



## THE NATIONAL CREDIT REGULATOR

FEBRUARY 2025

**TERMS OF REFERENCE (TOR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA AND REPUTATION MONITORING SERVICES FOR A PERIOD OF THREE YEARS**

**RFQ NUMBER: NCR942.02.2025**

**DUE DATE: 24 FEBRUARY 2025 AT 11H00 SHARP CAT**

**EMAIL YOUR PROPOSALS TO: [mlebepe@ncr.org.za](mailto:mlebepe@ncr.org.za) and copy [procurement@ncr.org.za](mailto:procurement@ncr.org.za)**



## **PART A- GENERAL TERMS OF CONDITIONS (SCM)**

### **1. General Information for Bidders**

The National Credit Regulator (NCR) was established in terms of section 12(1) of the National Credit Act, Act 34 of 2005 and came into being on 1 June 2006.

The NCR will determine which bidding organisation (“bid participant”), if any, is appointed in response to this request for submission for the appointment of a service provider to provide Media Monitoring services.

#### **General Terms**

This tender is issued in terms of the Public Finance Management Act 1 of 1999 (PFMA), the Preferential Procurement Policy Framework Act 5 of 2000 (PPPFA), the Preferential Procurement Regulations, 2001/2022 (PPR), Supply Chain Management Regulations issued by the National Treasury and BBBEE Act.

Parties that wish to submit proposals are required to indicate that they are willing to accept the General Conditions and Procedures of the NCR ( Annexure B and B.1 that can be downloaded from NCR website - <https://www.ncr.org.za/index.php/procument/tender-standard-bidding-documents/general-terms-conditions> ). **Please read this document carefully and confirm your agreement to the terms prior to submitting your proposal.**

### **2. The Proposal Format**

- **Economy of proposal preparation**

The proposal should be prepared simply and economically, providing a straightforward and concise description of the bid participant’s ability to meet the requirements of the proposal request.

Clear factual responses are required. The content of the proposals shall determine the merit of each participant, not brochures or other marketing material. To facilitate the review of proposals, participants are required to organise their responses according to the format presented below.



Should a participant wish to provide additional information, that information should be referred to and provided in a file of annexure.

### 3. **Validity of proposals**

The proposals must include a statement as to the period for which the proposal remains valid. The proposal must be valid for at least sixty (60) days from the due date for the submission of all bids.

### 4. **Number of proposals**

Each bid participant must email 1 their entire proposal, including all the documentation referred to in Section 7 below, in the format specified in that section. All submitted proposals will become the property of the NCR and will not be returned. The proposal must be signed and dated in black ink by the bidder or authorized representative of the bidder and initialled on each page.

### 5. **Submission of proposals**

- 5.1. Proposals must reach the offices of the NCR before 11:00AM on 24 February 2025, and must be emailed to [mlebepe@ncr.org.za](mailto:mlebepe@ncr.org.za) , [procurement@ncr.org.za](mailto:procurement@ncr.org.za)

**a) RFQ No: NCR949.02.2025**

**b) TERMS OF REFERENCE (TOR) FOR A PROVIDE MEDIA AND REPUTATION MONITORING SERVICES FOR A PERIOD OF THREE YEARS**

**c) CLOSING DATE: 24 FEBRUARY 2025 AT 11H00 AM,**

- 5.2. Please note that this RFQ closes punctually at 11h00 on 24 February 2025. No late submissions will be considered under any circumstances.
- 5.3. **All** the documentation referred to in Section 7 below must be submitted. Failure to submit all the documentation referred to in this section may result in a submission being discarded, and not considered for evaluation.
- 5.4. If responses are not delivered as stipulated in this Section 5.1, such responses will be considered “**late**”, and will not be considered for evaluation.



- 5.5. The NCR shall not disclose any details pertaining to the responses received, to any other participant, as this is regarded as confidential information.
- 5.6. Submissions must not contain documents relating to any RFQ other than the one referred to in this RFQ.
- 5.7. The responses to the RFQ will be opened as soon as is practical after the expiry of the time advertised for receiving them.
- 5.8. After the evaluation process is completed, the Evaluation Committee may, prior to making a final selection, draw up a shortlist of participants and require them to make a detailed presentation to the Evaluation Committee. A minimum of 2 days' notice will be given to relevant participants in advance of the presentation date.

## 6. Timetable

Date & time	Activity
12/02/2025	Issue RFQ document
24/02/2025	Closing date
<b>26/02/2025</b>	Evaluations
<b>12/03/2025</b>	Appointment of a supplier

The National Credit Regulator reserves the right to determine the structure of the process, the right to determine the number of short-listed participants, the right to withdraw from the proposal process, and the right to change this timetable at any time without notice.

