

THE PUBLIC SERVICE SECTOR EDUCATION TRAINING AUTHORITY

Terms of Reference

TERMS OF REFERENCE (ToR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE FREELANCE GRAPHIC DESIGN SERVICES FOR THE PUBLIC SERVICE EDUCATION AND TRAINING AUTHORITY

QUOTATION NUMBER:RFP/2021/000820

CLOSING DATE: 01 December 2023

CLOSING TIME: 11:00

No late applications will be accepted.

Board members: Mr T Tshefuta (Chairperson) | Ms C Brink | Mr L Nzimande
Mr NN Maesela | Mr PB Makhafane | Mr MI Napo
Ms T Molefe-Sefanyetso | Mr PB Moopelwa | Ms L Dlodla | Ms N Nzimande
Ms N Silinyana | Mr M Ramakgale

CEO: Ms B Lerumo

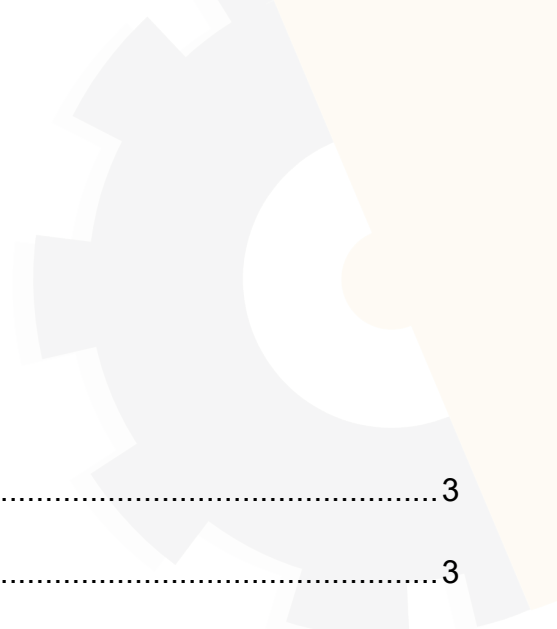


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1. INTRODUCTION

Public Service Sector Education and Training Authority (PSETA) is established in terms of section 9(1) and (2) of the Skills Development Act (Act No. 97 of 1998 as amended). The Skills Development Act is the enabling legislation and guides PSETA operations as a Sector Education and Training Authority (SETA), as set out in section 10 of the Act.

2. BACKGROUND & CONTEXT

The PSETA seeks to appoint a service provider for provision of graphic design and photography work for a period of 36 months from date of appointment. The purpose is to appoint a suitable, qualified, competent service provider to provide graphic design and mentoring for a graphic design intern.

3. SCOPE OF WORK

The service provider will be required to:

- 3.1. Graphic design of various publications and photography services per the brief/guidelines provided. The provision must also be made for editing publications as print-ready proofs.
- 3.2. Assist with mentoring of graphic design interns at the office who are still on a learning journey: corporate branding & graphic design, graphic design elements for corporates; working on dimensions. Indicate the rate per hour for mentoring on the quotation.
- 3.3. Events to be covered for photography but not limited to:
 - Annual General Meeting
 - Stakeholder Engagement sessions
 - Employee Wellness Programme Workshop
 - Accounting Authority members and staff photoshoot (75 people)

- Staff Photoshoot
- 3.4. It will be expected of the service provider to be able to maintain strong ethical standards in their work and shall liaise with the Stakeholder Management & Communication Manager.
- 3.5. The service provider shall at the request of the organisation be always expected to be available to the PSETA. The flexibility and ability to come and do certain graphic design work at PSETA offices will be an added advantage.
- 3.6. The publications to be developed, but not limited to, in this per financial year over three years are:
 - Public Service Sector Education & Training Authority Annual Report (1 per year)
 - Abridged Annual Report (1 per year)
 - Sector Skills Plan Booklet (1 per year)
 - Sector Skills Plan (1 per year)
 - Annual Performance Plan (1 per year)
 - Strategic Plan (1 per year)
 - Career Guide (1 per year)
 - Brochures A4 folded to DL size.
 - Electronic Banners for the email, website, and social media (quote unit price)
 - Message cards
 - Events programmes (5 per year)
 - Monthly bulletin A4 flier (4 pages maximum) (12 editions per year)
 - Quarterly newsletter A4 12 pages maximum (4 editions per year)
 - Animation and designed presentations (3 per year)
 - Corporate video

