



REQUEST FOR PROPOSALS FOR THE PROVISION OF PUBLIC RELATIONS AND COMMUNICATIONS SERVICES FOR A PERIOD OF 18 MONTHS ACROSS ALL AIRPORT COMPANY SOUTH AFRICA'S AIRPORTS AND CORPORATE OFFICE

Tender Number: : **COR6747/2021**

Issue Date : **20 October 2021**

Closing Date : **17 November 2021 @ 12:00PM**

**Compulsory Briefing Session
Date and Time** : **3 November 2021 @ 12:00PM**

1. SECTION 1: INSTRUCTIONS TO BIDDERS

1.1. Access to RFP documents

The documents are available on www.etenders.gov.za and www.airports.co.za from **20 October 2021**. Electronic copies of the tender documents will be available for download on the National Treasury website during the same period. No bid documents will be available at the briefing session.

1.2. Submission of bid documents

The envelopes containing bid documents must have on the outside, the bidder's return address, the full description of the tender, tender number and the details of the Tender Management Office/Procurement department where the bid will close. The documents must be signed and completed by a person who has been given authority to act on behalf of the bidder. The bottom of each page of the bid documents must be signed or stamped with the bidder's stamp as proof that the bidder has read the tender documents. Bid documents can be submitted on the **17th of November 2021 before 12:00pm** using the following method(s):

1.2.1. Tender box:

The Tender box is located at:

Tender Box C

ACSA offices, 3rd Floor

OR Tambo International Airport

Kempton Park

1.2.2. Proposals must be in duplicate (an original printed copy and a printed copy of the original) together with an **electronic copy of the bid documents using a flash drive**. The original copy will be the legal and binding copy, in the event of discrepancies between any of the submitted documents; the original physical copy will take precedence

1.3. Late Bids

Bids which are submitted after the closing date and time will not be accepted.

1.4. Clarification and Communication

Name: Alicia Sekoati

Designation: Senior Buyer

Tel: 011 723 2649

Email: Alicia.Sekoati@airports.co.za

- 1.4.1. Request for clarity or information on the tender may only be requested until **10 November 2021**. Any responses to queries or for clarity sought by a bidder will also be sent to all the other entities which have responded to the Request for Proposal.
- 1.4.2. Bidders may not contact any ACSA employee on this tender other than those listed above. Contact will only be allowed between the successful bidder and ACSA Business Unit representatives after the approval of a recommendation to award this tender. Contact will also only be permissible in the case of pre-existing commercial relations which do not pertain to the subject of this tender.

1.5. **Non- Compulsory Briefing Session**

A non-compulsory briefing session will be held on the following dates at the stipulated venues and time:

Date: 3 November 2021

Time: 12:00 pm

Venue: Microsoft Teams

Bidders who are interested in joining the briefing session are required to send their email addresses to Alicia Sekoati (Alicia.Sekoati@airports.co.za) by **1 November 2021 @ 12:00pm**. A meeting invitation will be sent to all interested parties who have emailed by the set deadline. We encourage bidders to join this briefing session.

1.6. **Bid Responses**

Bid responses must be strictly prepared and returned in accordance with this tender document. Bidders may be disqualified where they have not materially complied with any of ACSA's requirements in terms of this tender document. Changes to the bidder's submission will not be allowed after the closing date of the tender. All bid responses will be regarded as offers unless the bidder indicates otherwise. No bidder or any of its consortium/joint venture members may have an interest in any of the other bidder/joint venture/consortium participating in this bid.

1.7. **Disclaimers**

It must be noted that ACSA reserves its right to:

- 1.7.1. Award the whole or a part of this tender;
- 1.7.2. Split the award of this tender;
- 1.7.3. Negotiate with all or some of the shortlisted bidders;
- 1.7.4. Award the tender to a bidder other than the highest scoring bidder where objective criteria allow;
- 1.7.5. To reject the lowest acceptable tender received; and/or
- 1.7.6. Cancel this tender.

1.8. **Validity Period**

- 1.8.1. ACSA requires a validity period of **one hundred and twenty (120)** business/working days for this tender.
- 1.8.2. During the validity period the prices which have been quoted by the bidder must remain firm and valid. It is only in exceptional circumstances where ACSA would accommodate a proposal to change the price.

1.9. **Confidentiality of Information**

- 1.9.1. ACSA will not disclose any information disclosed to ACSA through this tender process to a third party or any other bidder without any written approval from the bidder whose information is sought. Furthermore,
- 1.9.2. ACSA will not disclose the names of bidders until the tender process has been finalised.
- 1.9.3. Bidders may not disclose any information given to the bidders as part of this tender process to any third party without the written approval from ACSA. In the event that the bidder requires to consult with third parties on the tender, such third parties must complete confidentiality agreements, which should also be returned to ACSA with the bid.

1.10. **Hot – Line**

ACSA subscribes to fair and just administrative processes. ACSA therefore urges its clients, suppliers and the general public to report any fraud or corruption to:

Airports Company South Africa TIP-OFFS ANONYMOUS

Free Call: 0800 00 80 80

Free Fax: 0800 00 77 88

Email: acsa@tip-offs.com

2. SECTION 2: BACKGROUND, PURPOSE AND SCOPE OF WORK

2.1. BACKGROUND

Airports Company South Africa operates a 24/7 entity and wishes to partner with an organization that appreciates the nature of its business. Among others, the Corporate Affairs division expects a 24/7 service and weekend support to ensure any eventuality is covered effectively in the interest of protecting, enhancing, and promoting the business.

Airports Company South Africa's network of airports continues to play a dominant role in the South African aviation industry, handling over 98% of the country's commercial air traffic. Our principal airports include the three major international airports namely O.R. Tambo International, Cape Town International, King Shaka International Airports. The other sites are Bram Fischer International, Upington International, Port Elizabeth International, East London Airport, George Airport, Kimberley Airport, Airports supported by ACSA (including international sites) and the Corporate Office.

