



## INVITATION TO BID

**YOU ARE HEREBY INVITED TO BID FOR MEDIA MONITORING SERVICES**

ADVERT DATE: 06 OCTOBER 2021

**A Non-Compulsory Briefing Meeting with representatives of the employer will take place on 11 October 2021 from 10:00am – 11:00am via Ms Teams Virtual Meeting. ([Click here to join the meeting](#))**

**The last day for receipt of queries is 22<sup>nd</sup> of October 2021.**

CLOSING DATE: 05 NOVEMBER 2021

CLOSING TIME: 12H00

**BID DESCRIPTION: PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

BID NUMBER: **JDAMRKT/MM/003/2021**

BID DOCUMENTS MUST BE DEPOSITED IN THE BID BOX SITUATED AT:

Offices of the Johannesburg Development Agency, 3 President Street, The Bus Factory, Newtown, Johannesburg, 2000

**Bidders should ensure that bids are delivered timeously to the correct address. If the bid is late, it will not be accepted for consideration.**

**NB: NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE** (see definition below)

\* MSCM Regulations: "in the service of the state" means to be –

- (a) a member of –
  - (i) any municipal council;
  - (ii) any provincial legislature; or
  - (iii) the national Assembly or the national Council of provinces;
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.

**ANY ENQUIRIES REGARDING THE BIDDING PROCEDURE MAY BE DIRECTED TO:**

**Department:** Procurement

**Contact Person:** Mr. Siyambonga Gcobo

**Tel:** 011 688 7851

**Fax:** 011 688 7800

**E-mail:** [sgcobo@jda.org.za](mailto:sgcobo@jda.org.za)

**ANY ENQUIRIES REGARDING THE PROJECT MAY BE DIRECTED TO:**

**Department:** Marketing & Communications

**Contact Person:** Mr. Elias Nkabinde

**Tel:** 011 688 7905

**Fax:** 011 688 7800

**E-mail:** [enkabinde@jda.org.za](mailto:enkabinde@jda.org.za)

**PLEASE NOTE: TENDERS MUST BE SUBMITTED ON THE TENDER DOCUMENTATION ISSUED. TENDER DOCUMENTATION MUST NOT BE REPRODUCED OR REARRANGED. ANY ADDITIONAL INFORMATION MUST BE SUBMITTED AS A SEPARATE ATTACHMENT TO THE TENDER DOCUMENT FAILURE TO DO SO WILL RESULT IN YOUR BID BEING DISQUALIFIED.**

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

**OFFER**

**THE FOLLOWING PARTICULARS MUST BE FURNISHED  
(FAILURE TO DO SO WILL RESULT IN YOUR BID BEING DISQUALIFIED)**

NAME OF BIDDER.....

BID NUMBER.....

POSTAL ADDRESS.....

STREET ADDRESS.....

.....

CONTACT PERSON .....

TELEPHONE NUMBER      CODE .....      NUMBER .....

CELLPHONE NUMBER.....

FACSIMILE NUMBER      CODE .....      NUMBER .....

VAT REGISTRATION NUMBER.....

CSD SUPPLIER NUMBER MAAA.....

COMPANY REGISTRATION NUMBER .....

TAX VERIFICATION PIN.....

TOTAL BID PRICE..... excluding Value Added Tax

TOTAL BID PRICE in words .....

.....

.....

..... excluding Value Added Tax

SIGNATURE OF BIDDER .....

CAPACITY UNDER WHICH THIS BID IS SIGNED .....

DATE .....

To all our stakeholder

**RE: The channels of reporting fraudulent and Corrupt Activities**

The City of Johannesburg has a **zero-tolerance approach to Fraud, Theft, Corruption, Maladministration, and Collusion** by suppliers with employees. To reinforce this commitment, more channels have been added to report any Fraudulent and Corrupt activities.

Instances of corporate fraud and misconduct remain a constant threat to service delivery. The City of Johannesburg took a resolution to adopt strategic interventions aimed at combatting fraud and corruption. The City took a decision to centralized the reporting of fraudulent and corrupt activities through the establishment of an independent fraud hotline which is managed by independent service providers.

All people doing business with the Johannesburg Development Agency are encouraged to report any corrupt or illegal practice.

Employees are encouraged to report fraud, waste or other concerns suggestive of dishonest or illegal activities.

**Anyone can report fraudulent and corrupt activities through one of the following channels:**

- Toll free number.....0800 002 587
- Toll free Fax .....0800 007 788
- SMS (charged @ R1.50).....32840
- Email Address:.....anticorruption@tip-offs.com
- Web site:.....www.tip-off.com
- Free post:.....Free post, KNZ 138, Umhlanga, 4320



Let's join hands to take up the Fight against Fraud and Corruption in our society.

