

Provision of media bulk buying services for the South African Revenue Service

Briefing Session	23 January 2017 13h00
RFP No	RFP 39/2016
Closing Date	13 February 2017, 11h00

Bid Evaluation Committee

Procurement

Project Coordinator – Project Oversight

Price Evaluator

BBBEE Evaluator

Governance, Compliance & Risk Specialist – Audit

Contract Specialist

Tender Office – Pre-Qualification

SARS Business Unit

Senior Manager: External Communications

Senior Manager: Communications

Senior Manager: OTO Communications

Price Evaluator

Corporate Legal Services

Legal Specialist

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RFP Timelines

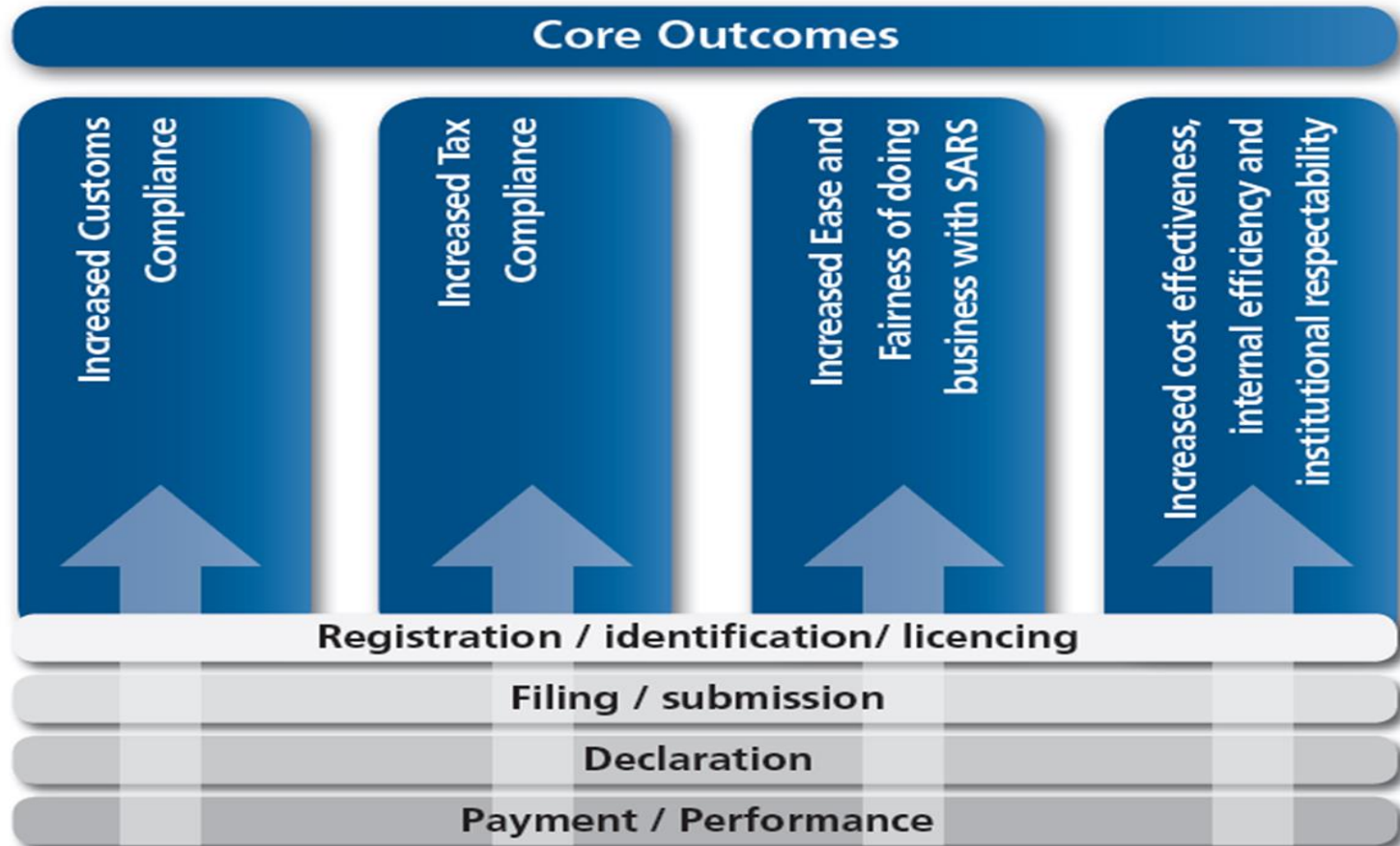
ACTIVITY	DUE DATE
RFP Advertisement on NT eTender portal and Government Tender Bulletin	13 January 2017
RFP Advertisement in Sunday Times	15 January 2017
Tender documents on SARS website	16 January 2017
Non-Compulsory briefing session	23 January 2017, 13H00
Questions relating to RFP	06 February 2017
RFP Closing Date	13 February 2017, 11h00
Notice to bidders	March/April 2017

