

## **REQUEST FOR PROPOSAL FOR IMPLEMENTATION OF AN INTEGRATED COMMUNICATION, MEDIA AND OUTREACH PROGRAMME**

### **1.1 INTRODUCTION**

1.1.1 The Eastern Cape Gambling and Betting Board (ECGBB) is a statutory body established by the Eastern Gambling and Betting Act, 1997 (Act No.5 of 1997) (as amended) (the Act). The mandate of the Board is to regulate or control all gambling activities within the Eastern Cape Province. This includes the following:

- 1.1.1.1 issuing and revocation of gambling licenses,
- 1.1.1.2 exclusion of problem gamblers, and protection of the public against unscrupulous gambling practices
- 1.1.1.3 control of illegal gambling activities in the Province as well as
- 1.1.1.4 implementing responsible gambling and public education programmes meant to minimise harmful effects of excessive and irresponsible gambling.

1.1.2 The Eastern Cape Gambling and Betting Board, as a responsible regulator, acknowledges that gambling can be an evasive act that requires the utmost care and awareness of the harms of problem gambling and currently the ECGBB is planning to implement a comprehensive integrated communication, media and outreach programme in order to minimise harmful effects of excessive and irresponsible gambling.

### **1.2 RATIONALE FOR IMPLEMENTING THE PROGRAMME IN THE DISTRICT**

1.2.1 Two research studies on gambling prevalence conducted by the ECGBB in 2013/14 and 2014/15 financial year suggested that a number of persons in the Province may be participating in gambling activities excessively and maybe suffering harmful effects of excessive gambling.

1.2.2 The roll out of Bingo Sites, the recent awarding of Casino Licenses in zone 3 and 4 and the potential roll out of additional 400 Limited Payout Machines (LPMS) in the Province requires the ECGBB to enhance its responsible gambling programme, especially the provision of knowledge and awareness about the harmful effects and impacts of excessive and irresponsible gambling.

1.2.3 The OR Tambo District which is the biggest district in the Republic in terms of the geographic area (square meters) and is formed by five local municipalities: King Sabata Dalindyebo, Nyandeni, Mhlontlo, Port St Johns and Ingquza Hill. This district covers about 80% of what used to be marginalised homeland in the former Transkei. With regards to gambling sites and modes, the district hosts about 2 Bingo Sites, a number of Bookmakers, Type A and B LPM sites.

1.2.4 The ECGBB recently issued the Casino Licence in Zone 4 which was informed by a Market Analysis and Feasibility Study of the Socio-Economic Development Requirements of the Zone 4 Area (Or Tambo District Municipality) for the Issuing of the last Casino Licence in the Province as allocated.

1.2.5 Key amongst the issues the market analysis and feasibility study was expected to research about included the following:-

- 1.2.5.1 Propensity of the adult gaming population within a market that is likely to participate in gambling activities.
- 1.2.5.2 Frequency of individuals with a propensity to participate in gaming within a market that will actually participate in gaming activities.

#### 1.2.5.3 Tourism attraction and potential.

- 1.2.6 The findings of the market analysis and feasibility study in respect of propensity to gamble, visitors to Mthatha and Casino Gamblers based on the gross gaming revenue revealed the following:-
- 1.2.6.1 the study supports the development of a casino complex in Mthatha.
  - 1.2.6.2 the majority of households (95%) indicated that they would support the development of a casino complex in Mthatha.
  - 1.2.6.3 the focus group revealed that there is a need for leisure and entertainment in Mthatha and as a result, a casino complex would be supported by the vast majority of people mainly because people will not have to travel far.
  - 1.2.6.4 81% of business interviewed believed that Mthatha does not offer sufficient entertainment and night life facilities for both residents and to attract visitors/tourists, and as such, the majority of businesses support the development of a casino complex.
- 1.2.7 Clause 59 (1) of the Regulations to the Act, Eastern Gambling and Betting Act, 1997 (Act No.5 of 1997) (as amended) provides as follows:
- “The maximum number of limited gambling (payout) machines which may be exposed for play in terms of...limited gambling machine site licences issued in the Province shall be 6000”*
- 1.2.8 In order for the Board to satisfy this provision of the Regulation, albeit, in terms and in accordance with clause 59 (3) of the Regulation to the Act which provides that increasing the current number of LPM in the province requires the Board to conduct a socio-economic study that considers both the existing limited gambling (payout) machines and such further machines as may exceed 2000.
- 1.2.9 The ECGBB indeed commissioned research in 2014/15 financial year and based on the research findings, the study recommended that the Eastern Cape Gambling and Betting Board should continue to rollout all 6000 Limited Payout Machine (LPM) licenses across the Province. The Board of the ECGBB then indicated to the management that only 400 LPMs should be rolled out and in non-urban areas as the two Metropolitan Areas of the Province are saturated with LPMs.
- 1.2.10 It is important to indicate that all these studies are available from the website of the ECGBB.
- 1.2.11 Whilst appreciating the need to maximise revenue for the Provincial Fiscus including creating access to gambling sites which are easily accessible to communities, punters and first time and potential gamblers, the ECGBB is also aware of the negative social impact that gambling can cause including problem gambling.

