



## **REQUEST FOR QUOTATION – SAE03/2020**

### **MEDIA MONITORING SERVICES FOR A PERIOD OF 12 MONTHS**

#### **1. Background**

The Inkosi Albert Luthuli ICC Complex offers the largest flat floor, column-free multi-purpose event space in Africa, incorporating the Durban International Convention Centre, the Durban ICC Arena and Durban Exhibition Centre, the complex offers 112,000m<sup>2</sup> of flexible exhibition and meeting space. The Centre is one of the most advanced conference facilities in the world, having been voted "Africa's Leading Meetings and Conference Centre" at the World Travel Awards 17 times.

#### **2. Purpose**

In order to effectively manage the public perception of the Durban ICC it is important to monitor the level and nature of media exposure which the company generates on an on-going basis. The company thus requires the services of a media monitoring agency to aggregate media articles and provide a platform for review and analysis of these articles, for a period of 12 months.

#### **3. Conditions of contract**

3.1 The appointed service provider would need to monitor all mentions of the Durban ICC and its associated key words in the following media:

- Print media
- Broadcast media (Radio and Television)
- Online media

The Durban ICC anticipates a total of 1000 media articles per month across the abovementioned media types. The service provider should include the monitoring cost for 1000 clippings per month and specify the additional costs should the number of articles exceed this number in any given month.

3.2 The appointed service provider would need to monitor all mentions of the Durban ICC and its associated key words on the following Social media platforms:

- Facebook
- Twitter
- Instagram
- LinkedIn

The service provider should include the monitoring cost for an unlimited number of social media mentions per month on these platforms in their pricing proposal.

#### **3.3 Online platform**

The appointed service provider is to provide an online platform where the articles can be viewed and downloaded as required. This platform is to provide the ability to search existing articles for specific content.

**3.4 Notification of articles**

The Durban ICC requires email notification of each new article as it is captured by the media monitoring system. The email notifications should provide a summary of the details of the media clipping, but do not need to include the content of the article.

**3.5 Reporting**

The media monitoring service must provide the accurate allocation of the Advertising Value Equivalency (AVE) value of each article.

The Durban ICC requires the functionality to generate statistical reports from the media monitoring system on a monthly and quarterly basis, including the total value of AVE for the articles over a specified date range.

**3.6 Article categorization**

The Durban ICC requires functionality which allows the manual allocation of individual articles into specified categories. The functionality should also provide for the generating of AVE reports for each category over a specified date range.

**3.7 Communication with Media Database**

The Durban ICC requires an extensive database of the media in South Africa, with full details of print, broadcast and online media, (journalists and editors) including information such as profiles, and demographics. The functionality should also provide the ability for the Durban ICC to email Press Releases and attachments like photographs to this database directly.

**3.8 Trial Period**

The Durban ICC reserves the right to assess the services of the recommended service provider over a period of time, not exceeding one calendar month. The objective is to ascertain whether the quality of the services rendered meets the requirements of the organization.

Once the above has been successfully determined, the official appointment of the service provider for the balance of the 11-month contact will be awarded. Should the quality of the services received be deemed not to meet the requirements of the organisation, the Durban ICC reserves the right to cancel the appointment at the end or the earlier of the one month trial period.

**4. Mandatory Requirements**

Does the service provider comply with the mandatory requirements? Please acknowledge as illustrated	Yes	No
	✓	X
1. Please attach two positive references of previous work executed comprising of similar scope of works as requested by the Durban ICC.		
2. The service provider must monitor the following media types i.e. Print, Online and Broadcast		
3. The service provider must actively monitor a minimum of 2500 physical publications within South Africa. Please attach proof		



Does the service provider comply with the mandatory requirements? Please acknowledge as illustrated	Yes	No
	✓	X
4. The service provider must actively monitor a minimum of 160 national, regional and community radio and television channels within South Africa. Attach proof		
5. The service provider must actively monitor the 'firehose' connections of the following social media platforms for mentions of the Durban ICC: Facebook, Twitter, Instagram, and LinkedIn.		
6. The service provider must offer an online platform for the monitoring, analyzing and downloading of articles.		
7. The service provider must provide an accurate allocation of AVE values for each article.		
8. The service provider must offer the client functionality allowing the manual categorization of articles into specified groupings.		
9. Please submit a detailed company profile outlining the total number of websites, publications and broadcast channels actively monitored in South Africa by your company.		

**Failure to comply with all of the mandatory requirements as illustrated above will result in the service provider being deemed non-responsive and not evaluated further.**

#### 5. Preconditions

**A written proposal/quotation will not be considered unless the service provider who submits the quotation provides the following with their proposal/quotation:**

- 5.1 Full name
- 5.2 Identification or company or other registration number
- 5.3 Tax reference number and VAT number, if any
- 5.4 Valid original Tax clearance from South African Revenue Services which proves that the providers tax matters are in order
- 5.5 Valid BBBEE Certificate
- 5.6 MBD 4 Declaration of Interest form must be completed
- 5.7 The service provider must be registered on the CSD database and EThekwini Vendor Portal. Proof of registration needs to be submitted. Failure to be registered on these databases will adversely affect the awarding process and may result in the service provider being deemed non-responsive.

