

P.O. Box 3209,
Houghton, 2041
Block A,
Riviera Office Park,
6-10 Riviera Road,
Riviera



REQUEST FOR PROPOSALS

APPOINTMENT OF A SERVICE PROVIDER (PR CONSULTANT) TO PROVIDE PUBLIC RELATIONS SERVICES TO THE HDA FOR A PERIOD OF FOUR (4) MONTHS (SUBJECT TO MONTHLY REVIEW)

RFP/JHB/2020/007

PROPOSALS TO BE SUBMITTED BY

NOT LATER THAN 12:00

ON 07 AUGUST 2020

1. INTRODUCTION

The Housing Development Agency (HDA) is a national public sector development agency that, *inter alia*, has the mandate to identify, acquire, hold, 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, by an Act of Parliament in 2008, it 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.

The HDA has in the past years repositioned itself as a developer for government; packaging and delivering human settlements projects on behalf of both national, provincial and local government. Furthermore, the Agency seeks to rebuild its public image through the support of a South African based public relations consultant to urgently assist in implementing its Communication and Marketing Strategy and Plan for both external and internal stakeholders. Thus, the HDA seeks to appoint an agent/consultant for a period of FOUR (4) months.

The consultant must also be competent and reputable in providing media services, professional writing, copywriting, editing, proofreading and events management.

The successful consultant will be required to attend/ report physically to the HDA offices twice a week for regular meetings/working meetings.

2. SCOPE OF SERVICES

2.1 Public relations

- Provide medial liaison/media relations services with media houses
- Provide advertising and marketing services
- Assist with identifying communication opportunities and ideas on developing content for internal and external stakeholders
- Arrange media interviews
- Assist with developing communication and public relations (PR) turnaround plan for the HDA (for internal and external stakeholders)
- Media bulk buying and placement services
- Provide survey services, reports, analysis and recommendations
- Provide training to workshop and training to the organisation when required
- Provide public relations advise from time to time as and when requested
- Work with website hosting company on content management on the HDA website and social media platforms. (writing style, messaging, design and use of content)
- Develop a media and stakeholder database for the HDA
- Identify medium to long term media publicity opportunities for the HDA
- Develop and implement a multimedia marketing and advertising campaign for the and HDA, including implementing existing campaign plans and/or transcripts
- Provide a media monitoring service for the HDA
- Writing, content sourcing, proof-reading, editing services (where necessary and upon request)
- Keep a portfolio of all work done for the HDA during the contract term/per project

- Provide a detailed hand over report per project

2.2 Events Planning and Management

Through the hosting of events that vary in size, frequency, and location the Marketing and Communication Department of the HDA seeks to build a positive public reputation for the HDA and requires a competent consulting agency with sound and credible stakeholder databases.

The HDA seeks to appoint the services of a credible events planning and management consultant through this request for proposal.

NB: This include events photography and videography

2.2.1 Events (internal and external) services include:

- Selected internal events
- Community Events, Conference, roundtable and seminar concept development planning and implementation
- Venue sourcing and recommendation, banqueting and catering coordination
- Audience development and sourcing, access to credible industry databases
- Conference Content Planning: Programme development and design/Rapporteuring, Report facilitation and event content management
- Invitations and RSVP's handling
- Accommodation, travel, car hire, coach services bookings and shuttle arrangement co-ordination, complete airport assistance and protocol services when needed. This may also require the agency to work with our appointed service provider for travels.
- Entertainment and Event Production Services: Audio Visual, Lighting, Staging and Decor, Photographic and audio-visual facilities (event documentation and capturing)
- Conferencing Equipment, translation services
- Sourcing of Programme Directors and Master of ceremonies
- Exhibitions Planning and execution
- Event accreditation and seating arrangements
- Event security, occupational health and safety

2.3 Content development

The HDA requires services of a reputable and professional consultant to provide content development for publications listed (but not limited to the list below).

B. Publications

- Annual Report
- HDA quarterly stakeholder newsletter
- HDA staff newsletter
- Research Reports
- Feature Reports
- Statutory Reports
- Internal Policy documents
- Brochures/Pamphlets/Posters/Folders/notepads/greeting cards and any other marketing material
- Invitations
- Media articles
- Online content
- Internal templates
- Z – cards
- Indoor and outdoor signage
- Billboards
- Banners and similar exhibition structures and material
- Any other HDA publication on a need to basis
- Any other HDA marketing collateral products/publications

For more information on the list, please visit the HDA website to view samples of previous publications.

