



APPOINTMENT OF A PANEL OF GRAPHIC DESIGN AGENCIES FOR THE DESIGN OF PUBLICATIONS, BROCHURES, AS WELL AS MARKETING AND BRANDING MATERIALS PLUS SOCIAL MEDIA AND DIGITAL CONTENT ON AN “AS AND WHEN” REQUIRED BASIS, FOR A PERIOD OF FIVE YEARS

Tender Number: IRBA/05/2024/RFT

Compulsory Briefing Session: 20 January 2025

Time: 10h00 to 11h30

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- Welcome and Introduction
 - House Rules
 - Bid Submission Requirements
 - Purpose/Bid Objective & Scope of Work
 - Bid Evaluation Process
 - Award and Panel Utilisation
 - Questions and Answers





COMPULSORY BRIEFING SESSION

Attendance register link shared under the chat function for bidders to sign.

FAILURE TO DO SO WILL RESULT IN THE DISQUALIFICATION OF A BIDDER



Please switch off cameras, microphones and any other communication devices **during** the presentation.



A Q&A session will be held at the end of the presentation. Please use the raise hand function and switch your camera on when asking a question.

Please state your name and the company you are representing when asking/typing a question. While the speaker is presenting, please feel free to type your questions in the chat function.



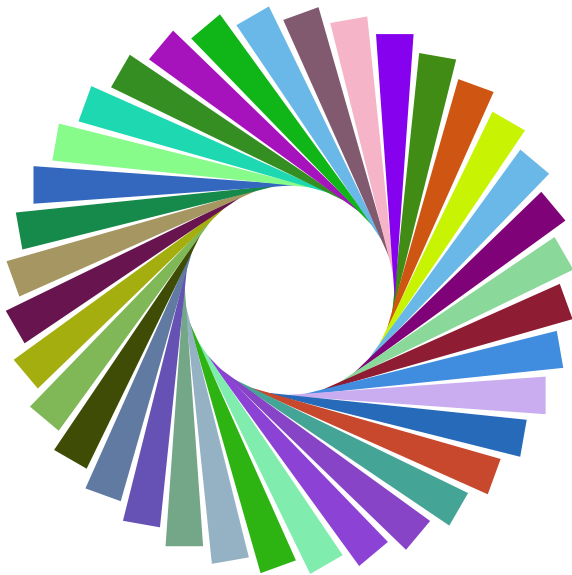
Key Requirements:

- ❖ Sealed, clearly marked envelope with the **Bid Reference Number** and **Bidder's Name**.
- ❖ Bids submission in the Tender Box and **NOT** via email, fax or similar medium.
- ❖ Two copies of the bid – Original hard copy and a soft copy (USB).
- ❖ Completion of the **Checklist** (*Appendix A, Table 2*).

- ❖ **Key Dates:**
 - Enquiries on the RFT: **21/01/2025 @ 16h00**
 - Publication of responses to the enquiries: **23/01/2025 @ 16h00**
 - Tender closing date: **07/02/2025 @ 12h00**
 - **Late Submissions Will NOT Be Accepted**

(Refer to Section A, clause 7, pages 5-6 of the published TOR for full details)

- **APPOINTMENT OF GRAPHIC DESIGN AGENCIES**



- 5 years
- Starting on 1 April 2025
- Maximum of 12 graphic design agencies

- Creative agencies that specialise in end-to-end services from the stage of concept formulation through to design, layout and the delivery of the final end-product.
- Original artwork for print and web or social platforms, where required.
 - Not limited to reports, posters, infographics, advertisements, signage, brochures, newsletters, exhibition stands and materials, as well as social media content.
- Brand launched two years ago – exciting colour palette that appeals to two key audiences.
 - Registered auditors, business and government – bold, sophisticated, contemporary designs that convey integrity, transparency and stability.
 - Prospective auditors – schools, universities, trainees – exciting, fresh, open, warm designs that increase the attractiveness of the profession.
- Large quantity of work, many extensive reports that communicate the IRBA’s work to stakeholders and a situation where multiple reports can be in design and production at the same time.
- Small agencies have struggled to handle the workload, deadlines and turn out multiple reports at the same time – a panel addresses this, as work can be distributed across multiple agencies, which will alleviate workflow congestion.
- Quality and creativity should not suffer from the workload.
- Mix of traditional publications and social media content – different skillsets, as not every agency is full service or has key staff versed in all areas.

