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Better District, Better Life and Growth for all.

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Alfred Nzo Development Agency SOC Ltd
Reg nr: 2008/009093/30

TERMS OF REFERENCE

NAME OF THE PROJECT: RE-DESIGN OF ANDA WEBSITE, DEVELOPMENT OF COMMUNICATION & MARKETING STRATEGY; AND BRANDING GUIDELINES

ALFRED NZO DEVELOPMENT AGENCY

2020/21 FINANCIAL YEAR

**Issued and prepared by:
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1. BACKGROUND

The Alfred Nzo Development Agency (ANDA) is a municipal entity of the Alfred Nzo District Municipality (ANDM) established in terms of the Municipal Systems Act No. 32 of 2000 and regulated in terms of the Municipal Finance Management Act No 56 of 2003. The Agency is established as a special purpose vehicle for the objective of driving and facilitating economic development and investment throughout the Alfred Nzo District.

The principal mandate of the agency is to act as the operational arm of the Municipality for the purposes of implementing economic, social and environmental policies and projects within the area of jurisdiction of the Municipality or such areas as the Municipal Council may specify from time to time.

The Agency further acts to promote development of economic potential in the region by building on opportunities, which recognise the unique competitive strengths of the region's economy.

2. INTRODUCTION

In terms of section 21B (1) of the Municipal Systems Act 32 of 2000 each municipality is required to-

- a) establish its own official website if the municipality decides that it is affordable; and
- b) place on that official website information required to be made public in terms of this Act and the Municipal Finance Management Act.

Alfred Nzo Development Agency has an operational website that ensures accessibility to all information related to the work of the Entity. This digital platform has been working over the years providing key information to the public across the world wide web.

The Agency intends to revamp/redesign the website. To further enhance the new site and ensure the best experience to users, ANDA is planning to conduct a series of upgrades on the website through re-design of ANDA website on secure open source platform that ensures the migration of the site to a new server and search engine optimization.

Communication, Marketing and Branding are integral process in any organisation and are powerful enablers in bringing about the ANDA's strategic agenda and in helping to deliver efficiently and effectively on the mandate of the Board of Directors and the ANDM Council respectively. In order to maximise potential benefits that are envisaged by the introduction of the 4th Industrial Revolution ,there needs to be a deliberate effort which seeks

to align and prioritise Communication, Marketing and Branding strategies, plans and resources with ANDA objectives and priorities.

Good communication, Marketing and Branding nurtures relationships thereby improving the understanding of the needs of all stakeholders and enabling the Alfred Nzo Development Agency (ANDA) to respond appropriately. The proper management of public relations will provide ANDA stakeholders with fast and accurate access to information, thus able to manage their areas of authority more efficiently and effectively.

3. OBJECTIVE OF THE PROJECT

The objectives of the project are as follows:

1. Re-design and development of new ANDA website
2. Development of ANDA Communication & Marketing Strategy; and Branding Guidelines that
 - offers an objective assessment of the Entity's technical environment in terms of staff, equipment and architecture;
 - Defines a vision for Communications, Marketing and Branding
 - Develop Communication and Marketing Strategy with clear action plan
 - Recommend Branding Guidelines for enhancement of corporate identity (Posters, Banners, letterhead, Powerpoint presentation Template, flags etc.);
 - Defines standards and procedures for communication
 - Recommends an organizational structure for supporting Communication, Marketing and Branding; and
 - Provides an implementation plan with a time schedule and budget.
 - Define and recommend an approach to market ANDA to investors
3. Develop ANDA Communication Policy (containing social media policy and Media Policy)
4. Develop ANDA Branding Guidelines

Alfred Nzo Development Agency is inviting proposals from qualified and experienced accredited service provider(s) with a track record of success in designing and producing digital solutions to re-design ANDA website, develop Communication & Marketing Strategy; and Branding guidelines. The re-designed website will provide a new look-and-feel for users; and will unlock the potential functionalities of the current software whilst enhancing the responsiveness of the website, through displaying of the content in a more organized, attractive and user-friendly manner.

