



health

Department:  
Health  
REPUBLIC OF SOUTH AFRICA

## **ADDENDUM 2**

### **APPOINTMENT OF SERVICE PROVIDER/S TO RENDER SERVICES FOR PUBLIC HEALTH SECTOR: MULTIPRONGED MASS MEDIA STRATEGIC COMMUNICATION INCLUDING NATIONAL HEALTH INSURANCE (NHI) & HEALTH AND WELLNESS COMMUNICATION CAMPAIGN**

**BID NUMBER: NDOH-36(2023/2024)**

#### **Index**

1. Attached herewith:
  - 1.1 Revised pricing schedules to be completed and submitted with the bid.
  - 1.2 Submit one original bid document and a copy thereof in a memory stick or any alternative device.
  - 1.3 Amendments to the evaluation criteria and the closing date of the bid from 26 September to 02 October 2023.

The completed addendum must be submitted together with the bid document on or before the closing date and time of the bid. The department will not be held responsible for bidder not following the revised pricing schedule and guidelines.

**ACCEPTANCE AND INCORPORATION OF ADDENDUM**

I/We accept that Addendum No 2 forms part of the Tender Documents.

I/We confirm that I/we -

- (a) have noted the contents of this Addendum
- (b) have fully considered this Addendum
- (c) have incorporated the amendments and additions contained in this Addendum in my/our Tender for Tender No. **Bid number: NDOH-36(2023/2024)**

SIGNED ON BEHALF OF THE TENDERER .....

NAME OF SIGNATORY (BLOCK LETTERS) .....

NAME OF TENDERER (BLOCK LETTERS) .....

TENDERER'S ADDRESS : .....

.....

TENDERER'S TEL NO : .....

TENDERER'S FAX NO : .....

SIGNATURES OF WITNESSES : 1. ....

2. ....

NAMES OF WITNESSES  
(BLOCK LETTERS) : 1. ....

2. ....

DATE : .....

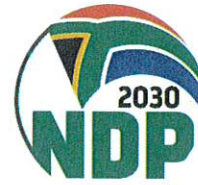
Initials .....

Bid's  
Signature.....



health

Department:  
Health  
REPUBLIC OF SOUTH AFRICA



**APPOINTMENT OF SERVICE PROVIDER/S TO RENDER SERVICES FOR PUBLIC HEALTH SECTOR:  
MULTIPRONGED MASS MEDIA STRATEGIC COMMUNICATION INCLUDING NATIONAL HEALTH  
INSURANCE (NHI) & HEALTH AND WELLNESS COMMUNICATION CAMPAIGN**

**1. PURPOSE**

1.1 The National Department of Health (NDoH) solicits proposals from service providers who have expertise and experience in social marketing, advertising and/or health communication for the period of three (3) years for the following:

- to develop and implement an integrated strategic communication for Public Sector Health priorities, policy issues including National Health Insurance (NHI). NDoH solicits proposals from communication service providers which have expertise in strategic communication.
- to develop and implement an integrated multi-pronged mass media health communication campaign, social mobilisation, community engagement and stakeholder management.

The National Department of Health will require interested service providers to attend a compulsory briefing session.

**2. STRATEGIC COMMUNICATION**

The purpose of strategic communication is to **actively** shape public opinions and perceptions by influencing news media agenda through the service provider's knowledge of South Africa's media environment, campaigning, and research models. Our strategic communication is led by the Ministry of Health.

The service provider for strategic communication will be required to implement a range of communication platforms to strategically shape public opinion by influencing news media agenda and communicate all aspects of strategic communication to the public and other stakeholders. Thorough knowledge of health issues and trends will be paramount for the execution of this contract.

COVID-19 has changed the way mass communication is practiced. With information, as well as misinformation, saturating public dialogue, in addition to traditional communication methods the service provider must come up with innovative approaches to effectively communicate messages.

The service provider will be required to research, develop, and implement a strategic communication plan on **health priorities and policy** issues. The service provider is to:

- Develop and disseminate appropriate messages and general information aligned to the departmental health priorities with maximum community reach.
- Manage public perceptions/brand management/crisis communications for the National Department of Health.
- Develop and implement outbreak response communication plan.

