

Terms of Reference

Graphic Design and Printing Services

1. Background

The South African National AIDS Council (SANAC) is a voluntary association of institutions established by the national cabinet of the South African Government to build consensus across government, civil society and all other stakeholders to drive an enhanced country response to HIV, TB and STIs.

The main objectives of the Council are to:

- Foster dialogue between government, civil society and all other stakeholders and to oversee the country's response to HIV, TB and STIs;
- Advise government on HIV and AIDS, TB and STI policy and strategy and related matters;
- Strengthen the governance, leadership and management of the response to HIV, TB and STIs at national, provincial, district and local levels;
- Strengthen the multi-sectoral response to HIV, TB and STIs as a contribution to the overall social and economic development of South Africa, including but not limited to policy review, programme management and co-ordination, technical assistance and capacity building and sectoral support;
- Mobilise resources domestically and internationally to finance the response to HIV, TB and STIs, including but not limited to estimating expenditure and resource needs, fund-raising from domestic and international institutions, including Treasury, donor co-ordination and investigating new sources of funding for the multi-sectoral response and the 5-year National Strategic Plan on HIV, TB and STIs (NSP);
- Ensure the monitoring of progress against the targets set in the NSP and ensure mid and end of term evaluations for the prevailing NSP;
- Create and strengthen partnerships for an expanded national response in South Africa to HIV, TB and STI among government agencies, non-governmental organisations (NGOs), donors of funds, agencies of the United Nations, the South African private sector and people living with HIV, TB and STIs.

2. Purpose

SANAC seeks a graphic designer and printing services company on an on-call basis, to help the office meet its need for quality design services. The successful entity will provide technical support to the Communications Unit in designing SANAC publications and contribute to the development and improvement of the design, layout and branding of materials produced by SANAC. In addition to design services, the successful entity will provide printing services. The mentioned services shall include promotional materials (caps, t-shirts, pens, diaries etc.).

3. Key Deliverables:

- (a) Implement SANAC's Branding policy**

- Ensure that all publications, reports and products are produced in line with SANAC graphic guidelines;
- Implement the graphic guidelines in all SANAC communication products;
- Deliver creative and innovative ideas for print, electronic, web-based and animated presentations;
- Design and layout of reports and other products;
- Design and layout of communication and promotional materials for print and electronic distribution.

(b) Improve and edit art-work, photos, charts and other graphic elements

- Design and layout of informational, educational and communication (IEC) materials and branding elements such as banners, posters, leaflets, books, calendars, bulletins, academic posters, flyers, cards etc.)
- Create animations for illustrative purposes such as presentations and more advanced solutions (DVDs/CDs packaging/ graphic digitization);
- Custom photo editing (restoration, noise reduction, tonal adjustment)
- Deliver creative graphic and technical solutions for use of new media (virtual 3D words/boxes, postcards)

Note: Detailed specifications for each individual assignment will be given to the selected entity as and when the need arises.

(c) Qualifications and Expertise

The successful entity is required to meet the following criteria:

- Strong theoretical and practical background in graphic design, including the use of various design software;
- Demonstrate a clear and mature style of design and understanding of the communication requirements of SANAC;
- Proven track record of graphic elements production with knowledge of printing processes (offset and digital) and colour management;
- Good understanding of new and evolving technologies and digital platforms;
- Knowledge of standard software packages
- Experience in working with development and non-profit organisations

Note: Should provide the following: CVs for personnel; reference list; copy of catalogue of catalogue samples of the design work, if possible

(d) Duration of the contract

The duration of the contract will be three (3) years.

4. Evaluation / Selection Criteria

(a) Criteria A – Compulsory Requirements / Administrative Responsive Compliance

Bidders will be first evaluated on terms of the minimum requirements / gatekeepers. Bidders who do not fulfil all the requirements or do not submit the required documents will be

disqualified. Those who fulfil all the minimum requirements or have submitted the required documents will be further evaluated on criterion B which is the functionality.

(b) Criterion B – Functionality

Functionality is worth 100 points. The minimum threshold is 70 points overall. Functionality points consist of Evaluation on proposal with a minimum threshold of 50 points and the evaluation on Presentation threshold of 20 points and the consolidation overall point of 70 points out of 100. Bidders who do not obtain an overall score of 70 points will not be evaluated on Price and BEE.

5. PRICING DATA

No “admin” costs should be charged for the duration of the contract.

- The Tenderer must price ALL items contained in the Pricing Schedule (inclusive of VAT) refer to SBD 3.3 and detailed price Breakdown on their company letter head.
- The bidder may, at their discretion, provide alternative pricing proposals. In doing so, the bidder must elaborate in detail and should limit alternative proposals to no more than 2.
- Rates are to include all costs with **no unspecified cost to arise.**
- Yearly price increases must be Included and clearly indicated in the pricing Schedule,
- The rate remains fixed but subject to price escalation on the anniversary of the contract of no more than CPI as released by Stats SA from time to time. This must be agreed and is not automatic (if applicable).

Below is the pricing schedule:

Description	Description			
	Size & Texture	Price Per Unit	Bulk Quantity (Bidders must indicate)	Bulk Quantity Price
Cover design for reports & Printing		R		R
Content layout		R		R

SANAC Newsletter (supplied in PDF)		R	n/a	R
Business Cards		R	5000	R
Posters		R	1000	R
Leaflets / Flyers		R	5000	R
Annual Report		R	500	R
Organisational Reports		R	1000	R
SANAC Folders		R	5000	R
SANAC Magazine (printed)		R	2500	R
Branded notebooks		R	1500	R
USBs		R	5000	R
Lapel Red Ribbons (metal)		R	5000	R
Conference/Shopping bags		R	5000	R
Banners (pull-ups/ backdrops/sharkfins/pop- ups)		R	6 pull-ups 12 sharkfins 6 pop-ups 2 backdrops	R R R R

6. Contact Person/s at SANAC for enquiries:

Communications Officer: Nelson Dlamini Email: nelson@sanac.org.za

Communications Manager: Kanya Ndaki Email: kanya@sanac.org.za