### **1.3 TARGETED BENEFICIARIES FOR RESPONSIBLE GAMBLING CAMPAIGNS TO MINIMISE HARMFUL EFFECTS OF EXCESSIVE AND IRRESPONSIBLE GAMBLING.**

The planned integrated communication, media and outreach programme is firstly to be implemented at the OR Tambo District will target the following beneficiaries:

- 1.3.1 those who participate in gambling as social gamblers including potential gamblers who may want to experience gambling because of ease of access to gambling sites.
- 1.3.2 significant number of gamblers who gamble at LPMs Sites and in particular those who are in the ranges of LSM 1- 4
- 1.3.3 old age senior citizen and other vulnerable groups
- 1.3.4 community development structures and
- 1.3.6 General public or citizenry of the OR Tambo District.

### **1.4 RESEARCH WORK CONDUCTED OR COMMISSIONED BY THE ECGBB**

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Potential Bidders are requested to note and where possible utilise research that was commissioned by ECGBB in developing their proposed strategies and approaches to implement responsible gambling campaigns on behalf of the ECGBB. In addition, to be able to identify the appropriate and select LSM targets and beneficiaries of these campaigns. These studies include the following:

- 1.4.1 Assessment of Gambler's Perception of Consumer Protection Processes and Mechanism in In the Gambling Industry of the Eastern Cape, 2012/13 financial year
- 1.4.2 Prevalence of Gambling and Betting amongst Head Office Staff at the Eastern Cape Provincial Departments, 2013/14 financial year.
- 1.4.3 Prevalence of Gambling amongst the recipients of old age social security grants in the Province, 2014/15 financial year.
- 1.4.4 A Socio-Economic and Environmental Impact Study of the Limited Payout Machines in the Gambling Sector, Eastern Cape Province, 2014/15 financial year.

#### **1.5 STAKEHOLDERS AND ROLE PLAYERS TO WORK WITH ON BEHALF OF ECGBB.**

In implementing this programme, the following role players and stakeholders should be engaged and collaborate with them so as to minimise costs and gain operational efficiencies. The role players and stakeholders include the following:

- 1.5.1 The Communication Directorate of the OR Tambo District including their Special Programmes Unit that deals with issues of the youth, older persons, etc. or any relevant Division, Unit or Directorate from the municipal offices including local Municipalities.
- 1.5.2 The Older People's Forum in OR Tambo District.
- 1.5.3 The South African Responsible Gambling Foundation.
- 1.5.4 Eastern Cape Department Social Development and SASSA in the district
- 1.5.5 Institutions of Higher Learning in the area.

#### **1.6 THEMES AND MESSAGES OF RESPONSIBLE GAMBLING TO INFORM THE IMPLEMENTATION OF THIS PROGRAMME ON BEHALF OF THE ECGBB.**

- 1.6.1 The message to be utilised and implemented across will be "*Promoting responsible gambling and Minimization of Harmful Effects of Excessive and Irresponsible Gambling*"
- 1.6.2 The following theme must serve as a springboard for the planned campaign and permeate in all communications, presentations, collateral as clear and visible as possible:
  - 1.6.2.1 Problem Gambling Hurts, Please call the National Responsible Gambling Programme when experiencing problem gambling.
  - 1.6.2.2 (NRGP) toll free help line number 0800 006 008 or SMS Text Number 076 675 0710
- 1.6.3 The utilization of appropriate language or languages so that all targeted beneficiaries are not disadvantaged in understanding and comprehending responsible gambling messages.
- 1.6.4 The theme and messages should permeate throughout the campaign including in marketing materials that will be provided to potential beneficiaries. Before procurement such the ECGBB will be engaged to sign off taking into consideration the fiscal limitations.

#### **1.7 ANTICIPATED REACH TO BE ACHIEVED**

The planned integrated communication, media and outreach programme to be implemented at the OR Tambo District must demonstrate the following reach of citizenry:

- 1.7.1 For year One which is 2017/18, the ECGBB must reach about 25% of the current population of the OR Tambo District Municipality, which is 365 000 individuals in terms of the third and fourth quarter.