**3. HEALTH AND WELLNESS CAMPAIGNS**

The purpose of the Health and Wellness campaigns is to enable South Africans make informed decisions and adopt a healthy lifestyle. The service provider will be required to:

- Develop and implement communication plans for promotion, prevention and treatment and rehabilitation to reduce the burden of diseases.
- Raise awareness, mobilise and engage communities to make informed decisions and take responsibility for their health.
- Manage the conceptualisation, planning and implementation of the multi-pronged mass media communication for Public Health Sector campaigns intended to address HIV and AIDS, Tuberculosis (TB), Maternal, Infant, Child and Women's Health, Youth and Adolescents, Persons with Disabilities (PWD), Nutrition, Communicable and Non-Communicable Diseases, Environmental Health, and promotion of healthy lifestyles.
- To create sustained and visible mass media communication initiatives, imbizos, community engagements, dialogues, health promotion and social mobilisation interventions.

#### **4. SCOPE OF WORK**

##### **Shaping media Agenda**

The service provider must have the ability to:

- Write opinion pieces/feature articles/news articles, to be placed in mainstream media. These must be penned for the following outcomes: information dissemination, narrative management, and perception management.
- Produce audiovisual material and infographics to profile health programmes on various multi-media platforms.
- Generate podcasts by interviewing Department officials, medical practitioners, and subject experts to be published and audio clips to be used by radio media outlets.
- Develop content aligned to the Health Awareness Calendar.

##### **Research**

The service provider must have the ability and agility to research and generate information from credible local and international institutions on strategic issues. This researched information should be used to generate credible content.

##### **Content Development**

This scope requires the service provider to:

- develop content for various multi-media platforms to support NDoH campaigns.
- Carry out necessary research that will inform the advertising, marketing and communication strategy for NDoH.
- Identify target audience needs and recommend content and messaging framework.
- Attend content meetings with the health programme teams to identify news issues.
- Proofread, edit, and simplify content to ensure understanding of health services, programmes and policies.
- Produce and distribute communication toolkits to all levels of health care, government departments and other key stakeholders.
- Document best practices on communication, advocacy and education that will ensure continuity from previous health campaigns.
- Create a repository for all content developed on behalf of the department.
- Pretest information, education and communication (IEC) materials with relevant target audiences
- Translate content into all official languages including braille.

##### **Media management and monitoring**

- Provide around-the-clock monitoring of all media channels (digital, radio, print, television, all social media platforms, and networks) in the country and international.
- Generate daily alerts, weekly and monthly reports to evaluate public perception, opinions, mood around health issues and policies.
- Identify and address threats, undue negative/bias coverage, misinformation, rumours, myths, misconceptions and negative perceptions before they reach the public discourse.
- Support communication unit through information dissemination to various media platforms.
- Identify media opportunities to profile the work/programmes of the department.

- Support communication unit in publishing editorials on various media platforms.

### **Social Media Management and Monitoring**

- Develop and implement effective social media strategy.
- Develop social media content for various platforms such as, but not limited to Facebook, Instagram, Twitter, YouTube, etc.
- Boost social media content to increase the reach.
- Community management of NDOH social media accounts.
- Live streaming of events, webinars, media briefings and subject expert interviews.
- Align content with Health Awareness Calendar.
- Produce reports on social media analytics and trends.

### **Influencer Marketing**

- Identify relevant and credible influencers to amplify messages.

### **Creatives for Communication and Marketing**

- Develop and implement a creative strategy and plan that will amplify campaign initiatives across various key health issues.
- Develop creatives for all media platforms (e.g. television, radio, print, online, etc.) including outdoor
- All content and creatives should comply with NDOH corporate identity.

### **Media Planning and Buying**

The service provider will provide media planning and buying services to maximise the efficiency and effectiveness of the integrated health communication campaign.

The health campaigns will include both NDOH stand-alone and cooperative (multi-brand) messaging. As such, it will be expected that the service provider will work with other NDOH implementing partners to conceptualise and implement integrated health communication campaigns that will achieve the greatest reach.

