



REQUEST FOR QUOTATION

Product/Service Requested: Brand Consultant for a Comprehensive Audit and Review of
Brand Parliament

Date of Issue: 22 January 2024

Closing Date and Time: 26 January 2024 at 16h00

Quotation Reference Number: RFQ1881 /2023

Item Number	Quotation Description	Quantity Required	Delivery Period	Price in South African Currency (inclusive of VAT)
	Brand Consultant for a Comprehensive Audit and Review of Brand Parliament application and recommendations for heightened branding campaign.			

A Abrahams

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FOR SECRETARY TO PARLIAMENT

(BUSINESS UNIT OR SCM TO SIGN HERE)

1. GENERAL CONDITIONS

- ✓ Quotations will be evaluated on 80 /20 preference point system.
- ✓ 80 points allocated for price and 20 points allocated for HDI and RDP goals as identified in paragraph 8.6 of the Preferential Policy of Parliament

- ✓ Preference Points will be awarded to tenderers for completing column 3 and supplying the supporting documents listed in column 4 below. Refer HDI and RDP goals as mentioned in paragraph 3 below for more details.
- ✓ Refer HDI and RDP goals as mentioned in paragraph 3 below for more details.

1. Specific Goals	2. Number of Points	3. Points claimed by the Tenderer	4. Tenderers must supply the following documents when claiming preference points
HDI'S			
Black	6		Identity Document/ CSD/CK document
Women	4		Identity Document/CSD/CK document
People living with Disabilities	3		Medical Certificate/CSD
RDP GOALS			
SMME	4		Annual Turnover Confirmation from Accountant/AFS/ CSD
Youth	3		Identity Document/ CSD/CK document

- ✓ All suppliers responding to quotation should be registered on Central Supplier Database (CSD)
- ✓ The quotation must be emailed to aabrahams@parliament.gov.za
- ✓ Further information regarding this quote may be obtained from to sugovender@parliament.gov.za
- ✓ All quotations received after the closing date will not be accepted.
- ✓ Acceptance of a quotation will be subject to Parliament's own Supply Chain Management policy.
- ✓ All suppliers are required to fill in and submit the declaration of interest document.
- ✓ A current list of references where similar work was undertaken should be supplied.
- ✓ All suppliers must submit valid tax pin and all supporting documents as per the specific goals table.

2. SPECIFIC CONDITIONS

- ✓ The appointment of the supplier will not necessarily be on the basis of the lowest quote.
- ✓ Quotes should be detailed and specify the services and cost; market related prices will be negotiated with the preferred supplier.
- ✓ Parliament reserves the right not to award the contract.
- ✓ Quotes should be on the company letterhead, indicating the VAT registration number.
- ✓ Suppliers are prohibited from using Parliament's logo on their proposal.
- ✓ The RFQ document must be completed in full, and the declaration of interest form must be filled in, signed, stamped by a Commissioner of Oaths, and returned with the quotation. Parliament reserves the right to use this declaration form for quotations submitted by supplier for a period of 3 months unless the supplier's details has changed in said period.
- ✓ Failure to submit all documents as required might result in disqualification.
- ✓ Parliament cannot award contracts to provide goods and services to a Member of Parliament, or Cabinet, A Member of a Provincial Legislature or Member of the Provincial Executive Council, a Municipal Councillor, a person in the employ of state whose participation in the procurement process for the contract may result in a conflict of interest, or any entity in which any of the mentioned persons is a director or has controlling or other substantial interest.
- ✓ Parliament may request suppliers to provide additional pricing information to be utilised for comparative purposes during evaluations.
- ✓ Parliament reserves the right, for purposes of promoting the values of competitiveness and fairness, not to award the RFQ/tender to the highest scoring tenderer if such a tenderer has been awarded a tender by Parliament or has performed services for Parliament, during the last 12 months prior to the closing date of the RFQ/tender.
- ✓ Parliament reserves the right to re-appoint or extend the service of the supplier where there is a natural continuation of assignments.

- ✓ Tenderers will qualify for the preference points claimed by them, if they provide valid supporting documents to substantiate such claim, however information on CSD that Parliament considers valid will also be considered.

3. HDI GOALS

The below mentioned HDI and RDP goals will be applicable to this RFQ as identified in paragraph 8, 6 of the preferential procurement policy of Parliament.