SERVICE CATEGORIES

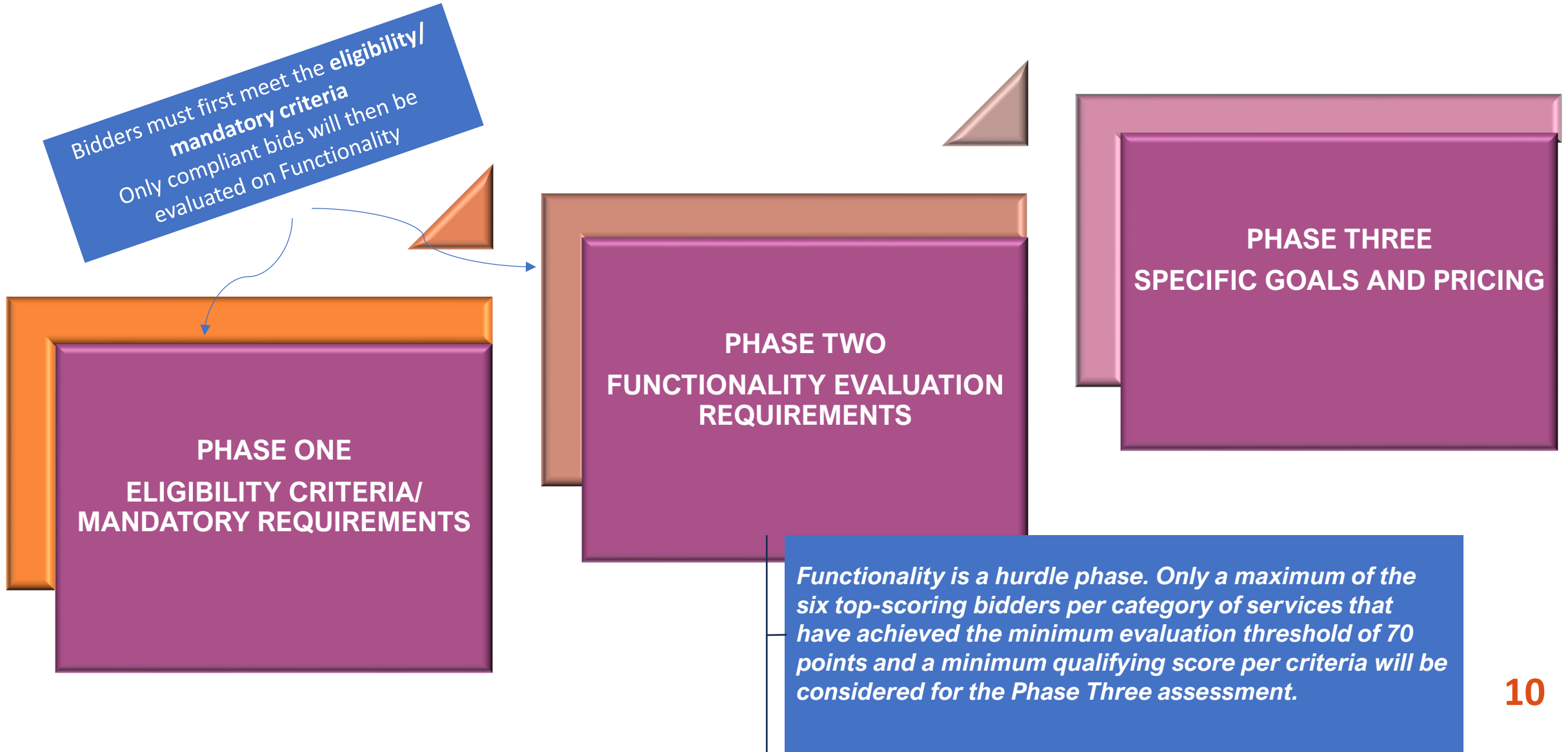
- Bidders must indicate or tick (✓) the category/categories for which they are bidding.
- Bidder may bid for more than one service category.
- Failure to indicate the category will result in the disqualification of a bid for further consideration.
- Bidders must provide the required documentation/information for each service category they are bidding for, in response to the related evaluation criteria.