NDOH therefore requires the service provider to plan, develop and implement media buying for the health communication campaigns. The multi-channel programs and management will include but not limited to strategy, planning, buying, and reporting. The service provider will be expected to deliver on the following scope of service:

- Media strategising that fully consider current media trends and research.
- Media planning and buying that includes innovative media channels/assets at a competitive rate structure.
- Strong negotiation capabilities/buying power in each market for in-kind and value-added media. An understanding of in-kind services and funding would be preferred as it is a significant factor in this account.
- Identify messaging restrictions, potential clearance issues and language and translation best practices.
- Targeting expertise per market based on media consumption habits.
- Tracking, reporting and optimisation for any over- or under-delivery as per media buying plan.
- Collaborate with the digital marketing agency to fulfil display media planning and buying.

### **Stakeholder Management and Engagement**

The service provider will be required to work closely with the other NDOH implementing partners to develop and implement a stakeholder management strategy. In collaboration with NDOH internal stakeholders, the service provider will be expected to:

- conceptualise and implement a stakeholder management strategy relevant to NDOH health campaigns according to the stakeholder matrix.
- Identify relevant stakeholders relevant to NDOH health campaigns and develop an understanding of the relationship between NDOH and the various stakeholders (incl. civil society, health professional bodies, industry bodies and employees).

- Identify issues per stakeholder relevant to health communication and develop content and messages to address each stakeholder.
- Assist NDoH in securing meetings and presentations with identified stakeholders, thought leaders and health industry leaders.
- Set up and facilitate stakeholder engagement/consultation workshops and forums in close collaboration with NDoH internal stakeholders.
- Mobilise stakeholders for buy-in and form partnerships to enhance the reach and implementation of health campaigns beyond NDoH.

## **Events Management and Logistics**

The service provider will be required to have the following capabilities to manage events and logistics:

- Interact, negotiate, and source venues on behalf of the department.
- Put together innovative ideas, venue packages, sourcing requirements including logistics for events, itemised budgets and cost estimates.
- Undertake critical need assessment for all proposed events and to offer advice on specific needs that may be required. These could include provision of additional requirements such as VIP holding rooms, media rooms, operations room, security room, mini panel discussions rooms, facilities for people with disabilities, etc.
- Comply with NDOH catering policy in selection of menus for different events. This includes menus for corporate, indoor, and public community events. The service provider will be expected to also make catering arrangements for VIP's and operational teams.
- Manage logistics for outdoor events including the provision of Marquee, furniture, décor, generator, chairs and covers, portable mobile toilets (his/hers), large flat television screens, heat control, heaters, fire extinguishers, podium, décor, lighting, stage and certification of marquee by engineer. Post events reports, recommendations and client debrief. Sourcing of relevant content needed for the events and coordination of a dry run.
- Work with the security clusters to design floor plans for events – in compliance with all the security requirements.
- Work with security agencies, when executing high risk events, to ensure that security vetting is executed professionally.
- Work with all regulators to ensure that all clearance certificates are granted, where needed. These include clearance certificate for meals, outdoor marquees etc.
- Ensure compliance in relation to staging of events within all municipalities, source compliance and engineering certificates from various municipalities, SHEQ event safety requirements.
- Provide technical production support for event which could include ICT infrastructure for pre-production and live streaming production e.g., Screens, Video equipment etc. integrate physical and online events as well as to manage various elements of integration to ensure successful outcomes 2 way communications).
- Manage guest databases, design, and distribution of invitations as well as management of RSVP's and enquiries.
- Undertake the guest registration process and guest identification, ushering and guest inquiries (provide relevant equipment's for registration booths).
- Work in compliance of events protocols and to ensure that all VIP guests are professionally serviced.
- Manage a detailed guest accreditation process, when needed.
- The service provider must ensure that all sub-contractors have all applicable Health Certificates.

