable for any such costs, regardless of, without limitation, the conduct or outcome of the bidding, evaluation, and selection process.

### 3. EXTENSION OF PROPOSAL VALIDITY PERIOD

In exceptional circumstances, prior to the expiration of the proposal validity period, MICT SETA may request Bidders to extend the period of validity of their bid proposals in writing and shall be considered integral to the proposal.

**SECTION 3: FORM A: BIDDER'S ELIGIBILITY FORM****Name of Bidder:****RFB Number:**

We, the undersigned, offer to provide the required services in accordance with the above Request for quotation and hereby declare that our firm, persons, or its directors, including any JV/Consortium /Association members or subcontractors or suppliers for any part of the contract:

- a) is not under procurement prohibition by National Treasury, *from doing business with the public sector,"*
- b) have not declared bankruptcy, are not involved in bankruptcy or engaged in corrupt / fraudulent practices, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future;
- c) undertake not to engage in prescribed practices, including but not limited to corruption, fraud, coercion, collusion, obstruction, or any other unethical practice, with the MICT SETA or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the MICT SETA.
- d) *We declare that all the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this RFQ submission may lead to elimination of our RFQ submission.*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_



## SBD 1: PART A: INVITATION TO BID

SUPPLIER INFORMATION				
NAME OF BIDDER				
POSTAL ADDRESS				
STREET ADDRESS				
TELEPHONE NUMBER	CODE		NUMBER	
CELLPHONE NUMBER				
FACSIMILE NUMBER	CODE		NUMBER	
E-MAIL ADDRESS				
COMPANY REGISTRATION NUMBER				
DATE OF REGISTRATION				
VAT REGISTRATION NUMBER				
	TCS PIN:		OR	CSD No:
AN ACCOUNTING OFFICER AS CONTEMPLATED IN THE CLOSE CORPORATION ACT (CCA) AND NAME THE APPLICABLE IN THE TICK BOX	<input type="checkbox"/>	AN ACCOUNTING OFFICER AS CONTEMPLATED IN THE CLOSE CORPORATION ACT (CCA)		
	<input type="checkbox"/>	A VERIFICATION AGENCY ACCREDITED BY THE SOUTH AFRICAN ACCREDITATION SYSTEM (SANAS)		
	<input type="checkbox"/>	A REGISTERED AUDITOR		
		NAME:		
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No <b>[IF YES ENCLOSE PROOF]</b>		ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No <b>[IF YES ANSWER PART B:3 BELOW]</b>
SIGNATURE OF BIDDER	.....		DATE	
CAPACITY UNDER WHICH THIS BID IS SIGNED (Attach proof of authority to sign this bid; e.g. resolution of directors, etc.				
TOTAL NUMBER OF ITEMS OFFERED	Refer to pricing schedule/costing		TOTAL BID PRICE (ALL INCLUSIVE)	Refer to pricing schedule/costing



## PART B: TERMS AND CONDITIONS FOR BIDDING

### BID SUBMISSION:

- 1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
- 1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED– (NOT TO BE RE-TYPED) OR ONLINE.
- 1.3. BIDDERS MUST REGISTER ON THE CENTRAL SUPPLIER DATABASE (CSD) TO UPLOAD MANDATORY INFORMATION NAMELY: (BUSINESS REGISTRATION/ DIRECTORSHIP/ MEMBERSHIP/IDENTITY NUMBERS; TAX COMPLIANCE STATUS; AND BANKING INFORMATION FOR VERIFICATION PURPOSES).
- 1.4. WHERE A BIDDER IS NOT REGISTERED ON THE CSD, MANDATORY INFORMATION NAMELY: (BUSINESS REGISTRATION/ DIRECTORSHIP/ MEMBERSHIP/IDENTITY NUMBERS; TAX COMPLIANCE STATUS MAY NOT BE SUBMITTED WITH THE BID DOCUMENTATION.
- 1.5. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER LEGISLATION OR SPECIAL CONDITIONS OF CONTRACT.

### TAX COMPLIANCE REQUIREMENTS:

- 2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
- 2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VIEW THE TAXPAYER'S PROFILE AND TAX STATUS.
- 2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) OR PIN MAY ALSO BE MADE VIA E-FILING. IN ORDER TO USE THIS PROVISION, TAXPAYERS WILL NEED TO REGISTER WITH SARS AS E-FILERS THROUGH THE WEBSITE [WWW.SARS.GOV.ZA](http://WWW.SARS.GOV.ZA).
- 2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS TOGETHER WITH THE BID.
- 2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE PROOF OF TCS / PIN / CSD NUMBER.
- 2.6 WHERE NO TCS IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.

### QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS

- 3.1. IS THE BIDDER A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)? ☐ YES ☐ NO
- 3.2. DOES THE BIDDER HAVE A BRANCH IN THE RSA? ☐ YES ☐ NO
- 3.3. DOES THE BIDDER HAVE A PERMANENT ESTABLISHMENT IN THE RSA? ☐ YES ☐ NO
- 3.4. DOES THE BIDDER HAVE ANY SOURCE OF INCOME IN THE RSA? ☐ YES ☐ NO

**IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN, IT IS NOT A REQUIREMENT TO OBTAIN A TAX COMPLIANCE STATUS / TAX COMPLIANCE SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 ABOVE.**

**NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.**





## SECTION 4: BIDDING STRUCTURE

### Bidding structure

Indicate the type of bidding structure by marking with an 'X':

Individual bidder	
Joint Venture	
Consortium	
Subcontractors	
Other	

If the bid is submitted as a Consortium or Joint Venture or Sub-Contracting Arrangement list the members of such Consortium or Joint Venture and Sub-Contractors below:

### Bidder's Information (includes bids submitted Individual or as a Consortium or Joint Venture)

Supplier size type (Large or QSE or EME)	
First time business with MICT SETA (Yes/No)	
Number of existing running contracts and total value	
Total number of Employees	

### Entity ownership

Ownership category	% of ownership
Black or historically disadvantage individual owned	
Black women owned	
Black youth owned	
People living with disability	
Military veteran	
Other ownership	
<b>Total (100%)</b>	

**SECTION 5:  
ANNEXURE A: TERMS OF REFERENCE /SPECIFICATION****REQUIREMENT DESCRIPTION: APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE DIGITAL MARKETING AND PUBLIC RELATIONS SERVICES FOR A PERIOD OF TWENTY-FOUR (24) MONTHS****1. INTRODUCTION**

The Media, Information and Communication Technologies Sector Education and Training Authority (MICT SETA) is a public entity established in terms of Section 9(1) of the Skills Development Act (Act No. 97 of 1998). The MICT SETA plays a pivotal role in achieving South Africa's skills development and economic growth within the 5 distinct sub-sectors it operates in, i.e., Advertising, Film and Electronic Media, Electronics, Information Technology, and Telecommunications. To deliver on its mandate, key amongst the priorities of the organisation is:

The MICT SETA has a Marketing and Communication Strategy, mandated to drive constant brand visibility in the market. To achieve its success, the MICT SETA seeks to appoint a highly experienced integrated marketing communication agency/agencies to grow a positive perception of the brand, create awareness, interact and educate the market on its service offerings; and promote stakeholder engagement and participation in programme initiatives at all levels in the market for a period of 24 months. The Service Provider will be required to develop all the content and creative assets that support the integrated brand, marketing and communications strategy to implement the strategy through the entire marketing mix. Public Relations, digital platform relevance and visibility of the MICT SETA, along with its stakeholders and their programmes are critical enablers in advancing the organisation's vision of fostering an environment that promotes "Cutting-edge future skills".

**Our Vision**

Cutting-edge future skills

**Mission**

To strategically lead the MICT sector skills development system in support of meaningful economic participation of beneficiaries, for improved socio-economic conditions.

**Values**

- Collaboration
- Committed
- Customer Centricity
- Ethical
- Innovative
- Meritocracy

The MICT SETA Marketing and Communications business unit requires the services of a service provider to provide public relations and digital marketing services.

**2. OBJECTIVES**

The primary objective of this request for proposal is to invite suitably qualified and experienced service providers to submit proposals to the MICT SETA to render Public Relations and Digital Marketing Services for a period of two years from the date of appointment.



### 3. SCOPE OF WORK

The appointed service provider will be required to provide the following services:

#### 3.1. **Public Relations Services:**

The service provider will be required to perform the following functions and must demonstrate in designing the following strategies its understanding of the MICT SETA's mandate and strategic objectives across its supported sectors:

#### 3.2. **Development and implementation of a PR strategy:**

Brand communication, reputation management and crisis communication plan.

#### 3.3. **Straight-forward news writing**

Including opinion pieces, press releases and distribution to media, advertorial placements in key sectors and strategic media, the bidder must provide samples of previous work done in this regard.

#### 3.4. **Media relations:**

Identifying and pitching story ideas to journalists and drive a thought leadership programme, positioning the MICT SETA leadership in appropriate target media. The service provider should possess good media/ editorial contacts in an effort to drive media roundtables, media site visits to strategic MICT SETA programmes on a quarterly basis; The service provider must indicate the approach according to the MICT SETA mandate.

#### 3.5. **Pitching and securing broadcast interviews**

(TV and Radio) to effectively position the MICT SETA

#### 3.6. **Develop video news releases and as part of a media toolkit:**

Short explainer videos on skills programmes, and other relevant organisational updates as required that will be hosted on the MICT SETA digital platforms.

- a. **Cover MICT SETA events** and issue releases/video releases to media as directed by the MICT SETA. The service provider must make provision to **travel to at least 15** (with additional engagements where possible) key events (nationally) per annum as required by the MICT SETA to position the SETA interventions optimally.
- b. **Editorial & Advertorial Content** – Producing high-impact editorial content and advertorials for publication in print, digital, and broadcast media.
- c. **Opinion Pieces & Thought Leadership Articles** – Developing insightful, well-researched articles to position the MICT SETA as an industry leader and enhance brand credibility. Secure regular placements in top-tier business and tech media (e.g., Business Day, ITWeb, TechCentral, Brainstorm, Sunday Times Business) with op-eds authored by MICT SETA leadership on current industry issues (e.g., digital skills gap, 4IR, gender inclusion in ICT, democratisation of media etc).
- d. **Crisis Communication Content:**  
Developing reactive statements, FAQs, and holding statements to manage media inquiries and mitigate reputational risks.



e. **Develop organisational key messaging** that will act as a foundation to the communication strategy for impact, focus and relevance. Key messaging to be developed at the following levels:

- Organisational Strategy – highlighting business priorities and initiatives and preparing talking points for media engagements, public appearances, and stakeholder events.
- Brand and product/service offering leadership - highlighting value on the skills development national agenda, innovation and benefit to target audience(s)
- Stakeholder Communication - Beneficiary and partner focused

### 3.7. Internal PR

The appointed service provider will be required to support the implementation of MICT SETA's internal Culture and Values /Brand Internalisation Programme through a targeted internal PR and communications plan. Key deliverables include:

- Developing and rolling out values-driven campaigns,
- Creating engaging content for internal platforms for selected projects,
- Supporting leadership visibility through messaging and thought leadership in selected projects, and
- Promoting employee engagement initiatives such as recognition programmes and culture events.
- The provider will also be expected to produce communication toolkits, messaging guidelines, and onboarding materials that align with the organisational tone and culture.