## 1.8 TARGETED AREAS FOR THE IMPLEMENTATION OF THE CAMPAIGN AT OR TAMBO DISTRICT

The following areas have to be targeted for the planned campaigns:

- 1.8.1 King Sabata Dalindyebo Local Municipality and in particular at Mthatha.
- 1.8.2 Ingquza Hill Local Municipality and in particular at Lusikisiki.
- 1.8.3 Mhlontlo Local Municipality and in particular at Qumbu
- 1.8.4 Nyandeni Local Municipality at Libode
- 1.8.5 Port St Johns Local Municipality at Port St. Johns

## 2. SCOPE OF WORK AND EXPECTED DELIVERABLES BY THE ECGBB

Proposals to be submitted to the ECGBB must also be informed by the issues identified above from Sub-Paragraph 1.1 - 1.8 respectively. The ECGBB is therefore requesting proposals from suitable qualified service providers, credible companies and organisations with plausible experience in planning, organizing and facilitating marketing, public relations, awareness and outreach campaigns or similar programmes or events to:-

- 2.1 partner with the ECGBB in order to organize, facilitate and cause to implement on behalf of the ECGBB a comprehensive integrated communication, media awareness and outreach programme in order to minimise harmful effects of excessive and irresponsible gambling at the **OR Tambo District** in an innovative and creative manner as many people do not want to be bombarded with overt messages of responsible gambling.
- 2.2 demonstrate & indicate how they will utilize various media platforms, such as **community radio and print media outlets** in the district, i.e. the OR Tambo District including the utilisation of Outside Broadcast (OB) and social media platforms in communicating and profiling themes and messages of responsible gambling as outlined in **Sub-paragraph 1.6 above**.
- 2.3 indicate how it will cause to implement **activation programmes that should and must reach** firstly, a number of gamblers, vulnerable communities, potential gamblers and general citizenry as indicated in **Sub-paragraph 1.3 above**. The ECGBB is expecting live on air broadcast as well as taking calls from listeners with questions they might have regarding irresponsible gambling, signs of excessive and irresponsible gambling and necessary help from the National Responsible Gambling Programme of the South African Responsible Gambling Foundation that is available for those who may be experiencing problem gambling during such activations.
- 2.4 provide **innovative and creative ideas and approaches** to implement the planned campaigns in a cost effective manner. The ECGBB is expecting, amongst others, that Industrial Theatre or Edutainment should be utilised as one innovation to communicate and enhance understanding of problem and excessive gambling & how to deal with potential problem gambling at different settings, whether home, work-place or general community settings.
- 2.5 provide a detailed and costed Project Implementation Plan and Methodology outlining how the entire campaign will be on **Quarter 3 and Quarter 4**, clearly indicating timeframes, and milestones and related costs. It is envisaged that a comprehensive integrated communication, media and outreach programme in order to minimise harmful effects of excessive and irresponsible gambling should firstly be implemented at the **OR Tambo District** from the **Third Quarter and Fourth Quarter** of 2017/18 financial year.

## 3 REPORTING RESPONSIBILITIES

A successful bidder will be required to develop and submit **quarterly reports** outlining details of the Campaigns conducted in respect of the following:

- 3.1 number of activation programmes conducted with Outside Broadcast as well as milestones achieved. Individual Reports of such activation programme accompanied by footage must be submitted to the ECGBB.

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- 3.3 **An audience rating** company or organisation should be contracted by a successful bidder so that it can provide the ECGBB with an **independent report** indicating the number of people reached in those two Districts after the implementation of the Programme. In other words, the report on the reach must be solely reflect the numbers of people reached in the two districts and not the Province or the Republic of South Africa. Targets to be reached are indicated above in sub-paragraph 1.7 for ease of reference.
- 3.4 Successful bidders are reminded to be mindful and adhere to the strict reporting deadlines of the ECGBB including reports that are valid, accurate and complete.

#### **4. PROJECT SUSTAINABILITY AND IMPACT MEASUREMENT**

- 4.1 Bidders must demonstrate how they will sustain the integrated communication, media and outreach programme in order to minimise harmful effects of excessive and irresponsible gambling for Quarter 3 & Quarter 4 in OR Tambo District.
- 4.2 Furthermore, they must outline how they will assess the impact of the integrated communication, media and outreach programme in order to minimise harmful effects of excessive and irresponsible gambling and identify gaps where there is need for further intervention and improvements within a limited budget allocation.

#### **5. PROJECT TIMELINES**

- 5.1 The appointment is for a six months period subject to the signing of the SLA with ECGBB including any other unforeseen developments.