4. COMPETENCY AND EXPERTISE REQUIREMENTS

The Service Provider should meet the following requirements:

- 4.1. Graphic design key performance areas are as follows:

- Create graphic designs for web communications, publications, and marketing materials.
- Work with Stakeholder Management & Communication officer to understand specific brand usage principles in graphic designs.
- Develop effective imagery concepts within PSETA corporate colours
- Create templates for business and promotional materials. Before initiating the work of the project, the freelance graphic designer will be required to calculate the total period required for completing the project.
- Do the work of creating and designing an outline and synopsis for the project by collecting helpful information and facts about the project's theme with the help of effective means of investigation.
- Delineate and represent the project by considering the restrictions of time, quality, and attributes of the project.
- With every graphic design completed, the service provider should provide PSETA with open files for archiving purposes.

4.2. Photography services' key performance areas are as follows:

- The service provider will be responsible for the overall production process (back-drop, arranging persons to be photographed, lighting, logistics, etc), shooting and postproduction.
- The output should be high-resolution photographs that are suitable to use at a corporate level.
- The service provider will work with the PSETA Stakeholder Management & Communications unit for the appointment duration.
- Upon delivery of the photo materials, all records shall pass into the exclusive ownership of the PSETA, including all use and distribution rights connected to this.
- High-resolution pictures in jpg will be the final output.

5. TIMELINES OF THE PROJECT

The duration of the contract will be for a period of thirty-six (36) months from the date of appointment.

6. QUALITY AND REPORTING REQUIREMENTS

The service provider will submit cost per delivery as and when a task is required to the Stakeholder Management & Communications Manager, to manage the budget.

7. INTELLECTUAL PROPERTY

All the information derived from this assignment will remain the property of the South African Government. This includes data gathering tools, raw data, and all reports. Publication of any information from this assignment is prohibited unless permission to cite the findings is approved by the PSETA.

8. QUALIFICATION AND EXPERIENCE

- 8.1. CVs of consultants or leading experts.
- 8.2. Mini proposal indicating timeframes for each publication (estimated hours per publication) based on the estimated number of pages given.
- 8.3. Financial proposal per task with key budget information (i.e. rates per hour, words, pages)
- 8.4. Three reference letters of similar work previously conducted not older than five years.

9. PRICING

- 9.1. The proposed total pricing must be inclusive of VAT. PSETA reserves the right to negotiate the selection/prioritisation of deliverables in line with the contract price.
- 9.2. PSETA requires a breakdown/ fee narration on any of the service items that are priced, and service providers are required to provide the same after contracting when submitting invoices for services rendered.
- 9.3. Bidders should quote their rates on an hourly basis for the services in their proposals.

10. EVALUATION PROCESS

The bids will be evaluated on the 80/20 principle with 80 points being allocated for price and 20 points allocated for specific goal, once the minimum functionality criteria are met. The evaluation will be based on:

11. PHASE 1 – FUNCTIONALITY EVALUATION

11.1. Bids must meet the minimum eligibility criteria for functionality of 70 points out of 100 points awarded for functionality before they are considered further. Any bid not meeting the minimum eligibility threshold will be automatically disqualified.