### 3.8. Sector Engagements

#### 3.8.1. Sector-Focused Panel Participation and Speaking Engagements

- Position the MICT SETA executives as keynote speakers, panellists or brand positioning opportunities at major events (e.g., Africa Tech Festival, Media Tech Africa, Design Indaba, Mining Indaba, Loeries Creative Week, South African Film and Television Awards, SATNAC, My Broadband Conference GovTech, IAB Summit, UNESCO World Conference on Higher Education
- Profile MICT SETA's innovation in vocational/digital skilling and exhibit MICT SETA-funded initiatives.
- Focus on showcasing research, policy leadership, and funding impact.

#### 3.8.2. Skills Development Dialogues / Public-Private Forums

- Collaborate with government departments, academic institutions, and private sector players to host themed dialogues (e.g., Youth in MediaTech, Women in ICT, Skills for AI Economy).
- Strategic Brand Partnerships: Co-brand sessions with high-impact players (e.g. Google Africa, Meta, broadcasters, agencies).
- Feature success stories and programme outcomes

#### 3.8.3. Stakeholder Networking Events / Executive Breakfasts/ Media Roundtables

- Organise strategic networking breakfasts with editors, media influencers, and sector players to unpack the MICT SETA's work and upcoming initiatives.
- Host annual roundtable discussions with SETA CEOs, HR executives, Skills Development Facilitators and training heads from top levy-paying companies. Use these platforms to highlight the MICT SETA initiatives, showcase impact, and spark collaboration on skills pipelines.



### 3.9. Media Subscriptions

The Service provider must provide and supply newspaper/media (print and digital) subscriptions to the key titles and mainstream media (one copy each, and digital where relevant) that should be delivered timeous to the on-street Date (OSD) to the MICT SETA offices. Mainstream media may include but is not limited to:

- a. Sowetan
- b. Business Day
- c. The Star
- d. The Times
- e. The Citizen
- f. Mail & Guardian
- g. City Press
- h. Sunday Times
- i. Key digital media titles: ITWEB, Brainstorm, Business Tech, Tech Central, Stuff Magazine, The Media Online, Biz-community, Adcomm Media, Engineering News but not limited to the listed titles.
- j. The service provider must have access to and/or subscribe on behalf of the MICT SETA to a recognised Southern African media repository or media database that provides access to up-to-date contact information for journalists, media houses, editorial calendars, tools for media monitoring where relevant, to support campaign targeting, distribution, and reporting.
- k. The service provider should also provide access to Stock Photography per annum, supplying the MICT SETA with credentials.

### 3.10. Digital Marketing: Social Media

The MICT SETA has five social media accounts (Facebook, Twitter, Instagram, YouTube and LinkedIn) The service provider will be expected to provide:

#### **a. Social Media Strategy Development:**

Develop a thematic approach content plan aligned to the MICT SETA mandate, service offering and sector related initiatives. Content should be integrated across all digital platforms. Position industry experts on topics pertaining to the Media and ICT sector for Live content/Q&A. Position ICT sector influencer partnerships

#### **b. Social Media Content Production & Editing:**

Creating engaging, platform-specific social media content, including written posts, captions, graphics, and video scripts. The Service Provider shall also be responsible for the production and editing of multimedia content, including short-form videos, animations, and infographics, ensuring high-quality, visually appealing outputs that align with the MICT SETA's brand identity and communication strategy.

#### **c. Community Management:**

Maintenance and monitoring of social media sites for improving engagement and maintain the voice of the brand in all posts and interactions on all our digital platforms according to industry best practice. The agency to ensure all mentions, comments, and messages are responded to on a prompt and regular basis.

#### **d. Case Studies & Success Stories:**

Documenting and packaging success stories, testimonials, and case studies to showcase the impact of MICT SETA initiatives and programmes.

**e. Social Media Customer Acquisition:**

Increase number of followers on digital platforms for the purpose of account verification as well as the number of likes, visits, shares, downloads, engagement. Increase organic traffic to our social media assets through rich postings including pictures, videos, posts, polls, contests, and others. There should be at least a 2-5% increase in traffic in the first quarter.

**f. Social Media Content Boosting and Sponsored Posts**

The bidder shall be expected to boost high-performing organic content and deploy sponsored posts across relevant social media platforms, including X, Facebook, Instagram, and LinkedIn.