Apart from providing world-class, secure, and safe airport infrastructure, Airports Company South Africa promotes tourism and facilitates socio-economic growth. The Company is committed to promoting a healthy environment and to preserving it for the benefit of present and future generations.

Improving service levels is a key focus area for Airports Company South Africa. In line with international standards, the Company is now monitoring both passenger perceptions as well as actual operational and commercial performance.

2.2. SCOPE OF WORK

The Communications Department is split into three:

- External Communications,
- Internal Communications, and
- Digital Communications

The successful bidder will need to support all three of these departments.

External Communications:

- **Brand Affinity and Activation:** Build stakeholder awareness and affinity for our brand and activate supporters and advocates. This includes, but not limited to, formulating, and supporting industry campaigns with the aim of increasing brand affinity
- **Thought Leadership:** Develop a differentiated thought leadership programme based around insights which we are uniquely positioned to deliver to stakeholders.
- **Social Economic Development (SED) Strategy:** Assist the business to actively communicate and leverage the SED strategy around the areas of our business in which we're uniquely positioned to deliver societal benefits.
- **Crisis Response:** Assess and improve our existing crisis response protocols.

- Content Distribution: Help with stakeholder segmentation and content distribution.
- Content Creation: Create content for ACSA and all divisions and global footprint
- Media Relations: Generate media coverage for ACSA by developing messaging and positioning the business positively
- Event Management: Manage and coordinate a series of media and communication events
- Media Training: Conduct media training for company spokespeople.
- Media Monitoring and Reporting: Monitor all coverage for Airports Company South Africa and related topics and businesses.

Internal Communications:

- Content creation for our Intranet
- Produce Newsflashes, articles for newsletter and other publications and notices to business
- Developing scripts for videos and live events
- Create content for bi-annual newspaper
- Manage layout and design for all publications
- Seek creative ways in which current platforms may be improved to keep employees engaged.
- Profiling of the business and big projects to employees
- Report on company events and stories, for use on the intranet and platforms.
- Maintain and update content to facilitate presentation of information related to programmes, events, potential employees, and current employees.
- Identify, develop, and manage creative content.
- Create e-newsletter on a monthly basis covering airport stories.
- Developing content for senior leadership communication for both executives and group manager communication
- Drafting newsflashes, company announcements and notices daily

Digital Communications

- Social Media: Identify and assist in social media monitoring and ad hoc campaigns
- Thought Leadership
- Social media training
- Social media PR content plans
- Social media escalation on brand related issues-monitoring and approved responses and contingency plans
- Employee engagement
- Webinars

The winning bidder will be required to join weekly update meetings and once a month face to face meetings.

3. SECTION 3: PREFERENCE POINTS AND PRICE

3.1. Preference Points Claims

3.1.1. In terms of the PPPFA and its regulations only a maximum of 20 points may be awarded for preference. The preferential point systems are as follows:

3.1.1.1. The 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and

3.1.1.2. The 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

3.1.2. The value of this bid is estimated to not exceed R50 000 000 (all applicable taxes included) and therefore the **80/ 20** system shall be applicable. Preference points for this bid shall be awarded for:

3.2. The maximum points for this bid are allocated as follows:

	Points
3.2.1. Price	80
B-BBEE Status Level of Contribution	20
Total Points for Price and B-BBEE must not Exceed	100

3.2.2. Failure on the part of a bidder to fill in and/or to sign this form and submit a B-BBEE Verification Certificate from a Verification Agency accredited by the South African Accreditation System (SANAS) or an affidavit in the case of Qualifying Small Enterprises and an Emerging Micro Enterprises together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.

3.2.3. ACSA reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by ACSA.

3.3. Definitions

3.3.1. **“B-BBEE”** means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;

3.3.2. **“B-BBEE status level of contributor”** means the B-BBEE status received by a measured entity based on its overall performance using the relevant scorecard contained in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;

- 3.3.3. **“Black Designated Groups”** has the meaning assigned to it in the codes of good practice issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- 3.3.4. **“Black People”** has the meaning assigned to it in the codes of good practice issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- 3.3.5. **“Broad-Based Black Economic Empowerment Act”** means the Broad-Based Black Economic Empowerment Act 53 of 2003);
- 3.3.6. **“Designated Group”** means:
- 3.3.6.1. Black Designated Groups;
 - 3.3.6.2. Black People;
 - 3.3.6.3. Women;
 - 3.3.6.4. People with disabilities; or
 - 3.3.6.5. Small enterprises, as defined in section 1 of the national Small Enterprise Act 102 of 1996;
- 3.3.7. **“Consortium or Joint Venture”** means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract;
- 3.3.8. **“EME”** means an exempted micro enterprise in terms of the codes of good practice issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- 3.3.9. **“Functionality”** means the ability of tenderer to provide goods or services in accordance with specifications as set out in the tender documents;
- 3.3.10. **“Military Veteran”** has the meaning assigned to it in section 1 of the Military Veterans Act 18 of 2011;
- 3.3.11. **“People with disabilities”** has the meaning assigned to it in section 1 of the Employment Equity Act, 55 of 1998;
- 3.3.12. **“Person”** includes a juristic person;
- 3.3.13. **“PPPFA”** means the Preferential Procurement Policy Framework Act 5 of 2000 and its Regulations published on 20 January 2017;
- 3.3.14. **“Price”** means all applicable axes less all unconditional discounts;
- 3.3.15. **“QSE”** means a qualifying small business enterprise in terms of the codes of good practice issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act
- 3.3.16. **“Rand Value”** means the total estimated value of a contract in South African currency, calculated at the time of bid invitations, and includes all applicable taxes and excise duties;

3.3.17. **“Rural Area”** means:

3.3.17.1. a sparsely populated area in which people farm or depend on natural resources including villages and small towns that are dispersed through the area; or

3.3.17.2. an area including a large settlement which depends on migratory labour and remittances and government social grants for survival, and may have a traditional land tenure system;

3.3.18. **“Total Revenue”** bears the same meaning assigned to this expression in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act and promulgated in the Government Gazette on 9 February 2007;

3.3.19. **“Township”** means an urban living area that any time from the late 19th century until 27 April 1994, was reserved for black people, including areas developed for historically disadvantaged individuals post 27 April 1994;

3.3.20. **“Trust”** means the arrangement through which the property of one person is made over or bequeathed to a trustee to administer such property for the benefit of another person;

3.3.21. **“Trustee”** means any person, including the founder of a trust, to whom property is bequeathed in order for such property to be administered for the benefit of another person; and

3.3.22. **“Youth”** has the meaning assigned to it in section 1 of the National Youth Development Agency Act 54 of 2008

All terms not defined herein have the meanings assigned to them in the PPPFA.