#### **6 SERVICE LEVEL AGREEMENT**

- 6.1 The acceptance of any proposal shall only be confirmed with the conclusion of a written appointment letter and service level agreement between the Eastern Cape Gambling and Board and the Successful Service Provider, in terms of which the rights and duties of the parties are recorded, which agreement shall regulate the relationship between the Eastern Cape Gambling and Betting Board and the Successful Service Provider.
- 6.2 Until such time that, an appropriate service level agreement has been concluded between the Eastern Cape Gambling and Betting Board and successful Service Provider, no rights shall be conferred nor shall any legitimate expectations be conferred to the successful Service Provider to carry out the works or services provided for in this call for proposals.

#### **7. COMPULSORY BRIEFING SESSION**

- 7.1 A compulsory tender briefing session will be held on **17 October 2017** at 12h00 pm at the ECGBB offices.
- 7.2 Attendants/ prospective bidders have to sign the attendance register.
- 7.3 Bidders who do not attend the compulsory briefing session will not be considered.
- 7.4 Only Exempted Micro Enterprises (EME's) that are Level 2 on B-BBEE status contribution will be considered for this particular bid. A certified copy/Original or a sworn affidavit must be attached to validate this information, **failure to submit will result in disqualification of the bid**

## 8. EVALUATION CRITERIA

The following are key criteria that will be used in appointing the successful service provider:

- a) **THRESHOLD:** Bids will be evaluated on 80/20 principle as prescribed in the Preferential Procurement Regulations of 2017.
- b) Bids will be considered and evaluated in a two staged approach.
- c) During the first stage, bidders will only be evaluated on functionality, and only qualifying service providers who meet the minimum requirements for functionality will be allowed to proceed to the second stage where scoring will be done on 80 points for price and 20 points for B-BBEE Status Level of Contribution.
- d) Bidders are required to submit their bids in two envelopes with the first envelope outlining the functionality. The first envelope must be clearly marked Stage 1; Functionality.
- e) Furthermore, bidders are required to include their pricing in a second sealed envelope marked Stage 2; Price, which must also include their B-BBEE status level of contribution.
- f) Only bidders who meet the minimum of 75 points on functionality during the evaluation of Stage 1 will proceed for scoring in Stage 2.

### STAGE1 -Functionality

CATEGORY	POINTS
<p><b>Experience:</b> Service providers must demonstrate experience in major projects of similar nature in Awareness and Public Relations, Outreach Communication and Marketing campaign.</p> <ul style="list-style-type: none"> <li>• 5 years and above 30</li> <li>• 4 to 5 years 24</li> <li>• 3 to 4 years 18</li> <li>• 2 to 4 years 12</li> <li>• 1 to 2 years 6</li> </ul> <p><b>NB: Each year will qualify for 6 points subject to maximum of 30 points. Please provide proof of relevant projects completed (submit proof in a form of letter of appointment, reference letters with contactable telephone numbers)</b></p>	<b>30 points</b>
<p><b>Methodology and project plan that clearly illustrates activities and time frames.</b></p> <ul style="list-style-type: none"> <li>• Detailed methodology on how each of the deliverables mentioned in the Terms of reference will be achieved to produce desired outcome including project time frames for implementation (15)</li> <li>• Demonstrate how the campaign impact will be assessed/measured(10)</li> </ul>	<b>20 points</b>
<p><b>Reporting</b></p> <p>Demonstrate reporting process in line with the project implementation plan.</p>	<b>15 points</b>
<p><b>Locality:</b></p> <p>The service provider should have an office in the Eastern Cape Province <b>Proof of address required (e.g. Title deed, Valid Lease agreement, Municipal account)</b></p>	<b>15 points</b>
<p><b>Team Capacity:</b></p> <p>In order to demonstrate capacity of resources to be allocated to the project the service provider must at least have THREE key staff with the following qualifications:</p> <ul style="list-style-type: none"> <li>• Qualification in Public Relations Management and proven experience of not less than 5 years. Curriculum Vitae and certified copies to be provided - SAQA approved. (maximum of 5 points)</li> </ul> <p style="padding-left: 40px;">(NQF 8=5, NQF 7=4, NQF 6=3, NQF 5=2, NQF 4=1)</p> <ul style="list-style-type: none"> <li>• Qualification in Marketing and proven experience of not less than 5 years. Curriculum Vitae and certified copies to be provided - SAQA approved. (maximum</li> </ul>	<b>20</b>