2.3.2 Proposals

Proposals should include **response times, rates (rate cards), approach and methodology.**

3. SERVICE OUTPUT

- Delivery of high-quality services and products
- Value for money – competitive price
- Professionalism
- Safe events
- On time delivery
- Timely post event reporting
- Delivery of high-quality services/products
- Use of cutting-edge technology

CONDITIONS: The appointed consultant is expected to work with existing HDA service providers for other services (such as website and social media) when the need arises.

4. EVALUATION

The evaluation process is based on:

The HDA needs to be satisfied, in all respects, that the consultant selected has the necessary resources, qualifications and abilities for this project, and that all submissions are regarded in a fair manner in terms of evaluation criteria and process.

The general methodology of selection will be that proposals will first be evaluated on their technical ability to perform the task. Any proposals scoring below **70%** of the points noted in the table above will be disqualified for the second evaluation.

Table 1. Functionality Criteria

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
Presentation of the company team through Curriculum Vitae of team leaders and support staff including sub-contractors/joint venture companies	Evidence of and qualifications in Advertising and Marketing, Brand Management, Social Media, Writing. (5 points) Public and media relations/Corporate Communications/Journalism or publishing and printing. (5 points) Registration with recognised public relations (or marketing, media and communications) associations/bodies. (5 points) Ten years or more combined experience. Not less than five years' experience and knowledge in the area of Advertising and Marketing /New Media/Social media, Content Development and Management/Journalism/Public and media relations/publishing/writing/editing/printing/photography. CVs to be accompanied with certified copies of qualifications. (5 points)	20
	Extensive portfolio of previous work (Please show only work signed off by previous/current clients not less than five years old) Number of items presented (not less than three) - (5 points = 1 - 10 points = 2 - 15 points = 3 and above) High Quality of work shown (15 points) All portfolios must be in a USB (back-ups only on CDs). No printed material will be accepted.	30

Demonstration of client development	References: Quality and relevance of the testimony letter (Not older than 3 years) No References (0 Points) Non-public relations-related references (2 Points) 1-3 work related references (5 Points) 4 or more work related references (10 Points) All reference letters must be on letterhead of the company providing the reference letter (client) and must be signed by client. No emails or unsigned letters or appointment will be accepted.	10
Understanding of the work and services required. Demonstration of capacity and national footprint	Capability and Creativeness Quality (0-10 points) , and responsiveness of the service/projects (0-10 points) proposal towards the scope of work as described in this terms of reference. National (presence/contacts) footprint (0-10 points) .	30
Approach and methodology	Methodology and approach clearly describing the workflow for planning and executing (Please display your planning checklist, production room processes etc.)	10
		100

The following criteria will be used for points allocation for price and B-BBEE compliance on a 80/20 point system: -

9.1. Table 4 – Price and B-BBEE

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
Price	Detailed budget breakdown	80
BBBEE (Status Level Verification Certificate)	B-BBEE Level Contributor	20
TOTAL		100

- The HDA proposal will be evaluated as per PPPFA regulations.

7. General

7.1 Below are compulsory requirements for this service

7.1.1 It is important to note that the successful person will work under the supervision of an HDA representative, abide by HDA's Code of Conduct, other organisational guidelines and confidentiality.

7.1.2 Kindly complete and submit the following with:

- Registration with the National Treasury Central Supplier Database(CSD Report), if not yet registered use the following link to register : <https://secure.csd.gov.za/>
- 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.
- **Service Providers must be B-BBEE compliant (Please attach certificates).**

7.2 Further information regarding technical matters can be sent an email Communication@thehda.co.za or on 011 544 1000

7.3 Further information regarding supply chain matter and queries can be sent via email to Procurement@thehda.co.za or on 011 544 1000.

8 Terms and Conditions.

8.1 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.

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

8.3 Other Conditions

- ✓ The HDA will approve and sign documents from the supplier before final production takes place as for the sake of quality assurance.
- ✓ All content to be signed off by the HDA before public dissemination
- ✓ Any patents or copyright developed from the projects will belong to the HDA
- ✓ All services will be signed off by the HDA.
- ✓ The HDA reserves the right to appoint more than one service provider to render same services.
- ✓ The HDA reserves the right to verify the authenticity of the submitted information.

9. Submission of Proposal

9.1 Proposals should be submitted on or before the **07 August 2020** by no later than **12h00** to the following address:

Attention: Supply Chain Management,

The Housing Development Agency,

Block A, Riviera Office Park,

6 – 10 Riviera Road

Killarney, Johannesburg

**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, and the HDA reserves the right not to appoint a service provider.*