TERMS OF REFERENCE

APPOINTMENT OF A DIGITAL MARKETING AGENCY FOR THE PERIOD OF 12 MONTHS

RFQ NUMBER:

SANParks-0039-11-21
# REQUEST FOR PROPOSAL

You are hereby invited to submit proposal / price quotation for:

**APPOINTMENT OF A DIGITAL MARKETING AGENCY FOR THE PERIOD OF 12 MONTHS**

<table>
<thead>
<tr>
<th><strong>RFQ NUMBER:</strong></th>
<th>SANParks-0039-11-21</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADVERTISEMENT DATE:</strong></td>
<td>28 July 2021</td>
</tr>
<tr>
<td><strong>CLOSING DATE:</strong></td>
<td>4 August 2021</td>
</tr>
<tr>
<td><strong>CLOSING TIME:</strong></td>
<td>12:00</td>
</tr>
<tr>
<td><strong>BID DOCUMENT DELIVERY ADDRESS:</strong></td>
<td><a href="mailto:scmquotations@sanparks.org">scmquotations@sanparks.org</a> (Please note that no responses received /submitted outside of this email will be accepted)</td>
</tr>
<tr>
<td><strong>COMPULSORY BRIEFING SESSION:</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>BID VALIDITY PERIOD:</strong></td>
<td>90 days (commencing from the RFQ Closing Date)</td>
</tr>
<tr>
<td><strong>TECHNICAL RELATED QUERIES</strong></td>
<td><a href="mailto:lize.ferreira@sanparks.org">lize.ferreira@sanparks.org</a></td>
</tr>
<tr>
<td><strong>SCM RELATED QUERIES</strong></td>
<td><a href="mailto:Nothile.malaza@sanparks.org">Nothile.malaza@sanparks.org</a></td>
</tr>
<tr>
<td><strong>DESCRIPTION OF RFQ:</strong></td>
<td><strong>APPOINTMENT OF A DIGITAL MARKETING AGENCY FOR THE PERIOD OF 12 MONTHS</strong></td>
</tr>
</tbody>
</table>
Bidders should ensure that bids are delivered timeously to the correct email address. If the bid is late, it will not be accepted for consideration.

Bids received after the time stipulated shall not be considered.

Bidders are not allowed to contact any other SANParks staff in the context of this RFQ other than the indicated officials under SBD 1 or as indicated above.

*NB: No proposal shall be accepted by SANPARKS if submitted in any manner other than as prescribed above.*
**PART A**  
**INVITATION TO BID**

**YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (SOUTH AFRICAN NATIONAL PARKS)**

<table>
<thead>
<tr>
<th>BID NUMBER:</th>
<th>SANParks-0039-11-20</th>
<th>CLOSING DATE:</th>
<th>4 August 2021</th>
<th>CLOSING TIME:</th>
<th>12H00</th>
</tr>
</thead>
</table>

**DESCRIPTION**

APPOINTMENT OF A DIGITAL MARKETING AGENCY FOR THE PERIOD OF 12 MONTHS

**BID RESPONSE DOCUMENTS MUST BE SENT TO THE DESIGNATED EMAIL ADDRESS**

failure to send via designated email the bidder will be disqualified

scmquotations@sanparks.org

**BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO**

TECHNICAL ENQUIRIES MAY BE DIRECTED TO:

<table>
<thead>
<tr>
<th>CONTACT PERSON</th>
<th>Nothile Malaza</th>
<th>CONTACT PERSON</th>
<th>Lize Ferreira</th>
</tr>
</thead>
<tbody>
<tr>
<td>TELEPHONE NUMBER</td>
<td>012 426 5321</td>
<td>TELEPHONE NUMBER</td>
<td>012 426 5241</td>
</tr>
<tr>
<td>E-MAIL ADDRESS</td>
<td><a href="mailto:nothile.malaza@sanparks.org">nothile.malaza@sanparks.org</a></td>
<td>E-MAIL ADDRESS</td>
<td><a href="mailto:lize.ferreira@sanparks.org">lize.ferreira@sanparks.org</a></td>
</tr>
</tbody>
</table>

