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Riviera Office  
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6-10 Riviera  
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**REQUEST FOR PROPOSALS**

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**PANEL FOR PROVISION OF  
WRITING/PROOFREADING/EDITING & GRAPHIC DESIGN  
SERVICESTO THE HOUSING DEVELOPMENT AGENCY FOR  
A PERIOD OF TWELVE (12) MONTHS**

**RFP/JHB/2017/039**

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**PROPOSALS TO BE SUBMITTED BY  
NOT LATER THAN  
12 NOON ON 23 MARCH 2018**

## Terms of Reference for Proposal

### Communications support

#### 1. Introduction

The Housing Development Agency (HDA) is a national public sector development agency that acquires and prepares land as well as develop the land and project manage the development of housing and human settlements. We carry out our activities in partnership with a range of stakeholders including national, provincial and local government and municipalities, as well as with communities, developers, financiers and other affected parties. Established in 2009, the Agency is 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](http://www.thehda.co.za).

#### 2. Overview

The HDA requires services of a reputable and professional Writing and Graphic Design companies with head offices in Johannesburg to provide the following services for a period of 3 years as part of a panel.

#### 3. Specifications

- **Writing/Proof reading and editing Service**

Proof read and edit all HDA publications **(not limited to the list below)**  
Adhoc writing for specific HDA publications **(not limited to the list below)**

#### **Publications**

Annual Report  
HDA quarterly stakeholder newsletter  
HDA Staff Newsletter  
NUSP Newsletter  
Research Reports  
Feature Reports  
Statutory Reports  
Internal Policy documents  
Brochures/Pamphlets/Posters and any other marketing material  
Invitations  
Online content  
Internal Templates  
Any other HDA publication on a needs basis

- **Graphic Design and Layout Studio service**

Provide a graphic design and layout service to the HDA for all its publications as listed above **(but not limited to the list)**

Provide print ready material and work closely with the HDA printing service provider

Be able to provide service as and when it is needed for any other adhoc graphic design needs of the HDA. Provide design concepts for each brief. **Note: Proposals should include response times.**

## 5. Evaluation

The evaluation process is based on:

- The HDA needs to be satisfied, in all respects, that the organisation 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

**Table 1-Functionality Criteria**

CRITERIA	SUB-CRITERIA	WEIGHTING/ POINTS
Curriculum vitae of the team and team leader	<p>Qualifications in writing, editing, proof reading (Publishing)</p> <p>Graphic design &amp; layout, and print management</p> <p>Service provider must at least have three full-time staff members and at least must have access to freelance staff if necessary</p> <p>Minimum ten years' combined experience and knowledge Writing, Publications production (Publishing) Editing &amp; Proof reading and Graphic Design</p>	20
	<p>Provide a detailed portfolio both hard copy and soft copy (on USB) of previously published and client approved work. <b>(Not older than 3 years)</b></p> <p>1-2 examples of marketing and/or communications materials/publications/online content (6 Points)</p> <p>3-4 examples of marketing and/or communications</p>	20

	<p>materials/publications/online content (13 Points)</p> <p>5 and above examples of marketing and/or communications materials/publications/online content (20 Points)</p>	
	<p>References (<b>not older than 1yr</b>)</p> <p>1-2 non-work specific testimony Letter/Contactable References (6 Points)</p> <p>3-4 work specific testimony Letter/Contactable References (13 Points)</p> <p>5 and above work and project specific testimony Letter/Contactable References (20 Points)</p>	20
Understanding of the work	<p>Quality (<i>show of creativeness</i>) and responsiveness (<i>show of understanding of the services needed</i>) of the project proposal towards the scope of work as described in this terms of reference</p>	30
Approach and methodology	<p>Methodology and approach clearly describing the work flow for Writing, editing, design and print project (<i>Show of work and process flow</i>)</p>	10
<b>TOTAL</b>		<b>100</b>

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 below will be disqualified.

The HDI 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 a HDA representative, abide by HDA's Code of Conduct, and other organisational guidelines.

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](http://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.

**7.2 Queries for further information regarding technical requirements/matters can be sent an email to: [zingaphi.matanzima@thehda.co.za](mailto:zingaphi.matanzima@thehda.co.za) or [Katlego.moselakgomo@thehda.co.za](mailto:Katlego.moselakgomo@thehda.co.za) at Tel: 011 544 1000**

**7.3 Queries for further information regarding supply chain matter and queries can be sent via email to: [Sindisiwe.Mweli@thehda.co.za](mailto:Sindisiwe.Mweli@thehda.co.za) or at Tel: 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** A dedicated HDA account manager must be allocated with a substitute should there be a need.

**8.4** All work designed/images purchased are the property of the HDA

**8.5** All work undertaken must be handed over to the HDA on all available and possible formats 2 weeks before the contract ends.

## **9 Submission of Proposal**

9.1 Proposals should be submitted on or before the **23 March 2018** by no later than **12h00** the following address:

**Attention:**

**Procurement Specialist  
The Housing Development Agency, Block A,  
Riviera Office Park  
6 – 10 Riviera Road  
Killarney  
Johannesburg**

9.2 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 the service provider.