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INVITATION TO BID

YOU ARE INVITED TO BID FOR PROVISION OF MEDIA BUYING, MEDIA PLANNING, AND RELATED SERVICES

ADVERT DATE: **11 July 2024**

BRIEFING MEETING: **N/A**

CLOSING DATE: **13 August 2024**

CLOSING TIME: **12H00**

BID NUMBER: **JDASCM/MPS/006/2024**

BID DESCRIPTION: RFP – PROVISION OF MEDIA BUYING, MEDIA PLANNING, AND RELATED SERVICES FOR THE JOHANNESBURG DEVELOPMENT AGENCY OVER 36 MONTHS

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

Offices of the Johannesburg Development Agency, 3 Helen Joseph Street (Formerly 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)

¹ * 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 AND PROJECT MAY BE DIRECTED TO:

Department:	Marketing, Communication and PR Department	Contact Person:	Mr. Kenneth Nxumalo
Tel:	011 688 7800	Fax:	011 688 7899
		E-mail:	KNxumalo@jda.org.za
Department:	Procurement	Contact Person:	Mr Siyambonga Gcobo
Tel:	011 688 7800	Fax:	011 688 7899
		E-mail:	sgcobo@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 DISQUALIFIED.

OFFER

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

NAME OF BIDDER

BID DESCRIPTION

.....

BID NUMBER

POSTAL ADDRESS

STREET ADDRESS

CONTACT PERSON

TELEPHONE NUMBER CODE NUMBER

CELLPHONE NUMBER

FACSIMILE NUMBER CODE NUMBER

E-MAIL ADDRESS

COMPANY REGISTRATION NUMBER

NATIONAL CENTRAL SUPPLIER DATABASE NUMBER MAAA.....

VAT REGISTRATION NUMBER

TAX VERIFICATION PIN NUMBER

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

15% VAT R.....

TOTAL BID PRICE R..... Including Value Added Tax

TOTAL BID PRICE in words R.....

.....

.....

..... excluding Value Added Tax /Including Value Added Tax (please circle the relevant one)

SIGNATURE OF BIDDER

CAPACITY UNDER WHICH THIS BID IS SIGNED

DATE

To all stakeholders**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's decision was made to centralize the reporting of fraudulent and corrupt activities through the establishment of an independent fraud hotline.

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: 0800-0025-87 (all official languages)
- Email Address: Whistle@joburg.org.za
- Walk-in: 48 Ameshhof Street, SAPPI Building, East Wing, 5th Floor
- Social Media Pages: Facebook (Group Forensic and investigation investigation investigation service GFIS) and Twitter (@cojgfris)
- Management Request and referrals: Various Departments and Entities



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”

JOHANNESBURG DEVELOPMENT AGENCY

MEDIA PLACEMENT SERVICES

REQUEST FOR PROPOSAL – PROVISION OF MEDIA BUYING, MEDIA PLANNING, AND RELATED SERVICES FOR THE JOHANNESBURG DEVELOPMENT AGENCY OVER 36 MONTHS

ADVERT DATE: **11 July 2024**

BRIEFING MEETING: **N/A**

CLOSING DATE: **13 August 2024**

CLOSING TIME: **12H00**

BID NUMBER: **JDASCM/MPS/006/2024**

TABLE OF CONTENT

	Page No.
COPY OF ADVERT	
1. INTRODUCTION	7
2. SCOPE OF SERVICES	7
2.1. Media Placement services	7
2.2. Human Resources Requirements	
2.3. Mandatory requirements	8
3. APPOINTMENT	8
4. PRICING	9
5. PROPOSAL CONTENT	10
6. ASSESSMENT CRITERIA	11
6.1 Compliance	12
6.2 Technical	13
6.3 Price and Empowerment	16
6.4 Risk Tolerance	18
7. CLOSING DATE, TIME AND VENUE FOR SUBMISSIONS	19
 ANNEXURES	
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 : Organogram	
G : Schedule of completed projects	
H : Declaration of Municipal Account	

COPY OF ADVERT**TENDERING PROCEDURES****Tender Notice and Invitation to Tender**BID NUMBER: **JDASCM/MPS/006/2024**BID DESCRIPTION: **RFP - MEDIA PLACEMENT SERVICES OVER 36 MONTHS**

The JDA is requesting for proposals from experienced companies, service providers, joint ventures who can provide media placement services to the JDA over a period of three 36 Months.