SERVICE CATEGORIES Cont.

Social Media and Digital Content

Annual Reports, Publications, Brochures and Newsletters

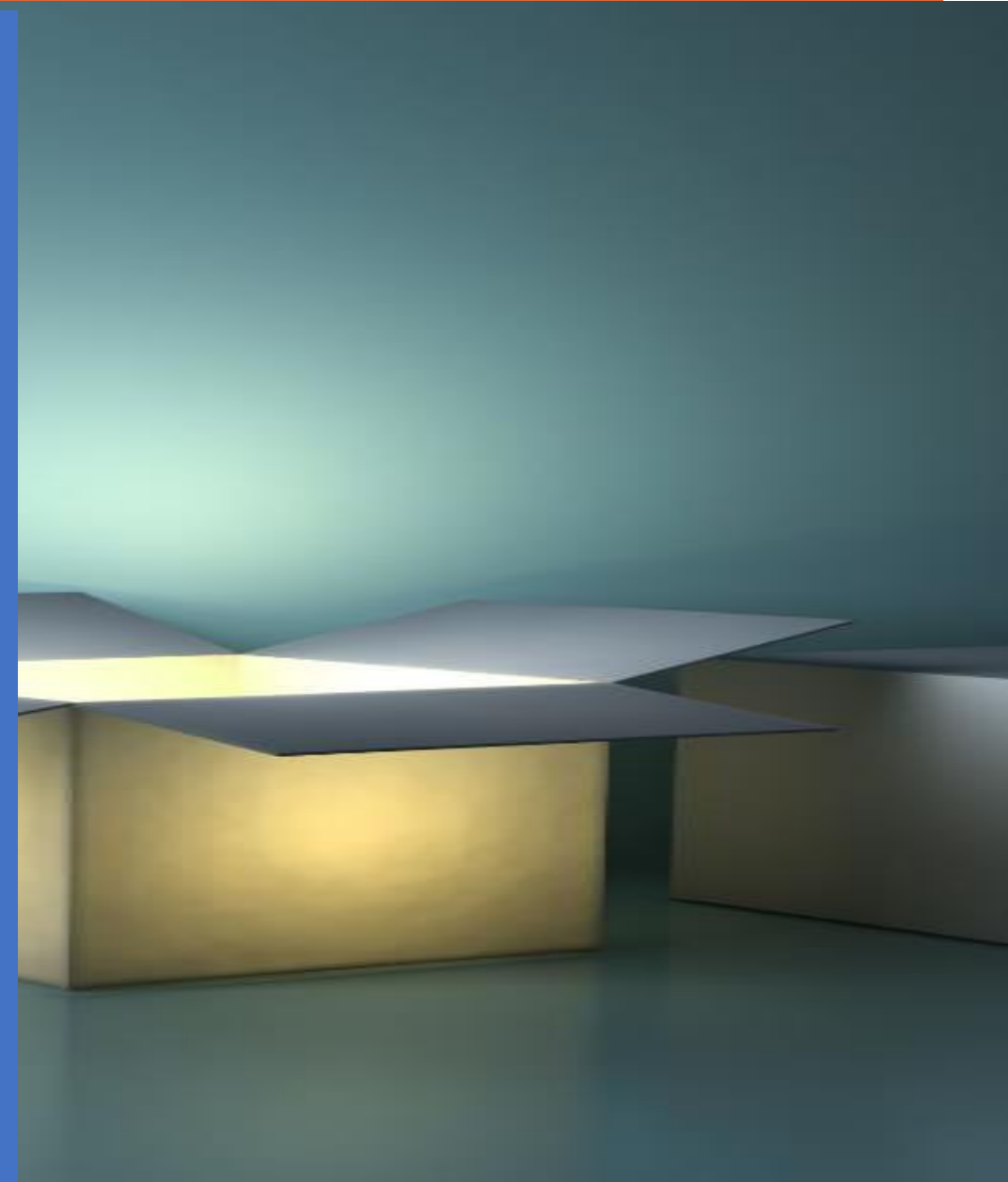
Marketing, Branding and Other Corporate Material