**SUPPLIER INFORMATION**

**NAME OF BIDDER**

**POSTAL ADDRESS**

**STREET ADDRESS**

<table>
<thead>
<tr>
<th>TELEPHONE NUMBER</th>
<th>CODE</th>
<th>NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CELLPHONE NUMBER</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**E-MAIL ADDRESS**

**VAT REGISTRATION NUMBER**

**SUPPLIER COMPLIANCE STATUS**

<table>
<thead>
<tr>
<th>TAX COMPLIANCE SYSTEM PIN:</th>
<th>OR CENTRAL SUPPLIER DATABASE No: MAAA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE**

<table>
<thead>
<tr>
<th>[TICK APPLICABLE BOX]</th>
<th>B-BBEE STATUS LEVEL SWORN AFFIDAVIT</th>
<th>[TICK APPLICABLE BOX]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>[TICK APPLICABLE BOX]</td>
<td>No</td>
</tr>
<tr>
<td>No</td>
<td>[TICK APPLICABLE BOX]</td>
<td>Yes</td>
</tr>
</tbody>
</table>

[**A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE**]

<table>
<thead>
<tr>
<th>ARE YOU THE ACCREDITED REPRESENTATIVE</th>
<th>ARE YOU A FOREIGN BASED SUPPLIER FOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>[IF YES ENCLOSE PROOF]</td>
<td>[IF YES, ANSWER THE</td>
</tr>
<tr>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
**PART B**
**TERMS AND CONDITIONS FOR BIDDING**

### 1. BID SUBMISSION:
1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.

1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED—(NOT TO BE RETYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.

1.3. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.

1.4. THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD7).

### 2. TAX COMPLIANCE REQUIREMENTS
2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.

2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER’S PROFILE AND TAX STATUS.

2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.

2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.

2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.

---

**QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS**

<table>
<thead>
<tr>
<th>IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ YES ☐ NO</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| DOES THE ENTITY HAVE A BRANCH IN THE RSA? |  |  |
| ☐ YES ☐ NO |  |  |

| DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA? |  |  |
| ☐ YES ☐ NO |  |  |

| DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA? |  |  |
| ☐ YES ☐ NO |  |  |

| IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION? |  |  |
| ☐ YES ☐ NO |  |  |

**IF THE ANSWER IS “NO” TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.**
2.6 WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.

2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE.”

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.

SIGNATURE OF BIDDER: ...............................

CAPACITY UNDER WHICH THIS BID IS SIGNED: ...............................

(Proof of authority must be submitted e.g. company resolution)

DATE: ...............................

SIGNATURE OF BIDDER: ...............................

CAPACITY UNDER WHICH THIS BID IS SIGNED: ...............................

(Proof of authority must be submitted e.g. company resolution)

DATE: ...............................

SIGNATURE OF BIDDER: ...............................

CAPACITY UNDER WHICH THIS BID IS SIGNED: ...............................

(Proof of authority must be submitted e.g. company resolution)

DATE: ...............................

SIGNATURE OF BIDDER: ...............................

CAPACITY UNDER WHICH THIS BID IS SIGNED: ...............................

(Proof of authority must be submitted e.g. company resolution)

DATE: ...............................

1. PURPOSE

The purpose of this RFQ is to appoint a suitable service provider to assist SANParks in the following manner:

- Create and implement a digital marketing strategy (including content marketing, SEO, email marketing, online advertising, social media, etc.) to promote and engage with our online audience.
- Optimise the SANParks digital assets and platforms.
- Reach an online audience via targeted omni-channel campaigns.
- Provide technical support and digital content management.
- Campaign tracking, analytics and reporting

2. BACKGROUND

South African National Parks (SANParks) is a public entity functioning under National Environmental Management: Protected Areas Act 57 of 2003 (Act 57 of 2003); with the mandate to conserve; protect; control; and manage national parks and other defined protected areas and their biological diversity (Biodiversity). As a public entity, SANParks is also governed by the Public Finance Management Act, Act 1 of 1999 (as amended by Act 29 of 1999), and it is listed as Schedule 3 Part A: 25 public entities.