**WE ENCOURAGE ALL PEOPLE DOING BUSINESS WITH US TO REPORT ANY CORRUPT OR ILLEGAL PRACTICE, USING THE ANTI-FRAUD HOTLINE NUMBER: 0800 002 587”.**

# **JOHANNESBURG DEVELOPMENT AGENCY**

## **BID DESCRIPTION: PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

---

---

**BID NUMBER: JDAMRKT/MM/003/2021**

**Tender advertisement: 06 October 2021**

**A Non-Compulsory Briefing Meeting with representatives of the employer will take place on 11 October 2021 from 10:00am – 11:00am via Ms Teams Virtual Meeting. ( [Click here to join the meeting](#) )**

**The last day for receipt of queries is 22nd of October 2021.**

**The last day for receipt of queries is 23rd of September 2021**

**Closing date: 05 November 2021**

---

---

**OCTOBER 2021**

---

---

---

**TABLE OF CONTENT**


---

	<b>Page No.</b>
<b>COPY OF ADVERT</b>	<b>5</b>
<b>1. INTRODUCTION</b>	<b>6</b>
<b>2. PROJECT INFORMATION AND BACKGROUND</b>	<b>6-7</b>
<b>3. APPOINTMENT</b>	<b>8</b>
<b>4. PRICING</b>	<b>9</b>
<b>5. PROPOSAL CONTENT</b>	<b>10</b>
<b>6. ASSESSMENT CRITERIA</b>	<b>11</b>
6.1 Compliance	<b>11</b>
6.2 Technical	<b>12 -16</b>
6.3 Price and Empowerment	<b>16</b>
6.4 Risk Tolerance	<b>16-18</b>
<b>8. CLOSING DATE, TIME AND VENUE FOR SUBMISSIONS</b>	<b>18</b>
 <b>ANNEXURES</b>	 <b>19-35</b>
A : Business Declaration	
B : Declaration of Interest	
C : Declaration of Past SCM Practices	
D : Particulars of Contracts Awarded by an Organ of State	
E : MBD9 Certificate of Independent Bid Determination	
F : Declaration on state of municipal account	
G : Schedule of completed projects	
H : Organogram	

**COPY OF ADVERT****TENDERING PROCEDURES****Tender Notice and Invitation to Tender**

**BID DESCRIPTION:** PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS

**BID NUMBER:** JDAMRKT/MM/003/2021

The JDA is requesting proposals from experienced service providers to provide Media Monitoring Services for the Johannesburg Development Agency for a period of 36 months.

Documents can be downloaded from the JDA website: [www.jda.org.za](http://www.jda.org.za) and from the e-Tenders portal, [www.etenders.gov.za](http://www.etenders.gov.za) from the **06 October 2021**.

**A Non-Compulsory Briefing Meeting with representatives of the employer will take place on 11 October 2021 from 10:00am – 11:00am via Ms Teams Virtual Meeting and the link will be made available in the actual tender document.**

**The last day for receipt of queries is 22<sup>nd</sup> of October 2021.**

Procurement related issue may be addressed to Mr. Siyambonga Gcobo via Telephone on: (011) 688 7811; fax (011) 688 7899; or e-mail: [sgcobo@jda.org.za](mailto:sgcobo@jda.org.za) or to Ms. Claudia Mahlaule via Telephone on: (011) 688 7851; fax (011) 688 7899; or e-mail: [cmahlaule@jda.org.za](mailto:cmahlaule@jda.org.za).

Technical queries or queries relating to the project may be addressed to Mr Elias Nkabinde via telephone on (011) 688 7851; fax: (011) 688 7899; or e-mail: [enkabinde@jda.org.za](mailto:enkabinde@jda.org.za).

The closing time and date for the receipt of tenders is **05 November 2021 at 12:00pm**. The proposals must be delivered at the offices of the Johannesburg Development Agency, located within the Bus Factory premises at 3 Helen Joseph Street, Newtown.

No Telegraphic, Telephonic, Telex, Facsimile, E-mailed and late tenders will not be accepted.

Tenders must only be submitted on the tender documentation that is issued. The retyping of the tender document is not permitted.

Requirements for sealing, addressing, delivery, opening and assessment of tenders are stated in the Tender Data.

The JDA's selection of qualifying tenders will be at the JDA's sole discretion and will be final. The JDA does not bind itself to accept any particular tender and correspondence will be entered into with successful tenderer.

**“WE ENCOURAGE ALL PEOPLE DOING BUSINESS WITH US TO REPORT ANY CORRUPT OR ILLEGAL PRACTICE, USING THE ANTI-FRAUD HOTLINE NUMBER: 0800 002 587”.**

## **1. INTRODUCTION**

The JDA is calling for suitably qualifying companies to submit proposals that will be evaluated for Functionality, Pricing and Broad-Based Black Economic Empowerment (BBBEE) for the provision of provision of media monitoring services, in line with JDA's procurement requirements. Experienced companies are hereby invited to provide media monitoring and analysis services for the JDA website for a period of 36 months.

## **2. PROJECT INFORMATION & BACKGROUND**

The Johannesburg Development Agency (JDA) is an area-based development agency, with a social, economic and environmental mandate to develop resilient, sustainable and liveable urban areas in identified transit nodes and corridors. In its 20 years of operation, JDA has implemented over 1000 projects across all administrative regions and have been responsible for spearheading and delivering the City of Johannesburg's strategic projects which each project emphasising the renovation, innovation and re-imagination of the city's built environment and urban communities.

In order to effectively manage its reputation, the JDA seeks to use the services of a media monitoring company to track and analyse its media coverage.