- This must include the use of platform-specific advertising tools (e.g., Facebook Ads Manager, Instagram Promote) to ensure precise audience targeting based on demographics, interests, and behaviours.
- Ad creatives, including copy and visuals, must align with the brand's voice and incorporate clear calls-to-action (CTAs) to drive measurable outcomes such as increased reach, engagement, or conversions.
- The bidder shall propose a detailed budget allocation, ensure cost-efficiency while maximizing ROI.
- Performance tracking and reporting on key metrics (e.g., click-through rates, engagement rates, ROI) shall be provided regularly to ensure transparency and accountability.
- The bidder must show a clear plan and capability to improve and refine social media campaigns over time. Specifically:
  - A/B Testing of Ad Elements: The bidder should regularly test different versions of ad creatives (e.g., headlines, images, Call to Actions) to identify which variations perform best. This ensures the campaign is continuously optimised for better results.
  - Retargeting Strategies: The bidder must implement tactics to re-engage users who have already interacted with the content (e.g., visited the website, liked a post, or clicked an ad).

**g. Development and implementation of digital advertising and communication strategies:**

Develop digital marketing strategy; Implementation of branded and/or audio-visual campaign boosts and other promotions on our digital platforms, including social media sponsored posts to help achieve relevance and increase connection to the MICT SETA brand on a monthly basis. The promoted posts should be integrated with the monthly content plan

- Attendance/participation to some MICT SETA initiatives in order to provide live feeds and posts on social platforms.
- Identify brand appropriate Influencers and User-Generated Content (UGC) strategies to endorse the MICT SETA brand and build trust with the target audience.
- Preparation of monthly and end of contract reports and analytics on all of the managed platforms
- Service provider to supply the MICT SETA with editable video, image and GIF artwork content templates that incorporate the MICT SETA corporate identity.
- Provide comprehensive monthly report demonstrating online performance
- Submit monthly content calendar. To be approved by Marketing and Communications Manager

**3.11. Social Media Deliverables**

The framework below is only a guideline and is not limited to the elements mentioned herein:





Platform	Activities
Facebook	<ul style="list-style-type: none"> <li>Two posts per day with the exception of more than two posts when there are MICT SETA events.</li> <li>Attract at least 300 new followers and 500 page likes monthly</li> <li>Design artworks in line with the MICT SETA corporate identity.</li> <li>Community Management: Attend to inboxes, mentions and comments timeously</li> <li>Make use of GIF, videos, stories, live feeds on MICT SETA offering</li> <li>Sponsored posts on MICT SETA offering or MICT SETA related events and content.</li> <li>Promote or boost at least two posts weekly</li> <li>Develop frequently asked questions and community engagement standard response posts</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>Two posts per day with the exception of more than two posts when there are MICT SETA events.</li> <li>Attract at least 200 new followers monthly</li> <li>Design artworks in line with the MICT SETA corporate identity.</li> <li>Attend to inboxes, mentions and comments timeously</li> <li>Make use of GIF, videos, stories, live feeds on MICT SETA offering</li> <li>Sponsored posts on MICT SETA offering or MICT SETA related events and content.</li> <li>Promote or boost at least two posts weekly</li> </ul>
Instagram	<ul style="list-style-type: none"> <li>Two posts per day with the exception of more than two posts when there are MICT SETA events.</li> <li>Attract at least 200 new followers monthly</li> <li>Design artworks in line with the MICT SETA corporate identity.</li> <li>Attend to inboxes, mentions and comments timeously</li> <li>Make use of GIF, videos, stories, live feeds on MICT SETA offering</li> <li>Sponsored posts on MICT SETA offering or MICT SETA related events and content.</li> <li>Promote or boost at least two posts weekly</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>Two posts per day with the exception of more than two posts when there are MICT SETA events.</li> <li>Attract at least 100 new followers and 200 page likes monthly</li> <li>Design artworks in line with the MICT SETA corporate identity.</li> <li>Attend to inboxes, mentions and comments timeously</li> <li>Make use of GIF, videos, stories, live feeds on MICT SETA offering</li> <li>Sponsored posts on MICT SETA offering or MICT SETA related events and content.</li> <li>Promote or boost at least two posts weekly</li> </ul>
YouTube	<ul style="list-style-type: none"> <li><b>Trueview Ad</b> – The bidder shall create and deploy TrueView ads on YouTube, ensuring the development of engaging, skippable video content that captures audience attention within the first 5 seconds and drives measurable outcomes such as increased view duration, engagement, or conversions, while adhering to YouTube's advertising guidelines and best practices.</li> <li><b>YouTube Shorts</b> - Repurpose or create original vertical videos targeting youth and emerging talent.</li> <li>Use Shorts for quick tips, skills success stories, and learner/intern testimonials.</li> <li>Integrate call-to-actions with MICT SETA platforms and initiatives.</li> </ul>



Other relevant Platforms	<p>The Bidder must explore/ propose and activate Social Media Expansion activities beyond Meta, LinkedIn and X.</p> <p><b>Activities should include:</b></p> <ul style="list-style-type: none"> <li>▪ Platform-specific content creation and storytelling (e.g., TikTok trends, YouTube Shorts).</li> <li>▪ Influencer or micro-creator partnerships aligned to digital skills and youth engagement.</li> <li>▪ Real-time engagement tactics (e.g., X Spaces, live tweeting during MICT SETA Stakeholder Roadshows or Annual General Meeting).</li> <li>▪ Pilot campaigns on emerging platforms (e.g., Threads).</li> <li>▪ Monthly reporting on performance metrics per platform.</li> <li>▪ Platform audits to inform targeting strategies and campaign rollout.</li> </ul>
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### 3.11.1. Industry Insights

- On a quarterly basis competitor mapping should be undertaken, with respect to engagement, relevance of content etc. Our position with regards to an identified set of SETA's shall be tracked
- Capture and share analytics, insights, and data about audience profiles, interactions, journeys, behaviour
- Agility: Stay agile and adapt the digital strategy based on changing market conditions, consumer behaviour, and technological advancements.

