

THE NATIONAL CREDIT REGULATOR

JULY 2020

**TERMS OF REFERENCE (TOR) FOR THE
APPOINTMENT OF A SERVICE PROVIDER TO
PROVIDE MEDIA MONITORING SERVICES**

RFP NUMBER: NCR702.07.2020

DUE DATE: 17 AUGUST 2020 @ 11H00

HAND DELIVER AT NCR OFFICES

SECTION 1

GENERAL TERMS OF CONDITIONS

1. General Information for Bidders

The National Credit Regulator (NCR) was established in terms of Section 12 (1) of the National Credit Act (Act 34 of 2005) and came into being on 1 June 2006.

The NCR will determine which bidding organisation (“bid participant”), if any, is appointed in response to this request for submission as stipulated in section 2 of this document.

1.1. General Terms

This tender is issued in terms of the Public Finance Management Act 1 of 1999 (PFMA), the Preferential Procurement Policy Framework Act 5 of 2000 (PPPFA), the Preferential Procurement Regulations, 2017 (PPR), Supply Chain Management Regulations issued by the National Treasury and BBBEE Act.

Parties that wish to submit proposals are required to indicate that they are willing to accept the General Conditions and Procedures of the NCR (see Section 4 below and Annexure B.1). Please read this document carefully prior to submitting your proposal.

1.2. The Proposal Format

1.2.1. Economy of proposal preparation

The proposal should be prepared simply and economically, providing a straightforward and concise description of the bid participant’s ability to meet the requirements of the proposal request.

Clear factual responses are required. The content of the proposals shall determine the merit of each participant, not brochures or other marketing material. To facilitate the review of proposals, participants are required to organise their responses according to the format presented below. Should a participant wish to provide additional information, that information should be referred to, and provided for, in a file of Annexures.

1.2.2. Validity of proposals

The proposals must include a statement as to the period for which the proposal remains valid. The proposal must be valid for at least ninety (90) days from the due date for the submission of all bids. Refer to the quarters in the terms of reference (TOR).

1.2.3. Number of proposals

Each bid participant must provide **three (3) hard copies and 1 CD/Stick** of their entire proposal, including all the documentation referred to in 4 below, in the format specified in that section. All submitted proposals will become the property of the NCR, and will not be returned. Receipt of all proposals will be recorded in a register at the point of receipt. One copy of the proposal must be signed and dated in black ink by the bidder or authorized representative of the bidder and initialled on each page.

2. Submission of proposals

2.1. Proposals must reach the offices of the NCR before **11:00 on 17 August 2020, @11H00am** and must be enclosed in a sealed envelope which must be clearly labelled/addressed on the outside:

(a) RFP No: NCR 6702.07.2020

(b) TERMS OF REFERENCE (TOR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA MONITORING SERVICES

(c) CLOSING DATE: 17 August 2020 AT 11H00 SHARP

2.2. Proposals are to be submitted in the marked tender box, in the reception area, National Credit Regulator, 127-15th Road, Randjiespark, Halfway House, Midrand. The tender box will only be available for the depositing of proposals between 08h00 and 16h30 on weekdays (excluding public holidays).

2.3. Please note that this RFP closes punctually at 11h00 on **17 August 2020**. No late submissions will be considered under any circumstances.

2.4. All the documentation referred to in Section 4 below must be submitted. Failure to submit all the documentation referred to in this section may result in a submission being discarded, and not considered for evaluation.

2.5. If responses are not delivered as stipulated in this Section 2.1, such responses will be considered "late", and will not be considered for evaluation.

- 2.6. The NCR shall not disclose any details pertaining to the responses received, to any other participant, as this is regarded as confidential information.
- 2.7. Envelopes must not contain documents relating to any RFP other than the one referred to in this RFP.
- 2.8. The responses to the RFP will be opened as soon as is practical after the expiry of the time advertised for receiving them.
- 2.9. Only the participants that are short-listed after the evaluation process will be informed of the results of the submission adjudication process.
- 2.10. After the evaluation process is completed, the Evaluation Committee may, prior to making a final selection, draw up a shortlist of participants and require them to make a detailed presentation to the Adjudication Committee. A minimum of 2 days' notice will be given to relevant participants in advance of the presentation date.

3. Timetable

Date	Activity
24/07/2020	Advertisement of the RFP
17/08/2020	Closing date @ 11h00
18/08/2020	Preliminary evaluation
20/08/2020	Evaluations by the Evaluation Committee
24/08/2020	Adjudication Committee meeting
24/08/2020	Appointment of the panel

The National Credit Regulator reserves the right to determine the structure of the process, the right to determine the number of short-listed participants, the right to withdraw from the proposal process, and the right to change this timetable at any time without notice.