### **2.1 PROJECT OBJECTIVES**

The primary objectives that should inform the services as specified in this RFP are to:

- 2.1.1 Tracking of media coverage nationally across all media platforms i.e. print, electronic, online and social (Twitter, Instagram, Facebook, website and others). The tracking must be based on JDA's mentions.
- 2.1.2 Provide daily alerts/ updates across the different media platforms as indicated in 2.1.1.
- 2.1.3 Monthly, quarterly and annual reports and analysis of media coverage (including recommendations) to the Communications Manager and Social Media and PR Specialist

**Note:** The JDA has projects in all seven regions of the Johannesburg Metropolitan area. Therefore, the bidder must have the capacity to track media coverage within the region as when required to do so.

### **3. APPOINTMENT**

The services required are outlined in item 3.1 below. The appointment will be over a 36-month period. Specific timelines, milestones, key performance areas & performance indicators and delivery dates will be finalised with the successful bidder. This is followed by item 3.2 which applicants are required to take note of.

#### **3.1 SCOPE OF SERVICES**

##### **3.1.1 Provide media monitoring services for the JDA**

The bidder must provide a detailed proposal of the methodology, processes and tools/ systems used to track media coverage in each of the following media platforms:

- **PRINT:** (i.e. Newspapers, Magazines etc.): Track JDA mentions across all print news platforms.
- **ONLINE MEDIA PLATFORMS:** (i.e. News, Blogs, Websites publications etc.): Track JDA mentions across all online news platforms.
- **SOCIAL MEDIA** (i.e. Facebook, LinkedIn, Twitter etc.): Track JDA mentions across all social media platforms.
- **ELECTRONIC** (i.e. Radio and TV): Track JDA mentions across all electronic news platforms.

The bidder must provide a detailed proposal of the tool/ system used to provide the required alerts/ updates.

The bidder must provide a detailed proposal of the methodology/approach in terms of analysis of media coverage and reporting.

The proposal must be accompanied by a sample of a comprehensive annual media coverage and analysis report.

The bidder will be required to submit monthly, quarterly and annual reports to the Marketing and Communications department, as and when required, or when certain significant issues are identified and require immediate escalation; alternatively, at the intervals that shall be agreed to between the two parties.

#### **3.2 Notes**

- 3.3.1 Appointments for subsequent financial years will be dependent on performance and budget availability. New contracts will be issued at the commencement of each new financial year. The deliverables and their due dates for future phases will be confirmed prior to signing of the new contracts.**
- 3.3.2** Packaged proposals to render more than one service will **NOT** be accepted.
- 3.3.3** Applicants are to ensure that they have adequate resources to undertake the work under stringent timeframes.

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

- 3.3.4 The JDA reserves the right to ask tenderers to replace any member/s of the proposed team if they do not meet the JDA requirements.
- 3.3.5 Tenderers must note that they will be required as and when necessary to attend presentations to JDA, COJ, and stakeholders.
- 3.3.6 Tenderers must also note that revisions to the documents may be required following feedback received from relevant stakeholders and / or approving structures which may necessitate some rework, additional presentations, and meetings. This needs to be taken into consideration in the tenderer's fee proposal.

**4. PRICING**

The basis for fee proposals is outlined in item 4.1 below. This is followed by item 4.2 which applicants are required to take note of.

- 4.1** Tenderers are to replicate the table below and submit as part of their fee proposal and the total fee must be carried to the "Offer" page. Failure to price as required will result in the tender been disqualified for non-compliance.

Detailed below is information upon which fees must be based for the project (**refer to item 3 above for detailed scope of work**). This is followed by **item number 4.2 which ALL applicants are required to take careful note of.**

No.	Item	Year - 1	Year - 2	Year - 3	Amount for Y1,Y2 and Y3 (vat exclusive)
1	Media Monitoring Tool				R
2	Alerts/ updates services	Daily and weekly updates as and when necessary	Daily and weekly updates as and when necessary	Daily and weekly updates as and when necessary	R
3	Monthly, quarterly and annual reports services	1x annual report 4x quarterly reports 12x monthly reports	1x annual report 4x quarterly reports 12x monthly reports	1x annual report 4x quarterly reports 12x monthly reports	R
<b>Totals (excluding VAT)</b>		<b>R</b>	<b>R</b>	<b>R</b>	<b>R</b>

**Total fee: provision of media monitoring services to the JDA**

R..... excluding VAT

**THE TOTAL AMOUNT MUST BE CARRIED OVER TO THE 'OFFER PAGE'. TENDERERS ARE TO REPLICATE THE ABOVE TABLE AND SUBMIT AS PART OF THEIR FEE PROPOSAL. TENDERERS WHO FAIL TO PROVIDE THE PRICE BREAKDOWN INFORMATION AS INDICATED ABOVE WILL BE CONSIDERED AS NON-COMPLIANT AND WILL BE DISQUALIFIED.**

#### 4.2 Notes

- 4.2.1** Tenderers must ensure that the final TOTAL FEE is correctly carried over to the “offer” page. The value recorded on the offer page will be regarded as the tendered amount to render services. Failing to price as required will result in the tender being disqualified.
- 4.2.2** Fees must include standard disbursements such as typing, reproduction, copying, binding of documents, telephonic / electronic and facsimile communications, courier, local travel and accommodation, etc.
- 4.2.3** It is the responsibility of the bidder to ensure that they have a local office within the geographical area of City of Johannesburg as the JDA will not be responsible for accommodation and travelling costs.