### 3.11.2. Digital Marketing: Online Media

- **Digital Marketing strategy:** develop an overall digital marketing strategy with the objective of reaching an online audience via targeted omni-channel campaigns by increasing brand awareness, driving website traffic and improving stakeholder trust.
- **Understanding target audiences and Customer Journey Mapping:** Understand the touchpoints where the MICT SETA audience interacts with the brand and tailor campaigns to each stage of the journey (awareness, consideration, decision, retention).
- **Leverage Omni-Channel Marketing**
  - Channel Selection: Choose the right mix of digital channels (e.g., social media, email, search engines, display ads, content marketing, SMS/WhatsApp, and more) based on where the MICT SETA audience is most active.
  - Consistent Messaging: Ensure brand messaging is consistent across all channels while adapting the tone and format to suit each platform.
  - Cross-Channel Integration: Use tools and platforms that allow seamless integration of campaigns across channels, enabling a unified customer experience
  - SEO Optimisation: Optimise content for search engines to improve organic visibility and drive traffic.

### 3.11.3. Implement Targeted Campaigns

- Paid Advertising: Use paid search (PPC), social media ads, and display ads to target specific audience segments with tailored messaging.
- Retargeting: Implement retargeting campaigns to re-engage users who have previously interacted with the brand.
- Geo-Targeting: Use location-based targeting to reach audiences in specific regions or localities.





- Run parallel digital campaigns during National Skills Week, TVET Month, or World Telecommunications Day to amplify MICT SETA's sector relevance and leadership.

**3.11.4. Digital content development and support** - Content creation including messaging, creative, landing pages, social posts, graphics, email newsletters, video /audio, animation design, layout preparation for all digital publications marketing campaigns as needed.

**3.11.5. Media Planning and Buying** – increase MICT SETA online presence and drive awareness through strategic branded display campaigns. Conceptualisation and implementation of online campaigns to assist in achieving maximum exposure among target audiences across relevant digital channels/media platforms and track delivery and key performance metrics.

**3.11.6. SEO writing for Web** - Coordination with SEO service provider for smooth and integrated implementation of all digital campaigns.

**3.11.7. Managing and Reporting** – Analytics, research, reporting and full monitoring of campaign progress and digital landscape on a monthly basis:

- Regular Audits: Conduct periodic audits of digital marketing efforts to assess performance and identify areas for improvement.
- Feedback Loops: Gather feedback from customers and stakeholders to refine our strategy.

#### **4. DURATION OF THE PROJECT**

The successful bidder will be appointed to provide digital marketing and public relations services for the MICT SETA for a period of twenty-four (24) months.



## SECTION 5: PRICING SCHEDULE

Name of bidder: \_\_\_\_\_

Bid number: \_\_\_\_\_

Closing date: \_\_\_\_\_

Bid shall remain valid for acceptance for a period of **120 days** counted from the closing date.

**Bidders to provide further cost breakdown where necessary under each line item, and sub-total and the overall RFB price (Total) should be included. The below table is for illustration only:**

ITEM #	DESCRIPTION OF SERVICES	UNIT COSTS (Each item)	QUANTITY	TOTAL COST (excl. VAT)
1	Public Relations Services Toolkit (Strategic messaging, media pitching, press release drafting per month)	R	1	R
2	Strategic Media Placement (1per quarter)	R	4	R
3	Internal PR (key campaigns approx. 8-9 per annum)	R	1	R
4	Digital Marketing Campaign (Includes full-funnel strategy, media buying)	R	1	R
5	Social Media Management (content calendar development, video content production) Use framework in section 3.11 as costing guideline)	R	1	R
6	Photography /Visual Guide (Sourcing and formatting stock photography)	R	1	R
7	Event Coverage and publicity Travel Costs per km (Covers travel time, onsite social, wrap-up content). Use framework in section 3.6 a in the scope of work as a guideline	R	1	R
Sub-Total				R
VAT @15%				R
Total				R

**NB: Bidders must submit this pricing schedule and related Annexure on a Separate envelope.**

I/We, the undersigned, agree that this bidding price shall remain binding on me/us and open for acceptance for the period stipulated above.

Authorised Company Representative: .....

Capacity under which this quote is signed: .....

Signature: .....

Date: .....



## SECTION 6: BID EVALUATION CRITERIA

MICT SETA complies with the provisions of the Public Finance Management Act, Act No. 1 of 1999 as amended; Treasury Regulations of 2005; the Preferential Procurement Policy Framework Act, Act No. 5 of 2000; Preferential Procurement Regulations of 2022; and the MICT SETA Supply Chain Management (SCM) Policy.

Bids received will be evaluated on the following set criteria.

### 6.1. FUNCTIONAL EVALUATION CRITERIA

Only bidders that have complied to the requirements of the set mandatory criteria will be considered for functionality evaluation. Bids submitted will be evaluated on technical functionality out of a maximum of **100 points**. A threshold of **70** out of the **100** points has been set.