SANParks’ operations are totally guided by its vision statement and mission statement. As a public entity, the organisation is committed to act in pursuance of transformation of South Africa’s society in support of entrenching South Africa’s democracy. In this regard, the organisation has adopted a transformation mission to guide its efforts accordingly.

The SANParks Tourism Growth Plan 2016 and the SANParks Tourism Revenue Growth Strategy was designed to drive the growth of the following metrics which serve as key performance indicators in the organisational Annual Performance Plan (APP):

a) Gross Tourism Revenue
b) Number of Visitors to the national park network
c) Number of Black South African Visitors
d) Number of Black South African Overnight Visitors
e) Unit Occupancy
f) Unit Nights Sold
As seen above, the growth of black visitors to the national parks is a strategic imperative in the interests of business sustainability. Therefore, consumer research (Non-Traditional Market Research 2016) was conducted to understand the factors that determine the desirability of national parks as holiday and leisure destinations by the black domestic market. It revealed that awareness of the product offerings and pricing points is low in this market; therefore, brand awareness will receive greater strategic focus in harnessing the interest of this market.

To drive this, the marketing plan identified core levers in the marketing activities which included:
- Positioning SANParks properties are desirable and affordable holiday and leisure destinations
- Break negative myths about the SANParks offering
- Showcase the activities and experiences on offer
- Promote packages and special offers
- Communicate lifestyle of travelling to nature destinations.

The www.sanparks.org website has approximately 2.7 million visitors and 79,844,067 page views per annum. It has an online audience of 800 000 followers across its social media accounts.
SANParks requires the services of an experienced and reputable specialised digital marketing agency to provide the full list of services required:

- **Digital Strategy development and implementation**
  - A developed digital strategy aligned to the organisation's key performance areas
  - Review SANParks' current digital with a view to improve current deliverables and ensure that all internal departments feed into the strategy development
  - Interpreted digital briefs and provision of strategic input for campaigns
  - Recommend digital trends and applying those which could result in increased awareness for SANParks
  - Collaboration with partners, internal stakeholders and projects to ensure 360 integration
  - Increased website traffic and ranking
  - Increased online conversion rates
  - Retargeting and Remarketing campaigns
  - Engage and increase email subscribers
  - Increased social media followers and engagement

- **Digital Content development and support**
  - Content Marketing
  - SEO
  - Create and implement content plans
  - Content creation including messaging, creative, landing pages, social posts and graphics, email newsletters, video, audio, animation, etc.
  - Creation of online forms and guides for different activities, campaigns and data capturing

- **Media planning and buying**
  - Increase SANParks' online presence and drive awareness through strategic branded display campaigns.
  - Achieve maximum exposure among target markets.
  - Track delivery and key performance metrics.

- **Digital support for SANParks events**

- **Social Media**
  - Content creation and for all social media channels
  - Identify and implement trends and technologies.
Community management – grow SANParks’ presence on social media, increasing engagement and followers.

- Engage in our influencer campaigns to keep the digital community engaged in dynamic, interactive and meaningful ways and boost ROI.

Management and Reporting

- Analytics, research, reporting and full monitoring of campaign progress and digital landscape (domestic and international markets)
- Generate market research to adapt to competitive environment and opportunities.
- Weekly meeting with SANParks Marketing team
4. TIMELINES

It is anticipated that the assignment will run for a period of 12 months from August 2021 – July 2022. Should the agency fail to deliver as per the scope of work, SANParks reserves the right to cancel the Purchase Order.

5. FINANCIAL PAYMENT

Payment will be made in accordance to the PFMA (within 30 days) after delivery of service rendered or goods delivered.
### PHASE 1

**STAGE 1: MINIMUM REQUIREMENTS: COMPLIANCE RESPONSIVENESS CRITERIA**

In this phase all proposals received will be verified for compliance and completeness of the submitted proposal per the set of **minimum requirements as listed under paragraph 6.1**. Service Providers who comply with the listed requirements progresses to the next stage of functional / technical evaluation requirements.