#### 5. PROPOSAL CONTENT

The bidder's submission must provide the JDA with sufficient information to enable the employer to make a sound and fair evaluation of the proposal. It must clearly indicate the **relevant** previous experience, capability, and capacity of the bidding entity to undertake the project. The proposal should **use the same item numbers as below.**

The following minimum documentation must be provided:

**5.1 THE “OFFER” PAGE MUST BE COMPLETED IN FULL AND SIGNED. Any bidder who fails to do so will be disqualified.**

**5.2 Tenderers are required to submit a detailed fee proposal based on the requirements set out in item 4 above and to ensure that the final TOTAL FEE IS CORRECTLY TRANSFERRED TO THE “OFFER” PAGE. Any bidder who fails to do so will be disqualified.**

**5.3** A valid BBEE status level verification certificate substantiating the bidding entities BBEE rating. Only certificates issued by verification agencies accredited by the South African Accreditation System (SANAS), or by registered auditors approved by the Independent Regulatory Board of Auditors (IRBA) will be accepted. **IF A COPY IS SUBMITTED IT MUST BEAR AN ORIGINAL CERTIFICATION STAMP. FAILURE TO SUBMIT A BBEE STATUS LEVEL CERTIFICATE WILL RESULT IN THE BIDDER SCORING ZERO (0) POINTS FOR BBEE.**

**An EME must submit a sworn affidavit confirming the following:**

- Annual turnover revenue of R10 million or less; and
- Level of black ownership

**Any misrepresentation in terms of the above constitutes a criminal offence as set out in the B-BBEE Act as amended.**

**5.4** Company registration documents.

**5.5** A certified copy of the bidder's Professional Indemnity Insurance certificate indicating the maximum value per claim in an insurance period, the applicable excess, and the expiry date.

**5.6** A copy of the bidding entity's current municipal rates account in the name of the bidding entity or alternatively in the names of the directors / partners of the bidding entity.

**5.7** Audited financial statements for the past three years.

**5.8** Details of directors / partners / members and shareholders with certified copies of their identity documents.

**5.9** The bidding entity's certificates of membership/s to industry bodies where applicable.

**5.10** A detailed approach and methodology statement wherein the approach to be followed in each stage of the project is outlined with clear identification of the deliverables in each stage. This section should show the tenderer's understanding of the process and input required towards the completion of the required services.

**5.11** The forms A to H annexed, must be scrutinized, completed in full and submitted together with your quotation.

**5.12** A corporate brochure alternatively a brief summary of the entity's background.

**5.13** Provide information on the individuals who will be assigned to **this project (NOT the entire company)**. The following **must** be addressed:

- organogram
- role/s and responsibility/ies on this project
- relevant qualifications and attach proof hereof
- number of years of relevant experience in the industry **and** in the proposed role
- detailed CV's for each member of the team noting their specific relevant project experience **[project description, role and responsibilities, project value]**
- individual memberships to professional associations and attach proof hereof where applicable.

**5.14** A schedule of completed contracts of a **similar** nature to this project ie. webmaster, web design and hosting services. The following details **must** be included on the schedule:

- Description of the project
- Service rendered
- Name of employer / client and their representative's contact details
- Cost of the project/services
- Fee obtained for services
- Date of completion
- Letter of reference on the client's letterhead or with the client's company stamp and signature that confirms project scope of work, service rendered and project value

**5.15** Tenderers are to submit 3 copies of their proposal (1 original, 1 copy and 1 USB).

**FAILURE TO COMPLY WITH THE REQUIREMENTS IN ITEM 5 WILL RESULT IN TENDERERS BEEN DISQUALIFIED FOR NON-COMPLIANCE OR NEGATIVELY SCORED IN THE TECHNICAL ASSESSMENT.**

**Note for consortium and joint ventures**

- **EACH** party to a consortium and joint venture is to submit the requisite documents and / or information as requested in item 5 (ie.5.3-5.9, 5.12-5.13, and 5.14-5.15)
- An Agreement or Heads of Terms recording the arrangement between the parties to the consortium / joint venture is to be submitted.
- A lead consultant is to be appointed and noted in the submission.
- A trust, consortium or joint venture will qualify for points for their BBBEE status level as an unincorporated entity, provided that the entity submits their consolidated BBBEE scorecard as if they were a group structure and that such a consolidated BBBEE scorecard is prepared for every separate tender.

**Failure to comply with these conditions may invalidate your offer.**

## **6. ASSESSMENT CRITERIA**

Submissions will be evaluated on the criteria to follow:

- Compliance
- Technical
- Price / BBBEE
- Risk Tolerance

### **6.1 Compliance**

Bidder's will be disqualified for:

- If any of its directors are listed on the register of defaulters;
- A bidder who during the last five years has failed to perform satisfactorily on previous contracts with the JDA or any other organ of state after written notice was given to that bidder that performance was unsatisfactory;
- Whose tax matters have not been declared to be in order by the South African Revenue Services;
- Who is not registered with the National Treasury Central Supplier Database;
- Who did not complete, in full, the tender offer page (i.e. priced, all registration numbers provided and signed);
- Who's tender document has been completed in pencil;
- Who's tender document has been faxed;
- Who's tender document has been received after the closing time;
- Who's tender document has not been deposited in the tender box at the time of closing;
- Who failed to price as required i.e as stipulated in item 4 herein;
- Who is in the employment of the state.