PHASE ONE – ELIGIBILITY CRITERIA/MANDATORY REQUIREMENTS

- National Treasury Central Supplier Database registration.
- Fully completed Standard Bid Documents.
- Declaration of Independence from the auditing profession.
- **Consortia and Joint Ventures (JVs): Individual entities within a JV to complete and submit all the required documentation.**
- Attendance Register for the compulsory virtual briefing session.
- Service Categories bidding for.
- Pricing Proposal, completed without changing the structure.

(Refer to Section A, clause 10, pages 10-11 of the published TOR for full details)

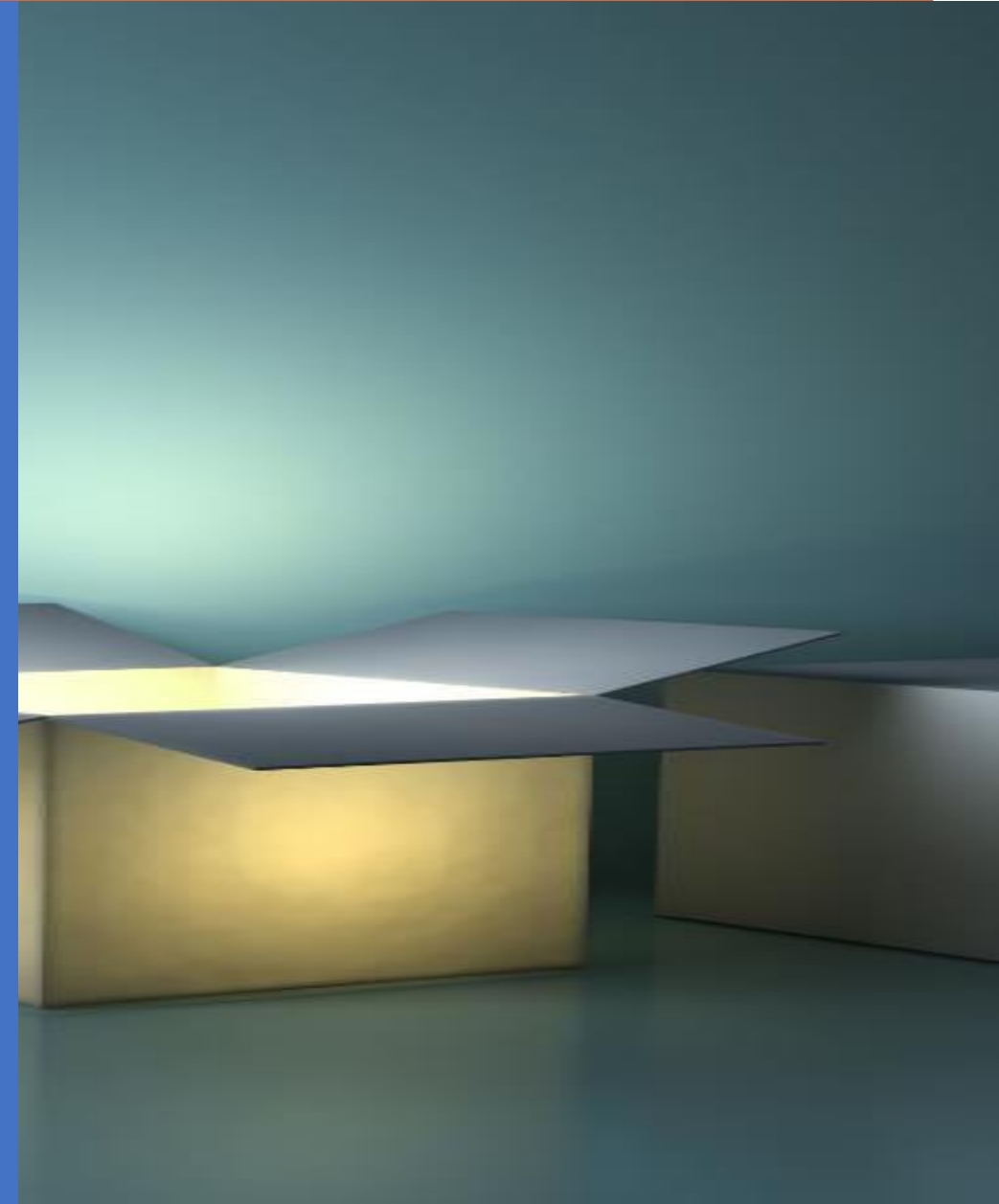


PHASE TWO – FUNCTIONALITY EVALUATION REQUIREMENTS

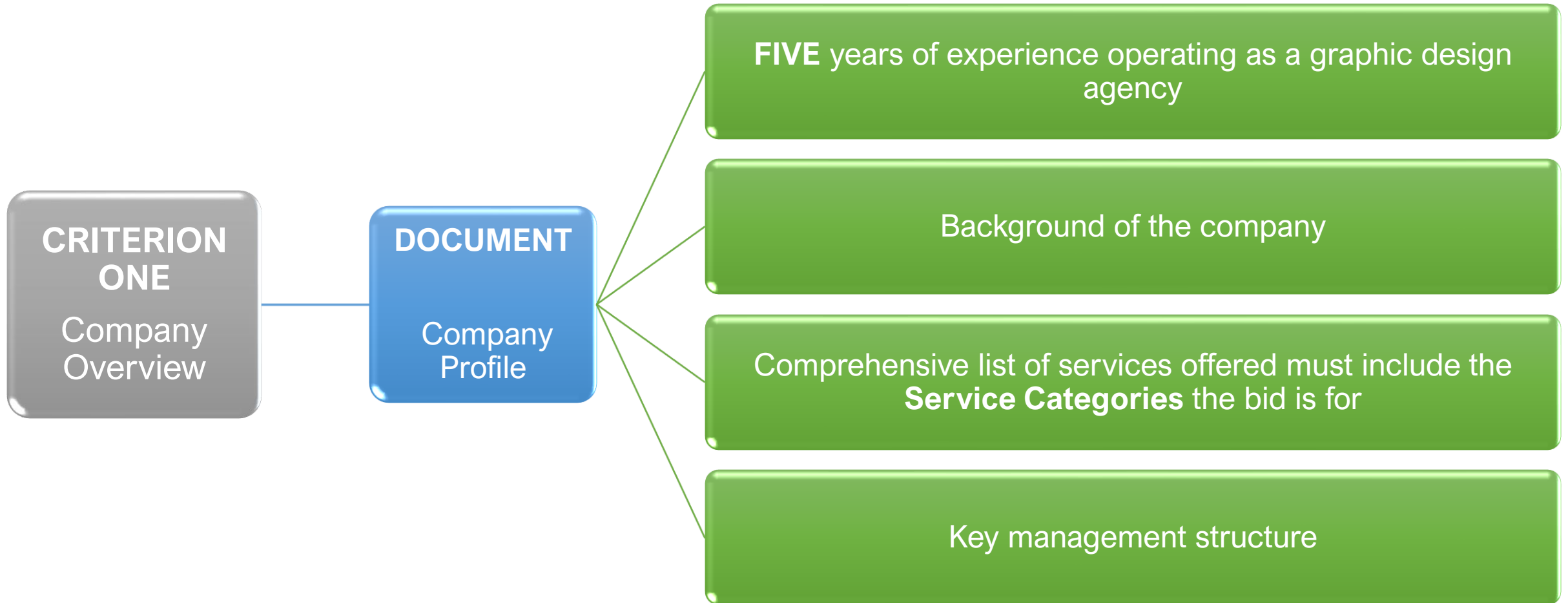
- Overall minimum threshold of 70 points on the functionality phase
AND
 - Minimum qualifying score per criteria