<p>of 5 points) (NQF 8=5, NQF 7=4, NQF 6=3, NQF 5=2, NQF 4=1)</p> <ul style="list-style-type: none"> <li>Project Management Qualification or proven experience in project management. A curriculum vitae to be provided together with certified copies of both qualification and membership with a Professional Project Management organization (SAIPM, PMI or equivalent) (maximum of 10 points) (5years=10, 4years=8, 3years=6, 2years=4, 1 year=2)</li> </ul> <p><b>NB: Points will be awarded based on proof of certified copies of skills submitted.</b></p> <p><b>NQF8</b> - Bachelor Honours Degree/ Post Graduate Diploma/ 4 year Bachelor's Degree; <b>NQF7</b> - Bachelor's Degree/ Advanced Diploma; <b>NQF6</b> - Diploma/Advanced Certificate; <b>NQF5</b> - Higher Certificate; <b>NQF4</b> - National Certificate.</p>	
<b>Total</b>	<b>100 POINTS</b>

## STAGE 2: PRICE EVALUATION

### PREFERENTIAL PROCUREMENT REGULATIONS OF 2017 WILL APPLY:

Price and B-BBEE Status points will be calculated as described in the Preferential Procurement Regulation 2017. SBD 6.1 Form must be used to claim B-BBEE Status level of the company.

**NB: Certified copy or original B-BBEE Status Level Verification Certificate must be submitted to substantiate B-BBEE Status Claimed. When such certificate is not provided as proof the company will automatically score zero.**

Table 2: Points available per criteria in Stage 2

<b>Bid price</b>	<b>80</b>																																								
<b>PRICING:</b> to be calculated based on per unit cost of projected reach (as indicated in functionality submission) of the programme																																									
<b>B-BBEE Status level</b>	<b>20</b>																																								
<table border="1"> <thead> <tr> <th>B-BBEE Contributor</th> <th>Status</th> <th>Level</th> <th>Number of points (80/20 system)</th> </tr> </thead> <tbody> <tr><td></td><td>1</td><td></td><td>20</td></tr> <tr><td></td><td>2</td><td></td><td>18</td></tr> <tr><td></td><td>3</td><td></td><td>14</td></tr> <tr><td></td><td>4</td><td></td><td>12</td></tr> <tr><td></td><td>5</td><td></td><td>8</td></tr> <tr><td></td><td>6</td><td></td><td>6</td></tr> <tr><td></td><td>7</td><td></td><td>4</td></tr> <tr><td></td><td>8</td><td></td><td>2</td></tr> <tr><td></td><td colspan="2">Non-compliant contributor</td><td>0</td></tr> </tbody> </table>	B-BBEE Contributor	Status	Level	Number of points (80/20 system)		1		20		2		18		3		14		4		12		5		8		6		6		7		4		8		2		Non-compliant contributor		0	
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<b>Total Points</b>	<b>100</b>																																								

## 9. WHERE TO SEND THE PROPOSAL

Please send your original and four (4) **bound** copies (five in total) of your event proposal to:

**"INTEGRATED COMMUNICATION, MEDIA AND OUTREACH PROGRAMME"**

(To be marked clearly on envelope)  
Eastern Cape Gambling and Betting Board  
Quenera Park, Quenera Drive  
Beacon Bay  
East London  
5206

**10. Contact Details**

Enquiries concerning SCM and completion of SBD forms:

Name: Ms. Thandi Malotana  
E-mail: [thandazwam@ecgbb.co.za](mailto:thandazwam@ecgbb.co.za)

Tel no.: 043 - 702 8307

Enquiries concerning Terms of reference:

Name: Mr. L. Tshoko  
E-mail: [luvuyot@ecgbb.co.za](mailto:luvuyot@ecgbb.co.za)

Tel no.: 043 - 702 8308

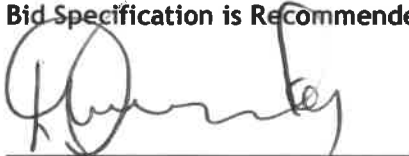
**Bid Specification is Supported / Not Supported**



R.P. HILL  
CHIEF FINANCIAL OFFICER

DATE: 11 / 10 /2017

**Bid Specification is Recommended / Not Recommended**



L. TSHOKO  
CHAIRPERSON: BID SPECIFICATION COMMITTEE

DATE: 11 / 10 /2017

**Bid Specification is Approved / Not Approved**



R.M. ZWANE  
CHIEF EXECUTIVE OFFICER

DATE: \_\_\_\_\_ / \_\_\_\_\_ /2017



**ANNEXURE A**

**PRICING SCHEDULE - TABLE**

NO. OF PEOPLE TO BE REACHED	COSTS TO BE INCURRED	PRICE PER UNIT

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Print Name of Signatory:** \_\_\_\_\_

**FOR AND ON BEHALF OF:** \_\_\_\_\_ *(Bidding Company's Name)*