## 6.2 Technical

The technical assessment is based on the criteria set-out below namely:

- (i) Key returnable documents,
- (ii) Capability of the proposed key team members (i.e. experience documented in a detailed CV, qualifications as per Item 5.13 above and must be recorded on Annexure H)
- (iii) The Experience of the company (i.e. Media Monitoring as per item 5.14 above and must be recorded in Annexure G) and,
- (iv) The Contactable reference letters matching item no.(iii) above.

Tenderers will have to submit compliant documents and score a minimum number of points in the technical evaluation in order to be considered further in the evaluation process.

**Total points = 296 and the minimum points required = 178 which is 60%**

(i) KEY RETURNABLE DOCUMENTS	Total Points	Criteria	Description of Criteria	Points
<b>A</b>	<b>16</b>	Original/Certified BB-BEE Certified	Points will only be allocated for key returnable documents submitted	NA
		Company registration documents		NA
		Current municipal account		NA
		3 Years of audited financial statements		NA
		Certified copies of directors / partners identity documents		NA
		Forms A to H completed in full and signed		16
<b>(ii - A) CAPABILITY OF PROPOSED KEY TEAM MEMBERS (CVs)</b>	<b>Total Points</b>	<b>Criteria</b>	<b>Description of criteria</b>	<b>Points</b>

## PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS

<p><b>B1</b></p> <p><b>Experience of proposed key personnel.</b></p> <p><b>Detailed CVs Proven track record on the curriculum vitae of key team members as per 5.13 (must complete Annexure H)</b></p>	90	<p><b>Executive Analyst</b> Manager with a minimum 8 years and above</p>	<p>Points will only be allocated for proposed team members with the specified qualifications <b>and</b> certification.</p> <p><b>If no proof of qualifications or certification</b></p> <p><b>Note that in a case where the web developer and graphic designer are a single resource points will be allocated for both roles on the project provided bidder demonstrate that the allocated resource is experienced in both areas.</b></p>	50
		<p><b>Senior Insights Analyst</b> with a minimum of 6 to 7 years of experience</p>		25
		<p><b>Junior Insight Analyst / Account Executive</b> with a minimum 3 - 5 years of experience.</p>		15
<b>(ii - B) CAPABILITY OF PROPOSED KEY TEAM MEMBERS (Qualification)</b>	<b>Total Points</b>	<b>Criteria</b>	<b>Description of criteria</b>	<b>Points</b>
<p><b>B2</b></p> <p><b>Copies of qualifications are required for the proposed team members as per 5.12</b></p>	90	<p><b>Executive Analyst</b> Manager (Relevant Honours, Degree, National Diploma, Certificate)</p>	<p>Points will only be allocated for proposed team members with the relevant required qualifications</p> <p><b>If <u>any</u> of the following information is not provided, zero points will be awarded :</b></p> <ul style="list-style-type: none"> <li>CV's provided must be as per the resources recorded on the organogram</li> <li>CV's must clearly show experience</li> </ul>	50
		<p><b>Senior Insights Analyst</b> (Relevant Honours, Degree, National Diploma, Certificate)</p>		25
		<p><b>Junior Insight Analyst / Account Executive</b> (Relevant Honours, Degree, National Diploma, Certificate)</p>		15

## PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS

			<p>relevant to the project</p> <ul style="list-style-type: none"> <li>• CV's must clearly show the role executed by the resource on said projects</li> <li>• CV's must clearly show the values of said building projects</li> </ul>	
<b>(iii) THE EXPERIENCE OF THE COMPANY</b>	<b>Total Points</b>	<b>Criteria</b>	<b>Description of criteria</b>	<b>Points</b>
<b>C1</b> <b>Company Experience and Track record in brand tracking and media monitoring as per 5.14 (must complete Annexure G)</b>	<b>50</b>	Five or more projects completed	Points will only be allocated for building related projects as listed in the schedule requested in item 5.14  Project information contained elsewhere in the tender submission will <b>not</b> be considered.	50
		Three to four projects completed		25
		One to two projects completed		15
<b>(iv) CONTACTABLE REFERENCE LETTERS</b>	<b>Total Points</b>	<b>Criteria</b>	<b>Description of criteria</b>	<b>Points</b>
<b>C2</b> <b>Contactable reference (on client letter head) as brand tracking and media monitoring projects listed above as per 5.14</b>	<b>50</b>	Five or more <u>satisfactory</u> references	Points will only be allocated for references on similar projects as listed in the scheduled requested in Item 5.14  References <b>must</b> be on the client's letterhead or on a document stamped by the client and <b>must</b> confirm the project description, services rendered	50
		Only three to four <u>satisfactory</u> references		30
		Only one to two <u>satisfactory</u> references		10

			and values in order to obtain the points. <b>If <u>any</u> of the required information does not appear in the reference, zero points will be awarded.</b>	
--	--	--	---	--

## 6.2 Price and Empowerment

Having completed a technical evaluation, the procedure for the evaluation of technically qualifying tenders is Method 2 (Price and Preferences). The Preference Point System assigns a score to each tenderer based on the tender price and on the tenderer's BBBEE status. These scores are combined to determine an overall score for the tender. The tender with the highest score will be considered for acceptance.