## 7. Documentation to be submitted.

Document that must be Submitted	Guideline		Consequence of Non-submission
Invitation to Bid – SBD 1	Yes	Complete and sign the supplied pro forma document	Disqualification from process
Tax status SBD 1	Yes	Written confirmation that SARS may on an ongoing basis during the tenure of the contract disclose the bidder's tax compliance status. Proof of Registration on the Central Supplier Database Vendor number	Disqualification from process
Declaration of Interest – SBD 4	Yes	Complete and sign the supplied pro forma document	Disqualification from process
Preference Point Claim Form – SBD 6.1	Yes	Non-submission will lead to a zero (0) score on Specific goals	Zero points awarded for specific goals
Registration on Central Supplier Database (CSD)	Yes	The Service Provider must be registered as a service provider on the Central Supplier Database (CSD). If not registered, to complete the registration of company prior to submitting the proposal.  Visit <a href="https://secure.csd.gov.za/">https://secure.csd.gov.za/</a> to obtain your vendor number starting with MAAA. Submit proof of registration.	Disqualification from process

Document that must be Submitted	Guideline		Consequence of Non-submission
Acceptance of the General Terms and Conditions	Yes	<a href="https://www.ncr.org.za/index.php/procurement/tender-standard-bidding-documents/general-terms-conditions">https://www.ncr.org.za/index.php/procurement/tender-standard-bidding-documents/general-terms-conditions</a>	Disqualification from process

**Bidders must score a minimum of 70% to be eligible for the Price and Specific goals evaluation.**

## 8. Evaluation Criteria

Proposals will be evaluated on the 80/20 preference points scoring system: that is, 80% of the points awarded will be based on price, as indicated in the table below; and 20% of the points awarded will be based on specific goals, allocated as indicated in the table below:

B-BBEE status level of contributor	Specific goals	Price
Total maximum points	20	80

The points system is outlined for the 80/20 to address the preferential procurement as followed:

### 8.1. SMME's which are owned by Black people

SPECIFIC GOAL	ACHIEVEMENT LEVEL	TOTAL NUMBER OF
Persons historically disadvantaged on the basis of race	81%- 100% black ownership	7
	51% - 80% black ownership	5
	31% - 50% black ownership	3
	0 – 30% black ownership	1

### 8.2. SMME's which are owned by People with disability

SPECIFIC GOAL	OWNERSHIP LEVEL	POINTS
Persons historically disadvantaged on the basis of disability	50 %- 100% owned by persons living with disabilities	3
	30% - 49% owned by persons living with disabilities	2
	0 – 29% owned by persons living with disabilities	1

### 8.3. SMME's which are owned by Women.

SPECIFIC GOAL	ACHIEVEMENT LEVEL	POINTS
Persons historically disadvantaged on the basis of gender – Women	81% - 100% owned by women	7
	51% - 80% owned by women	5
	31% - 50% owned by women	3
	0 – 30% owned by women	1

### 8.4. SMME's which are Youth owned business.

SPECIFIC GOAL	OWNERSHIP LEVEL	POINTS
Persons historically disadvantaged based on age	50%- 100% owned by persons who are	3
	30% - 49% owned by persons who are	2
	0 – 29% owned by persons who are	1

### Evidence for specific goals

PROOF OF EVIDENCE TO SCORE SPECIFIC GOALS POINTS			
EVIDENCE	YES	NO	ATTACH EVIDENCE ( indicate a page)
Share certificate			
ID Copies stamped by the commissioner of oath			
Sworn affidavits			
BBBEE certificates			
Proof of disability			
CIPC Documents			



**NB: Bidders will only score points based on the evidence submitted.**

## **9. Reporting of fraud and corruption**

The National Credit Regulator management is commitment to transparency, integrity, and accountability, as described in our Code of Conduct and business principles. Which led to the establishment of the Ethics Line. The Ethics Line seeks to provide an independent and comprehensive service through enhanced anonymity assurance and a wide range of communication channels. Bidders and members of the public are encouraged to use the following toll-free line to report any misconduct relating procurement activities amongst others.

### **Fraud / Anti-Corruption Hotline**

**Report any incidents of wrongdoing  
to the KPMG Ethics Line**

**0800 20 53 17 (Toll Free)**





## **TERMS OF REFERENCE (TOR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA AND REPUTATION MONITORING SERVICES**

### **1. Introduction**

The National Credit Regulator (NCR) has been actively involved within the financial services and credit industry sector as the sole Regulator of credit in South Africa. The NCR utilises media to educate, inform, communicate its objectives, create awareness etc.

The NCR and the National Credit Act (NCA) are mentioned daily in different media such as print, broadcast and online for different reasons. It is imperative for the NCR to know where it is mentioned and by whom so that it can keep track and also know its Advertising Value Equivalence (A.V.E). The A.V.E represents money that the NCR would have paid had it advertised.