3.4. **Adjudication Using A Point System**

3.4.1. The bidder obtaining the highest number of total points will be awarded the contract, unless objective criteria exist justifying an award to another bidder or ACSA exercises one or more of its disclaimers.

3.4.2. Preference points will be calculated after prices have been brought to a comparative basis taking into account all factors of non-firm prices and all unconditional discounts

3.4.3. Points scored will be rounded off to the nearest 2 decimal places.

3.5. **Award of Business where Bidders have Scored Equal Points Overall**

3.5.1. In the event that two or more bids have scored equal total points, the successful bid will be the one scoring the highest number of preference points for B-BBEE.

3.5.2. However, when functionality is part of the evaluation process and two or more bids have scored equal points including equal preference points for B-BBEE, the successful bid will be the one scoring the highest score for functionality.

3.5.3. Should two or more bids be equal in all respects, the award will be decided by the drawing of lots.

3.6. Points Awarded for Price

The 80/20 or 90/10 Preference Point Systems

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc}
 \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\
 P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right) & & P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)
 \end{array}$$

Where

P_s = Points scored for comparative price of bid under consideration

P_t = Comparative price of bid under consideration

P_{\min} = Comparative price of lowest acceptable bid

3.6.1. Points Awarded for B-BBEE Status Level of Contribution

3.6.1.1. In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below

B-BBEE Level Contributor	Status of	Number of Points (90/10 system)	Number of Points (80/20 system)
1		10	20
2		9	18
3		6	14
4		5	12
5		4	8
6		3	6
7		2	4
8		1	2
Non-compliant contributor		0	0

3.6.1.2. Bidders who qualify as EMEs in terms of the B-BBEE Act must submit an affidavit stating its annual turnover, certificate issued by a Verification Agency accredited by SANAS.

- 3.6.1.3. Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a Verification Agency accredited by SANAS. QSEs have an additional option of submitting a sworn affidavit as its B-BBEE certificate in terms of the amendments to the B-BBEE Codes of Good Practice in 2013.
- 3.6.1.4. A trust, consortium or joint venture, will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
- 3.6.1.5. A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid.
- 3.6.1.6. Tertiary institutions and public entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice.
- 3.6.1.7. A person will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended sub-contractor is an EME that has the capability and ability to execute the sub-contract.
- 3.6.1.8. A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capability and ability to execute the sub-contract.

3.7. Bid Declaration

Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

(B-BBEE Status Level of Contribution Claimed in Terms of Paragraphs 3.2.1)

B-BBEE Status Level of Contribution: _____ = _____ (maximum of 10 or 20 points)
(Points claimed in respect of paragraph 0 must be in accordance with the table reflected in paragraph 3.6.1.1 and must be substantiated by means of a B-BBEE certificate issued by a Verification Agency accredited by SANAS).

3.8. Sub-Contracting

3.8.1. Will any portion of the contract be sub-contracted? YES / NO (**Delete whichever is not applicable*)

3.8.2. If yes, indicate:

3.8.2.1. The sub-contracted percentage is: _____ %

3.8.2.2. The type of ownership is as follows in terms of percentage out of 100:

- 3.8.2.2.1. black ownerships is: _____
- 3.8.2.2.2. black youth ownership is: _____
- 3.8.2.2.3. black women ownership is: _____
- 3.8.2.2.4. black people with disabilities ownerships is: _____;
- 3.8.2.2.5. black people in rural areas, underdeveloped areas or townships ownerships is: _____
- 3.8.2.2.6. black ownership of the co-operative is: _____
- 3.8.2.2.7. black people who are military veteran ownership is: _____
- 3.8.2.2.8. Combined ownership of any of the above is: _____.

3.8.3. The tendering condition must specify that the tenderer may only subcontract to a QSE listed above if the QSE has a B-BBEE status level that is equal to or more than that of the tenderer/bidder.

3.8.3.1. The name of the sub-contractor is: _____

3.8.3.2. The B-BBEE status level of the sub-contractor is: _____

3.8.3.3. The sub-contractor is an EME: YES / NO (*Delete *whichever is not applicable*)

3.8.4. A bidder may not sub-contract any portion of the tender after award without the written approval a delegated ACSA representative.

3.9. Declaration with Regard to the Bidder

- 3.9.1. **Name of bidding entity** _____
- 3.9.2. **VAT Registration** _____
- 3.9.4. **Company registration number:** _____
- 3.9.5. **Type of company / firm:** _____

- Partnership/Joint Venture / Consortium
- One-person business/sole propriety
- Close corporation
- Company
- (Pty) Limited

[TICK APPLICABLE BOX]

3.10. Describe principal business activities

3.11. Company Classification

- Manufacturer
- Supplier
- Professional service provider
- Other service providers, e.g. transportation, *etcetera*.