Only bidders that have met or exceeded the qualification threshold on technical functionality of **70 points** will qualify for further evaluation on Price and Specific Goals.

Note: All bidders achieving less than the set threshold of **70 points** will be declared non-responsive.

**Note: Bidders that do not meet the requirements of set functional criteria will be eliminated from further evaluation process.**

Assessment of evaluation of the functional/ technical criteria will be based on the table below:

FUNCTIONAL CRITERIA			
NO.	CATEGORY	FUNCTIONAL EVALUATION CRITERIA	MAXIMUM POINTS
1	<b>BIDDER EXPERIENCE AND TRACK RECORD IN DIGITAL MARKETING: SOCIAL MEDIA AND ONLINE MARKETING</b>	<p>The bidder must provide a detailed track record for social media and online marketing campaigns.</p> <p><b>Social Media (15 Points)</b></p> <p>The bidder must provide a portfolio of evidence highlighting three (03) or more creative artwork and campaign performance for social media across platforms (Facebook, Instagram, LinkedIn, X/Twitter) from different clients or campaigns. Submissions must include <b>Organic posts + Sponsored Posts</b></p> <p><b>Points for submission of POE of campaigns executed will be allocated as follows:</b></p> <ul style="list-style-type: none"><li>• The bidder submitted a portfolio of evidence that highlights three (03) or more campaigns with clear creative artwork + organic + sponsored post content from different clients or campaigns = <b>15 points</b></li><li>• The bidder submitted a portfolio of evidence that highlights two (02) campaigns with creative artwork + organic + sponsored post content from different clients or campaigns = <b>10 points</b></li></ul>	<b>30</b>



		<ul style="list-style-type: none"> <li>• The bidder submitted a profile that highlights one (01) campaign with creative artwork + organic + sponsored post content = <b>05 points</b></li> <li>• The bidder did not submit a portfolio of evidence of campaigns with creative artwork + organic + sponsored post content = <b>0 points</b></li> </ul> <p><b>Online Marketing Campaigns (15 Points)</b> The bidder must demonstrate successful execution of online marketing campaigns on four core execution elements, including:</p> <ol style="list-style-type: none"> <li>1. Digital Ad Channels</li> <li>2. Paid Media Strategy</li> <li>3. Performance metrics (reach, engagement, conversions), and</li> <li>4. Creative Assets.</li> </ol> <p><b>Points for submission of a company profile will be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>• The bidder submitted proof of online marketing campaign(s) that highlights four (04) of the above elements = <b>15 points</b></li> <li>• The bidder submitted proof of online marketing campaign(s) that highlights three (03) of the above elements = <b>10 points</b></li> <li>• The bidder submitted proof of online marketing campaign(s) that highlights two (02) of the above elements = <b>08 points</b></li> <li>• The bidder submitted proof of online marketing campaign(s) that highlights one (01) of the above elements = <b>05 points</b></li> <li>• The bidder submitted proof of online marketing campaign(s) that does not highlight any of the above elements or did not submit proof of online marketing campaigns = <b>0 points</b></li> </ul>	
<b>2</b>	<b>EXPERIENCE AND TRACK RECORD IN PUBLIC RELATIONS</b>	<p>The Bidder must demonstrate experience and track record in Public Relations work implemented for (3) three previous clients or campaigns by providing previously implemented PR campaigns.</p> <p><b>The submission must include the following from the same campaign:</b></p> <ol style="list-style-type: none"> <li>1. Media Coverage samples (print and digital)</li> <li>2. Media Coverage samples (broadcast)</li> <li>3. A corresponding AVE (Advertising Value Equivalent) Analysis Report</li> </ol> <p><b>Points for submission of experience and track record will be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>• The bidder submitted three (03) previously done campaigns highlighting all three (03) of the above elements = <b>25 points</b></li> <li>• The bidder submitted two (02) previously done campaigns highlighting all three (03) of the above elements = <b>20 points</b></li> <li>• The bidder submitted one (01) previously done campaign highlighting all three (03) of the above elements = <b>10 points</b></li> <li>• The bidder submitted previously done campaign(s) that do not cover all the elements or did not submit previously done campaigns = <b>0 points</b></li> </ul>	<b>25</b>
<b>3</b>	<b>REFERENCE LETTERS</b>	<p>The bidder must demonstrate a proven track record in delivering public relations and digital marketing.</p>	<b>10</b>