The evaluation will be based on:

Phase 1: Functionality Evaluation		
Phase 2: Preferential Point System	Points allocated for specific goals	Points
Price		80
Special goals		20
Black owned company	8	
Women	4	
Youth	5	
Disability	3	
Total	20	100

- a. The bids will be evaluated on 80/20 principle with 80 points being allocated for price and 20 points allocated for specific goals.
- b. The applicant with the highest total number of points will be awarded the contract

The functionality criteria, together with the maximum points to be awarded, are set out below:

Phase 1: Functionality Evaluation				
Domain	Evaluation Method	Criteria	Weight	Score
1. Company Experience in graphic design and photography.	<ul style="list-style-type: none"> • Company profile with a minimum of five years' experience. 	<p>NB: All proposals must cover sections outlined in section 4.</p> <ul style="list-style-type: none"> • 1 = Proposal and project plan not acceptable (all areas not covered). • 2 = Poorly written proposal and a project plan (few areas covered) • 3 = Average proposal (most areas covered) • 4 = Good proposal (all areas covered but not in depth) • 5 = Excellent detailed proposal (all areas thoroughly addressed in depth) 	40	

<p>2. Knowledge and experience of the graphic designer.</p>	<p>The graphic designer must have:</p> <ul style="list-style-type: none"> • Relevant experience of team members: the resource to be assigned to PSETA should have at least five (5) years of experience in advanced graphic design. • Please provide a comprehensive curriculum vitae (CV) indicating the required experience and a minimum three reference letters on the work done. 	<ul style="list-style-type: none"> • 1= No submission of CVs and/ or certified copies of qualifications • 2= CVs, Certified copies of qualifications and less than five years' experience • 3 = CV, Certified copies of qualifications and a minimum of 5 years' experience. • 4 = CV, Certified copies of qualifications and a minimum of 6 to 9 years' experience. • 5 = CV, Certified copies of qualifications and 10 years and above experience. 	<p>30</p>	
<p>3. References Traceable references of clients where projects of a similar</p>	<p>Reference letters as evidence of previous similar work done. <i>(NB: The Reference Letter(s) must be on the letterhead of the previously serviced organisation and should reflect at least the</i></p>	<ul style="list-style-type: none"> • 1 = No reference letter provided of work previously done. • 2 = 1 to 2 reference letters of research work previously done 	<p>30</p>	

<p>nature were conducted.</p>	<p><i>name of the organisation, title of the work done, year conducted, year completed, contactable reference name and contact details)</i></p> <p>Reference letters must be on a letterhead, signed and dated.</p>	<ul style="list-style-type: none"> • 3 = 3 reference letters of work previously done • 4 = 4 reference letters of work previously done. • 5 = 5 or more reference letters work previously done. 	
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13. FORMAT OF THE BID SUBMISSION

- 13.1. Company profile indicating all the requirements as per the evaluation criteria.
- 13.2. Proposals must be submitted in 3 copies, 1 original and 2 copies
- 13.2. Team member names and roles.
- 13.3. CVs and certified copies of qualifications.
- 13.4. Track record and experience. Three signed reference letters of similar work reflect clients' telephone numbers and links or images of the work.
- 13.5. A valid Tax compliance status (TCS) PIN or proof of exemption from SARS.
- 13.6. Certified copy of BB-BEE certificate or affidavit
- 13.7. Copy of the registration document of the organisation (CIPC);
- 13.8. All Standard Bidding Documents (SBD) must be completed and signed.
 - SBD 1
 - SBD 4
 - SBD 6.1
 - Proof of registration on the Central Supplier Database.
 - General Condition of Contract (each page signed)

NB: Failure to submit documents requested in section 13.8 will disqualify the proposal.

Bid proposals must be submitted to:

Ms Ursula Mathonsi



Manager: Supply Chain Management

The PSETA

Ground Floor, Woodpecker Building

Hillcrest Office Park, Lynwood

Pretoria

No late applications will be accepted.

No electronic bid applications will be accepted.

The validity period of the bids is 90 days from the closing date. Please direct all queries to Ms Ursula Mathonsi via email at ursulam@pseta.org.za or telephonically at 012-4235700