The Preference Point System will be applied as follows:

The below will apply to the services required for this project (80:20)

- For tenders up to R1 million
  - 80 points are assigned to price
  - Up to 20 points are assigned to BBBEE status per the table under item 6.2.1
- Points scored will be rounded off to the nearest 2 decimal places
- Bidders are to note that JDA does not bind itself to accept the lowest priced bid.

### 6.2.1 Points awarded for BBBEE status level

Points will be awarded for empowerment (BBBEE), in accordance with the Preferential Procurement Regulations 2017 published in Government Gazette No. 40553 dated 20 January 2017. The table overleaf is applicable in this regard:

B-BBEE Status Level Of Contributor	Number of Points
	Tenders up to R50 million
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2

<b>Non-Compliant contributor</b>	<b>0</b>
----------------------------------	----------

Notes:

- 6.2.1.1 “B-BBEE status level of contributor” means the B-BBEE status received by a measured entity based on its overall performance using the relevant scorecard contained in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act ( Act No.53 of 2003).
- 6.2.1.2 Tenderers must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating. Certificates issued by either verification agencies accredited by the South African Accreditation System (SANAS) or by registered auditors approved by the Independent Regulatory Board for Auditors (IRBA) are acceptable. **IF A COPY IS SUBMITTED IT MUST BEAR AN ORIGINAL CERTIFICATION STAMP. FAILURE TO SUBMIT A BBEE STATUS LEVEL CERTIFICATE WILL RESULT IN THE BIDDER SCORING ZERO (0) POINTS FOR BBEE.**
- 6.2.1.3 An EME must submit a sworn affidavit confirming the following:
- Annual Turnover Revenue of R10 million or less; and
  - Level of Black ownership
  - Any misrepresentation in terms of bullet point above constitutes a criminal offence as set out in the B-BBEE Act as amended.
- 6.2.1.4 The submission of such certificates must comply with the requirements of instructions and guidelines issued by the National Treasury and be in accordance with notices published by the Department of Trade and Industry in the Government Gazette.
- 6.2.1.5 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
- 6.2.1.6 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate tender.
- 6.2.1.7 A person will 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.
- 6.2.1.8 A person awarded a contract will not be permitted to 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.

#### 6.2.2 Formula for scoring tender price

The following formula will be used to calculate the points for price.

$$P_s = X \left[ 1 - \frac{(P_t - P_{\min})}{P_{\min}} \right]$$

Where

$P_s$  = Points scored for comparative price of tender under consideration

$P_t$  = Comparative price of tender under consideration

$P_{\min}$  = Comparative price of lowest acceptable tender

$X$  = **Points** assigned to price

6.2.3 The total preference points for a tender are calculated with the formula

**PP = P<sub>s</sub> + P<sub>bee</sub>** Where

**PP** is the total number of preference points scored by the tenderer

**P<sub>s</sub>** is the points scored for the comparative price of the tenderer, and

**P<sub>bee</sub>** is the number of points awarded to the tenderer based on his certified B-BBEE status level

Bidders are to note that JDA does not bind itself to accept the lowest priced bid.

### **6.3 Risk Tolerance**

The JDA has adopted a Risk Tolerance Framework (RTF) which enjoins the JDA to consider its risk exposure to contractors / service providers in terms of the number of contracts awarded to a single contractor / service provider in a particular year.

In terms of the Risk Tolerance Framework, the JDA determines the risk exposure as excessive in instances where the value of the contracts are:

1. The greater of R 8million or four contracts / projects in the current financial year or
2. The greater of R12 million or six contracts / projects over two financial years (current year and previous financial year).

A risk analysis shall be undertaken on the bidder with the highest number of points obtained, to determine whether the tenderer does not exceed the JDA's risk framework criteria as stated above. In other words, whether it falls within the ambit of the Risk Tolerance Framework as acceptable.

JDA reserves the right to award a contract to a bidder who has exceeded the threshold as stated above.

Bidders will be requested to attend interview should there be a need for clarity.

The validity period of the tender is 120 days.

## **7. CLOSING DATE, TIME AND VENUE FOR SUBMISSIONS**

The completed tender document shall be placed in a sealed envelope. The words:

**“PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS”**

must be written / typed clearly on the envelope.

The envelope must be deposited in the tender box at the **Johannesburg Development Agency, Ground Floor, The Bus Factory, 3 Helen Joseph Street, Newtown** only between the hours of 08H00 and 17H00.

**The Tender closes at 12h00 on 05 November 2021.**

Envelopes will be stamped on receipt. There will be a public opening of tenders.

**NO LATE / TELEPHONIC / E-MAILED/ FAXED / POSTAL TENDERS WILL BE ACCEPTED OR CONSIDERED.**

The Johannesburg Development Agency's selection of qualifying tenders shall be in the Johannesburg Development Agency's sole discretion and shall be final. The Johannesburg Development Agency does not bind itself to accept any particular tender and no correspondence will be entered into.

Unsuccessful bidders will have the opportunity to query the award within 21 working days of the publication of the successful bidder on the JDA website.