Documents may be downloaded from the JDA website: www.jda.org.za and the e-Tender portal: www.etenders.gov.za on **11 JULY 2024**. Tenders must only be submitted on the tender document that is downloaded from the stipulated websites. The retyping of the tender document is not permitted.

Bidders are to submit written queries to knxumalo@jda.org.za or sgcobo@jda.org.za. Questions and answers will be uploaded on the JDA website. The last day for receipt of queries is 02 August 2024.

The closing time for receipt of tenders is 12:00 pm on 13 August 2024. Telegraphic, telephonic, telex, facsimile, e-mail, 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 the 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 requesting proposals from media buying and media planning service providers.

Applicants from experienced companies and joint ventures are invited to submit proposals for media buying, media planning, and related services for a period of 36 Months

The Johannesburg Development Agency (JDA) is a wholly owned entity by the City of Johannesburg responsible for the regeneration of areas in decay. It does this by compartmentalizing capital and operational works into specific projects delivered through a series of professional, engineering, consulting, project management, and contractor services. Consistent with Supply Chain Management policy, the JDA procures such services using timeous, fair, transparent, and consistent placement of tenders in the print (newspaper) and electronic media (JDA website), etc.

OBJECTIVES

JDA's objective is to appoint a service provider who will:

- Provide JDA with a media buying service that creates visibility and communicates our communication objectives on an advertising platform that the communities we serve relate to;
- Achieve significant cost savings for JDA through advising, timeous planning, and buying that yields discount benefits without degradation in the quality of services;
- Provide the best value for money by recommending platforms and programmes that have high reach with our target market
- Provide a media team with the necessary expertise to ensure a sustainable supply of services
- Meet JDA's current requirements and provide flexibility to meet JDA's future needs related to the scope
- Appropriately contain JDA's risk, including to (i) sustained service delivery; (ii) cost containment; (iii) changes in law; (iv) procurement of the services under a flexible and scalable arrangement which reflects its needs from time to time
- Establish a successful contractual relationship between the parties that is flexible and highly responsive to JDA's changing requirements over the term
- Provide JDA with expertise that is required to identify, analyze, recommend, provide, and implement, amongst other things, new technologies and processes; and
- Provide JDA with consistent and innovative services over the contract.

2. SCOPE OF SERVICES

2.1 The Johannesburg Development Agency desires to appoint an established media buying agency. The service provider must have extensive experience to procure media placements in the following media platforms:

- Radio (Including Regional and Community Radio Stations);
- Print media (Including Regional and Community media);
- Television (Including Regional and Community TV);
- Out-of-home (OOH);
- Online and digital media;
- The distribution of bulk messages on social media platforms like WhatsApp; and
- Production of material for out of home, radio, and digital platforms

2.2. The service provider must have a proven track record on:

- Media research, analysis and monitoring;
- Media strategy development and execution;
- Media platform selection;
- Media commission and discount rate negotiations and placements
- Excellent turnaround time; and
- Knowledge, information, and skills transfer initiatives with entities

2.3. The service provider is expected to:

- Demonstrate an understanding of the communities and socioeconomic conditions that would influence ratepayer's perception of JDA and consequential reputational impact;
- Undertake negotiations with media owners to secure the most cost-effective discount and added value for JDA
- Undertake media planning and buying for all JDA advertising and brand activation requirements;
- Ensure tracking, monitoring, and management of all JDA media placements;
- Submit monthly, quarterly, and annual analytical reports as well as ad hoc reports on advertising spend by JDA;
- Provide JDA access to research data and analysis which will assist JDA in its media planning and placement;
- Work in collaboration with JDA's team when designing and doing creative for placements;
- Advising JDA of any innovations in the media industry that would be suitable for JDA brand
- Respond to short lead times and booking requests; and
- Attend monthly status meetings at JDA offices or through any selected online channel suitable for the purpose and upon request.
 - Design and layout of adverts as per the JDA Corporate Identity guidelines.
 - Editing and proofreading of all adverts.
 - Production of final material.
 - Liaising between the JDA and appropriate print-media houses for the best tender sport within newspapers.
 - Conclusion of bulk discount agreements with various media houses on behalf of the JDA and to its financial benefit.
 - Unlocking any additional value-add from print media houses for various JDA PR reputational management opportunities.
 - Submitting monthly, quarterly, and annual analytical reports on advertising spend by the JDA.
 - The service provider will be required to place adverts in various newspapers as required by the client.