## **Social Mobilisation and Activations**

The prospective service provider will be expected to develop and implement a social mobilisation and experiential campaign strategy for the health campaigns. The activities will include the following:

- Understand the evidence of burden of disease across various health districts.
- Conceptualise and implement the social mobilisation, experiential and logistics strategy that will enhance the reach of NDoH communication campaign.
- Work with NDoH and provincial health departments to identify sites wherein social mobilisation and activations can take place according to evidence of burden of disease.
- Develop, train (with accreditation) and manage a network of fieldworkers to implement social mobilisation campaigns and activities linked to the sites (door-to-door, meetings, activations, etc).

- Work with other agencies or workstreams in the communication campaign as well as provinces to identify stakeholders (national, districts and local level) to enhance the reach and effectiveness of the health communication campaign.
- Conduct and participate in community meetings and workshops to promote the objectives of the health communication and the NDoH.
- Conceptualise and implement creative ideas and concepts such as eventing, activations and exhibitions that are aligned with the main health campaigns.
- Organise events and activations/experiential campaigns (community, regional or national) – according to stakeholder matrix of the health communication campaign. While certain events will be managed at national/regional level, some events will be mostly local as per need from fieldworkers.
- Service provider to coordinate social mobilisers on all activation and campaigns.
- Ensure that all content developed is aligned with other media platforms in the campaign.
- Identify relevant exhibition and expo opportunities. Conceptualise, undertake all logistics & execute as well as source content. Brief third party suppliers to produce exhibition stand/s.
- Develop concept design and produce television and radio programmes that will integrate with other communication materials across NDoH operations and campaigns.
- Work with NDoH internal stakeholders to design and produce small media (e.g. leaflets, posters, brochures, reports, etc.) relevant for all BTL activities. Content to be agreed upon with NDoH internal stakeholders to ensure alignment of messaging.
- Design and produce collaterals (e.g. t-shirts, caps, and others) for the health campaign.
- Provide logistical storage, packaging, and distribution of all health campaign collaterals.

## Monitoring and Evaluation

Develop a monitoring and evaluation framework to track and assess progress and effectiveness of campaigns and behaviour change.

## 5. EXPERTISE REQUIREMENTS

The prospective service provider should be company/agency of reputable standing in strategic communication, events management, and logistic sectors with documented credentials of undertaking assignments of comparable nature, scale and complexity. The NDoH will consider bids from a single firm and from multiple firms in joint ventures/ consortiums/ subcontracting arrangements working as a team through a lead contractor. The latter option is specifically encouraged considering the diversity of scope and capabilities required for this project.

Experience in undertaking projects of a similar scope of work required in this project. This should be supported by letter/s of testimonial in the letter head of the client which similar services were rendered.

The service provider must have extensive knowledge of working with rural communities, people with disabilities and vulnerable communities.

The service provider and staff requirements must have sound knowledge and extensive experience of **shaping media agenda, research, content development, media monitoring, media management, influencer marketing, digital marketing, creative content development, marketing and advertising, media planning and buying, stakeholder management and engagement, events management and logistics, social mobilisation and activations.**

Company profile and testimonial/reference letter/details of previous similar scope of work with contactable references (this should be provided on the letter of the company serviced before). The reference letter must mention the amount of the contract previously awarded or attach invoices of previous work done.

## 6. FINANCIAL REQUIREMENTS

A bidder must attach annual audited financial statement for two financial years to determine the financial viability to deliver the project successfully without running into difficulties. The preferred bidder would be required to provide the audited financial statements.



## 7. COMPULSORY BRIEFING SESSION

Stage	Date/period
1. Publication date	28 August 2023
2. Compulsory Briefing session	1112 Voortrekker Road Dr AB Xuma Building Thaba Tshwane  Date: 11 September 2023 Starting time: 10:00AM
3. Revised deadline for submitting applications	02 October 2023 At 11:00AM

## 8. DURATION OF THE PROJECT

The project will be implemented over a period of three years. The deliverables that are envisaged have been detailed in the preceding paragraphs based on the project implementation plan to be finalised after the inception meeting and contracting stage.

## 9. MANDATORY REQUIREMENTS

**NB: Failure to submit/attach proof of the following requirements with the bid lead to the disqualification the bidder's proposal:**

Compliance with all Tax Clearance requirements: Attach Valid Tax Clearance Certificate/ Tax Compliance Status Pin, Central Supplier Database Number, where consortium/joint ventures/ sub-contractor are involved, each party to the association must submit separate Tax Clearance requirements. The consortium/ joint venture will have to produce a signed contract or agreement by all parties.