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4. SCOPE OF WORK

Tenders are invited from suitable service provider(s) to prepare and submit proposals to re-design ANDA website, develop ANDA Communications & Marketing Strategy; and Branding Guidelines

The scope of work for this project includes four main areas of work:

4.1. Re-design and Re-development of New of ANDA Website

This specific area will deal with once-off re-design of ANDA Website to implement new features and hosting that would include applying security patches, enlarging disk space before it runs out.

The main activities of this area of work includes:

- Preservation of all current website content and functionalities
- Development of a new website and hosting it for a period of 3 years
- Add new features that will add value
- Use simple, cost-effective techniques to test designs with representative users before implementation of major features such as restructuring the main navigation menu.
- Optimize the site for low bandwidth users.
- Implement a basic “blog” function with integrated twitter and facebook posting (e.g Facebook groups; website should facilitate streaming of information between these different platforms)
- Browser compatibility. The site must be compatible with the current versions of the following browsers (Firefox, Internet Explorer, Safari, and Chrome)
- Add a comprehensive search functionality to the web site
- Upgrade the rich text editor control used in the website backend to the latest version and stop multiple downloads of the control; improve search options on the web site and databases; and others.
- ANDA Website should be moved to the new server
- Help icon which shall include website operation manuals

4.2. Development of ANDA Communications & Marketing Strategy

The second area of work of the project is the development of the ANDA Communications and Marketing Strategy. The project proposal for this area of work must contain the following:

1. Clear planning process and methodology to be employed in the drafting of the ANDA Communications and Marketing Strategy
 - A clear indication of time lines for completion, as well as an indication of the project team
2. A clear skills transfer plan unpacked in the methodology/project plan
3. Clear project budget aligned to tasks or activities and deliverables of the project.
4. Comprehensive company profile coupled with an indication of the proposed project team in terms of the activities to be undertaken by each project team member. Furthermore the proposal must indicate the contact person to be responsible for the project.
5. In instance where a consortium will be established, the proposal must specify the name of other professionals who will form part of the consortium.
6. Clear time frame for completion of the project, include breakdown indication of submission times for deliverable, duration of the deliverable review process and schedule of PSC meetings and other activities anticipated to take place during the duration of the project. It is recommended that the project process plan allows for a period of 2 weeks for the review of deliverable (final deadlines will be further discussed and agreed upon with the successful bidder).
7. Ensure ANDA Communications and Marketing Strategy is genuinely business driven and helps deliver corporate as well as public service objectives as mandated by ANDM Council
8. Specify appropriate communication channels, protocol to dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders

4.3. Develop ANDA Communication Policy (containing social media policy and Media Policy)

1. Develop and review ANDA Communication policies and procedures

4.4. Develop Branding Guidelines

1. Conceptualize, design and develop ANDA Communication and Branding materials with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, printed materials, etc.

2. Design a standard publication layout for ANDA for use in future publications.
3. Redesign corporate image of the Agency

5. DELIVERABLES/ PROJECT MILESTONES

The contracted service provider(s) is expected to deliver the following on each area of work:

5.1. Website Re-design and Re-Development

- Re-design and development of new ANDA website, capturing the different functionalities/features. The contracted service provider needs to develop a graphic concept and the visual language of the re-designed website.
- Migrating content , setting-up and running the re-designed website.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and pageprint options should be included in the re-designed website.
- The re-designed website should guarantee that most recent content on the site is captured automatically in the homepage in an organized way following specific categories and tags.
- All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed.
- Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.
- Add feed links; Responsive design; Interactive map; Signup for latest news; Social sharing features – including twitter share by text selection and twitter feed by handle and hashtag,
- Multiple page styles and custom post types.
- Search resources by free text;
- Link the re-designed website with ANDM website

5.2. Development of ANDA Communication and Marketing Strategy

- Inception Report
- Situational Analysis Report- Identify through conducting a situational analysis/Diagnosis and develop status-quo report of the Alfred Nzo Development Agency's current Communication, Marketing and Branding set up
- Recommendations of ANDA Communication and Marketing Strategy (e.g,platforms, protocols etc.)