Specific goals	Means of Verification:	Comments:
Black	Identity Document /CSD/ CK document	African, Indian, and Coloured are classified as Black
Women	Identity Document /CSD/ CK document	The 7th digit of a female's RSA ID is 0 – 4, and 5 – 9 for males
People living with Disabilities	Medical Certificate/CSD	Only a qualified medical practitioner can certify a disability.
SMME	CSD/ Annual Financial Statement or written confirmation from accountant	Annual turnover as declared on CSD or verified through annual financial statements or written confirmation from the accountant.
Youth	Identity Document /CSD/ CK document	Ages between 18 – 35

SUPPLIER INFORMATION FORM

REGISTERED NAME		
TRADING NAME (IF APPLICABLE)		
COMPANY REGISTRATION NUMBER (or ID)		
VAT REGISTRATION NUMBER		
CENTRAL SUPPLIER DATABASE NUMBER		
TAX COMPLIANCE STATUS PIN		
TAX COMPLIANCE STATUS PIN EXPIRY DATE		
INCOME TAX NUMBER		
PHYSICAL ADDRESS	ADDRESS	
	CITY/TOWN	
	POSTAL CODE	
POSTAL ADDRESS	ADDRESS	
	CITY/TOWN	
	POSTAL CODE	
CONTACT DETAILS	OFFICE	
	CELLPHONE	
	FAX	
	EMAIL	
CONTACT PERSON		
BANK DETAILS	BANK NAME	
	BRANCH CODE	
	ACCOUNT NUMBER	
	ACCOUNT NAME	

- ✓ Ihereby certify that the above information is correct and that I and other members, directors, managers, or shareholders with a controlling or other substantial interest of the entity, are not Members of Parliament or Cabinet, Members of a Provincial Legislature or a Provincial Executive Council, Municipal Councillors, persons employed by the State as their participation in Parliament's procurement process may result in a conflict of interest.
- ✓ I am also declaring that none of the entities in the company who is a director or has a controlling or substantial interest fall under the category of the person mentioned above. (Additional details to be provided should this declaration not be correct)
- ✓ I also agree that, in the event of false, incorrect, or misleading information being provided in this declaration, the Secretary to Parliament of the Republic of South Africa shall have the right to recover any losses or damages sustained by Parliament under such agreement and/or restrict the supplier from further business depending on the materiality of the misrepresentation and the degree of prejudice.

Signature

Date

(Attach a bank confirmation letter or cancelled cheque to confirm bank account number)

BRANDING OVERHAUL OF PARLIAMENT PREMISES AND OTHER BRANDING SERVICES

INTRODUCTION:

The Parliament of South Africa is celebrating 30 years since the advent of democracy in 1994. Throughout these years, significant progress has been made in building Brand Parliament, including the adoption and execution of a corporate identity manual, as well as the approval and implementation of a brand enhancement strategy and program of action. We have also conducted comprehensive outcomes-focused research projects as part of our monitoring and evaluation program. As we celebrate our 30th Anniversary, we are preparing to embark on the next phase of our journey by reviewing the application and strategy rollout of Brand Parliament and assessing their contributions to the institution's overall performance.

A LEGACY OF DEMOCRACY AND TRANSFORMATION

Parliament holds a unique position as a symbol of democracy in South Africa. As the institution that has played a pivotal role in shaping the nation's history, it stands as a testament to the progress made over the past three decades since the advent of democracy in 1994.

This branding project holds particular significance due to Parliament's rich historical background, its status as a beacon of democratic values, and its potential to impact stakeholders and shape public perception. By reimagining and revitalizing the Parliament brand, we aim to create a compelling identity that reflects the institution's values, aspirations, and commitment to serving the people of South Africa.

The successful bidder will have the opportunity to work with an iconic institution and contribute to a legacy that will resonate for generations to come. The outcome of this project will go beyond aesthetics, encompassing a comprehensive brand strategy that aligns with Parliament's mission and

resonates with diverse audiences, reinforcing their trust, engagement, and pride in their parliamentary representation.

The rebranding efforts will not only enhance the physical spaces within the Parliamentary Precinct but also extend to the roaming Parliaments, outreach programs, Parliamentary Democracy and Constituency Offices, switchboards, online and social media platforms, and more. The comprehensive approach ensures a cohesive and consistent brand experience throughout the various touchpoints and interfaces with citizens, stakeholders, and the public.

We seek a service provider who understands the historical significance, the democratic values, and the transformative potential of Parliament's brand. Through this project, we aim to create a brand identity that captures the essence of Parliament, communicates its role in shaping the nation's democratic fabric, and fosters a sense of unity and trust among all South Africans.

Join us in this significant endeavour as we embark on a journey to redefine Brand Parliament and shape its future for the benefit of our nation and its citizens.

OBJECTIVES:

The purpose of this request for quotation is to engage a suitably qualified Brand Strategist/Consultant/Agency to audit, assess, evaluate, and analyse the effectiveness of our brand identity framework, culture, and brand enhancement strategy in building a compelling Parliament Brand. The agency or consultant should cover a range of products and services across the service delivery continuum, ensuring a consistent brand experience at all critical interface nodal points. This

includes the Parliamentary Precinct, roaming Parliaments and outreach programs, Parliamentary Democracy and Constituency Offices, switchboards, online and social media, among others.

The work should be completed on or before the **25 March 2024**.