- Through skilled negotiation, the service provider's team of planners and buyers must be able to construct the most cost-effective plan – making JDA's every advertising Rand count.

2.4. Reporting

The service provider must provide JDA with:

- A media strategy for a campaign;
- Media buying schedules, media trends, and the latest developments every quarter;
- Weekly status reports
- Monthly reports

- Closeout reports
- Ad hoc media-related reports requested from time to time.

2.5. Human Resources Requirements

- 2.1.1 Qualified media buying personnel.
- 2.1.2 Technical graphic design personnel.
- 2.1.3 Strategic media placement personnel.

2.6. Mandatory requirements

- 2.3.1 Fully complete the offer form.
- 2.3.2 Tenderers must be registered on the National Treasury Supplier Database.
- 2.3.3 Indicate commission as a percentage (%) of placement costs
- 2.3.4 Indicate design and layout costs

3. APPOINTMENT

- 3.1 The JDA is requesting proposals from experienced companies to provide media placement services to the JDA. The appointment will be over 36 Months.

The services required are outlined in item 2 above. This is followed by item 3.2 below which applicants are required to take note of.

3.2 Notes

- 3.2.1 Applicants are to ensure that they have adequate resources to undertake the work under stringent timeframes.
- 3.2.2 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.
- 3.2.3 Successful tenderers will be required to sign the JDA's Standard Form Agreement and appendices.

3.3 Notes

- 3.3.1 Appointments for the 36 Months will be dependent on satisfactory performance and budget availability over the years.
- 3.3.2 Bidders are to ensure that they have adequate resources to undertake the work under stringent timeframes.
- 3.3.3 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.
- 3.3.4 Successful tenderers will be required to sign the JDA's Standard Form Agreement upon appointment.

3.3.5 No tender will be awarded to a bidder whose tax matters are not in order with SARS.

3.3.6 No tender will be awarded to a bidder who is not registered on CSD.

3.3.7 No tender will be awarded to a bidder who is not registered with at least ONE media accreditation agency (such as the Media Credit Commission) that exercises regulatory influence within this industry.

4.1 PRICING

4.1.1 Bidders should indicate a percentage commission, which will be claimed as remuneration.

4.1.2 Bidders should indicate specially negotiated percentage percentage tariffs/percentage discounts or shared commission and added value which are offered.

4.1.3 Bidders must indicate/explain how the media rate less the discount is calculated.

4.1.4 The above percentages must be fixed for the duration of the contract.

4.1.5 Bidders must submit the price breakdown as per the above.

4.1.6 That the tender is issued out in line with the POPI Act.

4.1.7 That the tender will be evaluated in accordance with PPR 2022.

THE DISCOUNTED PERCENTAGE THAT WILL BE OFFERED TO THE JDA MUST BE CARRIED TO THE "OFFER" PAGE. FAILURE TO PRICE AS INDICATED ABOVE WILL RESULT IN A NON-RESPONSIVE TENDER AND THE TENDER WILL BE DISQUALIFIED.

4.1.5 **Tenderers must ensure that the final TOTAL FEE is correctly carried 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.**

4.1.6 Successful tenderers will be remunerated in accordance with JDA's Standard Form Agreement.

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, using numbered dividers.**

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 TOTAL FEE MUST BE CORRECTLY TRANSFERRED TO THE "OFFER" PAGE. Any bidder who fails to do so will be disqualified.

5.3 An original valid BBEE status level verification certificate substantiating the bidding entities BBEE rating or a certified copy thereof. 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. 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 copy of the bidding entity's current municipal rates account in the name of the bidding entity or in the names of the partners/partners of the bidding entity.

