

**Terms of Reference for the appointment of a Public  
Relations Service Provider for events at the  
Kirstenbosch National Botanical Garden (KNBG),  
Newlands, Cape Town  
For a period of five (5) years**

<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
Background.....	3
1. Invitation to Tender.....	3
2. Briefing Session.....	3
3. General Terms.....	3
4. Requirements.....	4
5. Description of KNBG's Events and Campaigns	5
5.1. Kirstenbosch Summer Sunset Concerts.....	5
5.2. Kirstenbosch New Year's Eve Concert.....	5
5.3. Kirstenbosch-South Africa Chelsea Flower Show Exhibit.....	5
5.4. Kirstenbosch Winter Wonders Campaign.....	6
5.5. <i>Ad Hoc</i> Events and Campaigns.....	6
6. Responsibilities of The Service Provider.....	6
7. Responsibilities of SANBI.....	6
8. Reserved SANBI Rights.....	7
9. Confidentiality.....	7
10. Proposal Preparation Costs.....	7
11. Tender Documentation Availability.....	7
12. Contract Period.....	7
13. Pricing.....	8
14. Compliance and Reporting.....	8
15. Evaluation Criteria.....	9
16. Exclusivity.....	10
17. Submission of Tender.....	10
18. Annexure A: Pricing.....	11

## **BACKGROUND**

The South African National Biodiversity Institute (SANBI) requires a Service Provider to provide Public Relations Services to the Kirstenbosch National Botanical Garden (KNBG) events, including the Kirstenbosch Summer Sunset Concerts, the Kirstenbosch New Year's Eve concert, the Kirstenbosch-South Africa Chelsea Flower Show exhibit, the Kirstenbosch Winter Wonders campaign, as well as additional events and campaigns that may get scheduled, during a five (5) year period.

### **1. INVITATION TO TENDER**

Tenders are hereby invited for the provision of a Public Relations Service Provider for the KNBG's events. The tender process will be co-ordinated by SANBI's Supply Chain Management (SCM) section at the following address:

The Deputy Director: Supply Chain Management  
The South African National Biodiversity Institute (SANBI)  
Private Bag X101,  
Silverton,  
0184

### **2. BRIEFING SESSION**

This is compulsory and will be conducted as follows:

**Date: 12 December 2017 Time: 12:00**

**Venue: Videorama in the Kirstenbosch Visitor Centre, Gate 1, Kirstenbosch National Botanical Garden, Rhodes Drive, Newlands, Cape Town, Western Cape.**

### **3. GENERAL TERMS**

All documents submitted in response to this Terms of Reference (ToR) must be written in English. All tenders will be valid for a period of three (3) months calculated from the closing date of this tender.

Service Providers shall not assume that information and/or documents supplied to KNBG/SANBI at any time prior to this ToR, are still available or that it will be considered, and shall not make any reference to such information and/or documentation in its response to the ToR.

Any enquiries in connection with this ToR shall be submitted in writing to Ms. Molatelo Matlala at the following e-mail address: [m.matlala2@sanbi.org.za](mailto:m.matlala2@sanbi.org.za), or Tel: 012 843 5235 referring your request to:

**'Tender number: SANBI: G289/2017 The appointment of a Public Relations Service Provider for events at the Kirstenbosch National Botanical Garden (KNBG), Newlands, Cape Town for a period of five (5) years.**

For any technical information contact: **Sarah Struys**, Events Manager: Kirstenbosch National Botanical Garden, at Tel: **021 799 8775** or at the following e-mail address: [s.struys@sanbi.org.za](mailto:s.struys@sanbi.org.za)

The appointment as a successful Service Provider shall be subject to all parties agreeing to mutually acceptable contractual Terms and Conditions. In the event of all parties failing to reach an agreement within 30 days from the appointment date, SANBI reserves the right and shall be entitled to appoint the second highest bidder, or to re-advertise should that Service Provider not be acceptable.

#### 4. REQUIREMENTS

4.1 Each tender document must include the following:

- a) A current copy of the **Central Suppliers Database (CSD) registration report or registration number**.
- b) A certified copy of **Liability Insurance Cover** for the company and the amount available per claim.
- c) A valid copy of the **Unemployment Insurance fund (UIF) letter of Compliance** issued by the Department of Labour.
- d) **Letter of good standing from the office of the Compensation Commissioner as required by the Compensation for Occupational Injuries and Diseases Act (COIDA)**. The letter should be **issued** by the Department of Labour.
- e) **Fee/cost structure** to be submitted with "original" tender document only (refer to section 13).