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Background

As an organ of state, SARS's mandate outlines its obligations towards the state and its people by:



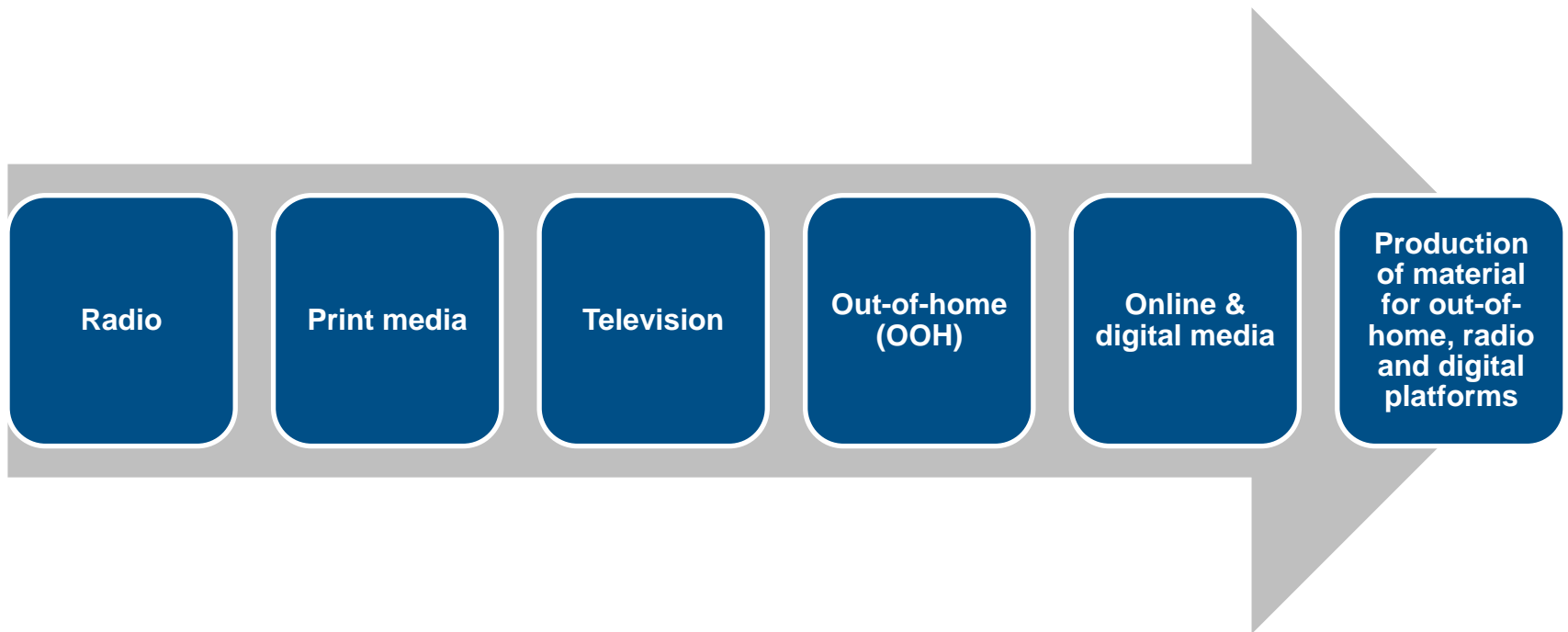
Background Cont....

The South African Revenue Service requires the services of a service provider for the provision of media bulk buying and media planning services. The successful service provider will be expected to partner with SARS to provide strategic direction, planning and bulk-buying of media space in print, electronic, digital and out-of-home (OOH) media for campaign and special projects advertising. Furthermore the service provider will be expected to handle media planning and scheduling from the initiation phase to the evaluation phase for marketing, tender, auction, and HR recruitment/vacancy advertising; and any media related research, audit reports, and special media reports for SARS.

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The media buying agency must have extensive experience to procure media placements in the following media platforms:



Scope of work: further context

Media buying agency: As part of the organisation's communication approach, SARS requires the services of a media placement agency for the purposes of purchasing media space (advertising space) across various media platforms (including radio, print, online, outdoor and digital). The purchasing of bulk media space is an important aspect of the communication value chain which enables SARS to benefit from improved discounts from media owners and greater accuracy in terms of media placements.