5.6 Audited financial statements for the past three financial years.

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

5.8 The bidding entity's certificates of professional membership/s to industry bodies.

5.9 A detailed approach and methodology statement wherein the approach to be followed in each stage of the design and construction process is outlined with a clear identification of the deliverables in each stage. This section should show the tenderer's understanding of the process and input required for the completion of the required services.

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

5.11 A corporate brochure alternatively a summary of the entity's background.

5.12 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 thereof
- number of years of relevant experience in the industry **and** in the proposed role
- detailed CVs 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 thereof

5.13 A schedule of completed contracts of a **similar** nature to this project 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 works

- Fee obtained for services
- Date of completion
- Letter of reference on the client's letterhead or with the client's company stamp that confirms the project scope of work, service rendered, and project value.

Tenderers are to submit 2 copies of their proposal (1 original plus 1 copy).

FAILURE TO COMPLY WITH THE REQUIREMENTS IN ITEM 5 WILL RESULT IN TENDERERS BEING 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.5.4-5.9, 5.11-5.12, and 5.13)
- 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 (responses to item 6 above) will be evaluated on the criteria to follow:

- Compliance
- Technical
- Price and Preference
- Risk Tolerance

6.1 Compliance

Bidders will be disqualified in the following instances;

- If a bidder who is not registered with at least ONE media accreditation agency (such as the Media Credit Commission) which exercises regulatory influence within this industry.
- If any of its directors are listed on the register of defaulters;
- In the case of 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;
- Bidders who did not complete, in full, the tender offer page and sign;
- Bidders whose tender document has been completed in pencil;
- Bidders whose documents have been faxed;
- Bidders whose tender document has been received after the closing time;
- Bidders whose tender document has not been deposited in the tender box at the time of closing;
- Bidders who fail to price as required i.e. as stipulated in item 4 herein;
- Bidders who have any directors in the employment of the state.

- No award will be made to any bidder whose tax matters are not in order with the receiver of revenue (SARS);
- No award will be made to any bidder who is not registered on the National Treasury Central Supplier Database (CSD);

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, qualifications, and memberships to professional associations per Item 5.12 above);
- (iii) The experience of the company and;
- (iv) The references per Item 5.13 above).

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

The minimum point required is **87 points which is 70% of 125 points.**

Variable	Total Points	Criteria	Description of Criteria	Points
A Key Returnable Documents	N/A	Company registration documents	Points will only be allocated for key returnable documents submitted	N/A
		Current municipal account		N/A
		3 Years of audited financial statements		N/A
		Certified copies of directors/partners identity documents		N/A
		The bidding entity's certificates of membership/s to industry bodies		N/A
		Forms A to H completed in full and signed		N/A

Variable	Total Points	Criteria	Description of Criteria	Points
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RFP-PROVISION OF MEDIA BUYING, MEDIA PLANNING, AND RELATED SERVICES FOR THE JOHANNESBURG DEVELOPMENT AGENCY OVER 36 MONTHS

<p style="text-align: center;">B</p> <p>Capability of proposed key personnel per Item 5.12</p> <p style="text-align: center;">B1</p> <p>Detailed CVs indicating the track record of the proposed key team members</p> <p>Copies of qualifications and memberships to professional bodies are required for the proposed team members</p>	<p style="text-align: center;">75</p> <p>A total of 75 points is achievable for Capability of key personnel</p>	<p>Team Leader</p> <p>The project lead must have a minimum of 5 years of experience as a media buyer.</p> <p>The project lead must have an Honours Degree / Bachelor's Degree in the discipline being tendered for.</p> <hr/> <p>Junior/Assistant</p> <p>The assistant / junior person must have a minimum of 3 years of experience in a junior role as a media buyer.</p> <p>The assistant or junior person must have a Diploma in the discipline being tendered for</p>	<p>Points will only be allocated for experience in media placement services</p> <p>If <u>any</u> of the following information is not provided, zero points will be awarded :</p> <ul style="list-style-type: none"> • CVCVs provided must be as per the resources recorded on the organogram • CVs must clearly show similar experience • CVs must clearly show the role executed by the resource on the said projects • CVs must clearly show the values of said media placement projects. <p>Note that duplication of resources/personnel on the designations indicated in the criteria will result in zero points being awarded.</p>	<p style="text-align: center;">50</p> <hr/> <p style="text-align: center;">25</p>
Variable	Total Points	Criteria	Description of Criteria	Points
<p style="text-align: center;">C</p> <p>Company experience per Item 5.13 :</p> <p style="text-align: center;">C1</p> <p>Experience with similar media</p>	<p style="text-align: center;">50</p> <p>A total of 50 points is achievable for Company experience in similar completed projects under section C1</p>	<p>Five or more projects completed and satisfactory references</p> <hr/> <p>Four projects completed and satisfactory references</p>	<p>Points will only be allocated for media placement-related projects as listed in the schedule requested in item 5.13</p> <p>Project information contained elsewhere in the tender</p>	<p style="text-align: center;">50</p> <hr/> <p style="text-align: center;">40</p>