A resolution authorising a particular person to sign the bid documents. The letter should be in the letterhead of the company where applicable. The resolution letter authorising a particular person to sign the bid document will not be applicable to one man show or concern entity however the details of the owner must appear in the company registration document i.e. CK.

Attendance of a compulsory briefing session at the National Department of Health Head Office, Dr AB Xuma Building, 1112 Voortrekker Road, Thaba Tshwane.

The two envelop system will be applied in this bid, separate technical proposal from price proposal. Failure to complete or follow the pricing guidelines will result in your bid being disqualified.

## 10. EVALUATION CRITERIA

This bid will be evaluated in three (03) Phases as indicated hereunder:

**Phase 1:** Testing compliance to the eligibility criteria (mandatory requirements) mentioned on the preceding paragraph.

**Phase 2:** Bidders that have satisfied the mandatory requirements will be assessed against the technical evaluation criteria as indicated below. The service provider must achieve a minimum of 60 points in order to proceed to the next Phase of evaluation, bids that fail to achieve the minimum required points will be disqualified consequently not be considered for further evaluation; and

**Phase 3:** In this Phase bids will be evaluated on Price and Preference points system (B-BBEE).

**90: Price** (VAT Inclusive). It is the responsibility of each bidder to ensure that all applicable taxes are included in the offer. Bidders must ensure that they factor in VAT for offers above R1 million as it is a compulsory requirement of the VAT Administration Act. If an entity not registered as VAT vendor is awarded a bidder, it is



expected to register for VAT within 21 days of being awarded a contract and produce such proof of registration to the employer.

As a rule, the NDoH is not responsible for making a payments towards VAT on bidders that were awarded contracts without the inclusion thereof at the time bid closure.

## 11. POINTS AWARDED FOR SPECIFIC GOALS

11.1 In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations 2022, 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:

11.2 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 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 (90/10 system) (To be completed by the organ of state)	Percentage ownership equity (To be completed by the tenderer)	Number of points claimed (90/10 system) (To be completed by the tenderer)
HDI	4		
Women	2		
People with Disabilities	2		
Promotion of South African owned enterprises	2		

## 12. TECHNICAL EVALUATION CRITERIA

The Preferential Procurement Policy Framework Act, Act Number 5 of 2000 (PPPFA) and its 2022 regulations will apply as guidance in determining which proposal would provide the greatest value to the National Department of Health.

The bid evaluation committee will assess the extent to which proposals submitted in response to this term of reference meet the evaluation criteria below.

Functionality will be evaluated individually by Members of the Bid Evaluation Committee (BEC) in accordance with the below functionality criteria and values. The applicable values that will be utilised when scoring each criterion range from: **0 = No response**, **1 = Poor**, **2 = Average**, **3 = Good**, **4 = Very Good** and **5 = Excellent**

Score	Classification
0	No response (complete non-compliance)
1	Poor, significantly below requirements
2	Average, below requirements
3	Good, meets requirements
4	Very Good, meets requirements
5	Excellent, significantly above requirements

The bidder must achieve a minimum of 60 points to be considered for the next Phase of Evaluation. Any service provider fails to meet the above thresholds will be disqualified automatically.

1. Expertise and experience in strategic communication

Criteria	Sub-criteria	Weight of criterion
1	<p><b>METHODOLOGY:</b> Extent to which the proposal is responsive to and meets the criteria detailed in the scope of work.</p> <p>A broad overview of approaches and methodologies that are proposed to tackle complex assignments in the following categories:</p> <ul style="list-style-type: none"> <li>- <b>Shaping media agenda, research, content development, media monitoring, media management, influencer marketing, digital marketing, creative content development, marketing and advertising, media planning and buying</b>, and an example of such methodology and project management must be attached for assessment.</li> </ul> <p>5) Methodology and proposed plan <b>exceptionally</b> address the manner in which the project will be delivered and indicate additional value adds - (score 5)</p> <p>4) Methodology and proposed plan <b>adequately</b> specify all requirements in the scope of work and is acceptable for implementation – (score 4)</p> <p>3) Methodology and proposed plan <b>adequately</b> address <b>most</b> requirements in the scope of work – (score 3)</p> <p>2) Methodology and propose plan <b>inadequately</b> address requirements in the scope of work - (score 2)</p> <p>1) Methodology and proposed plan <b>do not</b> outline the requirements as specified in the scope of work – (score 1)</p> <p>0) No methodology and proposed plan attached to address requirements in the scope of work – (score 0)</p>	20