- Developed ANDA Communication and Marketing Strategy.
- Skills transfer package (at no cost to the project)
- Redesign corporate image of the Agency
- ANDA Communication and Branding materials with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, printed materials, etc
- Implementation Plan schedule and budget
- Draft ANDA Communication and Marketing Strategy
- Final ANDA Communication and Marketing Strategy

5.3. Develop ANDA Communication Policy (containing social media policy and Media Policy)

- 5.3.1. Developed and reviewed ANDA Communication policies and procedures

5.4. Develop Branding Guidelines

- 5.4.1. Conceptualize, design and develop ANDA Communication and Branding materials with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, printed materials, etc.
- 5.4.2. Designed standard publication layout for ANDA for use in future publications.
- 5.4.3. Redesigned corporate image of the Agency
- 5.4.4. Draft ANDA Branding Guidelines
- 5.4.5. Final ANDA Branding Guidelines

6. EDUCATION AND CAPACITY BUILDING

The appointed service provider(s) will be required to transfer skills and share knowledge with the relevant officials and management of the Alfred Nzo Development Agency for the duration of the project.

- Website content updates- The appointed service provider(s) will be required to transfer skills and share knowledge on content update
- The appointed service provider(s) will be required transfer skills on how to maintain full backup of the website.

7. ANTICIPATED TIME FRAME

The envisaged timeframe for the project is six (6) months, however finalized arrangements will be entered into with the contracted Service Provider.

8. REPORTING PROCEDURE

The Service Provider will report to the Project Steering Committee. Progress report will be required for every milestone or deliverable of the project as per proposal. Progress reporting will be undertaken in terms of documented reporting and in presentation format at PSC meetings.

In cases where the appointed service provider appoints the services of other sub-contractors, the appointed service provider will take responsibility of the work of the sub-contractors. The client will deal with the contracted service provider and not with sub-contracted consultants. The project is to be coordinated and managed by an operational team led by Alfred Nzo Development Agency.

9. COMPETENCY / EXPERTISE REQUIRED

In order to complete the project successfully ensure quality in the output. The following minimum expertise and competencies will be required from service provider(s) submitting proposals:

- Key personnel with South African Qualification Association (SAQA) accredited NQF Level 6 qualification in Computer Sciences/Public Relations/ Communications, Graphic Design or relevant field.
- A service provider who possesses extensive experience and expertise in development of Communication, Marketing and Branding Strategies
- A service provider who possesses extensive experience and expertise in Website development and design.
- As a qualification matter, the service providers submitting proposals must provide a portfolio of evidence with at least three contactable references where the service provider undertook similar work in the past.
- Have excellent knowledge of recent trends in graphic design, websites, including online video publishing and social media networking
- Demonstrate the ability to create innovative and visually appealing website design.

NB: Briefing session will be held on the 21st October 2020 at 11H00 AM at ANDA Boardroom

10. SELECTION AND EVALUATION CRITERIA

The proposals will be evaluated in two stages, namely:

- Stage 1- Functionality
- Stage 2- Price and BBBEE Points

Only service provider(s) that can demonstrate the required experience and skills relating to the execution of this project will be considered. The following criteria will be taken into account for the appointment of a successful Service provider(s). A bid that scores less than 70 points for functionality will be deemed non-compliant and thus, will be disqualified.

ITEM	Weight
STAGE 1 OF EVALUATION – FUNCTIONALITY	100
● Capacity and Expertise	40
● Previous Experience	50
● Methodology, skills and capacity Building	10
STAGE 2 OF EVALUATION – PRICE & PREFERENTIAL POINTS	100
BBBEE POINTS	20
Price	80