placement services.	Three projects were completed and satisfactory references	submission will not be considered.	30
	Two projects were completed and satisfactory references		20
	One project was completed and satisfactory references		10

Note regarding the submission of reference letters from JDA for the JDA project :

Should completed JDA projects be listed, bidders are not required to supply reference letters for those JDA-listed projects. Points will be awarded if the projects meet the required criteria (Media placement projects completed in the past 5 years) and are satisfactorily completed.

6.3 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:

- For tenders up to R50 million
 - 80 points are assigned to price
 - Up to 20 points are assigned to BBBEE status per the table under item 2
- Points scored will be rounded off to the nearest 2 decimal places.

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

The 80/20 preference point system will apply to this tender and the lowest acceptable tender will be used to determine the applicable preference point system. The 80/20 price/preference points system will be applied to the evaluation of responsive tenders up to and including a Rand value of R50'000'000 (all applicable taxes included), whereby the order(s) will be placed with the tenderer(s) scoring the highest total number of adjudication points.

Preference points shall be based on the Specific Goal as per below:

Awards up to 50mil (VAT Inclusive)

The specific goals allocated points in terms of this RFP	Number of points allocated (80/20 system) (To be completed by the organ of state)	Evidence
Business owned by 51% or more – Black People	10	<ul style="list-style-type: none"> Valid BBEE certificate / Affidavit Sworn under oath Company Registration Certification Certified copy of ID of owners
Business owned by 51% or more - Women	5	<ul style="list-style-type: none"> Valid BBEE certificate / Affidavit Sworn under oath Company Registration Certification CSD report
SMMEs (An EME or QSE)	5	<ul style="list-style-type: none"> Valid BBEE certificate / Affidavit Sworn under oath Company Registration Certification CSD report
Total Points	20	Failure to attach evidence will lead to scoring zero points

6.4 Risk Tolerance

The JDA has adopted a Risk Tolerance Framework (RTF) which encourages 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 for **individual** professional service providers (eg. project managers/engineers/quantity surveyors/consultants) is either:

1. The greater of R8 million 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)

In instances where the value of contracts for **multi-disciplinary** professional service providers (e.g. more than one discipline/service is provided by the same bidder) is either:

3. The greater of R12 million or six contracts/projects in the current financial year or
4. The greater of R20 million or nine 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.

7. CLOSING DATE, TIME AND VENUE FOR SUBMISSIONS

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

“RFP - MEDIA PLACEMENT SERVICES OVER 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 (Formerly President Street), Newtown** only between the hours of 08H00 and 17H00.

The Tender closes at 12h00 on 13 August 2024.

Bids will be stamped on the receipt. There will be a public opening of tenders from noon.

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

The Johannesburg Development Agency's selection of qualifying tenders shall be at 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 or decision within fourteen (14) days from the day of notification.

The tender offer validity period for this tender is 120 days.

Queries can be addressed in writing to:
Kenneth Nxumalo or Siyambonga Gcobo
E-mail: knxumalo@jda.org.za or sgcobo@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 personal 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 the 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 that 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 2016 to 30 June 2017 (excl. VAT):

R Year

R Year

BRANCH CODE:

ACCOUNT NUMBER:

ACCOUNT HOLDER:

TYPE OF ACCOUNT:

CONTACT PERSON:

CONTACT NUMBER:

PLEASE INCLUDE STAMPED LETTER FROM THE BANK CONFIRMING THE COMPANY'S BANKING DETAILS.