4. Documentation to be submitted

Please Note

All of the documentation described below must be submitted, with no omissions whatsoever. Where a particular form or format of documentation is stipulated, this is the only form or format in which these documents must be submitted. Failure to adhere to these requirements may result in the rejection of the entire submission.

All of the documentation referred to below (in Parts One – Twelve) must be acknowledged and submitted. For ease of reference and to facilitate the evaluation process, you are requested to clearly mark each part of the submitted documentation as it is referred to below.

4.1. Table of content

Introductory letter by the bidder with authorized contact person and details for this specific tender

4.2. SBD 1 – should be the completed and inserted after the introductory letter

One – Proposal drafted in response to Terms of Reference

Section 2 of this document below, contains the terms of reference (TOR) for the above mentioned tender. Bid participants are required to draft a proposal that will clearly indicate to the Evaluation Committee how they will fulfil the requirements as set out in the TOR.

Bid participants should include the following information when drafting their proposals:

- Proposals should make clear the relevant skills, experience and capacity of the participant, in respect of this particular TOR. This is an important evaluation criterion. Bid participants should ensure that their proposals focus on how they will address the requirements of this TOR, rather than on achievements.
- Proposals must contain the details of the proposed approach to be adopted in order to deliver the service in accordance with the TOR.
- Proposals should clearly indicate whether or not bid participants have the internal capacity to meet the requirements of the TOR.

4.3. Two – Pricing Proposal- SEPERATE ENVELOPE

SBD 3.1 Pricing Schedule together with signed off detailed pricing on the company's letter head. They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected. Additional information may be added on a separate page if necessary.

The total price that the participant will charge to deliver services in accordance with the TOR must be clearly indicated. The pricing proposal should contain sufficient information to allow the Evaluation Committee to estimate the cost of the service, to a high degree of accuracy.

Please note that a financial proposal must be submitted in a separate sealed envelope together with your submission. The financial Proposal will be opened once all technical proposals have been evaluated. This appointment will be made in line with QBS. All prices provided must be inclusive of Value-Added Tax (VAT).

Please note that the prices contained in the pricing proposal are the only charges that may be levied if the participant's proposal is successful, unless explicitly agreed to in writing by the National Credit Regulator, and in terms of the General Conditions of Contract, no additional cost will be accepted after the bidding documents have been submitted and the tender closing date has expired. Any cost for additional parts and peripherals needed for the successful implementation of the project shall remain and form part of the bidding price.

4.4. Three – General Conditions and Procedures of the NCR

Annexure B and B1 - General Conditions and Procedures of the NCR. Bid participants must indicate clearly that they have read this document, and have no objections to being bound by its contents. In cases where any provisions of the General Conditions and Procedures conflict with this General Information for Bidders and/or Terms of Reference, the latter will take precedence over the General Conditions of Contract.

4.5. Four – Contract Form: Rendering of Services

Annexure C - Contract Form: Rendering of Services. This will only be completed by the successful bidder once a selection has been made by NCR. Participants do not, therefore, need to complete this form at the bidding stage but their proposals must clearly indicate that they have read this form, and have no objections to signing it as is, if selected as the successful participant.

4.6. Five – Tax status

Annexure D - Please attach CSD showing Tax status

A CSD print out must also be attached.

4.7. Six – Preference Points Claim Form

Annexure E – form SBD 6.1. Bid participants must complete Sections 8 and 9 in full. DO NOT RETYPE THESE FORMS. They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected. *## Please note that a **BBEE certificate/ sworn affidavit** must also be attached to the bid documents. None submission will result in zero scoring in this competitive bidding process*

4.8. Seven – Declaration of Interest

Annexure F – form SBD 4. DO NOT RETYPE THESE FORMS. They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected.

4.9. Eight – Declaration of past Supply Chain Management Practices

Annexure G – form SBD 8. DO NOT RETYPE THESE FORMS. They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected.

4.10. Nine – Non-Disclosure Agreement

Annexure H – Non-Disclosure Agreement. Participants must indicate clearly that they have read this agreement, and have no objections to signing it, as is.

4.11. Ten – Certificate of Independent Bid Determination

Annexure I – Certificate of Independent Bid Determination Participants. They must be completed on the original and signed, all in black ink. Forms with photocopies and/or other reproductions of signatures may be rejected.