**NB:** Only bidders who fully comply with minimum requirements progress to the next **phase 2**

<table>
<thead>
<tr>
<th></th>
<th>100</th>
</tr>
</thead>
</table>

### PHASE 2

**PRICE AND PREFERENCE (B-BBEE)**

<table>
<thead>
<tr>
<th></th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>B-BBEE</td>
<td>20</td>
</tr>
</tbody>
</table>

**TOTAL POINTS FOR PRICE AND B-BBEE**

<table>
<thead>
<tr>
<th></th>
<th>100</th>
</tr>
</thead>
</table>
6.1. MINIMUM REQUIREMENTS COMPLIANCE RESPONSIVENESS CRITERIA (Compliance to legislative and treasury requirements)

In this phase all responses received will be verified for compliance and completeness of the submitted proposal per the below set of mandatory requirements.

- Submission of fully completed SBD1 (Invitation to Bid),
- Submission of an official quotation on the company letter head
- Submission of fully completed SBD 4 (Declaration of Interest),
- Submission of fully completed SBD 6.1 ( Preference Claim Certificate), accompanied by the original or certified B-BBEE Status Level Verification Certificate or original B-BBEE Sworn Affidavit,
- Submission of fully completed SBD8 (Declaration of Bidders Past SCM Practice),
- Submission of fully completed SBD9 (Certificate of Independent Bid Determination),

7.2.1 Project Management and Execution

The following are required from the service provider:

- A digital marketing strategy and project plan indicating key activities, visuals, milestones and deliverables.
- Clear indication of who will be responsible for the management of the assignment as well as its execution. The allocation of team members to assignments should be based on the qualifications and experience of the proposed project personnel

7.2.2 Location

The Company shall be contracted to SANParks as a consultant, and there are no limitations to the geographic location of where the company should be based, however travel to and from SANParks offices in Groenkloof shall be for the Company’s account.
7.2.3 Reporting

The Company will report to and work closely with the Marketing unit of SANParks and is expected to interact weekly with the Digital Marketing Manager and Senior Manager Marketing; the team will be required to meet with the Managing Executive Tourism Development & Marketing as and when necessary.

6.2.4 Qualifications and Experience

The following are the minimum qualifications and experience expected of the service provider’s key staff:

1. Does the company have human resources with (at minimum 4 or all of) the relevant Digital Marketing, Online Campaign Management; Media Planning and Buying, Social Media Management, SEO, Reporting and Analytics qualifications or skills who will be allocated to this project?

   Substantiate your option as selected above:

   1.1 *Agency needs to show evidence of highly competent and skilled staff who are able to advice, guide, lead, manage and direct on matters pertinent to the above resource requirements and skills. Experience and length of service in Digital Marketing and implementing online campaigns, is important. Staff need to comprise of both young and experienced individuals who are able to effectively team up to impact the right groups at the right time utilizing the right tools at the right place.*

2. Minimum 5 years’ experience in offering Digital Marketing services for major preferred brands in Tourism & Travel industries.

   Experience in conducting successful online campaigns that offered expected ROI.

   Substantiate your option as selected above:

   2.1 *Agency needs to show a high level of experience and competence, with managing major brands in high demanding*
2. Work done to support digital strategy to develop and capture new online audiences.

2.3 Agency needs to display a high level of experience with initiating and executing online campaigns.

2.4 Agency needs to provide evidence of online activities conducted and media platforms leveraged to ensure ROI as per campaign objectives.

2.5 Evidence of this competence must be shown through the following:

- List of Brands Managed
- Written Testimonials from Brands
- Public knowledge Stats from latest activity of a major brand
- Measurements on previous activities and methods of measuring
- Visuals of online campaigns conducted

3. Experience in the execution Digital and Social Media Marketing, entrenched or rooted in effective Research and Data Analytics for effective campaign management.