CRITERION	MIN POINTS	MAX POINTS
Company Overview	3	5
Approach and methodology	15	20
Experience of the key staff	15	20
References	7	15
Portfolio of Evidence	30	40
TOTAL POINTS	70	100

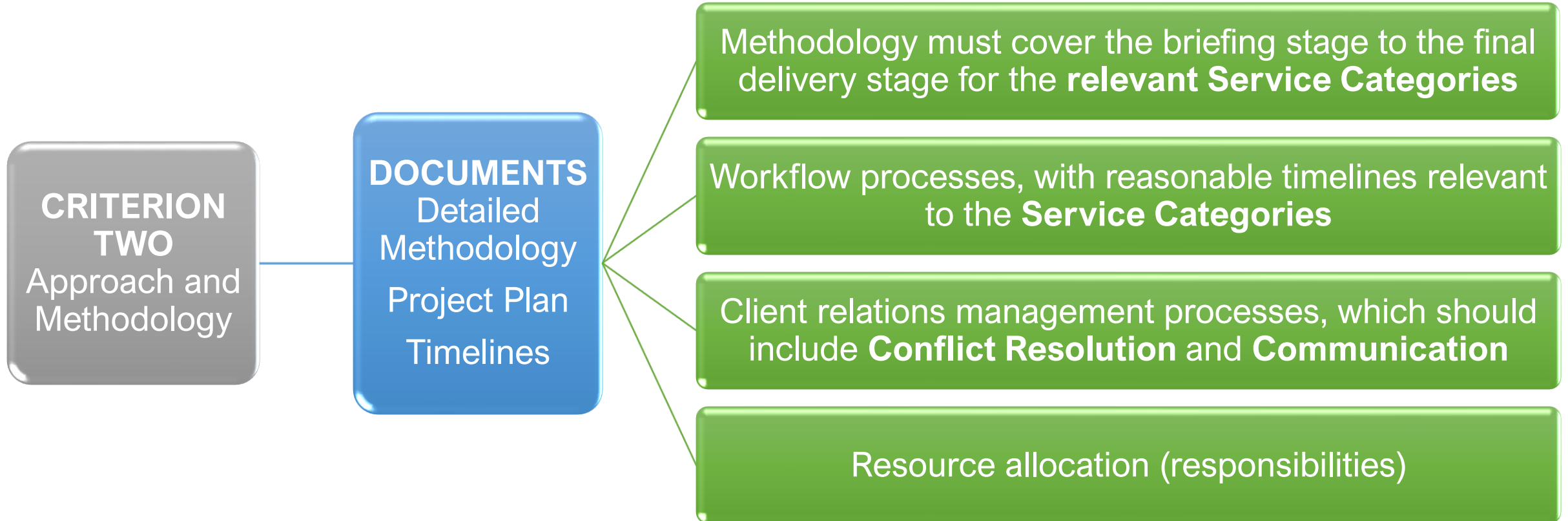
(Refer to Section B, clause 4, pages 20-27 of the published TOR for full details)



TO ACHIEVE A MINIMUM OF 3 POINTS



TO ACHIEVE A MINIMUM OF 15 POINTS



TO ACHIEVE MINIMUM OF 15 POINTS

CRITERION THREE
Experience of the Key Staff

DOCUMENTS
CVs/detailed profiles for each individual assigned or member of the project team for each Service Category the bid is for

Appendix A, Table 2

Project team must comprise a Creative/Art Director, Accounts Manager (or equivalent title) and TWO Senior Graphic Designers (or equivalent roles).