4.12. Eleven – SLA draft version for supplier review

Annexure K – SLA draft version for supplier review. The participants must indicate clearly that they have read this agreement, and have no objections to signing it, as is. If not objections should be outlined separately in a letter. NB: all the SBD documents can be downloaded from our website - <https://www.ncr.org.za/tenders-download/current-tenders>

5. Evaluation Criteria

Proposals will be evaluated on the 80/20 preference points scoring system: that is, 80% of the points awarded will be based on price, as indicated in the table below; and 20% of the points awarded will be based on B-BBEE codes system, allocated as indicated in the table below:

B-BBEE status level of contributor	Number of points	Price
Total maximum points	20	80

Functionality will be evaluated in terms of Section 2 point 10

6. Conflict of interest

Service providers are required to provide services that are professional, objective and impartial. Service providers must ensure that there is no conflict of interest between existing assignments, obligations and responsibilities to other clients and the services set out in the TOR. In the event of any uncertainty in this regard, full disclosure in the submitted proposal should be considered. Non-disclosure of a conflict of interest may be grounds for termination of any contract.

7. Confidentiality agreement

The successful service provider may have access to confidential data or information. The appointment of a successful bidder is subject to that bidder agreeing to the contents of, and signing, the NCR's standard Non-Disclosure Agreement.

8. Contact details

This no-contact policy does not apply to any information deemed to be in the public domain, or which is readily available from organs of State, which are repositories of such information. All communications and enquiries/requests for clarification relating to this proposal should be directed to procurement@ncr.org.za.

TERMS OF REFERENCE (TOR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA MONITORING SERVICES

1. Background

The National Credit Regulator(NCR) is the regulatory authority established in terms of the National Credit Act(NCA), with the mandate to promote and advance the social and economic welfare of South Africans, promote a fair, transparent, competitive, sustainable, responsible, efficient, effective and accessible credit market and industry, and to protect consumers.

In addition, the NCR in terms of the section 16(1) of the NCA is responsible to increase knowledge of the nature and dynamics of the consumer credit market and industry, and to promote public awareness of consumer credit matters by implementing education and information measures. Part of the strategy that the NCR employs to educate, inform, communicate its objectives, create awareness is the media.

The NCR and the NCA are mentioned daily in different media such as print, broadcast and online for different reasons. It is imperative for the NCR to know where it is mentioned and by whom to keep track, gather valuable insights regarding its performance and public relations, manage the reputation and also know its Advertising Value Equivalence (A.V.E). The A.V.E represents money that the NCR would have paid had it advertised.

Furthermore, media monitoring is necessary not only for tracking NCR's publicity it self-generated or otherwise, but media monitoring/tracking is necessary for the NCR to keep abreast of its impact and presence within the vast international, national, regional and community media that the NCR is unable to monitor itself.

2. Terms of reference

In light of the above, the NCR would like to procure the services of a suitably qualified and experienced service provider to provide media monitoring services for a period of 36 months. The scope of work below serves as a guide and is by no means exhaustive. Service providers are expected to indicate value adds and the ability to provide the services required without outsourcing any of its functions.

For the purposes of this project media platforms include the following platforms:

- a) Print;

- b) Press releases;
- c) Media statements;
- d) Interviews (solicited and unsolicited);
- e) Mentions;
- f) Broadcast (Television and Radio);
- g) Online; and
- h) Social media.

For the purposes of this project media types include the following channels:

- a) Community;
- b) Regional;
- c) National;
- d) Commercial;
- e) International;
- f) Electronic; and
- g) Other.

The following media monitoring activities will have to be conducted:

- Retrospectively monitor/track (back track) print, broadcast and online and media;
- Monitor/track and clip print, broadcast and online and social media with no assistance from the NCR;
- Monitor and track / clip community, regional, national media and international media for electronic media;
- Monitor and track / clip all media (print, broadcast and online and social media) and provide weekly and monthly reports on all clipped media;
- Media monitoring that allows the NCR the ability to search and retrieve links to media mentions of issues or topics that may arise at certain time but don't need constant tracking;
- Email NCR's daily coverage as it happens in the form of alerts;
- Provide the NCR unlimited access to a system/portal with a dedicated section containing all NCR media reports for purposes of searching, downloading and generating reports and to check daily and previous coverage;
- Distribute media releases / statements on behalf of the NCR using the service provider's updated media list;
- Mention how long the NCR's print, broadcast and online coverage can be stored/archived in your systems.