[TICK APPLICABLE BOX]

3.12. Total numbers of years the company / firm has been in business:

3.13. I/we, the undersigned, who is/are duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the B-BBEE status level of contribution indicated in this bid of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we acknowledge that:

- 3.13.1. The information furnished is true and correct.
- 3.13.2. The preference points claimed are in accordance with the General Conditions as indicated in this Section.
- 3.13.3. In the event of a contract being awarded as a result of points claimed, the contractor may be required to furnish documentary proof to the satisfaction of ACSA that the claims are correct;
- 3.13.4. If the B-BBEE status level of contribution has been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, ACSA may, in addition to any other remedy it may have:
 - 3.13.4.1. Disqualify the person from the bidding process;
 - 3.13.4.2. Recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - 3.13.4.3. Cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - 3.13.4.4. Restrict the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, from obtaining business from ACSA for

a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and

3.13.4.5. Forward the matter for criminal prosecution.

Witnesses:

1. _____

_____ Signature(s) of bidder(s)

2. _____

Date: _____

Address: _____

4. SECTION 4: EVALUATION CRITERIA

4.1. Evaluation Criteria

4.1.1. ACSA will use a pre-determined evaluation criterion when considering received bids. The evaluation criteria will consider the commitment made for pre-qualifying criteria/ local production and content/ Supplier Development, objective criteria and compulsory sub-contracting/ functionality/ Price and B-BBEE. During the evaluation of received bids ACSA will make an assessment whether all the bids comply with set minimum requirements and whether all returnable documents/information have been submitted. Bidders which fail to meet minimum requirements, thresholds or have not submitted required mandatory documents will be disqualified from the tender process.

4.1.2. The requirements of any given stage must be complied with prior to progression to the next stage. ACSA reserves the right to disqualify bidders without requesting any outstanding document/information.

4.2. A staged approach will be used to evaluate bids and the approach will be as follows:

STAGE 1	STAGE 2	STAGE 3	STAGE 4
PREQUALIFICATION Check if Bidder meets the pre-qualifying criteria	MANDATORY Check if all the documents have been received	FUNCTIONALITY Evaluate on functionality or the technical aspect of the bid	PRICE AND PRIFERENCE Evaluate price and BBBEE

4.3. Pre-qualification Criteria

In terms of the PPPFA Regulation 4, an organ of state can apply pre-qualifying criteria to advance certain Designated Groups.

Accordingly, only bidders having a **minimum B-BBEE Level 2** will be considered for the next stage of evaluations.

Bidder must submit a valid certified copy or original BBEE certificate issued by a SANAS approved verification agency (EME's and QSE's may submit a sworn affidavit). ACSA reserves the right to request further information necessary to evaluate the bidder in this regard.

4.4. Mandatory Requirements

A list of mandatory returnable documents must be consulted to understand which documents are required at the closing date and time. Further, to the mandatory returnable documents/information ACSA will only consider bidders which have:

4.3.1. Acceptance of Airports Company South Africa's tender terms and conditions (**Appendix A**)

4.5. Functionality

The functional evaluation will be based on a threshold, where bidders which fail to achieve a minimum of **74 points** on the functional stage will not be considered further in the evaluation. It should be further noted that a minimum qualifying score per criteria must be met as set out in the evaluation criteria. Failure to achieve **any** of the minimum scores would result in disqualification for further consideration even if the overall minimum total score had been achieved.

	EVALUATION CRITERIA	MIN	MAX
1.	PORTFOLIO OF EVIDENCE (POE)- Internal Communications	6	10
	<p>Bidders are required to demonstrate their experience in Internal communications by submitting each of the following from a minimum of 3 separate projects(companies).</p> <p>Bidders are required to provide the following for each project to demonstrate the requirement:</p> <ol style="list-style-type: none"> 1. Newsflashes (email communique),or articles for newsletter, or past e-newsletters, or other Publications or notices to business 2. Provide content developed by the bidder specifically for senior leadership communication (example CEO or Board member letter addressing staff, or speech) 3. Reference letters with contactable references for each project submitted 	6	10
1.1	<p>Provide Newsflashes (email communique),or articles for newsletter, or past e-newsletters, or other Publications or notices to business for a minimum of 3 projects.</p> <p>Less than 3 relevant content submitted= 0 points 3 relevant content submitted= 2 points More than 3 relevant content submitted=3 points</p>	2	3
1.2	<p>Provide content developed by the bidder specifically for senior leadership communication for each project (example CEO or Board member letter addressing staff, or speech) for a minimum of 3 projects</p> <p>Less than 3 relevant content submitted= 0 points 3 relevant content submitted= 2 points More than 3 relevant content submitted=3 points</p>	2	3
1.3	<p><i>Reference letters</i></p> <p>Bidders to provide relevant reference letters, with contactable references, for each project submitted.</p> <p>ACSA reserves the right to verify the reference letters.</p> <p>Less than 3 relevant reference letters submitted= 0 points 3 relevant reference letters submitted=2 points More than 3 relevant reference letters submitted=4 points</p>	2	4
2.	PORTFOLIO OF EVIDENCE (POE)- External Communications	13	20
	<p>Bidders are required to demonstrate their experience in External communications by submitting each of the following from a minimum of 3 separate projects (companies).</p> <p>Bidders are required to provide the following for each project to demonstrate the requirement:</p> <ol style="list-style-type: none"> 1. Showcase a project where you formulated and supported a campaign aimed at increasing brand affinity 2. Provide past written Thought Leadership pieces produced by the bidder 3. Provide evidence of your provision of Crisis Management services. 4. Reference letters with contactable references for each project submitted 	13	20