		<p><b>Public Relations Reference Letters (05 Points)</b></p> <p>The Bidder must provide three (03) client reference letters that validate their experience and successful delivery of Public Relations services as follows: <b>Signed and dated on official client letterhead, Reference letters must be directly related to the work samples provided, where the service provider has successfully provided Public Relations Services. Reference letters must be issued within the last three years</b></p> <p><b>Points for submission of reference letters will be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>• Bidder provided <b>three (03) or more</b> signed client reference letters on a letterhead, each referencing or linking to the samples provided = <b>05 points</b></li> <li>• Bidder provided <b>two (02)</b> signed reference letters on a letterhead, each referencing or linking to the samples provided = <b>03 points</b></li> <li>• <b>Bidder provided one (01) signed reference letters</b> on a letterhead, each referencing or linking to the sample provided = <b>01 points</b></li> <li>• <b>Bidder did not provide reference letters or provided reference letters that do not</b> reference or link to the samples provided = <b>0 Points</b></li> </ul> <p><b>Digital Marketing Reference Letters: Social Media and Online Marketing (05 Points)</b></p> <p>Bidder must provide client reference letters that validates their experience and successful delivery of Digital Marketing services outlined in their proposal as follows:</p> <ul style="list-style-type: none"> <li>• Signed and dated on official client letterhead</li> <li>• Reference letters must be directly related to the work samples provided, where the service provider has successfully provided Digital Marketing Services</li> <li>• Reference letters must be issued within the last three years.</li> </ul> <p><b>Points for submission of reference letters will be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>• Bidder provided <b>three (03) or more</b> signed client reference letters on a letterhead, each referencing or linking to the samples provided = <b>05 points</b></li> <li>• Bidder provided <b>two (02)</b> signed reference letters on a letterhead, each referencing or linking to the samples provided = <b>03 points</b></li> <li>• <b>Bidder provided one (01) signed reference letters</b> on a letterhead, each referencing or linking to the sample provided = <b>01 points</b></li> <li>• <b>Bidder did not provide reference letters or provided reference letters that do not</b> reference or link to the samples provided = <b>0 Points</b></li> </ul> <p><b>Important: Reference lists or award letters will not be considered for point allocation. In the event of sub-contracting, the bidder must furnish the above reference letters of the main bidder.</b></p> <p><b>MICT SETA reserves the right to contact references prior to award.</b></p>	
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<b>4</b>	<b>TEAM ORGANOGRAM</b>	<p>The bidder must provide a high-level organisational overview and a detailed company organogram clearly highlighting functional teams or resource pillars aligned to the scope of work (i.e. Public Relations and Digital Marketing)</p> <p><b>Points for submission of a team organogram can be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>• The bidder provided a team organogram highlighting the key personnel = <b>05 Points</b></li> <li>• The bidder did not provide a team organogram/ team organogram does not highlight the key personnel = <b>0 Points</b></li> </ul>	<b>05</b>
<b>5</b>	<b>RESOURCE CAPACITY</b>	<p>The bidder must provide CVs of at least three (03) proposed team members clearly stating years of experience in successfully managing and delivering on Public Relations and Digital Marketing service.</p> <p><b>CVs of Key Team Members (10 points)</b></p> <p>The bidder must provide CVs of key members highlighting five (05) years of experience in successfully managing and delivering on Public Relations and Digital Marketing service.</p> <p><b>Desired Key Team members:</b></p> <ul style="list-style-type: none"> <li>• Project Manager / Key Account Manager / PR Manager</li> <li>• Digital Marketing Strategist/ Social Media Manager</li> <li>• Creative Director</li> </ul> <p><b>Points for submission of the key team members' CVs will be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>• The bidder submitted CVs of all three (03) key team members highlighting five (05) years of experience = <b>10 points</b></li> <li>• The bidder submitted CVs of only two (02) key team members highlighting five (05) years of experience = <b>10 points</b></li> <li>• The bidder submitted CV of one (01) key team member highlighting five (05) years of experience = <b>05 points</b></li> <li>• The bidder did not submit a detailed CV with required number of years experience or CV(s) did not have sufficient information provided = <b>0 points</b></li> </ul> <p><b>CVs of Supporting Team Members (05 points)</b></p> <p>The bidder must provide CVs of the support team members highlighting three (03) years of experience in successfully delivering on Public Relations and Digital Marketing service.</p> <p><b>Desired Team members:</b></p> <ul style="list-style-type: none"> <li>• Designer</li> <li>• Copywriter</li> <li>• Digital Marketing Coordinator / Social Media Assistant</li> </ul> <p><b>Points for submission of the support team members' CVs will be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>• The bidder submitted CVs of all three (03) support team members highlighting three (03) years of experience = <b>10 points</b></li> <li>• The bidder submitted CVs of only two (02) support team members highlighting three (03) years of experience = <b>10 points</b></li> <li>• The bidder submitted CV of one (01) support team member highlighting three (03) years of experience = <b>05 points</b></li> </ul>	<b>20</b>



		<ul style="list-style-type: none"> <li>The bidder did not submit a detailed CV with required number of years experience or CV(s) did not have sufficient information provided = <b>0 points</b></li> </ul> <p><b>Qualifications of the Team Members (05 point)</b> The bidder's proposed team members must have a qualification in PR/Communications or Marketing-related field. The bidder must submit certified copies of qualifications of the proposed team members. <b>Certified copies must not be older than six (06) months.</b></p> <p><b>Points for submission of certified copies of qualifications be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>The bidder submitted certified copies of qualifications of all six (06) team members = <b>05 points</b></li> <li>The bidder submitted certified copies of qualifications of only five (05) team members = <b>04 points</b></li> <li>The bidder submitted certified copies of qualifications of only four (04) team members = <b>03 points</b></li> <li>The bidder submitted certified copies of qualifications of only three (03) team members = <b>02 points</b></li> <li>The bidder submitted certified copies of qualifications of only two (02) team members = <b>01 points</b></li> <li>The bidder submitted certified copies of qualifications of only one (01) team member or did not submit qualifications of the team members or submitted copies of qualifications that are not related to the requirement or not certified = <b>0 points.</b></li> </ul>	
<b>6</b>	<b>PROJECT PLAN</b>	<p>The bidder must submit a comprehensive project implementation plan outlining their proposed approach for delivering the Public Relations and Digital Marketing services efficiently, while meeting all deadlines and quality expectations.</p> <p><b>The plan must clearly demonstrate:</b> Strategic workflow aligned with the project scope as follows:  <b>Project Initiation &amp; Planning</b> – Kick-off meetings, stakeholder alignment, and timeline finalisation.  <b>Content Development &amp; Approval</b> – Drafting key messages, content calendars, internal reviews, and client approvals.  <b>Media Engagement &amp; Outreach</b> – Developing media lists, crafting press materials, pitching stories, and securing coverage.  <b>Online Marketing &amp; Social Media Execution</b> – Implementing paid media strategies, managing social content, and launching digital campaigns.  <b>Monitoring, Reporting &amp; Evaluation</b> – Tracking campaign performance, compiling reports, and recommending improvements.  <b>Clear Timeline with Milestones</b> – Outlining project phases, task durations, review points, and key delivery deadlines.</p> <p><b>Points will be allocated as follows:</b></p> <ul style="list-style-type: none"> <li>The bidder provided a project plan that highlights all six (06) key components = <b>10 points</b></li> <li>The bidder provided a project plan that highlights only five (05) key components = <b>08 points</b></li> <li>The bidder provided a project plan that highlights only four (04) key components = <b>06 points</b></li> </ul>	<b>10</b>





