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Block A,
Riviera Office Park,
6-10 Riviera Road,
Riviera



REQUEST FOR QOUTATIONS

**APPOINTMENT OF SERVICE PROVIDER FOR DESIGN,
LAYOUT, EDITING, COPY WRITING AND PROOF-READING
AND PRINTING OF THE HDA ANNUAL REPORT FOR THE
FINANCIAL YEAR 2020_2021**

RFQ/JHB/2021/007

**QUOTATIONS TO BE SUBMITTED BY
NOT LATER THAN
FRIDAY, 11H00
02 JULY 2021**

1. Introduction

The Housing Development Agency (HDA) is a national public sector development agency that *inter alia* has the mandate to identify, acquire, prepare and develop suitable land for human settlements. The agency also undertakes the programme and project management for development of housing and human settlements. The HDA carries out its functions in partnership with a range of stakeholders including national, provincial and local government and municipalities, as well as with communities, developers and financiers. Established in 2009, the Agency was established by an Act of Parliament in 2008 and is accountable through its Board to the Minister of Human Settlements. For more information about the HDA, please visit our website: www.thehda.co.za.

Follow us on Twitter @The_HDA and on Facebook: TheHDA.

2. Scope of Work

The HDA requires concept designs, copy editing/writing, design and layout, editing and proof-reading of its annual report for the financial year 2021 – 2022. The appointed company should be able to provide value added services (creativity/editorial) over and above prescribed annual report services.

2.1 Scope of Work Framework

The HDA seeks to appoint a service provider to produce its 2020/2021 Annual Report who can render the following services:

(PLEASE PROVIDE A QUOTATION BASED ON THE DETAILED SPECIFICATION BELOW)

Description	Specifications
1. Pages	136 including front and cover pages(this might change)
2. Format	A4 – Portrait or Landscape print copy including the following formats: <ul style="list-style-type: none">• An interactive, electronic printable booklet in PDF format suitable for users to view online or download for printing.• Audio (for visually impaired stakeholders)• Able to be published on Digital platforms such as PDF for WhatsApp.
3. Binding	Perfect Binding
4. Quantity	100 printed 10 Audiobooks

	50 USB / CDs of Electronic Version
5. General print specifications	<p>Full colour</p> <ul style="list-style-type: none"> - Matt Gloss - 300 gsm cover - 150 gsm inside pages
6. Language	English
7. Editing & Proofreading	<ul style="list-style-type: none"> • Fine tune the compiled document (+/- 90 pages) to ensure synergy throughout which includes correcting or improving: • use of language • general grammar & spelling • content & style • punctuation • sentence structure • logical sequencing • clarity of communications & accuracy • pagination • unnecessary jargon • consistency of facts • simplification of content • Edit the document using MS Word track changes tools to ensure that all the suggested corrections, changes and comments are clearly indicated. <p>The HDA will be responsible for:</p> <ul style="list-style-type: none"> • Collating information and writing the initial report • Generating all tables, graphs and pie charts (Service Provider to check and ensure that graphs and tables match the narrative correctly)
8. Photography	<ul style="list-style-type: none"> • A photographer will be tasked with visiting some of the projects managed by the HDA to take photos to be used in the report. • The photographer will also be required to arrange and conduct a photo-shoot with HDA leadership • Provide ideas for images and to be used throughout the AR. • Service provider to provide an experienced photographer with a

	proven track record to conduct a photo-shoot
9. Innovation	<ul style="list-style-type: none"> • The Electronic version to be multimedia, i.e. to be capable of hyperlinks to video, animation and other digital content. • An audio version to be produced to cater for visually impaired stakeholders.
10. Printing / e Publishing / Audio Recording	<ul style="list-style-type: none"> • Delivery of print ready proofs (with detailed printing specifications) by Design Company to the printing service provider / DTP by Design Company. <ul style="list-style-type: none"> • Pdf File (pdf should be for print ready files as well as web / whatsApp friendly file) • MS Word document = x1 file • x20 branded memory sticks • Audio book / file • x5 compact disks and • Open files