Please make use of the attached check list to ensure that all documentation has been supplied. **Failure to submit the required documentation above (in 4.1) will lead to disqualification.**

4.2 Each tender document should also include the following:

- a) A copy of the latest **Audited Financial Statement**.
- b) **Company information and profile**: mission statement and policies with an indication of the management, communication and supervision structures. Include a section on approach to managing staff.
- c) **The services the company is capable of providing**.
- d) **Track record/references for verification purposes**: the names and contact details of five contactable references relating to any current or previous services provided. In addition, provide a brief description of the scale, scope and monetary value of these projects.

## **5. DESCRIPTION OF KNBG EVENTS AND CAMPAIGNS**

KNBG runs four annual events, namely the Kirstenbosch Summer Sunset Concerts, the Kirstenbosch New Year's Eve Concert, the Kirstenbosch-South Africa Chelsea Flower Show exhibit, and the Kirstenbosch Winter Wonders campaign.

In addition to these regular events, *ad hoc* events and campaigns may also be scheduled.

### **5.1 The Kirstenbosch Summer Sunset Concerts**

Since 1991, KNBG has been organising the Kirstenbosch Summer Sunset Concerts, which have grown into the biggest outdoor music series in the country. Between the end of November and the beginning of April, a series of 20 picnic concerts take place on Sunday afternoons. One or two artistes perform at each concert, which is attended by an average of 5000 people. The concerts feature top South African artistes who perform a wide variety of music, ranging from Afro Soul to Rock, Pop and Classical.

#### Public Relations objectives of this event:

- Maximise ticket sales
- Ensure that the public has accurate information about the concerts
- Promote KNBG as a visitor attraction
- Attract new audiences to KNBG and expand the Garden's market base
- Identify opportunities for more stakeholder involvement in the event

### **5.2. The Kirstenbosch New Year's Eve Concert**

KNBG has been holding a New Year's Eve Concert since the millennium. A main act and support act perform at this event, which takes place from 20:30 to midnight. This concert has become one of the 'things to do' in Cape Town on New Year's Eve.

#### Public Relations objectives of this event:

- Maximise ticket sales
- Ensure that the public has accurate information about the concert.

### **5.3. The Kirstenbosch-South Africa Chelsea Flower Show Exhibit**

The Royal Horticultural Society (RHS) Chelsea Flower Show, which is the most prestigious flower show in the world, takes place in London over five days at the end of May and is attended by 150 000 people.

KNBG has been exhibiting at the Chelsea Flower Show for the past 42 years, receiving 35 gold medals and numerous additional awards. In 2017, the exhibit also received the Royal Horticultural Society's President's Award.

SANBI's exhibit has a new theme and design each year. SANBI sends a team of two designers and at least two horticulturists from SANBI's national botanical gardens to Chelsea to create the 10m x 10m exhibit. The team is joined by volunteers from South Africa, the UK and elsewhere.

#### Public Relations objectives of this event:

- Create awareness in South Africa and abroad about SANBI and KNBG's achievements at this show
- Create interest in South Africa's flora, in order to encourage people from abroad to visit South Africa and our national botanical gardens

#### **5.4. The Kirstenbosch Winter Wonders Campaign**

For the past 12 years, KNBG has been running the Kirstenbosch Winter Wonders campaign, aimed at local families. Children under the age of 18 have free access to Kirstenbosch during the winter school holidays. In addition to this, Kirstenbosch's tenants (restaurants, bookshop, gift shop, plant nursery) organise children's activities and / or have promotions during this time (e.g. discount on children's books, special children's menu). All these special offers for the winter school holidays are packaged as the Kirstenbosch Winter Wonders.

##### Public Relations objectives of this campaign:

- Encourage locals to visit the Garden during this quiet winter time
- Generate business for KNBG's tenants during winter

#### **5.5. Ad hoc events and campaigns**

In addition to the regular events organised at KNBG, as described in 5.1 to 5.4, KNBG also occasionally holds once-off events and campaigns as opportunities arise. These could be art exhibitions, outdoor art installations, news items (e.g. the discovery of a new plant or a special award), etc.