2.1	Showcase a project where you formulated and supported a campaign aimed at increasing brand affinity for a minimum of 3 projects Less than 3 relevant demonstrations submitted= 0 points 3 relevant demonstrations submitted= 3 points More than 3 relevant demonstrations submitted=5 points	3	5
2.2	Provide past written Thought Leadership pieces produced by the bidder, from a minimum of 3 projects Less than 3 relevant Thought Leadership pieces submitted= 0 points 3 relevant Thought Leadership pieces submitted=3 point More than 3 relevant Thought Leadership pieces submitted=5 points	3	5
2.3	Provide evidence of your provision of Crisis Management services for a minimum of 3 projects Less than 3 relevant evidence submitted= 0 points 3 relevant evidence submitted=3 points More than 3 relevant evidence submitted=5 points	3	5
2.4	<i>Reference letters</i> Bidders to provide relevant reference letters, with contactable references, for each project submitted. ACSA reserves the right to verify the reference letters. Less than 3 relevant reference letters submitted= 0 points 3 relevant reference letters submitted=4 points More than 3 relevant reference letters submitted=5 points	4	5
3.	PORTFOLIO OF EVIDENCE (POE)- Digital Communications	6	10
	Bidders are required to demonstrate their experience in Digital communications by submitting each of the following from a minimum of 3 separate projects(companies). Bidders are required to provide the following for each project to demonstrate the requirement: <ol style="list-style-type: none"> 1. Reports on social media campaigns completed by the bidder 2. Social media PR content plans produced by the bidder 3. Reference letters with contactable references for each project submitted 	6	10
3.1	Provide Reports on social media campaigns completed for a minimum of 3 project Less than 3 relevant reports submitted= 0 points 3 relevant reports submitted=2 points More than 3 relevant reports submitted=3 points	2	3
3.2	Provide Social media PR content plans produced by the bidder for a minimum of 3 projects Less than 3 relevant Social Media PR content plans submitted= 0 points 3 relevant Social Media PR content plans submitted=2 points More than 3 relevant Social Media PR content plans submitted=3 points	2	3

3.3	<p><i>Reference letters</i></p> <p>Bidders to provide relevant reference letters, with contactable references, for each project submitted.</p> <p>ACSA reserves the right to verify the reference letters.</p> <p>Less than 3 relevant reference letters submitted= 0 points 3 relevant reference letters submitted=2 points More than 3 relevant reference letters submitted=4 points</p>	2	4
4.	RESOURCE EXPERIENCE	12	20
4.1	<p>Account manager</p> <p>ACSA requires an Account Manager (only 1 resource), who will serve as our one point of contact should you win the tender, who has a combined 8 years' experience in PR and Communications as well as a minimum of 3 years management experience.</p> <p><i>Provide CV clearly demonstrating the requirement.</i></p>	6	10
4.1.1	<p><i>Account Manager PR and Communications experience</i></p> <p>Less than 8 years relevant PR and Communications experience= 0 points 8 years relevant experience= 3 points More than 8 years relevant experience =5 points</p>	3	5
4.1.2	<p><i>Account Manager management experience</i></p> <p>Less than 3 years relevant management experience= 0 points 3 years relevant management experience= 3 points More than 3 years relevant management experience =5 points</p>	3	5
4.2	<p>Support Staff</p> <p>ACSA requires 2 additional resources, who will serve as support staff. They must each have a minimum of 3 years' experience in Digital Marketing and PR.</p> <p><i>Provide CV clearly demonstrating the requirement.</i></p>	6	10
4.2.1	<p><i>Resource (1)</i></p> <p>Less than 3 years relevant experience= 0 points 3 years relevant experience= 3 points More than 3 years relevant experience =5 points</p>	3	5
4.2.2	<p><i>Resource (2)</i></p> <p>Less than 3 years relevant experience= 0 points 3 years relevant experience= 3 points More than 3 years relevant experience =5 points</p>	3	5

5.	CHANNEL MANAGEMENT	7	10
	<p>Demonstrate the ability to adapt messages/content for various social media platforms by showcasing the ability to deliver one message on a minimum of 3 different platforms. (E.g., Provide evidence where a press release was adapted for three kinds of different social media platforms.</p> <p>Did not demonstrate the ability to adapt one message on a minimum of 3 separate platforms = 0 points Demonstrated the ability to adapt one message on 3 separate platforms =7 points Demonstrated the ability to adapt one message on more than 3 separate platforms =10 points</p>	7	10
6.	PROPOSAL	30	30
	<p>Bidders should include a proposal which demonstrates the following:</p> <ul style="list-style-type: none"> • The bidders plan to increase ACSAs brand affinity for the duration of the 18 months contract. • The proposal must cover traditional and digital/social media. • The proposal should also include a section on airport infrastructure expansion of the runway at Cape Town International Airport. 	30	30
6.1	<p><i>Brand Affinity</i></p> <p>Proposal does not demonstrate relevant brand affinity plans= 0 points Proposal demonstrates relevant brand affinity plans= 10 points</p>	10	10
6.2	<p>Traditional and Social Media</p> <p>Proposal does not cover relevant traditional and digital/social media plans= 0 points Proposal covers relevant traditional and digital/social media plans= 10 points</p>	10	10
6.3	<p>Airport Infrastructure expansion of the runway at Cape Town International Airport</p> <p>Proposal does not cover relevant Airport Infrastructure expansion of the runway at Cape Town International Airport = 0 points Proposal covers relevant Airport Infrastructure expansion of the runway at Cape Town International Airport= 10 points</p>	10	10
	TOTAL	74	100

4.6. Price and Preference

This is the final stage of the evaluation process and will be based on the PPPFA preference point system of **80/20**. Price will amount to 80 points, whilst preference will be 20 points. The award of business will be made to a bidder which has scored the highest overall points for this stage of the evaluation, unless objective criteria exists, justifying an award to another bidder or ACSA splits the award or cancels the tender, *etcetera*.

The pricing schedule to be completed is as follows:

Table 3: Bill of Quantities (all-inclusive to complete the works)

COST ITEM	R (Incl. VAT)
Monthly Retainer for PR/communication services based on the scope of work	

***** this price will be fixed for the duration of the contract**

5. SECTION 5: RETURNABLE DOCUMENTS

5.1. Mandatory Returnable documents

ACSA will disqualify from the tender process any bidder that has failed to submit mandatory returnable documents and information on the closing date and time. Bidders should therefore ensure that all the mandatory returnable documents and information have been submitted. In order to assist bidders, ACSA has also included a column next to the required mandatory document and information to enable bidders to keep track of whether they have submitted or not. The mandatory documents and information are as follows:

5.2. Returnable Documents and information

MANDATORY RETURNABLE DOCUMENTS AND INFORMATION	SUBMITTED [Yes or No]
B-BBEE Certificate	
Tax Clearance Certificate (ACSA may not award a tender to a bidder whose tax affairs have not been declared to be in orders by SARS)	
Names and identity numbers of Directors	
Certificate of Incorporation (CIPC)	
CSD Registration Summary Report	

5.3. Validity of submitted information

Bidders must ensure that any document or information which has been submitted in pursuance to this tender remains valid for the duration of the contract period. The duty is on the bidder to provide updated information to ACSA immediately after such information has changed.