3. Experience

3.1. The service provider must have a minimum of five years' experience in the development and production of annual reports and/or corporate publications. To assess this, in addition to the information requested, bidders must supply:

- **The service provider must provide three (3) contactable references of similar work done in the past 3 years.**
- **The details and qualifications of the team (i.e. designer, editor and project manager) who will be working on this project.**

4. Cost Estimate

4.1. This is a request for quote (RFQ) and service provider appointment will be based on a quote comparison analysis.

4.2. All quotes must be VAT inclusive and bidding companies must provide an indication of how they will manage the billing process and ensure that invoices are submitted.

5. TIME FRAMES

- 5.1. It is important to note that the estimated submission date of the 2020/2021 annual report to Parliament is **31 AUGUST 2021**. Bidders must consider this date and make allowances for the deadline in the project plan when submitting their proposals.
- 5.2. Bidders may be expected to work over weekends and public holidays should the need arise and needs to make allowance for such eventuality.

5.3 Concept and design stage (Dates subject to change by HDA)

Date	Activity	Role Player
12 July	Delivery of the design concept for approval	Design Company
13-14 July	Commence design and layout	Design Company
15-16 July	Layout and design of preliminary Financial Statements	Design Company
19-20 July	Proof reading and corrections to the designed draft (Phase 1)	Design Company
20-21 July	Editing and rewriting of the Zero Draft of the Annual Report (AR) and submit look and feel, layout and design of the AR (Phase 1)	Design Company
22-23	Begin layout and design of the first draft of the Annual Report	Design Company
26 July	Submission of Designed and laid out 1st Draft of the Annual Report	Design Company
27 July	First designed AR draft presentation to the HDA EXCO and Audit Committee respectively, (depending on the dates of EXCO and the Audit Committee)	HDA Communication

5.4 Final Proof reading and printing stage

Date	Activity	Role Player
01 – 19 August	<ul style="list-style-type: none"> Second designed draft for presentation to HDA Board for sign off (depending on the date of the meeting) Final edited version with signed off Financial Statements to be sent to Auditor General and External Auditors for fact checking and corrections (Phase 3) Final proof reading and corrections/checking to final draft from the Auditors/AG/Source ISBN NUMBER FROM National Library Archives Electronic sign off by AG/External Auditors/CEO on the final version of the print ready Annual Report 	Design company to HDA Communication HDA HDA
19 August	Delivery of print ready proofs (with detailed printing specifications) by Design	Design Company

	Company to the printing service provider / DTP.	
23-26 August	Printing of HDA Annual Report by the appointed Printing Service provider	Design Company / Printing Company
27 August	Delivery of the final printed Annual Report and electronic versions to the HDA by the printing service provider	Design Company / Printing Company

***Dates are subject to change by HDA**

6. Design Concept

6.1 The design concept should take a “new era” approach. It should be a narrative format with creative presentation of information through, infographics and image use (as the HDA is in a process of rebuilding itself). The HDA Annual Report design concept should be a creative story book rather than a flavorless account of programmes and projects undertaken in a financial year. The use of infographics and pictures is a necessity as part of the design concept and layout. The concept should be innovative and have visually eye-catching cover with some innovative data visualization by using human settlements/construction/housing. Both combine to make the report feel contemporary and sleek.

6.2 This annual report design features modular design, strong typography, and beautiful data visualizations that make it interesting to flip through.

6.3 Content must be presented in a beautiful, stylized visualizations and infographics and should be visually arresting.

6.4 The HDA’s CI manual should be used as a guide, but this should not limit creativity. At least 15% of the publication will contain images – which the HDA will supply.

7. Copy Writing

It is mandatory for the service provider to have a dedicated and well experienced copy writer who is well capable of developing annual report content. Most content, collated from several writers, will require to be rewritten so that the entire report is coherent. The writer will be required to develop content contained in the prelim of the annual report.

8. Editing

Editing will be in phases. It is mandatory for the service provider to have a dedicated editor who has a proven record of editing annual reports as thorough copy editing will be required.