Criteria	Sub-criteria	Weight of criterion												
2 <b>Expertise and experience in strategic communication:</b> Demonstration of sufficient capability with the necessary education, training, technical knowledge, and experience for their assigned functions.	<p>Demonstrate the company/agency's ability and experience in executing the required services. The service provider must have a team of resource with extensive experience in the <b>shaping media agenda, research, content development, graphic design, media monitoring, media management, influencer marketing, digital marketing, creative content development, strategic marketing and advertising, media planning and buying.</b></p> <p>*Communications campaigns to include people with disability and disadvantaged communities</p> <p>Attach a signed curriculum vitae (CV) for each lead team member which must include clearly reflected experience and number of years managing activities detailed in the scope of work. <b>Failure to sign a CV by each lead team member as indicated above will result in your bid the CV being deemed to be invalid:</b></p> <p>5= team member (s) who has managed similar projects in the last 5 years with 10 or more years of experience. – (score 5)</p> <p>4= team member (s) who has managed similar projects in the last 5 years with 8-9 less years of experience. – (score 4)</p> <p>3= team member (s) who has managed similar projects in the last 5 years with 5-7 or less years of experience. – (score 3)</p> <p>2= team member (s) who has managed similar projects in the last 5 years with 3-4 or less years of experience. – (score 2)</p> <p>1= team member (s) who has managed similar projects in the last 5 years with 1-2 or less year of experience. – (score 1)</p> <p>0= team member (s) who has managed similar projects in the last 5 years with 0 years of experience (score- 0)</p>	40												
3 <b>Track record of the entity</b> Ability to demonstrate successfully performed similar work to the terms of reference. Demonstrate the successfully performed work of similar nature in the public sector or private sector.	<p>Bidder (s) are required to demonstrate relevant past experience and competency of the company.</p> <p>Bidder (s) should submit full details of and at least three contactable signed references for, projects of a similar scope which were successfully completed in the previous years and the contract value of such projects and maybe supported by official purchase order.</p> <table><tr><th>Company experience</th><th>Indicator</th></tr><tr><td>10 years 'or more experience</td><td>5</td></tr><tr><td>8-9 years' experience</td><td>4</td></tr><tr><td>5-7 years' experience</td><td>3</td></tr><tr><td>3-4years' experience</td><td>2</td></tr><tr><td>1-2 years' experience</td><td>1</td></tr></table>	Company experience	Indicator	10 years 'or more experience	5	8-9 years' experience	4	5-7 years' experience	3	3-4years' experience	2	1-2 years' experience	1	40
Company experience	Indicator													
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The bidder must achieve a minimum of 60 points to be considered for the next Phase of Evaluation. Any service provider fails to meet the above thresholds will be disqualified automatically.

2. Expertise and qualifications in events management including wellness campaigns.

Criteria	Sub-criteria	Weight of criterion
1	<p><b>METHODOLOGY:</b> Extent to which the proposal is responsive to and meets the criteria detailed in the scope of work.</p> <p>A broad overview of approaches and methodologies that are proposed to tackle complex assignments in the following categories: <b>Events Project Management, Events Coordination, Social Mobilisation, Stakeholder management, Campaigns Management and Activations</b>, and an example of such methodology and project management must be attached for assessment.</p> <p>5) Methodology and proposed plan <u>exceptionally</u> address the manner in which the project will be delivered and indicate additional value adds - (score 5)</p> <p>4) Methodology and proposed plan <u>adequately</u> specify all requirements in the scope of work and is acceptable for implementation – (score 4)</p> <p>3) Methodology and proposed plan <u>adequately</u> address <u>most</u> requirements in the scope of work – (score 3)</p> <p>2) Methodology and propose plan <u>inadequately</u> address requirements in the scope of work - (score 2)</p> <p>1) Methodology and proposed plan <u>do not</u> outline the requirements as specified in the scope of work – (score 1)</p> <p>0) No methodology and proposed plan attached to address requirements in the scope of work – (score 0)</p>	20