For Senior Graphic Designers, bidder may propose the same team member for more than one service category, **provided the individual demonstrates the required experience and qualifications in each Service Category recommended for.**

Must have experience and qualifications in the graphic design of publications, brochures, marketing and branding materials for traditional **OR** social media and digital platforms relevant to the Service Categories the bid is for.

Creative/Art Director: **10** years relevant experience **AND** a diploma, or higher, in the field of graphic design or equivalent in traditional, social media and/or digital platforms.

Accounts Manager: **Five** years relevant experience **AND** a diploma, or higher, in the field of commerce, marketing, sales, communications or equivalent.

Each Senior Graphic Designer: **Five** years relevant experience **AND** a diploma, or higher, in the field of graphic design or equivalent in traditional, social media and/or digital platforms.

TO ACHIEVE A MINIMUM OF 7 POINTS

CRITERION FOUR References

DOCUMENTS

Declaration of
Client
References

Appendix A:
Table 3

List of a minimum of **THREE** contactable references for their clients in the corporate business and/or public sector, where works rendered in the service categories the bid is for.

Must specify the service(s) rendered, in accordance with the service categories bidding for as per Section B, clause 3.2 of the TOR.

One reference may specify services rendered for more than one service category.

Must indicate when each service was rendered, which must have been within **FIVE years** from the **closing date of the RFT**.

Must clearly indicate the client's name, contact person(s) and their details (phone numbers/email addresses).

The Declaration of Client References will be subject to verification by the IRBA. Should the information provided not be positively verified, the bidder will be disqualified from further evaluations.

TO ACHIEVE MINIMUM OF 30 POINTS

CRITERION FIVE
Portfolio of Evidence

DOCUMENTS
Portfolio of evidence, showcasing samples of works/projects done previously in the Service Categories the bid is for.

Submit samples of works/projects completed in the Service Categories bidding for, together with the visual showcase.

Samples with creativity displayed in the execution of graphic designs such as reports, posters, infographics, advertisements, brochures, newsletters and social media or digital content (e.g. campaign promotional content/images).

Submit on a USB complete client-approved PDF files OR other file formats that include JPG, GIF and PNG or other relevant file formats. Files must be accessible, clear and decipherable.

May submit physical/hardcopy samples, if applicable. Hardcopies must be clear and decipherable.

Should be a combination of works/projects completed across more than one client within the corporate business or public sector.

Well put together portfolio of evidence of the samples of works/projects submitted.

Samples must demonstrate designs that are generally modern and visually appealing, with some aspects matching the client's overall brand.

PHASE THREE – SPECIFIC GOALS AND PRICING

The **SIX top-scoring bidders**, per category of services, that achieve the **Minimum Qualifying Scores for Functionality (Acceptable Bids)** and are shortlisted under Phase Two will be evaluated further on the 80/20 point system basis





**NOTES
FOR
PRICING**

- All-inclusive quote on an official company letterhead, using the Pricing Schedule format (Annexure B).
- Quoted rates in the Pricing Schedule must be fixed and firm for the duration of the contract.
- Quoted rates must be inclusive of the yearly increases, where applicable.
- Variable non-fixed sundries to be determined at the time of quoting. However, bidders are required to provide average pricing on the Licensing and Usage Rights for a single image, for a price comparison.
- Average of an estimated 125 hours per month for graphic designs services is for pricing purposes only and not a commitment from the IRBA.
- *(Refer to Annexure B, pages 32-36 of the published TOR for full details)*

AWARD STRATEGY & PANEL UTILISATION

- Four top-scoring bidders per category of services to be appointed into the panel.
- To consider the fifth- and sixth-ranked bidders in each category of services to appoint up to 12 agencies.
- Work allocation on a rotational basis.
- Availability of work and budget on an as-and-when basis.
- Subject to a periodic review of the service performance.





Thank you

QUESTIONS & ANSWERS