		<ul style="list-style-type: none"> <li>• The bidder provided a project plan that highlights only three (03) key components = <b>04 points</b></li> <li>• The bidder provided a project plan that highlights only two (02) key components = <b>02 points</b></li> <li>• The bidder provided a project plan that highlights only one (01) key component or did not provide a project plan = <b>0 Points</b></li> </ul>	
<b>TOTAL</b>			<b>100</b>
<b>MINIMUM THRESHOLD</b>			<b>70</b>

## 6.2. PRICE AND SPECIFIC GOALS

Only bidder/s or bid proposals received that have met the requirements of set evaluation criteria will qualify for further evaluation on Price and Specific Goals according to the 80/20 preference point system in terms of the Preferential Procurement Regulations 2022, where 80 points will be for Price and 20 points will be for Specific Goals. Bids will be awarded to the bidder scoring the highest points.

Specific Goal to be evaluated out of **20 Points**:

Criteria	Points
Enterprise owned by historically disadvantaged persons.	10
Enterprise owned by historically disadvantaged women.	05
Enterprise owned by historically disadvantaged youth.	05
<b>Total</b>	<b>20</b>

**\*\* Enterprises that are not owned by historically disadvantaged persons will be allocated 0 points.**

### **Bidder must submit the following documents:**

- Certified ID copies of the company's directors as per the CIPC documents. (Certified copies must not be older than six (06) months).
- CIPC Documents and/or share certificate (for companies with more than one (01) Director).

**Failure on the part of a service provider to submit proof or documentation required in terms of this Bid to claim points for specific goals, will be interpreted to mean that preference points for specific goals are not claimed**



**BIDDER'S DISCLOSURE****1. PURPOSE OF THE FORM**

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

**2. Bidder's declaration**

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest<sup>1</sup> in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

1.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:

.....

<sup>1</sup> the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.



- .....
- 2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

- 2.3.1 If so, furnish particulars:

.....  
.....

### 3 DECLARATION

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium<sup>2</sup> will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

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<sup>2</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.



I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....

Signature

.....

Date

.....

Position

.....

Name of bidder

**PREFERENCE PROCUREMENT CLAIM FORM****PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT  
REGULATIONS 2022**

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

**NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022**

**1 GENERAL CONDITIONS**

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

**1.2 To be completed by the organ of state**

- a) The applicable preference point system for this tender is the **80/20** preference point system.
- b) the **80/20 preference point system** will be applicable in this tender. The lowest/highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and  
(b) Specific Goals.

**1.4 To be completed by the organ of state:**

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.



- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

## 2 DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

## 3 FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

### 3.1. POINTS AWARDED FOR PRICE

#### 3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

<b>80/20</b>	<b>or</b>	<b>90/10</b>
$Ps = 80 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right)$	or	$Ps = 90 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right)$

Where:

Ps = Points scored for price of tender under consideration  
 Pt = Price of tender under consideration  
 Pmin = Price of lowest acceptable tender

### 3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

#### 3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:



80/20

or

90/10

$$Ps = 80 \left( 1 + \frac{Pt - P_{max}}{P_{max}} \right) \quad \text{or} \quad Ps = 90 \left( 1 + \frac{Pt - P_{max}}{P_{max}} \right)$$

Where:

Ps = Points scored for price of tender under consideration  
Pt = Price of tender under consideration  
Pmax = Price of highest acceptable tender

#### 4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
  - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

**Table 1: Specific goals for the tender and points claimed are indicated per the table below.**  
**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)
Enterprises which are at least 51% owned by historically disadvantaged persons.	10	
Enterprises which are at least 51% owned by historically disadvantaged women.	05	
Enterprises which are at least 51% owned by historically disadvantaged youth.	05	



**DECLARATION WITH REGARD TO COMPANY/FIRM**

4.3. Name of company/firm.....

4.4. Company registration number: .....

4.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
  - (a) disqualify the person from the tendering process;
  - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
  - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
  - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
  - (e) forward the matter for criminal prosecution, if deemed necessary.

.....  
**SIGNATURE(S) OF TENDERER(S)**

**SURNAME AND NAME:** .....

**DATE:** .....

**ADDRESS:** .....

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