Criteria	Sub-criteria	Weight of criterion												
2	<p><b>Expertise and qualifications in events management including wellness campaigns.</b> Demonstration of sufficient capability with the necessary education, training, technical knowledge, and experience for their assigned functions.</p> <p>Demonstrate the service provider's ability and experience in executing the required services. The company/agency must have a team of resource with extensive experience in the <b>stakeholder management and engagement, events management and logistics, social mobilisation, and activations.</b></p> <p>Attach a signed curriculum vitae (CV) for each lead team member which must include clearly reflected experience and number of years managing activities detailed in the scope of work. <b>Failure to sign a CV by each lead team member as indicated above will result in your bid the CV being deemed to be invalid:</b></p> <p>5= team member (s) who has managed similar projects in the last 5 years with 10 or more years of experience. – (score 5)</p> <p>4= team member (s) who has managed similar projects in the last 5 years with 8-9 less years of experience. – (score 4)</p> <p>3= team member (s) who has managed similar projects in the last 5 years with 5-7 or less years of experience. – (score 3)</p> <p>2= team member (s) who has managed similar projects in the last 5 years with 3-4 or less years of experience. – (score 2)</p> <p>1= team member (s) who has managed similar projects in the last 5 years with 1-2 or less year of experience. – (score 1)</p> <p>0= team member (s) who has managed similar projects in the last 5 years with 0 years of experience (score- 0)</p>	40												
3	<p><b>Track record of the entity</b> Ability to demonstrate successfully performed similar work to the terms of reference. Demonstrate the successfully performed work of similar nature in the public sector or private sector.</p> <p>Bidder (s) are required to demonstrate relevant past experience and competency of the company in organising events with more than 1 500 attendees. Bidder (s) should submit full details of and at least three contactable signed references for, projects of a similar scope which were successfully completed in the previous years and the contract value of such projects and maybe supported by official purchase order.</p> <table><tr><th>Company experience</th><th>Indicator</th></tr><tr><td>10 years 'or more experience</td><td>5</td></tr><tr><td>8-9 years' experience</td><td>4</td></tr><tr><td>5-7 years' experience</td><td>3</td></tr><tr><td>3-4years' experience</td><td>2</td></tr><tr><td>1-2 years' experience</td><td>1</td></tr></table>	Company experience	Indicator	10 years 'or more experience	5	8-9 years' experience	4	5-7 years' experience	3	3-4years' experience	2	1-2 years' experience	1	40
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**PRICING SCHEDULE**  
(Professional Services)

SBD 3.3

NAME OF BIDDER: .....	BID NO.: NDoH-36(2023/2024)
CLOSING TIME 11:00	CLOSING DATE: 02 OCTOBER 2023

OFFER TO BE VALID FOR 180 DAYS FROM THE CLOSING DATE OF BID.

ITEM NO	DESCRIPTION	BID PRICE IN RSA CURRENCY **(ALL APPLICABLE TAXES INCLUDED)
1.	The accompanying information must be used for the formulation of proposals.	
2.	PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)	
3.	KEY PERSONNEL	HOURLY RATE
	Senior Writer	R-----
	Editor	R-----
	Senior Copy Editor	R-----
	Senior Social Media Specialist	R-----
	Senior Graphic Designer	R-----
	Campaigns Management Specialist	R-----
	Media Buyer	R-----
	Media Monitoring Specialist	R-----
	Digital marketing Specialist	R-----

**NB: THE LEAD KEY RESOURCES MENTIONED IN THE TERMS OF REFERENCE/ EVALUATION CRITERIA PLEASE ATTACH SIGNED CVs AND THEIR EDUCATIONAL QUALIFICATIONS.**



Bid No.: .....