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Substantiate your option as selected above:

3.1 We need to know that as an agency you are able to use the latest research techniques to not only reach our current and potential consumers, but also positively influence our processes, have a leg up on any competitors and position the brand. We also need the agency to create clearly-defined personas and visitor journeys that can be used to guide SANPARKS in every aspect of our content strategy for greater reach and optimum results.

4. Ability to leverage stakeholders effectively and creatively (Media, Industry, Government etc.) at a regional, national and international level.

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Substantiate your option as selected above:

4.1 Agency needs to display expertise in the following Digital Marketing areas to create and share digital content, and manage communities for
increased organic engagement through the following:

- Social media
- Website and online content development, planning and design
- SEO writing for web
- Retargeting and Remarketing campaigns
- Online video
- Digital media relations
- Twitter, blogging, vlogging
- Reputation and brand tracking and management
- Social media measurement
- Analytics and Reporting

5. Is agency placing creativity at the top of all Marketing and Campaign activities

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

Substantiate your option as selected above:

5.1 Agency needs to demonstrate a level of creativity and not rely on SANParks to provide constant creativity ideas on their own behalf. Agency must take initiation and lead the creativity for SANParks to approve or disapprove. Creativity includes but not limited to:

- Product, Services and Brand Promotion
- Content Creation
- Influencer Marketing
- Sales Conversions
- Event Marketing
- User Journey and Engagement

8 EVALUATION CRITERIA AND WEIGHTING

The RFQ stipulated that the responses to be evaluated using the 80/20 preference points system in accordance with the PPPFA guidelines. Based on this system the points will be allocated as follows:
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>80</td>
</tr>
<tr>
<td>Participation Goals/BEE</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

9 **EVALUATION FORMULA FOR PRICE**

The following formula will be applied to calculate the scores:

**Price Formula**

The following PPPFA formula was used to evaluate the price proposals submitted by bidders, this formula was used because price was the only criterion that was scored i.e. the whole 80 points were allocated to price.

\[
PS = 80 \left( 1 - \frac{Pt - Pmin}{Pmin} \right)
\]

- \( Ps \) = Points scored for price of the bid under consideration.
- \( Pt \) = Rand value of bid under consideration.
- \( Pmin \) = Rand value of lowest acceptable bid

9 **FINAL AWARD**

Bidder who complies with the specifications and scores highest total points on PRICE and B-BBEE claimed points shall be awarded the contract. SANParks reserves the right not to appoint. SANParks reserves the right to negotiate with the awarded bidder.
DECLARATION OF INTEREST (SBD 4)

Any legal person, including persons employed by the state¹, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-

- the bidder is employed by the state; and/or

- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

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

2.1 Full Name of bidder or his or her representative:
………………………………………………………………………………

2.2 Identity Number:
………………………………………………………………………………
…………………………
2.3 Position occupied in the Company (director, trustee, shareholder²):
………………………………………………………………………..

2.4 Company Registration Number:
………………………………………………………………………..

2.5 Tax Reference Number:
………………………………………………………………………..

2.6 VAT Registration Number:
………………………………………………………………………..

2.6.1 The names of all directors / trustees / shareholders / members, their individual identity numbers, tax reference numbers and, if applicable, employee / persal numbers must be indicated in paragraph 3 below.

¹“State” means –

(a) 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);

(b) any municipality or municipal entity;

(c) provincial legislature;

(d) national Assembly or the national Council of provinces; or

(e) Parliament.

²“Shareholder” means a person who owns shares in the company and is actively involved in the management of the enterprise or business and exercises control over the enterprise.
2.7 Are you or any person connected with the bidder presently employed by the state?

YES / NO

2.7.1 If so, furnish the following particulars:

Name of person / director / trustee / shareholder/ member:

Name of state institution at which you or the person connected to the bidder is employed:

Position occupied in the state institution:

Any other particulars:

2.7.2 If you are presently employed by the state, did you obtain the appropriate authority to undertake remunerative
work outside employment in the public sector?