Strategic Objectives

RULES OF ENGAGEMENT

SARS sets the advertising strategy for specific campaigns with advice/assistance of the creative and media agencies. A balance is sought against reach, frequency, impact, effectiveness and importantly the SARS budget.

EXPECTATION

The service provider should provide SARS with a very specific service of purchasing bulk advertising space in the media at discounted rates. It is important to note that many media owners deal exclusively with media bulk buying agencies as the purchasing of media space of various media platforms is technical. In particular, the supplier will purchase media space (advertising space) across various media platforms (including radio, print, online, outdoor and digital). The purchasing of bulk media space is an important aspect of the communication value chain which enables SARS to benefit from improved discounts from media owners and greater accuracy in terms of media placements.

SARS expects that, in a typical external campaign the media bulk buying agency to analyse the most optimal media platforms (based on the campaign objectives and target audience), then negotiate the best possible discounts with media owners and ensure that material is placed/aired on the required date. An accredited media bulk buying agency should provide SARS with predictability in terms accuracy of media placements.

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Bid Evaluation Process Gate 0: Pre-Qualification Criteria

The following documents must be submitted for pre-qualification Gate 0:

Name of Document that must be submitted	Non-submission may result in disqualification?
Original and valid Tax Clearance Certificate – SBD 2	YES
SARS' s Oath of Secrecy	YES
Invitation to Bid – SBD 1	YES
Pricing Schedule – Annexure B	YES
Declaration of Interest – SBD 4	YES
Preference Point Claim Form - SBD 6.1	NO
Declaration of Bidder's Past Supply Chain Management Practices – SBD 8	YES
Certificate of Independent Bid Determination – SBD 9	YES
Bidder Compliance form for Technical evaluation – Annexure A2	NO
Central Supplier Database Registration Report (Central Database System) from National Treasury	YES

Bid Evaluation Process Gate 1

The Bidder(s)' information will be scored according to the following points system:

Functionality	Maximum Points Achievable	Minimum Threshold
Desktop Technical Evaluation: <ul style="list-style-type: none"> • Company Profile, Infrastructure and Resources • Commission and discounts • Good standing in the industry • Understanding of the SARS brand and requirements • Knowledge, information and skills transfer • Testimonials 	85	59.5 (70% of 85 points)
Presentations	15	N/A
Overall Combined Score	100	70

Bids will be evaluated out of 100 points. The overall combined score must be equal or above 70 points in order to proceed to Gate 2 for Price and BBBEE Evaluation.

Bidders must refer to Annexure A 1 – Technical Scorecard for a allocation of points for technical evaluation.

Bid Evaluation Process Gate 2: Price & BBBEE Evaluation

The following preference point system will be used for the evaluation of Price and BBBEE:

PPPFA Regulation 6 - 90/10 (Bid value > R 1 million VAT inclusive)

Price Evaluation (90 points)

Adjudication Criteria	Points
Price Evaluation $P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$	90

Where:

P_s	=	Points scored for price of Bid under consideration
P_t	=	Rand value of Bid under consideration
P_{\min}	=	Rand value of lowest acceptable Bid

BBBEE Evaluation (10 points)

Adjudication Criteria	Points
BBBEE Evaluation (BBBEE Certificate and/or submission of SBD 6.1)	10

Refer to [Annexure B](#) for Pricing schedule.

B-BBEE Evaluation

B-BBEE points may be allocated to Bidders on submission of documentation or evidence as follows:

ADJUDICATION CRITERIA	POINTS
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A duly completed Preference Point Claim Form: SBD 6.1 and a B-BBEE Certificate.	10
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Bidders **MUST** complete and sign the SBD 6.1 form to claim the Bidder’s B-BBEE preference points, failing which, the Bidder will be scored zero.

B-BBEE Key Sections to complete in SBD

BID DECLARATION

6.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

7. B-BBEE STATUS LEVEL OF CONTRIBUTION CLAIMED IN TERMS OF PARAGRAPHS 1.3.1.2 AND 5.1

7.1 B-BBEE Status Level of Contribution: =(maximum of 10 or 20 points)

(Points claimed in respect of paragraph 7.1 must be in accordance with the table reflected in paragraph 5.1 and must be substantiated by means of a B-BBEE certificate issued by a Verification Agency accredited by SANAS or a Registered Auditor approved by IRBA or an Accounting Officer as contemplated in the CCA).