### **6. RESPONSIBILITIES OF THE SERVICE PROVIDER**

The Service Provider will be required to undertake the following tasks:

- a) Assign a designated project leader with at least 10 years' experience in Public Relations. Most of the communication with KNBG should be done directly by this project leader.
- b) Develop a Public Relations Plan for each event / campaign described in Clause 6, in collaboration with KNBG's events team and the event sponsors (where applicable). This plan must incorporate traditional media (TV, radio, print), electronic media and event / campaign-specific social media.
- c) Implement the Public Relations Plans described under (b) above.
- d) Set up media interviews for KNBG's spokespersons and artistes performing in the KNBG events.

### **7. RESPONSIBILITIES OF SANBI**

- a) Be available for meetings to develop, and agree on, a Public Relations Plan for each event.
- b) Provide the Service Provider with contact details of all artistes, sponsors and other stakeholders of each event.
- c) Make representatives available for interviews with the media when requested.
- d) Manage KNBG's social media platforms for the Garden. KNBG's general social media communication will not be the Service Provider's responsibility.

## **8. RESERVED SANBI RIGHTS**

- a) To verify any information supplied in tender documents.
- b) Not to appoint any Service Provider.
- c) To cancel or withdraw this Request for Tender (RfT) at any time without attracting any penalties or liabilities.
- d) To appoint one or more Service Providers, depending on the outcome, to separately or jointly be responsible for the provision of this service.
- e) To have the final say in the appointment and this will be binding.
- f) To disqualify a tender or cancel any subsequent contracts should it be found that information disclosed was factually inaccurate and/or that a misrepresentation of facts may have occurred.
- g) To disqualify potential Service Providers who may attempt to bribe or influence any person employed by SANBI during the course of this tender process.

## **9. CONFIDENTIALITY**

Any or all information made available to the Service Provider by SANBI shall be regarded as confidential and shall not be made available to third parties without the prior written consent of SANBI.

## **10. PROPOSAL PREPARATION COSTS**

SANBI shall not be held liable for any cost that has been incurred by the Service Provider in the preparation of the proposal, the obtaining of certificates or any other cost that might be incurred in submitting the proposal.

## **11. TENDER DOCUMENTATION AVAILABILITY**

No tender documents will be issued at the briefing session; bidders are requested to download the tender documents from the website: [www.sanbi.org](http://www.sanbi.org).

## **12. CONTRACT PERIOD**

The contract duration is five years (60 months) and is performance-based.

### 13. PRICING

Based on the specifications outlined in points 5 and 6, provide a **price, based on a monthly retainer** for the five (5) year contract. Years one (1) to five (5) pricing should be firm (refer to section 5).

- Monthly retainer year 1
- Monthly retainer year 2
- Monthly retainer year 3
- Monthly retainer year 4
- Monthly retainer year 5
- ➔ **Total fee for five (5) year period**

In addition to the monthly retainer, the tenderer should provide an hourly rate for *ad hoc* work that may be requested during the period of the contract.

- Hourly rate year 1
- Hourly rate year 2
- Hourly rate year 3
- Hourly rate year 4
- Hourly rate year 5

Please make use of **Annexure A** to submit pricing.

**Very important notice: Pricing information should ONLY be included in the envelope marked “Original” and excluded from documents in the envelope marked “Copies” (See section 17).**

### 14. COMPLIANCE AND REPORTING

The Service Provider and SANBI will draw up a Service Level Agreement (SLA) for monitoring and compliance purposes. The SLA will be monitored through compliance meetings which will be held monthly. The Service Provider will also meet the designated SANBI representative as and when it deems necessary.

## 15. EVALUATION CRITERIA

In accordance with the National Treasury Instruction Note on the Amended Guidelines in Respect of Bids that include Functionality as a Criterion for Evaluation (issued 3 September 2010), this bid will be evaluated in two stages:

1. The first stage will evaluate functionality according to the criteria listed in the table below:

CRITERIA FOR EVALUATING FUNCTIONALITY	WEIGHT
<p><b>Past Experience:</b> This refers to the experience of the Tenderer to undertake the scope of work involved in this Tender (See point 4.2 c and d).</p> <ul style="list-style-type: none"> <li>• The Tenderer is required to provide details of previously undertaken work related to Public Relations. (10)</li> <li>• The Tenderer is required to provide five signed company reference letters on letterheads for Public Relations work previously undertaken. (10)</li> <li>• Description of the scope and scale of events where Public Relations work was performed including five additional contactable references. Provide cell-phone numbers. (10)</li> </ul>	<b>30</b>
<p><b>Team Capacity:</b> The Tenderer should demonstrate the capacity of his/her team to carry out the work required in this Tender (See point 4.2 b).</p> <ul style="list-style-type: none"> <li>• Provide a CV of the nominated Project Leader, who will be the Service Provider's contact with KNBG. This person should have at least ten years' experience in Public Relations. (15)</li> <li>• Provide a short CV as proof of skills and experience of staff and management team, in addition to the Project Leader. (15)</li> </ul>	<b>30</b>
<p><b>Approach to KNBG's events / campaigns:</b> The Tenderer should demonstrate an understanding of each event and the requirement for Public Relations.</p> <ul style="list-style-type: none"> <li>• Submit a concise outline of how your company would handle Public Relations work for the following events (not more than 2 pages per event): <ul style="list-style-type: none"> <li>○ The Kirstenbosch Summer Sunset Concerts. (15)</li> <li>○ The Kirstenbosch-South Africa Chelsea Flower Show exhibit. (15)</li> </ul> </li> </ul>	<b>30</b>
<p><b>Technical merit of the proposal:</b> Completeness/level of detail provided; organisation of proposal and/or presentation of the proposal.</p>	<b>10</b>
<b>TOTAL</b>	<b>100</b>

Bids that fail to score a minimum of 70 points out of 100 points for functionality will not be eligible for further consideration.

2. The second stage will evaluate the price and Broad-Based Black Economic Empowerment (B-BBEE) preference points of those bids which meet the minimum threshold for functionality. In accordance with the Preferential Procurement Regulations, 2011 pertaining to the Preferential Procurement Policy Framework Act (No. 5 of 2000), the 80/20 point system will be applied in evaluating proposals that qualify for further consideration, where price constitutes 80 points and 20 points will be awarded based on the bidder's B-BBEE Status Level Certificate.

Sufficient information must be provided to allow the evaluation panel to score bids against all these criteria.

## **16. EXCLUSIVITY**

The successful Service Provider is not guaranteed of any business from the Client that may be arising from time to time pertaining to similar or other services. The Service Provider will be entitled to compete on an equitable basis for any such business on a quotation or tender basis. The Service Provider will be required to sign a contract with the client.

## **17. SUBMISSION OF TENDER**

Service Providers are to submit one (1) pack of original proposals, marked "ORIGINAL" in a separate envelope and three (3) packs of copies, marked "COPY" in a second envelope.

**NB. Financial or pricing details (ANNEXURE A) should ONLY be included in the pack marked "ORIGINAL". Financial information included in the "COPIES" will lead to your bid being disqualified.**

**NB. Failure to submit one (1) pack of original proposals, marked "ORIGINAL" in a separate envelope (Pricing included) and three (3) packs of copies, marked "COPY" in a second envelope (excluding price), will lead to your bid being disqualified.**

Tenders can be submitted in the tender box located in Biodiversity Building at the Pretoria National Botanical Garden, 2 Cussonia Avenue, Brummeria, Pretoria, during office hours (08:00 – 16:00). Tenders may also be submitted by post, addressed to:

The Deputy Director: Supply Chain Management  
The South African National Biodiversity Institute (SANBI)  
Private Bag X101, Silverton, 0184  
Tender Number: **SANBI:G289/2017**

**NB.** All documents must be clearly labelled.

**Closing date for submissions is: 11:00 on 26 January 2018.**

**Note:** E-mailed and faxed submissions will not be accepted. Late submissions will be disqualified.

## Annexure A

### PRICING

With this annexure, Tenderers submit their itemised price for the full Public Relations Service.

**A single copy of this Annexure A needs to be submitted with the rest of the Bid Documents in an envelope marked “Original”.**

**Three copies of the Bid Documents EXCLUDING this Annexure A must also be submitted in a second envelope marked “Copies”.**

Failure to comply with this requirement will lead to the disqualification of your Bid Document.

MONTHLY RETAINER		
	Monthly retainer including VAT	Total price per annum including VAT
Year 1	R	R
Year 2	R	R
Year 3	R	R
Year 4	R	R
Year 5	R	R

**TOTAL price for five (5) year period: R\_\_\_\_\_**

HOURLY RATE	
	Price including VAT
Year 1	R
Year 2	R
Year 3	R
Year 4	R
Year 5	R