6. SECTION 6: TERMS AND CONDITIONS OF RFP

6.1 Conditions of the request for proposal

6.1.1 This RFP is open only to bidders who are registered and duly authorised to provide the Services in South Africa.

6.1.2 Any bids received after the tender closing date and time shall not be considered by Airports Company South Africa SOC Limited and therefore be disqualified. These bids shall be retained unopened and destroyed after the award of the contract to the successful bidder unless a written request for the return thereof is received from the relevant bidder within thirty (30) days of the award.

6.1.3 Except where specifically provided for in this RFP, a bidder may make no changes to its bid after the closing time and date.

6.1.4 Airports Company South Africa SOC Limited reserves the right to award the contract on the basis of bid submitted by a bidder subject to Airports Company South Africa SOC Limited' s terms and conditions and by submission of its bid the bidder agrees to be legally bound thereby if its bid is accepted by Airports Company South Africa SOC Limited.

6.1.5 Airports Company South Africa SOC Limited or its duly appointed representatives shall be the sole adjudicators of the acceptability and or feasibility of the bids. The decision shall be final and except as required by law or otherwise, no reason for the acceptance or rejection of any bid will be furnished.

6.1.6 If the bid has been awarded on the strength of information furnished by a Bidder, which information is proved to have been incorrect, in addition to any other legal remedy it may have, Airports Company South Africa SOC Limited may at any time during the life of the contract:

- a) Recover from the relevant bidder all costs, losses or damages incurred by it as a result of the award; and/or
- b) Cancel the award of the bid and/or contract and claim any damages, which it may have suffered or will suffer as a result of having to make less favourable arrangements.

6.1.7 The Bidder shall be liable to pay for losses sustained and/or additional costs or expenditure incurred by Airports Company South Africa SOC Limited as a result of cancellation. Airports Company South Africa SOC Limited shall furthermore have the right to recover such losses, damages or additional costs by way of set off against monies due or which may become due to the Bidder in terms of the said contract.

6.1.8 If Airports Company South Africa SOC Limited and the successful Bidder fail to enter into or execute a formal written contract within thirty (30) days of the award (or such later date as may be determined by Airports Company South Africa SOC Limited as a result of the bidder's failure to comply with any representation made in the bidder's bid, then the award shall be deemed null and void. Airports Company South Africa SOC Limited's aforesaid rights are without prejudice and in addition to any other rights that Airports Company South Africa SOC Limited may have in order to claim damages. For the avoidance of doubt, in the event the bid of a successful bidder is accepted by Airports Company South Africa SOC Limited, no agreement shall come into being until the formal contract has been negotiated and executed between Airports Company South Africa SOC Limited and the successful bidder.

6.1.9 Airports Company South Africa SOC Limited reserves the right to amend the terms and conditions of this RFP at any time prior to finalisation of the contract between the parties and shall not be liable to any bidder or any other person for damages of whatsoever nature which they may have suffered as a result of such amendment. All bids are submitted at the entire risk of the bidder.

6.1.10 All representations, agreements or arrangements arising from bids submitted in terms hereof (including any negotiations that follow) shall not be binding on Airports Company South Africa SOC Limited, its officers, employees or agents unless reduced to writing and signed by a duly authorised representative of Airports Company South Africa SOC Limited.

6.1.11 Airports Company South Africa SOC Limited reserves the right to postpone the closing date for submission of bids or to withdraw the RFP at any time.

6.1.12 Appendix 1 must be executed in the name of the business actually proposing to perform the Services if awarded the contract. Appendix 1 must be signed by an authorised representative of the bidder.

6.1.13 In the case of a joint venture or partnership between The Service Provider, evidence of such a joint venture must be included in the bid in the form of a Joint Venture Agreement or Memorandum of Understanding. Each member of the joint venture may complete and sign Appendix 1. Alternatively, all the members of the joint venture may in writing nominate one member of the joint venture to complete and sign Appendix 1 on behalf of the joint venture. This written authority must be signed by duly authorised members of the joint venture and be submitted with the proposal.

6.2 Binding Arbitration Provision

6.2.1 It is a condition of participation in this RFP process between the bidder and Airports Company South Africa SOC Limited that should any dispute or difference arise between the parties, this shall be resolved by a single Arbitrator -

- Concerning the purport or effect of the RFP documents or of anything required to be done or performed there under.
- Concerning any aspect of the RFP process to anything done or decided there under or
- Concerning the validity of the award of the RFP to any bidder or the failure to award same to any Bidder, then such dispute or difference shall be finally resolved by arbitration.

6.2.2 Such arbitration shall be by a single arbitrator who shall be –

- Selected by agreement between the parties, or failing such agreement nominated on the application of any party by the Arbitration Foundation of Southern Africa (AFSA); and
- The arbitrator shall have power to open up, review and revise any certificate, opinion, decision, requisition or notice relating to all matters in dispute submitted to him/her and to determine all such matters in the same manner as if no such certificate, opinion, decision, requisition or notice had been issued.

6.2.3 Upon every or any such reference, the costs of an incidental to the reference and award shall be in the discretion of the arbitrator, who may determine the amount of the costs, or direct them to be taxed as between attorney and client or as between party and party and shall direct by whom and to whom and in what manner they shall be borne and paid.