SCOPE OF WORK:

The successful bidder will be responsible for the following:

1. Conducting a comprehensive audit of Brand Parliament, covering all relevant dimensions such as signage, directions, buildings, vehicles, uniforms, captive audience sites, online and social media presence, and culture at all nodal points of interface with the public. The audit should provide a clear picture of the current state and establish baselines for reimagining and repurposing Brand Parliament.
2. Assessing the application of the Parliament brand across the mentioned dimensions and recommending a comprehensive program of action and guidelines for placing Brand Parliament on a new development trajectory. This program should be designed to sustain execution during the 7th Parliament and beyond, taking into account ongoing interventions that are already underway.
3. Providing a management report with recommendations to enable Parliament to undertake a brand revamp program on an ongoing basis. The agency/consultant should structure their program and interventions in a way that registers the desired impact along the continuum.
4. Develop a comprehensive brand enhancement strategy, collaborating closely with Parliament's communication services. The consultant will work in conjunction with Parliament's in-house graphic design, stakeholder engagement, media relations, and multimedia teams for information required.

MANDATORY SUBMISSION DOCUMENTS

Failure to submit the required documents will result in the quotation being disqualified:

1. Proposal

The proposal should include, but not be limited to the following information:

- **Proposed Methodology:** Outline your approach to auditing, assessing, and evaluating Brand Parliament. Describe the tools, techniques, and research methods you would employ.
- **Key Personnel:** Introduce the team members who will be involved in the project, highlighting their relevant experience and qualifications.
- **Deliverables:** Clearly specify the deliverables that will be provided for the project, including the management reports and any other relevant documentation.
- **Timeline:** Present a detailed project timeline that outlines key milestones, deadlines, and the expected duration of the project.
- **Cost Proposal:** Provide a comprehensive cost proposal that includes all fees, expenses, and any other relevant charges.

2. Company Profile:

Provide an overview of your company, including its history, experience, and expertise in branding projects.

3. Signed reference letters x 3

BRIEFING SESSION:

A briefing session might be scheduled for all respondents to this request for quotation. Details regarding the date, time, and location of the possible session will be communicated to the bidders.

CONTACT INFORMATION:

For any further information or clarifications, please contact:

Ms. Sureshinee Govender

Public Relations Manager

Email: sugovender@parliament.gov.za

Cell No: 0817041109

BACKGROUND AND EXPERIENCE IN THE INDUSTRY

LIST THE TWO LARGEST CONTRACTS / ASSIGNMENTS BY YOUR FIRM IN THE LAST TWO YEARS IF ANY OR LIST CONTRACTS WHICH YOUR ORGANISATION IS CURRENTLY ENGAGED IN IF ANY

WORK DESCRIPTION	YOUR CLIENT	CONTACT PERSON	CONTACT NUMBER	CONTRACT VALUE

PROPOSED PRICING SCHEDULE

DESCRIPTION	QUANTITY	TOTAL
Comprehensive Audit resulting in Management Report with Brand Management strategy, implementation plan and recommendations		

DECLARATION OF INTEREST

1. No contracts to provide goods or services to Parliament may be provided to the following categories of entities: - Member of Parliament, Member of the Cabinet, Member of a Provincial Legislature, Member of a Provincial Executive Council, a Municipal Councilor or a person in the employ of the State whose participation in tendering for the contract may result in a conflict of interest; or any entity in which a person mentioned above is a director or has a controlling or other substantial interest.

2. The tenderer is therefore requested to complete Sections a – d of the declaration below in substantiation.

(a) Are you or any person connected with the tenderer, a Member of Parliament, or a Cabinet Member?

Y	N
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If yes, state whether you are a director or have a controlling or other substantial interest in the tendering company.

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(b) Are you or any person connected with the tenderer, a Member of the Provincial Legislature or a Member of a Provincial Executive Council or a Municipal Councilor

Y	N
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If yes, state whether you are a director or have a controlling or other substantial interest in the tendering company.

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(c) Are you or any person connected with the tenderer, employed by the state?

Y	N
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If yes, state whether you are a director or have a controlling or other substantial interest in the tendering company.

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(d) Do you, or any person connected with the tenderer, have any relationship (family, friend, other) with a person employed by Parliament and who may be involved with the evaluation and or adjudication of this tender?

Y	N
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If yes, state whether you are a director or have a controlling or other substantial interest in the tendering company.

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DECLARATION

I hereby agree that, in the event of false, incorrect, or misleading information being provided in this declaration, the Secretary to Parliament of the Republic of South Africa shall have the right to:

- ✓ recover any losses or damages sustained by Parliament under such agreement.
- ✓ restrict the supplier from further business with Parliament depending on the materiality of the misrepresentation and the degree of prejudice suffered.

Name of Representative: _____

Identity number: _____

Signature: _____

(DULY AUTHORISED TO SIGN FOR AND ON BEHALF OF THE ABOVE ENTITY)

No Contract to provide goods or services to Parliament may be awarded to -

- A Member of Parliament or a Member of the Cabinet
- A Member of a Provincial Legislature or a Member of a Provincial Executive Council.
- A Municipal Councillor.
- A person in the employ of the State whose participation in tendering for the contract may result in a conflict of interest; or
- Any entity in which a person mentioned above is a director or has a controlling or other substantial interest.

COMMISSIONER OF OATHS STAMP