Reporting and analytics:

The NCR should be able to measure press coverage over a designated period of time. Analytics such as geographic locations, publication details, etc. The NCR needs these particular services in order to build a contact base of reporters, experts, leaders and potential stakeholders for future reference and to measure the effectiveness of its programmes, communication and campaign efforts. The service provider should be able to:

- Provide weekly / monthly / quarterly / annual reports on the media coverage that were clipped;
- Provide coverage reports on media releases and media statements issued as and when requested by NCR;
- Provide trend analysis reports as and when requested by the NCR;
- Provide Advertising Value Equivalence (A.V.E) for all clips monitored;
- Provide the clipped media at any given time or as and when requested;
- Provide weekly reports on solicited and unsolicited broadcast media coverage;
- Provide monthly reports on solicited and unsolicited broadcast media coverage;
- Provide the NCR with a functionality to self-generate reports on unsolicited and solicited broadcast media coverage; and
- Provide the NCR the ability to self-generate different reports on the platform as and when required.

Other:

- Search terms will be provided by the NCR (Please indicate if there is a limitation / or not to the number of keywords and the cost thereof);
- Please indicate on your proposal the turnaround time for routine requests, ad hoc requests and emergency requests;
- Please indicate the capacity and resources available to undertake this project;
- Please indicate the ability to work and respond to after-hours requests as well as the turnaround times for after-hours requests; and
- DALRO (Dramatic, Artistic and Literary Rights Organisation) costing, if any, must be built into your proposal – please show these costs.

3. Functionality Evaluation

The functionality criteria will be evaluated based on the following:

NO.	CRITERIA	WEIGHT
1.	<p>Understanding of the NCR requirements</p> <p>The proposal should display:</p> <ul style="list-style-type: none"> • Bidder’s understanding of the key requirements and expectations of the NCR; • Bidder’s Experience-Minimum of 3 years track record of conducting media monitoring across print, online, broadcast and social media platforms. In depth knowledge of analysing media reports and rating them into positive, negative and neutral on a daily, weekly and monthly basis. • Previous work done in relation to the above. Proof of clientele must be provided . 	20
2.	<p>Methodology and approach</p> <p>Proposals must contain the details of the proposed approach to be adopted in order to deliver the service in accordance with the TOR. Bidders must provide:</p> <ul style="list-style-type: none"> • Project Execution Plan or Framework including amongst others; <ul style="list-style-type: none"> ➤ An indication of ability to meet the TORs under tight deadlines; including the turnaround time for routine requests, ad hoc requests and emergency requests (including after-hours requests); ➤ Tools to be used in providing some of the services; and ➤ High-level overview on how NCR will be enabled to self-generate reports. 	30
3.	<p>Capacity</p> <p>Proposals should make clear the <u>relevant skills, capacity and experience</u> of the participant, in respect of this particular TOR:</p> <ul style="list-style-type: none"> • Capacity and resources available to undertake this project; • The media monitoring experience of the company including demonstrated practical experience – Minimum of 3 years of experience; • The relevant skills level of the entire proposed project team. Brief CV’s of the team members indicating amongst others their qualifications and 	30

	<p>experience in the media monitoring;</p> <ul style="list-style-type: none"> ➤ Project leader- 3 years' experience in media monitoring and relevant qualifications. 	
4. Value adds	<p>What are the value addition that the bidder can provide to the NCR to improve and or add to that what the NCR already requires?</p>	10
5. References	<p>Contact details of at least three (3) references from amongst recent clients with whom similar work has been conducted in the past 36 Months.</p> <p>The bidder must provide the reference letters indicating the contact details (Tel. No and email address of the relevant contact person).</p>	10

Bidders will need a minimum of 70 points to be qualified for price and BBBEE. Bidders who do not score the minimum of **70%** points will be disqualified and not be evaluated on **BBBEE and price**.

1. Additional information/documents to be submitted

- Brief company profile, as relevant to the above mentioned terms of reference.
- Experience in the relevant areas and Clientele
- All sub-contractor information (if applicable) needs to be disclosed in the proposal by the bidder for e.g. BEE certificate, SARS PIN.
- **NB: The BEE level of the sub-contractor (if applicable) needs to be equivalent to that of the bidder.**
- CV/Resumes of the technicians, highlighting experience relevant to this exercise. Individual CVs should not exceed 3 pages along with confirmation that the proposed team members will in fact be available to undertake this exercise at the appropriate time.
- Work plan, showing tasks, timelines etc.
- Financial proposal- full and detailed pricing must be on the company's letter head and signed off by the delegated and authorised person, the total cost must link to SBD 3.1 attached.

-----End-----