6.2.4 The award of the arbitrator shall be final and binding on the parties and any party shall be entitled to apply to the Courts to have such award made an order of court.

6.2.5 Save as set out in this clause, the arbitration shall be conducted in accordance with the rules of the Arbitration Foundation of Southern Africa.

6.2.6 The arbitration shall be held in Johannesburg in the English language.

6.2.7 However, nothing in this clause shall preclude any party to the arbitration from seeking interlocutory relief in any court having jurisdiction pending the institution of a review or other appropriate proceedings for legal redress.

6.2.8 Such arbitration shall be commenced and concluded within 30 days of the dispute having noted.

7. SECTION 7: RFP ADMINISTRATIVE & PROCEDURAL RFP REQUIREMENTS

The following information must be provided as requested in the Appendices in order to have the bid considered by Airports Company South Africa SOC Limited. Any individual, partnership, joint venture or close corporation submitting a bid must meet the minimum administrative and procedural requirements in order to have its bid considered.

7.1 Bid Submission:

7.1.1 Responses to this request for proposal should be provided in respective appendices as attached herein.

7.1.2 The bid shall consist of the following documents in response to the RFP in the sequence shown below. Each part of the bid submission should be adhered to and inserted as per the RFP for ease of reference, and applicable signatures attached where applicable:

7.1.2.1 Acceptance of Airports Company South Africa SOC Limited's terms and conditions of RFP- must be completed and signed and submitted with the bid.

7.1.2.2 Covering Letter - A covering letter must be provided to properly identify the bid and to highlight other general information that the Bidder has included regarding, for instance, the business and/or organisation.

7.1.2.3 Company Background and Executive Summary and Organogram - An executive summary of the bid should include all salient features. Bidders should include the bid information requested in the Appendices such as:

Full name, address, fax and telephone numbers, including the full citation of Bidder, and registration number (in the case of a company or close corporation) exactly as the company or close corporation is registered. If the Bidder is an entity other than a natural person, please provide the name of an individual who is authorised to represent the Bidder.

7.1.2.4 Description of Bidder (i.e. Corporation, Joint Venture, Consortium, Sole Proprietorship):

a) If an Incorporated Entity: List the date of incorporation and the names of all persons or entities owning 10% or more of the Bidders voting shares.

b) If a Partnership: List the date of commencement of the partnership and the name, address, and share of each partner and also include a copy of the partnership agreement.

c) If a Joint Venture: List date of commencement of the agreement. Also list the name and address of each member of the joint venture, including a copy of the agreement recording such a joint venture.

d) If a Sole Proprietorship: List all the business names under which such proprietor has done business during the last two (2) years, address/es, and the duration of the contract/project.

e) Provide a brief history of the Bidder and its experience. State the number of persons the Bidder presently employs. Also indicate any changes in the Bidders name and ownership structure and any trading names under which the Bidder has been doing business.

7.1.2.6 Bidder Proof of relevant experience of providing similar services - The Bidder is to detail the nature of similar services provided. The Bidder must have at least five (5) years recent experience.

7.1.2.7 References /Verifiable clients - Original letters of reference duly signed by at least one director of the bidding entity stating similar services provided, including value of contract per project. The letters must briefly describe the scope of services provided during term of contract. Details for each reference (Name, Position, Landline Phone number and e-mail address) and inform these references in advance that Airports Company South Africa SOC Limited may contact them during the evaluation period as per the timelines provided. Note that this is an important component of the evaluation.

7.1.2.9 Partner Status – Bidders must provide original letters of partner status with the technology or the vendor (where applicable).

7.1.2.10 B-BBEE particulars - Bidders must submit a valid B-BBEE verification certificate and report issued by a verification agency for recognition of the B-BBEE status as determined in accordance with the Codes of Good Practice. B-BBEE information must be detailed confirming the BEE ownership and attach hereto, a certified copy of the identity documents of all owners. In the case of a Company (Pty) Ltd, submit CM29 or equivalent and in the case of a Close Corporation CK1 or CK2.

7.1.2.11 Valid, Original Tax Clearance Certificate- The Bidder must submit a valid, original tax clearance certificate from the South African Revenue Services together with the bid.

7.1.2.12 Financial Information – financial statements of the actual bidding entity (e.g. not the holding company) must be submitted. In the case of a joint venture, include the audited financial statements of each member of the joint venture.

7.1.2.13 Declaration of Solvency - A statement declaring whether the Bidder or any Director or member of the Bidder has ever been declared insolvent or liquidated or whether, either the Bidder or member has ever filed an application for sequestration or liquidation as the case may be.

7.1.2.14 Annual Financial Statements–the Bidders must provide audited financial statements for the last five (5) financial year certified by their Auditors.

7.1.2.16 Proof of Joint Venture – Formal Agreement of JV or partnership with the JV's B-BBEE certificate where applicable.

7.1.2.18 Proof of membership- Bidders are requested to submit, as applicable, proof of registration with or any membership to a recognised related to the services required.

7.1.2.19 Schedule of Rates/Price and Bid–must be submitted

7.1.2.20 Additional Information - Bidders are requested to indicate any additional information they deem relevant to strengthen their bid.

8. SECTION 8: DECLARATION FORM

8.1. Making a Declaration

Any legal person or persons having a relationship with persons employed by ACSA, including a blood relationship, may submit a bid in terms of this tender document. In view of possible allegations of unfairness, should the resulting bid, or part thereof, be awarded to persons connected with or related to ACSA employees, it is required that the bidder or his/her authorised representative declare his/her position in relation to ACSA employees or any member of the evaluation or adjudication committee which will consider bids. Furthermore, ACSA requires all bidders to declare that they have not acted in any manner inconsistent with the law, policy or fairness.

8.2. All bidders must complete a declaration of interest form below:

Full name of the bidder or representative of
the bidding entity

Identity Number

Position held in the bidding entity

Registration number of the bidding entity

Tax Reference number of the bidding entity

VAT Registration number of the bidding entity

I/We certify that there is a / no relationship between the bidding entity or any of its shareholders / directors / owner / member / partner with any ACSA employee or official.