### **2. Background**

The National Credit Regulator is the regulatory authority established on 01 June 2006 in terms of the National Credit Act, 2005 with the mandate to promote and advance the social and economic welfare of South Africans, promote a fair, transparent, competitive, sustainable, responsible, efficient, effective and accessible credit market and industry, and to protect consumers.

In addition, the NCR in terms of the section 16(1) of the NCA is responsible to increase knowledge of the nature and dynamics of the consumer credit market and industry, and to promote public awareness of consumer credit matters by implementing education and information measures.

### **3. Objective**

The NCR would like to procure the services of a suitably qualified and experienced service provider to provide Media Monitoring services.

Media Monitoring is necessary not only for tracking NCR's publicity be it self-generated or otherwise, but media monitoring/tracking is necessary necessary for the NCR to keep abreast of its impact and presence in international, national, regional and community media that the NCR is unable to monitor itself, due to limited staff, time and resources.

#### **4. Scope of the project**

This scope of work serves as a guide and is by no means exhaustive. Service providers are expected to indicate value add and the ability to provide the services required without outsourcing any of its functions.

For the purposes of this project media platforms includes the following platforms:

- a) Print;
- b) Press releases;
- c) Media statements;
- d) Interviews (solicited and unsolicited);
- e) Mentions;
- f) Broadcast (Television and Radio);
- g) Online; and
- h) Social media.

For the purposes of this project media types includes the following channels:

- a) Community;
- b) Regional;
- c) National;
- d) Commercial;
- e) International;
- f) Electronic; and
- g) Other.

The following Media and Reputation Monitoring activities will have to be conducted:

- The ability to retrospectively monitor/track (back track) print, broadcast and online and Media;
  - Ability to monitor/track and clip print, broadcast and online and social media with no assistance from the NCR;
  - Monitor and track / clip community, regional, national media and international media for electronic media.
  - Monitor and track and clip Media and provide weekly and monthly reports on all clipped
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media;

- Media monitoring that allows the NCR the ability to search and retrieve links to media mentions of issues or topics that may arise at certain time but don't need constant tracking;
- Email NCR's daily coverage as it happens in the form of alerts;
- Information distribution to the wide media networks;
- Media invitations to the wide media networks;
- Over and above daily alerts, provide the NCR unlimited access to a system/portal with a dedicated section containing all NCR media reports for purposes of searching, downloading and generating reports and to check daily and previous coverage;
- Ability to distribute media releases / statements on behalf of the NCR using the service provider's updated media list and a media list provided by the NCR;
- Mention how long the NCR's print, broadcast and online coverage can be stored/archived in your systems.

#### **5. Reporting and analytics:**

The NCR should be able to measure press coverage over a designated period of time. Analytics such as geographic locations, publication details, etc. The NCR needs these particular services in order to build a contact base of reporters, experts, leaders and potential stakeholders for future reference and to measure the effectiveness of its programmes, communication and campaign efforts.

The service provider should be able to:

- Provide weekly / monthly / quarterly / annual reports on the media coverage that were clipped;
  - Provide coverage reports on media releases and media statements issued as and when requested by NCR;
  - Provide trend analysis reports as and when requested by the NCR;
  - Provide Advertising Value Equivalence (A.V.E) for all clips monitored; and
  - Provide the clipped media at any given time or as and when requested.
  - Provide weekly reports on solicited and unsolicited broadcast media coverage;
  - Provide monthly reports on solicited and unsolicited broadcast media coverage;
  - Have the ability for the NCR to self-generate reports on unsolicited and solicited broadcast media coverage.
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- Have the ability for the NCR to self-generate different reports on the platform as and when required.

**6. Other:**

Search terms will be provided by the NCR (Please indicate if there is a limitation / or not to the number of keywords and the cost thereof);

- Please indicate on your proposal the turnaround time for routine requests, ad hoc requests and emergency requests;
- Please indicate the capacity and resources available to undertake this project;
- Please indicate the ability to work and respond to after-hours requests as well as the turnaround times for after-hours requests;
- Dalro costing, if any, must be built into your proposal – please show these costs; and

**7. Timeframe**

The contract will be for a period of 36 months commencing from the date of signing the contract.