YES / NO
2.7.2.1 If yes, did you attached proof of such authority to the bid document?

YES / NO

(Note: Failure to submit proof of such authority, where applicable, may result in the disqualification of the bid.

2.7.2.2 If no, furnish reasons for non-submission of such proof:

…………………………………………………………………….
…………………………………………………………………….
…………………………………………………………………….

2.8 Did you or your spouse, or any of the company’s directors / trustees / shareholders / members or their spouses conduct business with the state in the previous twelve months?

YES / NO

2.8.1 If so, furnish particulars:

…………………………………………………………………….
…………………………………………………………………….
…………………………………………………………………….

2.9 Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the state and who may be involved with the evaluation and or adjudication of this bid?
YES / NO

2.9.1 If so, furnish particulars.

........................................................................................................
........................................................................................................
........................................................................................................

2.10 Are you, or any person connected with the bidder,
aware of any relationship (family, friend, other) between
any other bidder and any person employed by the state
who may be involved with the evaluation and or adjudication
of this bid?

YES/NO

2.10.1 If so, furnish particulars.

........................................................................................................
........................................................................................................
........................................................................................................

2.11 Do you or any of the directors / trustees / shareholders / members
of the company have any interest in any other related companies
whether or not they are bidding for this contract?

YES/NO

2.11.1 If so, furnish particulars:
3 Full details of directors / trustees / members / shareholders.

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Identity Number</th>
<th>Personal Tax Reference Number</th>
<th>State Employee Number / Persal Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4 DECLARATION

I, THE UNDERSIGNED
(NAME)..............................................................................................................

CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 23 OF THE GENERAL CONDITIONS OF CONTRACT SHOULD THIS DECLARATION PROVE TO BE FALSE.

..................................................
..................................................

Signature Date
<table>
<thead>
<tr>
<th>Position</th>
<th>Name of bidder</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2017

This preference form must form part of all bids invited. It contains general information and serves as a claim form for preference points for Broad-Based Black Economic Empowerment (B-BBEE) Status Level of Contribution.


10. GENERAL CONDITIONS

10.1 The following preference point systems are applicable to all bids:
   - the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and

10.2
   a) The value of this bid is estimated to not exceed R50 000 000 (all applicable taxes included) and therefore the 80/20 preference point system shall be applicable; or
   b) Either the 80/20 preference point system will be applicable to this tender (delete whichever is not applicable for this tender).
10.3 Points for this bid shall be awarded for:

(a) Price; and

(b) B-BBEE Status Level of Contributor.

10.4 The maximum points for this bid are allocated as follows:

<table>
<thead>
<tr>
<th>Points</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PRICE</td>
<td>80</td>
</tr>
<tr>
<td>B-BBEE STATUS LEVEL OF CONTRIBUTOR</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total points for Price and B-BBEE must not exceed</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

10.5 Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.

10.6 The purchaser 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 the purchaser.

11. DEFINITIONS

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

(b) “B-BBEE status level of contributor” means the B-BBEE status of an entity in terms of a code of good practice on black economic empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;

(c) “bid” means a written offer in a prescribed or stipulated form in
response to an invitation by an organ of state for the provision of goods or services, through price quotations, advertised competitive bidding processes or proposals;

(d) “Broad-Based Black Economic Empowerment Act” means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);

(e) “EME” means an Exempted Micro Enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;

(f) “functionality” means the ability of a tenderer to provide goods or services in accordance with specifications as set out in the tender documents.