Name of Bidder: .....

DESCRIPTION	PERCENTAGE MANAGEMENT FEE
MANAGEMENT OF STRATEGIC COMMUNICATION CAMPAIGN FOR PUBLIC HEALTH POLICY ISSUES.	

*The management fee will only be applicable to services that are rendered by third party providers at the instruction of the department to the successful bidder.*

Travel expenses (specify, for example rate/km and total km, class of air travel, etc). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.

The National Department of Transport fuel rates will be used to determine rates for kilometers travelled.

Other expenses, for example accommodation (specify, e.g. Three-star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

Government approved rates will be applied in determining the appropriate rate. Bearing in mind of the cost containment measures put in place.

\*\* "all applicable taxes" includes value- added tax, pay as you earn, income tax, unemployment insurance contributions and skills development levies.

3. Period required for commencement with project after acceptance of bid .....
5. Estimated man-days for completion of project .....
6. Are the rates quoted firm for the full period of contract? \*YES/NO
7. If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index. ....  
.....  
.....  
.....

\*[DELETE IF NOT APPLICABLE]

Any enquiries regarding bidding procedures may be directed to the –

**NATIONAL DEPARTMENT OF HEALTH  
1112 VOORTREKKER ROAD  
THABA TSHWANE  
PRETORIA**

EMAIL ADDRESS FOR ENQUIRIES: [tenders@health.gov.za](mailto:tenders@health.gov.za)

**PRICING SCHEDULE**  
(Professional Services)

NAME OF BIDDER: .....	BID NO.: NDoH-36(2023/2024)
CLOSING TIME 11:00	CLOSING DATE: 02 OCTOBER 2023

OFFER TO BE VALID FOR 180 DAYS FROM THE CLOSING DATE OF BID.

ITEM NO	DESCRIPTION	BID PRICE IN RSA CURRENCY **(ALL APPLICABLE TAXES INCLUDED)
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1. The accompanying information must be used for the formulation of proposals.

2. PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)

3. KEY PERSONNEL

HOURLY RATE

Events Project Manager

R-----

Events Coordinator

R-----

Social Mobilization Coordinator

R-----

Campaigns Management Specialist

R-----

**NB: THE LEAD KEY RESOURCES MENTIONED IN THE TERMS OF REFERENCE/ EVALUATION CRITERIA PLEASE ATTACH SIGNED CVs AND THEIR EDUCATIONAL QUALIFICATIONS.**

DESCRIPTION	PERCENTAGE MANAGEMENT FEE
<b>Category A: Indoor Events</b>	
Small events (1500 or less people attending) where there is infrastructure for the event to be held in.	
Large event (<1500 people attending) where there is infrastructure for the event to be held in.	
<b>Category B: Outdoor Events</b>	
Small events (1500 or less people attending) where there is little or no infrastructure for the event to be held in such events are those do not use big marques etc.	
Large events (<1500 attending) where there is little or no infrastructure for the event to be held in events are those that do not use big marques etc.	

***The management fee will only be applicable to services that are rendered by third party providers at the instruction of the department to the successful bidder.***

Travel expenses (specify, for example rate/km and total km, class of air travel, etc). Only actual costs are recoverable.

Proof of the expenses incurred must accompany certified invoices.

The National Department of Transport fuel rates will be used to determine rates for kilometers travelled.

Other expenses, for example accommodation (specify, e.g. Three-star hotel, bed and breakfast, telephone cost, reproduction cost, etc.).

On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

Government approved rates will be applied in determining the appropriate rate. Bearing in mind of the cost containment measures put in place.

Name of Bidder: .....

\*\* "all applicable taxes" includes value- added tax, pay as you earn, income tax, unemployment insurance contributions and skills development levies.

3. Period required for commencement with project after acceptance of bid .....
5. Estimated man-days for completion of project .....
6. Are the rates quoted firm for the full period of contract? \*YES/NO
7. If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index. ....

\*[DELETE IF NOT APPLICABLE]

Any enquiries regarding bidding procedures may be directed to the –

**NATIONAL DEPARTMENT OF HEALTH  
1112 VOORTREKKER ROAD  
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