The editing and proof reading will be done in phases.

8.1 Phase 1 will be in-depth copy editing in Microsoft Word with tracked changes (this will require correcting grammar, content development, rewriting to reduce lengthy and poorly written sections and maintain flow of content, ensure alignment of standards, regulations and norms)

8.2 Phase 2 will be editing the laid-out document

8.3 Phase 3 will be proofreading in preparation for print.

9. Layout

9.1 The layout of the annual report is required to follow the generally accepted standards required for annual reports in the public sector, specifically those relating to public entities. Page layout will be A4 portrait and should be approximately **136 pages** including cover. (This is an estimate. It may be less or more.)

9.2 The graphic design service provider must deliver a print ready version to the HDA appointed

printing service provider if the design service provider is a different one. They are required to liaise on all specifications that will impact on the printing quality.

9.3 The final delivery of the format of the Annual Report should be in:

- Pdf File (pdf should be for print ready files as well as web / whatsapp friendly file)
- MS Word document = x1 file
- x20 branded memory sticks
- Audio book / file
- x5 compact disks and
- Open files

10 Printing

Size	– 136 pages
Paper	– 150gsm
Cover	– 250gsm
Colour	– CMYK
Quantity	– 100

11. Submissions

- a. For bidding purposes, the service provider, along with documents as per 15.1 below, must also provide the HDA with an innovative proposal in a PowerPoint format which includes:
 - Theme (design and layout), photography treatments, cover and back page, contents page, financial statements and audio production.
 - Proposal should contain a project plan, showing tasks, timelines, production schedule, etc.
 - Total costs as per the Scope of Work Framework in 2.1.

12. Pricing

Service providers must provide a detailed breakdown of the costs and fees. The quotation must be firm and valid for a period of thirty days. The total cost must reflect VAT.

13. Evaluation

In order to facilitate a transparent selection process that allows equal opportunity to all production companies, the HDA has a policy for the appointment of consultants that will be adhered to. Quotes will be evaluated in terms of the prevailing supply chain policy applicable to the HDA.

14. Payment structure

Payment will be made within 30 days of receipt of invoiced and upon delivery of discs/memory stick in required print ready and web ready format to the **HDA's Johannesburg offices, 6-10 Riviera Road Office Park, Riviera Road, Killarney, Johannesburg.**

15. General

15.1 Below are compulsory requirements for this service

15.1.1 It is important to note that the successful service provider will work under the supervision of a HDA representative, abide by HDA's Code of Conduct, and other organisational guidelines.

15.1.2 Kindly complete and submit the HDA Supplier Registration form if not already on our database and submit together with:

- Valid original tax clearance certificate.
- SBD Forms (SBD4, SBD6.1, SBD8 and SBD9) obtainable from HDA Website: www.thehda.co.za/procurement. Under compliance checklist.
- Valid and Original or Certified B-BBEE Status Level Verification Certificates issued by the following agencies SANAS, IRBA or CCA.

15.1.3 Further information regarding technical matters can be sent an email to: Communication@thehda.co.za or at tel: 011 544 1000, and

15.1.3 Further information regarding supply chain matter and queries can be send via email to: jennifer.monareng@thehda.co.za or at tel: 011 544 1000

16 Terms and Conditions.

16.1 HDA undertakes to pay in full within thirty (30) days, all valid claims for work done to its satisfaction upon presentation of a substantiated claim/invoice.

16.2 No payment will be made where there is an outstanding information/work by the service provider/s.

17. Submission of Quotation

17.1 Quotations and Presentations should be submitted **ONLY ELECTRONICALLY** on or before Friday the **02 July 2021** by no later than 11h00 via emails to

procurement@thehda.co.za

cc / jennifer.monareng@thehda.co.za

17.2 Please DO NOT deliver copies to the HDA Tender Box as these will not be considered.

17.3 The selection of the qualifying proposal will be at the HDA's sole discretion. The HDA does not bind itself to accept any particular bid/proposal/quote, and the HDA reserves the right not to appoint any service provider.