The undersigned, who warrants that he/she is duly authorized 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 offer in terms of this invitation to bid. Given possible allegations of favoritism, 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 authorized representative declare their position to the evaluating/adjudicating authority.

3. 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 trustees directors/trustees/shareholders members shareholders/members, their 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

.....
.....

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, principal 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, principal 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, principal 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//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 THE 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 about 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 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? (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).	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)? (To access this Register enter the National Treasury's website, www.treasury.gov.za, 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).	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If so, furnish particulars:		
Item	Question	Yes	No

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 any other municipality / municipal entity, that has been 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 THE CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Position

.....
Name of Bidder

.....
Date

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

(In the event of insufficient space, kindly attach documentation)

EMPLOYER	CONSULTANT /COMPANY REP	NATURE OF WORK	VALUE OF WORK	YEAR COMPLETED

9. ANNEXURE D.1: PARTICULARS OF CONTRACTS AWARDED BY NOT AN ORGAN OF STATE* DURING THE LAST 5 YEARS cont.**

EMPLOYER	CONSULTING ENGINEER/COMP ANY REP	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 recognized by the [Minister](#) by notice in the *Government Gazette* as an institution or category of institutions to which [this Act](#) applies

.....
Signature
(of a person authorized to sign on behalf of the organization)

.....
Position

.....
Name of Bidder

.....
Date

RFP-PROVISION OF MEDIA BUYING, MEDIA PLANNING, AND RELATED SERVICES FOR THE JOHANNESBURG DEVELOPMENT AGENCY OVER 36 MONTHS

ANNEXURE E: CERTIFICATE OF INDEPENDENT BID DETERMINATION

I, the undersigned, in submitting the accompanying bid:

for
“RFP-PROVISION OF MEDIA BUYING, MEDIA PLANNING, AND RELATED SERVICES FOR THE JOHANNESBURG DEVELOPMENT AGENCY OVER 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:

(Name of Bidder) _____ that:

1. I have read and 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 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:

RFP-PROVISION OF MEDIA BUYING, MEDIA PLANNING, AND RELATED SERVICES FOR THE JOHANNESBURG DEVELOPMENT AGENCY OVER 36 MONTHS

- (a) prices;
- (b) geographical area where the 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, before 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, suspicious bids 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

ANNEXURE F : ORGANOGRAM

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

DESIGNATION	NAME	SUMMARY OF QUALIFICATIONS & EXPERIENCE
Team Leader 1 resource required		
Junior / Assistant 1 resource required		

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

.....
Signature

.....
Position

.....
Name of Bidder

.....
Date

ANNEXURE G: SCHEDULE OF COMPLETED CONTRACTS

The tenderer shall list below a **maximum of 5 projects completed in the past 5 years of a similar nature for Media Placement Services**

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

NOTE: Contactable references for the above-listed projects must be provided. Said references MUST be on the client's letterhead or a document stamped and signed by the 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

.....

ANNEXURE H: DECLARATION ON STATE OF MUNICIPAL ACCOUNTS

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 any other municipality or municipal entity, are in arrears for more than three months.

A 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 numbers.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.

B Documents to be attached.

- i. A copy of the 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

Form B14: CONSENT AND ACKNOWLEDGMENTS IN TERMS OF THE PROTECTION OF PERSONAL INFORMATION ACT 2013 (POPI)

This section sets out how personal information will be collected, used and protected by Johannesburg Development Agency hereinafter referred to as “JDA”, as required by the Protection of Personal Information Act. The use of the words “the individual” for the purposes of this document shall be a reference to any individual (bidder) communicating with JDA and/or concluding any agreement, registration or application, with the inclusion of each of those individuals referred to or included in terms of such agreement, registration or application.

1. What is personal information?

The personal information that JDA requires relate to names and surnames, birth dates, identity numbers, passport numbers, demographic information, education information, occupation information, health information, addresses, memberships, personal and work email and contact details.