Queries can be addressed in writing to:

Elias Nkabinde

E-mail : [enkabinde@jda.org.za](mailto:enkabinde@jda.org.za)

**ANNEXURE A : BUSINESS DECLARATION**

**Tender/RFP Number** : .....

**Tender/RFP Description** : .....

**Name of Company** : .....

**Contact Person** : .....

**Postal Address** : .....

.....

**Physical Address** : .....

.....

**Telephone Number** : .....

**Fax Number** : .....

**Cell Number** : .....

**E-mail Address** : .....

**Company/enterprise Income**

**Tax Reference Number** : .....

(Insert personal income tax number if a one person business and personal income tax numbers of all partners if a partnership)

**VAT Registration Number** : .....

**Company Registration Number** : .....

**1. Type of firm**

- Partnership
- One person business/sole trader
- Close corporation
- Public company
- Private company

(Tick one box)

**2. Principal business activities**

.....  
.....  
.....

3. Total number of years company has been in business: .....

4. Detail all trade associations/professional bodies in which you have membership

.....  
.....  
.....

5. Did the firm exist under a previous name?

- Yes
- No

(Tick one box)

If yes, what was its previous name? .....

6. How many permanent staff members are employed by the firm:

Full Time : .....

Part Time : .....

7. In the case of a firm which renders services for different disciplines, how many permanent staff members are employed by the firm in the discipline for which you are tendering:

Full Time : .....

Part Time : .....

8. What is the enterprise's annual turnover for the last three years and what is the estimated turnover of current commitments from 1 July 2015 to 30 June 2016 (excl. VAT):

R ..... Year.....

R ..... Year.....

R ..... Year.....



**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

---

**CONTACT NUMBER** : .....

The undersigned, who warrants that he/she is duly authorised to do so on behalf of the company, affirms that the information furnished in response to this request for proposal is true and correct:

**SIGNATURE** : .....

**NAME IN FULL** : .....

**CAPACITY** : .....

**DULY AUTHORIZED TO SIGN ON BEHALF OF:** .....

**DATE** : .....

**COMPANY STAMP**

**ANNEXURE B: DECLARATION OF INTEREST**

- 1. No bid will be accepted from persons in the service of the state\*.
- 2. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.

3. In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

3.1 Full Name: .....

3.2 Identity Number: .....

3.3 Position occupied in the company (director, trustees, shareholder\*\*) .....

3.4 Company Registration Number: .....

3.5 Tax Reference Number: .....

3.6 VAT Registration Number: .....

3.7 The names of all directors / trustees / shareholders / members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

3.8 Are you presently in the service of the state\* **YES / NO**

If yes, furnish particulars

.....  
.....

3.9 Have you been in the service of the state for the past twelve months? **YES / NO**

If yes, furnish particulars

.....  
.....

3.10 Do you, have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

If yes, furnish particulars

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

---

.....  
.....

3.11 Are you, aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

If yes, furnish particulars

.....  
.....

3.12 Are any of the company’s directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES / NO**

If yes, furnish particulars

.....  
.....

3.13 Are any spouse, child or parent of the company’s directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES / NO**

If yes, furnish particulars

.....  
.....

3.14 Do you or any of the directors, trustees, managers, principle shareholders or stakeholders of this company have any interest in any other related companies or businesses whether or not they are bidding for this contract? **YES / NO**

If yes, furnish particulars

.....  
.....

4. Full details of directors / trustees / members / shareholders.

FULL NAME	IDENTITY NUMBER	STATE EMPLOYEE NUMBER


**CERTIFICATION**

**I, THE UNDERSIGNED (FULL NAME)** .....

**CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS TRUE AND CORRECT.**

**I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.**

.....  
Signature

.....  
Position

.....  
Name of Bidder

.....  
Date

- \* MSCM Regulations: "in the service of the state" means to be –
  - (a) a member of –
    - (i) any municipal council;
    - (ii) any provincial legislature; or
    - (iii) the national Assembly or the national Council of provinces;
  - (b) a member of the board of directors of any municipal entity;
  - (c) an official of any municipality or municipal entity;
  - (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
  - (e) a member of the accounting authority of any national or provincial public entity; or
  - (f) an employee of Parliament or a provincial legislature.
  
- \*\* "Stakeholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

**ANNEXURE C : DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES**

- 1 This Municipal Bidding Document must form part of all bids invited.
- 2 It serves as a declaration to be used by municipalities and municipal entities in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- 3 The bid of any bidder may be rejected if that bidder, or any of its directors have:
  - a. abused the municipality's / municipal entity's supply chain management system or committed any improper conduct in relation to such system;
  - b. been convicted for fraud or corruption during the past five years;
  - c. willfully neglected, reneged on or failed to comply with any government, municipal or other public sector contract during the past five years; or
  - d. been listed in the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004).
- 4 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

Item	Question	Yes	No
4.1	Is the bidder or any of its directors listed on the National Treasury's database as a company or person prohibited from doing business with the public sector? <b>(Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the <i>audi alteram partem</i> rule was applied).</b>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.1.1	If so, furnish particulars:		
4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? <b>(To access this Register enter the National Treasury's website, <a href="http://www.treasury.gov.za">www.treasury.gov.za</a>, click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 3265445).</b>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If so, furnish particulars:		
Item	Question	Yes	No

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

4.3	Was the bidder or any of its directors convicted by a court of law (including a court of law outside the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.3.1	If so, furnish particulars:		
4.4	Does the bidder or any of its directors owe any municipal rates and taxes or municipal charges to the municipality / municipal entity, or to any other municipality / municipal entity, that is in arrears for more than three months?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4.1	If so, furnish particulars:		
4.5	Was any contract between the bidder and the municipality / municipal entity or any other organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.7.1	If so, furnish particulars:		

**CERTIFICATION**

I, THE UNDERSIGNED (FULL NAME) .....

**CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS TRUE AND CORRECT.**

**I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.**

.....  
Signature

.....  
Position

.....  
Name of Bidder

.....  
Date



**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

ANNEXURE D: PARTICULARS OF CONTRACTS AWARDED BY AN ORGAN OF STATE\*\*\* DURING THE LAST 5 YEARS cont.

CLIENT	ACCOUNT MANAGER	NATURE OF WORK	VALUE OF WORK	YEAR COMPLETED

**\*\*\* Organ of State means-**

- ◆ a) a national or provincial department;
- ◆ b) a municipality;
- ◆ c) a constitutional institution defined in the Public Finance Management Act, 1999 (Act No. 1 of 1999);
- ◆ d) Parliament;
- ◆ e) a provincial legislature;
- ◆ f) any other institution or category of institutions included in the definition of "organ of state" in section 239 of the Constitution and recognised by the [Minister](#) by notice in the *Government Gazette* as an institution or category of institutions to which [this Act](#) applies

.....  
Signature

*(of person authorised to sign on behalf of the organisation)*

.....  
Position

.....  
Name of Bidder

.....  
Date

**ANNEXURE E: CERTIFICATE OF INDEPENDENT BID DETERMINATION**

I, the undersigned, in submitting the accompanying bid:

---

*For*

*PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS*

in response to the invitation for the bid made by:

*Johannesburg Development Agency*

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of:

\_\_\_\_\_ that:  
(Name of Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
  - (a) has been requested to submit a bid in response to this bid invitation;
  - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
  - (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder
6. 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 will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraph 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

- (a) prices;
  - (b) geographical area where product or service will be rendered (market allocation);
  - (c) methods, factors or formulas used to calculate prices;
  - (d) the intention or decision to submit or not to submit a bid;
  - (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
  - (f) bidding with the intention not to win the bid.
8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
  9. 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.
  10. 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.

.....  
Signature

.....  
Position

.....  
Name of Bidder

.....  
Date

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

**ANNEXURE F: DECLARATION ON STATE OF MUNICIPAL ACCOUNTS**

A Any bid will be rejected if:  
Any municipal rates and taxes or municipal service charges owed by the bidder or any of the directors to the municipality or a municipal entity, or to any other municipality or municipal entity, are in arrears for more than three months.

B Bid Information

- i. Name of bidder: .....
- ii. Registration Number: .....
- iii. Municipality where business is situated.....
- iv. Municipal account number for rates: .....
- v. Municipal account number for water and electricity: .....
- vi. Names of all directors, their ID numbers and municipal account number.
  - 1. ....
  - 2. ....
  - 3. ....
  - 4. ....
  - 5. ....
  - 6. ....
  - 7. ....

C Documents to be attached.

- i. A copy of municipal account mentioned in B (iv) & (v) (Not older than 3 months)
- ii. A copy of municipal accounts of all directors mentioned in B(vi) (Not older than 3 months)
- iii. Proof of directors

I/We declare that the abovementioned information is true and correct and that the following documents are attached to this form: .....

.....

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

**ANNEXURE G: SCHEDULE OF COMPLETED CONTRACTS OTHER THAN THE ORGAN OF THE STATE**

The tenderer shall list below a **maximum of 5 projects completed in the past 5 years of a similar nature and scale** to this project i.e., Media Monitoring Services

CLIENT Company name and contact person's name, tel, cell & e-mail address	PROJECT Name and description	SERVICE RENDERED	PROJECT VALUE	COMPLETION DATE

**NOTE: Contactable references for the above listed projects must be provided. Said references MUST be on the client's letter head or on a document stamped and signed by client and must confirm the name of the project, description of the project, description of the service rendered, the value of the project, the completion date, and it must rate the service rendered.**

.....  
Signature

.....  
Position

.....  
Name of Bidder

.....  
Date

**PROPOSAL FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR THE JDA FOR A PERIOD OF 36 MONTHS**

**ANNEXURE H : ORGANOGRAM**

The tenderer shall list below the key personnel proposed for this project in the discipline and designation being tendered for.

DESIGNATION	NAME AND SURNAME	SUMMARY OF QUALIFICATIONS & EXPERIENCE
<p><b>Executive Analyst:</b> 1 resource required</p>		
<p><b>Senior Insights Analyst:</b> 1 resource required</p>		
<p><b>Junior Insight Analyst / Account Executive:</b> 1 resource required</p>		

**NOTE: Detailed Curriculum Vitae (CV's) of the above proposed candidates must be provided. Said CV's MUST indicate the name and description of the project, role played in the project, project value, and the start and end dates of the project. In addition proof of relevant qualifications and of memberships to relevant professional associations must also be provided for the above proposed candidates.**

.....  
Signature

.....  
Position

.....  
Name of Bidder

.....  
Date

