REQUEST FOR PROPOSAL TO PROVIDE COMMUNICATIONS AND PUBLIC RELATIONS SERVICES TO THE SAVC FOR A 3-YEAR PERIOD

The South African Veterinary Council (SAVC) hereby invites proposals from communications and public relations organisations to assist with re-defining and implementing the organisation’s Communications and Public Relations strategy and objectives.

The SAVC is a statutory body regulating the veterinary and para-veterinary professions, by virtue of the Veterinary and Para-Veterinary Professions Act, 1982. The SAVC’s mission is to serve the interest of the people, protect the animals and the environment of South Africa.

As the custodian of quality veterinary standards, the SAVC achieves its mandate through regulating and monitoring the standards of training and practice of the veterinary and para-veterinary professions in South Africa.

The SAVC has identified four strategic goals as their key performance areas:

1. Improve communication with registrees (members); [in order to enhance the image of the animal health care profession and improve perception of the SAVC];
2. Better registree(member) experience through relevant, quality information sharing through various communication channels [to improve registree/member engagement and grow registree(member) numbers by registering qualified professionals];
3. Deliver improved veterinary and para-veterinary professions’ value appreciation [Ensure that all professions in the veterinary industry are equally featured and supported, campaigning, and increase credibility of the veterinary industry] and
4. Enable a range of electronic capabilities and employ technology; [Improve registree (member) experience].

The SAVC requires the services of an experienced and qualified service provider, in re-defining and implementing the current Communications and Public Relations strategy aligned with the SAVC vision and strategic objectives.

The service provider will be responsible for the following communications key deliverables:

1. Public relations and media relations:-
   
   o Identify public relations opportunities to increase Council’s exposure in the media;
   o Guide Council members to improve the SAVC’s public and media relations;
   o Build Councillors’ public profile and position them as opinion/ thought leaders in the industry; and
2. Stakeholder management:

- Compile press releases and media statements as and when necessary.

- Assist with strengthening the relationship between:
  - The SAVC and its relevant stakeholders, amongst other, training institutions, government & associations;
  - State- and the private veterinarians;
  - Veterinary- and para-veterinary professions; and
  - Any other stakeholders identified
- Liaise with stakeholders on a regular basis;
- Assist with planning and organising SAVC annual stakeholder events, e.g., Annual Indaba.

3. Targeted -specific communication:-

- Compile communication content for digital and print media;
- Identify appropriate communication mediums/channels for communicating key messages to the relevant stakeholders and registrees (members); and
- Develop key messages and design communication packs for campaigns, including but not limited to World Rabies Day, World Animal Day, World One Health Day, Heritage Day, World Antibiotic Awareness Week, etc.

4. Corporate Identity: -

- Design Build on and assist with enhancing SAVC’s corporate identity and communications templates, e.g., letter heads, e-mail signatures, business cards, layout for advertisement of vacancies, etc;
- Assist with the drafting content and layout of Newsletters;
- Assist with the design concept and layout of Annual Report; and
- Design and assist with developing the SAVC vacancy advertisements templates.

5. Brand and reputation management:-

- Assist with building relationships between the SAVC and key stakeholders (amongst others, Government, the various associations, training institutions);
- Identify activities and events to showcase the SAVC and the veterinary and para-veterinary professions in order to improve the brand and perception of the Council;
- Conduct industry research to measure the change in the perceptions of the registrees (members), stakeholders, and staff; and
- Evaluate and report on research projects.

6. Digital Platform Management
o Assist with managing the SAVC digital platforms, i.e., Website, Facebook, LinkedIn Profile and any other related platforms;

o Compile the SAVC corporate video content as and when necessary;

o Assist with planning and coordinating SAVC webinars and resources thereof;

and

o Monitor SAVC social media activities.

7. Internal communications:

o Build the internal team and assist with the development of a communication guide, e.g., SOPs and service charter in order to improve SAVC service delivery and registree (member) satisfaction;

o Conduct regular staff coaching and mentoring sessions in order to improve engagement with the stakeholders;

o Conduct regular management meetings to provide feedback on communications activities;

o Conduct strategic consulting sessions with Registrar and Executive Committee and report back on the implementation of the Communications Strategy objectives.

ELIGIBILITY CRITERIA

Only those service providers who satisfy the following eligibility criteria are eligible to submit proposals:

1. Must have an established office within the Gauteng province [proof is to be submitted with the bid documentation. Proof of address to be submitted will be any one of a Municipal Account, Bank Statement or Creditors Statement clearly setting out the business name and address or a Rental Agreement];

2. Must be established and active in the public relations / communications industry for the past five (5) consecutive years before the closing date of this bid;

3. Must have relevant experience and contextual knowledge of the required services [detailed proof must be submitted, i.e., work experience, client profile];

4. Must have rendered services of a similar nature and extent at similar organisations, such as a Council, regulatory body, medical or health services, for at least the past five (5) consecutive years preceding the bid closing date. [detailed proof to be submitted with the bid documentation];

5. Must have the required resources [Human Resources, IT resources] to render these services [detailed proof must be submitted with the bid documentation];

6. At least four (4) contactable references must be submitted; and
7. Must be Tax Compliant and BBBEE status level must be indicated: 1, 2, 3, 4 [detailed proof must be submitted with the bid documentation].

EVALUATION CRITERIA:

STAGE 1

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<th>Criteria</th>
<th>Points</th>
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<tbody>
<tr>
<td>Technical Understanding:</td>
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<td>Financial Offer/Pricing:</td>
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<tr>
<td>Track Record/References:</td>
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<td>Total Understanding of the business and resources offered:</td>
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Please Note: Minimum Qualifying Score to advance to Stage 2: 80%

Total Points 100%

STAGE 2

<table>
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<td>BEE</td>
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Total Points 100%

Closing Date: 22 June 2021

Contact Person: Mr Sive Nqawe (012 345 6360) or director.finance@savc.org.za

Completed bids documents, fully priced, fully signed, fully initialled on all pages and original documents attached must be submitted in a sealed envelope marked: “Bid Name and Description” should be submitted physically or via courier to the South African Veterinary Council Office – 21 Victoria Link street, Route 21 Office park, Nellmapius Drive, Irene on or before the closing date.