**8. Functionality Evaluation**

The functionality criteria will be evaluated as follows:

**VALUES:**

0=non-submission

1=Poor:

2=did not meet the requirements:

3= partially met the requirement:

4= meet the requirements:

5=Exceed the requirements

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NO.	CRITERIA	WEIGHT	SCORE
1.	<p><b>SKILLS, EXPERIENCE AND INTERNAL CAPACITY</b></p> <p>Proposals should make clear the <u>relevant skills, experience and internal capacity</u> of the participant, in respect of this particular TOR</p> <p>The experience of the company in undertaking similar work or projects in a similar industry, i.e. financial services sector, regulatory body (5 or more years)</p> <p>Dedicated project lead with appropriate qualifications (B.Degree) in project management, research and/or media with at least 5 years' experience)</p> <p>The relevant skills level of the entire project team (Brief CVs of the team members showing expertise and qualifications (B. Degree in all areas relevant to this TOR i.e. media monitoring across print, online, broadcast and social media platforms, research etc.);</p> <p>In depth knowledge of analyzing media reports and rating them into positive, negative and neutral on a daily, weekly and monthly basis and providing, on a quarterly basis, a consolidated report aggregating the data to create a summary that can be used for trend analysis.</p> <p>Capacity and experience in operating at a strategic level (including the turnaround time for routine requests, ad hoc requests and emergency requests (including after-hours; and</p> <p>Capability statement</p> <p>Company Profile</p>	40	

	<p><b>0 points</b> = non submission or submission of a proposal without:</p> <ul style="list-style-type: none"> <li>• An indication of capacity and resources of the bidder.</li> <li>• CVs of the team members and project lead which meet the requirements inclusive of experience; - Demonstrated practical experience of the bidder - minimum of 5 years (Company profile).</li> </ul> <p><b>1 point</b> = Proposal contains three of the items of required information as indicated above, the Company profile and Demonstrated practical experience of the bidder must be part of the three items.</p> <p><b>2 points</b> = Proposal contains four of the items of required information as indicated above, the Company profile and Demonstrated practical experience of the bidder must be part of the four items.</p> <p><b>3 points</b> = Proposal contains five of the items of required information as indicated above, the Company profile and Demonstrated practical experience of the bidder must be part of the four items.</p> <p><b>4 points</b> = Proposal contains six of the items of required information as indicated above, the Company profile and Demonstrated practical experience of the bidder must be part of the five items.</p> <p><b>5 points</b> = Proposal contains ALL of the required information as indicated above.</p>		
2.	<p><b>METHODOLOGY AND APPROACH</b></p> <p>Proposals must contain the details of the <b>proposed approach and methodology</b> to be adopted in order to deliver the service in accordance with the TOR.</p>	40	

	<ul style="list-style-type: none"> <li>Proposed approach in relation to the scope of work and the outputs as detailed in the Terms of Reference;</li> <li>Case studies from previous projects of a similar nature that can practically demonstrate the methodology;</li> <li>Project Execution Plan;</li> <li>Ability to meet tight deadlines and work schedules (visible from project plan); and</li> <li>Ability to develop a clear and measurable project plan when appointed to undertake the project.</li> </ul> <p><b>0 Points=</b> Non submission</p> <p><b>1 Point =</b> No submission of approach, execution plan or project plan.</p> <p><b>2 Points=</b> Response successfully addresses one of four items as per the proposed approach and methodology;</p> <p><b>3 Points=</b> Response successfully addresses two of four items as per the proposed approach and methodology;</p> <p><b>4 Points=</b> Response successfully addresses three of four items as per the proposed approach and methodology;</p> <p><b>5 Points=</b> Response successfully addresses all four items as per the proposed approach and methodology and includes case studies.</p>		
<b>3.</b>	<p><b>REFERENCES</b></p> <p>At least <b>four</b> references letters from the <b>Project Owner</b> amongst recent clients with whom similar work has been conducted in the past 5 years. Letters of must be on the organization's letterhead with project details i.e. duration, scope and contact details.</p>	<b>20</b>	

	<p><b>NB:</b></p> <p><b>Only reference letters as specified above will be considered.</b></p> <p><b>Purchase order, appointment letters, emails etc. are excluded for the purpose of reference letters.</b></p> <p><b>The referee should be the Project owner who is able to verify the performance of the bidder – references from Procurement/Supply Chain are therefore excluded for the purposes of references</b></p> <p><b>All referees should be contactable, failing which the reference will not be considered.</b></p> <p><b>0 Points=</b> No submission of contactable references with whom similar work has been conducted in the past 5 years;</p> <p><b>1 Points =</b> Submission of one contactable reference with whom similar work has been conducted in the past 5 years;</p> <p><b>2 Points =</b> Submission of two contactable references with whom similar work has been conducted in the past 5 years;</p> <p><b>3 Points=</b> Submission of three references with whom similar work has been conducted in the past 5 years;</p> <p><b>4 Points=</b> Submission of four references with whom similar work has been conducted in the past 5 years;</p> <p><b>5 Points=</b> Submission of more than four contactable references with whom similar work has been conducted in the past 5 years.</p>		
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