Where a relationship exists, please provide details of the ACSA employee or official and the extent of the relationship below

8.3. Full Names of Directors / Trustees / Members / Shareholders of the bidding entity

Full Name	Identity Number	Personal Income Tax Reference Number

8.4. I/We declare that we have not acted in any manner which promotes unfairness, contravenes any law or is against public morals. We further certify that we will in full compliance of this tender terms and conditions as well as ACSA policies in the event that we are successful in this tender.

Declaration:

I/We the undersigned _____ (Name) hereby certify that the information furnished in this tender document is true and correct. We further certify that we understand that where it is found that we have made a false declaration or statement in this tender, ACSA may disqualify our bid or terminate a contract we may have with ACSA where we are successful in this tender.

Signature

Date

Position

Name of bidder

APPENDIX A:	ACCEPTANCE OF TERMS AND CONDITIONS
APPENDIX B:	BID DECLARATION
APPENDIX C:	LIST OF DIRECTORS
APPENDIX D:	BRIEFING SESSION FORM
APPENDIX E:	DECLARATION OF FORBIDDEN PRACTICES
APPENDIX F:	SUB-CONTRACTING FORM
APPENDIX G:	BID CERTIFICATION



APPENDIX A: ACCEPTANCE OF TERMS AND CONDITIONS OF RFP AND BIDDER'S PARTICULARS

TO: The Supply Chain General Manager

Airports Company South Africa Ltd.

Bid Reference Number: **COR6747/2021**

Bidder's Name and Contract Details

Bidder:	
Physical Address:	
Correspondence to be addressed to:	
Fax Number:	
Phone numbers:	
Email Address:	
Contact Person:	



APPENDIX B: DECLARATION FORM

Making a Declaration

Any legal person or persons having a relationship with persons employed by ACSA, including a blood relationship, may submit a bid in terms of this tender document. In view of possible allegations of unfairness, should the resulting bid, or part thereof, be awarded to persons connected with or related to ACSA employees, it is required that the bidder or his/her authorised representative declare his/her position in relation to ACSA employees or any member of the evaluation or adjudication committee which will consider bids. Furthermore, ACSA requires all bidders to declare that they have not acted in any manner inconsistent with the law, policy or fairness.

All bidders must complete a declaration of interest form below:

Full name of the bidder or representative of the bidding entity

Identity Number

Position held in the bidding entity

Registration number of the bidding entity

Tax Reference number of the bidding entity

VAT Registration number of the bidding entity

I/We certify that there is a / no relationship between the bidding entity or any of its shareholders / directors / owner / member / partner with any ACSA employee or official.

Where a relationship exists, please provide details of the ACSA employee or official and the extent of the relationship below

APPENDIX C: LIST OF DIRECTORS

Full Names of Directors / Trustees / Members / Shareholders of the bidding entity

Full Name	Identity Number	Personal Income Tax Reference Number

I/We declare that we have not acted in any manner which promotes unfairness, contravenes any law or is against public morals. We further certify that we will in full compliance of this tender terms and conditions as well as ACSA policies in the event that we are successful in this tender.

Declaration:

I/We the undersigned _____ (Name) hereby certify that the information furnished in this tender document is true and correct. We further certify that we understand that where it is found that we have made a false declaration or statement in this tender, ACSA may disqualify our bid or terminate a contract we may have with ACSA where we are successful in this tender.

Signature

Date

Position

Name of bidder

APPENDIX D: BRIEFING SESSION FORM

This is to certify that:

Bidder Name _____

Attached a briefing / site inspection meeting which was held on _____ of _____ 201____.
Bidder was represented by:

Name:

Designation:

This certification is made on behalf of ACSA by:

Name:

Designation:

Signature:

Date:

APPENDIX E: DECLARATION OF FORBIDDEN PRACTICES

I/We hereby declare that we have not/been found guilty of any illegal activities relating to corruption, fraud, B-BBEE fronting, anti-competitive practices and/or blacklisted by an organ of State-Owned Company, etc. and/or any other forbidden practices.

I/We declare the following:

a)			
b)			

Furthermore, I/We declare that to the best of my/our knowledge there is /are no further practices to be declared or which are in the process of being finalised. The following are alleged practices which have not yet been finalised.

	Description	Organ of State / State Owned Company
a)		
b)		

This declaration was signed on _____ of _____ 201_____

Name:

Designation:

Signature:

APPENDIX: F Sub-Contracting

Will any portion of the contract be sub-contracted? YES / NO (*Delete whichever is not applicable)

If yes, indicate:

- a) The sub-contracted percentage is: _____%
- b) The name of the sub-contractor is: _____
- c) The B-BBEE status level of the sub-contractor is: _____
- d) The sub-contractor is an EME: YES / NO (submit proof)



APPENDIX G: BIDS CERTIFICATION

We hereby submit a Bid in respect of PUBLIC RELATIONS AND COMMUNICATIONS SERVICES FOR A PERIOD OF 18 MONTHS.

We acknowledge that ACSA's terms and conditions (as amended and mutually agreed between the parties if necessary) shall apply to the agreement with the successful Bidder,

We have read, understand and agree to be bound by the content of all the documentation provided by ACSA in this Request for Bids.

We accept that ACSA Tender Board's decision is final and binding.

We certify that all forms of Bids as required in the Bids document are included in our submission.

We certify that all information provided in our Bids is true, accurate, complete and correct.

This Bids is specific to this project only; it has no impact, influence or effect on any other project for which a Bids may be submitted.

The undersigned is/are authorized to submit and sign the Bids that shall be binding on closure of the Bids submission.

The Bids is binding on this Tenderer for a period which lapses after hundred and twenty (120) working days calculated from the closing date for Bids submission.

Thus, done and signed at		on this		day of		2019
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Signature:	
Name:	



For and behalf of:

Tendering entity name:	
Capacity:	