CSD registration website: <https://secure.csd.gov.za>

EThekwini Vendor Portal registration: <https://ethekwinivendor.durban.gov.za>

Or contact 031 322 7011 / 7154

[Fatima.milezi@durban.gov.za](mailto:Fatima.milezi@durban.gov.za) / [phumla.mdabe@durban.gov.za](mailto:phumla.mdabe@durban.gov.za)

6. **Compulsory Pricing Schedule (official form of offer)**

Description	Quantity	Unit Price	Total (quantity x unit cost)
Fixed monthly fee for the provision of online platform and reporting functionality	12 months	R	R
Monthly Cost for monitoring social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn)	12 months	R	R
Monthly Cost for monitoring specified media types (Print, Online and Broadcast) and tracking for the first 1000 media articles/month	12 months	R	R
Cost for additional articles (if applicable)	50	R	R
Please state any additional costs:			R
Total (excl. VAT)			R
15% VAT			R
Total (incl. VAT)			R

I.....being duly authorized thereto by ..... do hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Note: Failure of a Service Provider to complete and sign this page will invalidate the quotation**

7. **Contact Person**






Scott Langley – Marketing, Sales and Events Director  
Tel: 031 360 1315  
Email: ScottL@icc.co.za

8. **Closing Date**

Quotations, together with this document and supplier registration forms are to be placed in a sealed envelope marked for the attention of the Procurement Department and are to be placed in the Tender Box at the Durban ICC security entrance on the ground floor, 45 Bram Fischer Road Durban before 12:00 on 06<sup>th</sup> November 2020.

DURBAN ICC

9. Request approved by:

 21-10-2020
<b>Scott Langley</b> Marketing, Sales and Events Director
 21/10/2020
<b>SCM Compliance Officer</b> Ritesh Ramkisson
 28/10/2020
<b>SCM &amp; Compliance Manager</b> Theresha Naidoo
 30/10/2020
<b>Chief Financial Officer</b> Moloko Rambally
 30/10/2020
<b>Chief Executive Officer</b> Lindwe Rakharebe

**DURBAN ICC**

**4. Past experience in similar assignments**

Assignment Description	Key Elements	Date Completed	Contact Person and Telephone Number	Assignment Value

I, \_\_\_\_\_, being duly authorized thereto by \_\_\_\_\_, do hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Name: **(Block Capitals)** \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**11. Declaration of Municipals Fees**

I, the undersigned, do hereby declare that the Municipal fees of

.....  
 (Full name of Company / Close Corporation / partnership / sole proprietary/Joint Venture)

(hereinafter referred to as the TENDERER) are, as at the date hereunder, fully paid or an Acknowledgement of Debt has been concluded with the Municipality to pay the said charges in instalments.

The following account details relate to property of the said TENDERER:

<u>Account</u>	<u>Account Number:</u> to be completed by tenderer.																							
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I acknowledge that should the aforesaid Municipal charges fall into arrears, the Municipality may take such remedial action as is required, including termination of any contract, and any payments due to the Service provider by the Municipality shall be first set off against such arrears.

- Where the TENDERER'S place of business or business interests are outside the jurisdiction of eThekweni Municipality, a copy of the accounts/agreements from the relevant municipality must be attached (to the back inside cover of this document).
- Where the tenderer's Municipal Accounts are part of their lease agreement, then a copy of the agreement, or official letter to that effect is to be attached (to the back inside cover of this document).

NAME ..... (Block Capitals)

SIGNATURE ..... DATE: .....  
 (of person authorised to sign on behalf of the Tenderer)

**12. MBD4 Declaration of Interest**

12.1. No bid will be accepted from persons in the service of the state<sup>1</sup>

12.2 Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.

12.3 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

12.3.1 Full name of bidder or his/her representative .....

12.3.2 Identity number: .....

12.3.3 Position occupied in the Company (director, trustee, shareholder<sup>2</sup>):  
.....

12.3.4 Company Registration Number: .....

12.3.5 Tax Reference Number: .....

12.3.6 VAT Registration Number: .....

12.3.7 The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

**References:**

<sup>1</sup> **MSCM Regulations: "in the service of the state" means to be –**

- (a) **a member of –**
  - any municipal council
  - any provincial legislature
  - the National Assembly or the National Council of Provinces
- (b) **a member of the board of directors of any municipal entity;**
- (c) **an official of any municipality or municipal entity;**
- (d) **an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);**
- (e) **a member of the accounting authority of any national or provincial public entity;**
- (f) **an employee of parliament or a provincial legislature.**

<sup>2</sup> **"Shareholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.**



12.3.8 Are you presently in the service of the state?  
If yes, furnish particulars:

YES	NO
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12.3.9 Have you been in the service of the state for the past twelve months?  
If yes, furnish particulars:

YES	NO
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12.3.10 Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and/or adjudication of this bid?  
If yes, furnish particulars:

YES	NO
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12.3.11 Are you aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and/or adjudication of this bid? If yes, furnish particulars:

YES	NO
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12.3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state?  
If yes, furnish particulars:

YES	NO
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12.3.13 Is any spouse, child or parent of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state? If yes, furnish particulars:

YES	NO
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12.3.14 Do you or any of the directors, trustees, managers, principal shareholders or stakeholders of this company have any interest in any other company or business whether or not they are bidding for this contract? If yes, furnish particulars:

YES	NO
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**13. Full details of directors / trustees / members / shareholders**

Full Name	Identity Number	State Employee No.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Capacity**

\_\_\_\_\_  
**Name of Bidder**