ITEM	Weight
STAGE 1 OF EVALUATION – FUNCTIONALITY	
Functionality	100
<p>Capacity and Expertise of key personnel</p> <p>A team of qualified professionals with the following expertise:</p> <ul style="list-style-type: none"> One team member in possession of SAQA accredited NQF Level 8 in Communication, Public Relations, Information Technology (IT), Graphic Design or related field One team member in possession of SAQA accredited NQF Level 7 in Communication, Public Relations, Information Technology (IT), Graphic Design or related field One team member in possession of SAQA accredited NQF Level 6 in Communication, Public Relations, Information Technology (IT), Graphic Designer or related field <p>Attach relevant certificates, certified within the last 3 months.</p>	<p>(40)</p> <p>40</p> <p>30</p> <p>20</p>
<p>Previous Experience</p> <ul style="list-style-type: none"> Proven track record of experience for completion of 3 projects in development of Communication, Marketing and Branding Strategies, Web development and design to the value of value of R300 000 or more Proven track record of experience for completion of 2 projects in development of Communication, Marketing and Branding Strategies, Web development and design to the value of value of R200 000 or more Proven track record of experience for completion of 2 projects in development of Communication, Marketing and Branding Strategies, Web development and design to the value of value of R100 000 or more <p>NB: Contactable references with the project name and project description must be Attached</p>	<p>(50)</p> <p>50</p> <p>40</p> <p>30</p>
<p>Methodology and Capacity Building</p> <ul style="list-style-type: none"> A clear project proposal with project execution plan Work plan attached (project milestone/Deliverables, activities, responsibility for each personnel & time f Demonstrate approach to training & skills transfer A clear skills transfer plan unpacked in the methodology Sample extracts and graphic layouts of similar assignments successfully completed 	<p>(10)</p> <p>4</p> <p>3</p> <p>1</p> <p>1</p> <p>1</p>

STAGE 2 OF EVALUATION – PRICE & PREFERENTIAL POINTS	
BBBEE POINTS	20
Price	80
TOTAL	100

11. TIMEFRAMES

The project time framework will be approximately 6 months from the date of appointment of the service provider.

12. DOCUMENTATION

The Bid Documents shall be available at a non-refundable cost of R 500.00 (VAT inclusive) per Document, to be collected at the Supply Chain Management Office, 1400 Hospital Road, Umzimvubu Goats Complex, Mount Ayliff, 4735. All Bidders are required to attach proof of payment receipts on their document when submitting bids.

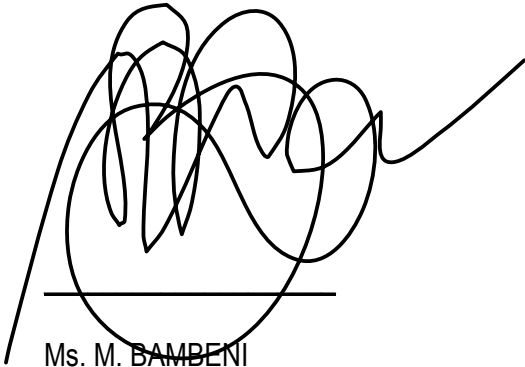
To receive copies via email after payment, payment to be made at ANDA Bank Account, FNB Bank Cheque Account: 622 152 90 355 (& please quote your company name as the reference), kindly send an email to makhatham@anda.org.za to obtain the tender document (& please make sure you attach proof of payment, and state the project name of the document you are requesting). Alternatively, tender documents will be available at Alfred Nzo Development Agency.

13. SUBMISSION OF BIDS

The completed proposal must be submitted in a sealed envelope endorsed with the Bid No: **ANDA 12/2020/2021 THE APPOINTMENT OF A SERVICE PROVIDER FOR RE-DESIGN OF ANDA WEBSITE; DEVELOPMENT OF COMMUNICATION & MARKETING STRATEGY; AND BRANDING GUIDELINES**. The sealed envelope must be deposited in the Tender Box, located at reception area of Alfred Nzo Development Agency not later than **12h00 am** on the **29 October 2020**. The submissions will be opened in public. Emailed or faxed proposal will be disqualified, Alfred Nzo Development Agency reserves the right to accept or not to appoint service provider

For any queries regarding this tender, please contact Ms Bambeni at 039 492 0011

AUTHORISED BY:



Ms. M. BAMBENI

CHIEF EXECUTIVE OFFICER