2. What is the purpose of the collection, use and disclosure (the processing) of personal information?

JDA is legally obligated to collect, use and disclose personal information for the purposes of:

- reporting initiatives to the City of Johannesburg Municipality;
- reporting to National Treasury all contracts awarded;
- obtaining information related to Tax Compliance information from SARS;
- verifying information on the National Treasury database of defaulters;
- evaluating and processing applications for registration on the database;
- compiling statistics and other reports;
- providing personalised communications;
- complying with the law; and/or
- for a purpose that is ancillary to the above and as may be directed by our POPI manual/Policy. Personal information will not be processed for a purpose other than what is identified (the purpose) above without obtaining consent beforehand.

3. How will JDA process personal information?

JDA will only collect personal information for the purpose as stated above and for such specific purpose. Information will be collected in the following manner:

- directly from the individual;
- from service providers who provided with services or goods to JDA;
- from JDA’s own records relating to previous supply of services or goods; and/or
- from a relevant public or equivalent entity.

4. To whom will personal information be disclosed?

JDA

The personal information may be disclosed to other relevant public or other entities on whose behalf we act as intermediaries, other third parties referred to above in relation to the purpose or who are sources of personal information, service providers such as professional bodies who operate across the borders of this country (transborder flow of information) where personal information must be sent in order to provide the information and/or services and/or benefits requested or applied for. In the event of another party/ies acquiring all of or a portion of JDA's mandate or functions, personal information will be disclosed to that party but they will equally be obliged as we are, to protect personal information in terms of this policy and the law.

5. Consent and Permission to process personal information:

I hereby agree with the policy and provide authorisation to JDA to process the personal information provided for the purpose stated:

- I understand that withholding of or failure to disclose personal information will result in JDA being unable to perform its functions and/or any services or benefits I may require from JDA.
- Where I shared personal information of individuals other than myself with JDA, I hereby provide consent on their behalf to the collection, use and disclosure of their personal information in terms of this personal information policy and I warrant that I am authorised to give this consent on their behalf.
- To this end, I indemnify and hold JDA not responsible in respect of any claims by any other person on whose behalf I have consented, against JDA should they claim that I was not so authorised.
- I understand that in terms of POPIA and other laws of the country, there are instances where my express consent is not necessary in order to permit the processing of personal information, which may be related to police investigations, litigation or when personal information is publicly available.
- I will not hold JDA responsible for any improper or unauthorised use of personal information that is beyond its reasonable control.

6. Rights regarding the processing of personal information:

- The individual may withdraw consent to the processing of personal information at any time, and should they wish to do so, must provide JDA with reasonable notice to this effect. Please note that withdrawal of consent is still subject to the terms and conditions of any contract that is in place. Should the withdrawal of consent result in the interference of legal obligations, then such withdrawal will only be effective if JDA agrees to same in writing. JDA specifically draws to the attention that the withdrawal of consent may result in it being unable to provide the requested information and/or services and/or financial or other benefits.
- In order to withdraw consent, please contact the JDA Information Officer/SCM
- A copy of the full JDA policy is available.
- Individuals are encouraged to ensure that where personal information has changed in any respect to notify JDA so that our records may be updated. JDA will largely rely on the individual to ensure that personal information is correct and accurate.

The individual has the right to access their personal information that JDA may have in its possession and are entitled to request the identity of which third parties have received and/or processed

JDA

personal information for the purpose. Please note however, that any request in this regard may be declined if:

- the information comes under legal privilege in the course of litigation,
- the disclosure of personal information in the form that it is processed may result in the disclosure of confidential or proprietary information,
- giving access may cause a third party to refuse to provide similar information to JDA,
- the information was collected in furtherance of an investigation or legal dispute, instituted or being contemplated,
- the information as it is disclosed may result in the disclosure of another person's information,
- the information contains an opinion about another person and that person has not consented, and/or
- the disclosure is prohibited by law.

7. Queries relating to breach of personal information:

- Please submit queries relating to the breach of personal information to the JDA's information officer and SCM in writing as soon as the breach is discovered.

Bidder Signature:	Date:
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