8 SUB-CONTRACTING

8.1 Will any portion of the contract be sub-contracted? YES / NO (delete which is not applicable)

8.1.1 If yes, indicate:

- (i) what percentage of the contract will be subcontracted?%
- (ii) the name of the sub-contractor?
- (iii) the B-BBEE status level of the sub-contractor?
- (iv) whether the sub-contractor is an EME? YES / NO (delete which is not applicable)

B-BBEE Evaluation

Joint Ventures and Consortiums

- Incorporated JVs must submit the B-BBEE status of the entity. Unincorporated JVs must submit a consolidated B-BBEE certificate as if they were a group structure for every separate Bid.

Sub-contracting

- Bidders who want to claim preference points will have to comply fully with regulations 11(8) and 11(9) of the Preferential Procurement Regulations, 2011 with regard to sub-contracting.

Regulation 11(8)

- A person must not be awarded points for B-BBEE status level if it is indicated in the tender documents that such a tenderer intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a tenderer qualifies for, unless the intended sub-contractor is an Exempted Micro Enterprise that has the capability and ability to execute the sub-contract.

B-BBEE Certificate

The table below indicates the specific B-BBEE certification documents that must be submitted for this tender.

Failure to submit the required certification documents will also result in Bidders scoring zero for B-BBEE.

Classification	Turnover	Submission Requirement
Exempted Micro Enterprise (EME)	Below R10 million p.a. - (Amended Codes)	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency or a Registered Auditor approved by IRBA or a letter from an Accounting Officer as contemplated in the CCA. A sworn Affidavit or Certificate from CIPC
Qualifying Small Enterprise (QSE)	Between R10 million and R50 million p.a. (Amended Codes)	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency or a Registered Auditor approved by IRBA. A sworn Affidavit or Certificate from CIPC
Large Enterprise (LE)	Above R50 million p.a. (Amended Codes)	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency or a Registered Auditor approved by IRBA.

SARS will accept B-BBEE Certificate issued on the revised B-BBEE Codes.

Use and acceptance of affidavits

It has been advised that the Verification Professional will need to test the affidavits submitted as part of a company's procurement rating. All companies will need to request the information which proves Black Ownership and Turnover in addition to the Affidavit, or request that their EME/QSE suppliers be verified and have this confirmed on the Affidavit.

SARS reserves the right to request that bidders submit their Black ownership and turnover information in support of their Affidavits.

B-BBEE Evaluation

Regulation 11(9)

- A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an Exempted Micro Enterprise that has the capability and ability to execute the sub-contract.

Proof of Existence: Joint Ventures and/or Sub-Contracting

- Bidders must submit concrete proof of the existence of joint ventures and/or sub-contracting arrangements. SARS will accept signed agreements as acceptable proof of the existence of a joint venture and/or sub-contracting arrangement.
- The joint venture and/or sub-contracting agreements must clearly set out the roles and responsibilities of the Lead Partner and the joint venture and/or sub-contracting party. The agreement must also clearly identify the Lead Partner, who shall be given the power of attorney to bind the other party/parties in respect of matters pertaining to the joint venture and/or sub-contracting arrangement.

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Bid Submission

Bidders must submit copies of each file (Original and Duplicate) and a CD-ROM or USB flashdrive with content of each file by the **13 February 2017 at 11:00**



TENDER BOX

SARS Brooklyn Bridge, 570 Fehrsen Street, Linton House, Brooklyn

Any enquiries must be referred, in writing via email to:
rft-professionalservices@sars.gov.za or tenderoffice@sars.gov.za

File 1: Original/ Duplicate

Pre-qualification documents (SBD documents)

Exhibit 1

- Tax Clearance Certificate – SBD 2
- SARS Oath of Secrecy
- Invitation to Bid – SBD 1
- Declaration of Interest – SBD 4
- Preference Point Claim Form – SBD 6.1
- Declaration of Bidders Past SCM Practices – SBD 8
- Certificate of Independent Bid Determination – SBD 9
- Central Supplier Database Registration Report (Central Supplier Database System) from National Treasury



Exhibit 2

- Bidder Compliance Checklist – Annexure A2
- Response to Technical Requirements
- Supporting documents for technical responses
- References/ testimonials



Exhibit 3

- Company profile
- Supplementary information



Exhibit 4

- General Conditions of Contract
- Draft Services Agreement



File 2 :Original/ Duplicate

Exhibit 5

- BBBEE Certificate



Exhibit 6

- Pricing Schedule (Annexure B)



Exhibit 7

- 3 years audited financial statements



NB !

Each file and CD-ROM or USB flashdrive must be marked correctly and sealed separately for easy reference during the evaluation process.

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