(g) “prices” includes all applicable taxes less all unconditional discounts;

(h) “proof of B-BBEE status level of contributor” means:

1) B-BBEE Status level certificate issued by an authorized body or person;

2) A sworn affidavit as prescribed by the B-BBEE Codes of Good Practice;

3) Any other requirement prescribed in terms of the B-BBEE Act;

(i) “QSE” means a qualifying small business enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;

(j) “rand value” means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;

12. POINTS AWARDED FOR PRICE
12.1 THE 80/20 PREFERENCE POINT SYSTEMS

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

\[
80/20
\]

\[
Ps = 80\left(1 - \frac{Pt - P_{\min}}{P_{\min}}\right)
\]

Where

Ps = Points scored for price of bid under consideration
Pt = Price of bid under consideration
P_{\min} = Price of lowest acceptable bid

13. POINTS AWARDED FOR B-BBEE STATUS LEVEL OF CONTRIBUTOR

13.1 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:

<table>
<thead>
<tr>
<th>B-BBEE Status Level of Contributor</th>
<th>Number of points (80/20 system)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>
14. **BID DECLARATION**

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

15. **B-BBEE STATUS LEVEL OF CONTRIBUTOR CLAIMED IN TERMS OF PARAGRAPHS 1.4 AND 4.1**

15.1 B-BBEE Status Level of Contributor: . = ………(maximum of 20 points)

(Points claimed in respect of Paragraph 6.1 must be in accordance with the table reflected in Paragraph 4.1 and must be substantiated by relevant proof of B-BBEE status level of contributor.

16. **SUB-CONTRACTING**

16.1 Will any portion of the contract be sub-contracted?

(*Tick applicable box*)

16.1.1 If Yes, indicate:

i) What percentage of the contract will be subcontracted.................%
ii) The name of the sub-contractor .................................................................

.................................................................

...

iii) The B-BBEE status level of the sub-contractor .................................

iv) Whether the sub-contractor is an EME or QSE:

*(Tick applicable box)*

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
</table>

v) Specify, by ticking the appropriate box, if subcontracting with an enterprise in terms of Preferential Procurement Regulations, 2017:

<table>
<thead>
<tr>
<th>Designated Group: An EME or QSE which is at least 51% owned by:</th>
<th>EME</th>
<th>QSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black people</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Black people who are youth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black people who are women</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black people with disabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black people living in rural or underdeveloped areas or townships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooperative owned by black people</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black people who are military veterans</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**OR**

<table>
<thead>
<tr>
<th>Any EME</th>
<th></th>
</tr>
</thead>
</table>
17. DECLARATION WITH REGARD TO COMPANY/FIRM

17.1 Name of Company/Firm: ......................................................................................................................

17.2 VAT Registration Number: ....................................................................................................................

17.3 Company Registration Number: ...........................................................................................................

17.4 TYPE OF COMPANY/ FIRM

□ Partnership/Joint Venture / Consortium

□ One person business/sole propriety

□ Close corporation

□ Company

□ (Pty) Limited

[TICK APPLICABLE BOX]

17.5 DESCRIBE PRINCIPAL BUSINESS ACTIVITIES

....................................................................................................................................................................
....................................................................................................................................................................
....................................................................................................................................................................
....................................................................................................................................................................
17.6 COMPANY CLASSIFICATION

☐ Manufacturer

☐ Supplier

☐ Professional service provider

☐ Other service providers, e.g. transporter, etc.

[TICK APPLICABLE BOX]

17.7 Total number of years the company/firm has been in business: .................

17.8 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 contributor indicated in paragraphs 4.1 and 6.1 of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we acknowledge that:

i) The information furnished is true and correct;

ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;

iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 6.1, the contractor may be required to furnish documentary proof to the satisfaction of the purchaser that the claims are correct;

iv) If the B-BBEE status level of contributor has been claimed or obtained on a fraudulent basis or any of the conditions of contract
have not been fulfilled, the purchaser may, in addition to any other remedy it may have –

(a) disqualify the person from the bidding process;

(b) recover costs, losses or damages it has incurred or suffered as a result of that person’s conduct;

(c) 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;

(d) recommend that the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted by the National Treasury from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and

(e) forward the matter for criminal prosecution.
### DECLARATION OF BIDDER’S PAST SCM PRACTICES (SBD 8)

- **Is the Bidder or any of its directors listed on the National Treasury’s Database of Restricted Suppliers as companies or persons prohibited from doing business with the public sector? If Yes, furnish particulars as an attached schedule:**  
  - Yes
  - No

- **Is the Bidder or any of its directors listed on the Register for Tender Defaulters in terms of Section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? If Yes, furnish particulars as an attached schedule:**  
  - Yes
  - No

- **Was the Bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years? If Yes, furnish particulars as an attached schedule:**  
  - Yes
  - No

- **Was any contract between the Bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract? If Yes, furnish particulars as an attached schedule:**  
  - Yes
  - No

The Database of Restricted Suppliers and Register for Tender Defaulters resides on the National Treasury’s website (www.treasury.gov.za) and can be accessed by clicking on its link at the bottom of the Home Page.
CERTIFICATE OF INDEPENDENT BID DETERMINATION (SBD 9)

I, the undersigned, in submitting this Bid in response to the invitation for the Bid made by the SANParks, do hereby make the following statements that I certify to be true and complete in every respect:

- I have read and I understand the contents of this Certificate;  
  Yes  No

- I understand that the Bid will be disqualified if this Certificate is found not to be true and complete in every respect;  
  Yes  No

- I am authorised by the Bidder to sign this Certificate, and to submit the Bid, on behalf of the Bidder;  
  Yes  No

- Each person whose signature appears on the Bid has been authorised by the Bidder to determine the terms of, and to sign, the Bid on behalf of the Bidder;  
  Yes  No

For the purposes of this Certificate and the accompanying Bid, I understand that the word “competitor” shall include any individual or organisation, other than the Bidder, whether or not affiliated with the Bidder, who:

  a) Has been requested to submit a Bid in response to this Bid invitation;

  b) Could potentially submit a Bid in response to this Bid invitation, based on their
qualifications, abilities or experience; and

c) Provides the same goods and services as the Bidder and/or is in the same line of business as the Bidder

The Bidder has arrived at the accompanying Bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium will not be construed as collusive bidding.

In particular, without limiting the generality of paragraphs above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:

a) Prices;

b) Geographical area where product or service will be rendered (market allocation);

c) Methods, factors or formulas used to calculate prices;

d) The intention or decision to submit or not to submit a Bid;

e) The submission of a Bid which does not meet the specifications and conditions of the Bid; or

f) Bidding with the intention not to win the Bid.

In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this Bid
The terms of this Bid have not been, and will not be, disclosed by the Bidder, directly or indirectly, to any competitor, prior to the date and time of the official Bid opening or of the awarding of the contract.

I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to Bids and contracts, Bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of Section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

Joint venture or Consortium 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.
**STANDARD BIDDING DOCUMENTS DECLARATION**

The following documents are deemed to form and be read and construed as part of this agreement even where integrated in this document:

<table>
<thead>
<tr>
<th>Document Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration of Interest (SBD4)</td>
</tr>
<tr>
<td>Preference points claimed (SBD6.1) – Original or certified copy of B-BBEE certificate or Sworn Affidavit</td>
</tr>
<tr>
<td>Declaration of Bidder’s past SCM practices (SBD8);</td>
</tr>
<tr>
<td>Certificate of Independent Bid Determination (SBD9)</td>
</tr>
</tbody>
</table>
The obligation to complete, duly sign and submit these declarations included in this SBD declaration pack cannot be transferred to an external authorized representative, auditor or any other third party acting on behalf of the legal entity.

I declare that I have had no participation in any collusive practices with any Bidder or any other person regarding this or any other procurement. I certify that the information furnished in these declarations (SBD4, SBD6.1, SBD8, SBD9) is correct and I accept that SANParks may reject the Offer or act against me should these declarations prove to be false. I confirm that I am duly authorised to sign this SBD declaration pack nominated in writing by the Chief Executive Officer or Senior Member/Person with management responsibility (Close Corporation, Partnership or Individual).

<table>
<thead>
<tr>
<th>NAME (PRINT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPACITY</td>
</tr>
<tr>
<td>SIGNATURE</td>
</tr>
<tr>
<td>NAME OF FIRM</td>
</tr>
<tr>
<td>DATE</td>
</tr>
</tbody>
</table>

WITNESSES:

1. 

2. 

Date