



RFT 10/2022

TERMS OF REFERENCE

**Request for Tender - Media
Relations Marketing and Public
Affairs Consultancy**

LAND TRANSPORT AUTHORITY

P.O. Box 6677, Nasinu, Fiji.

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DATES : 18/06/2022 & 22/06/2022

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PART A - RULES GOVERNING THIS REQUEST FOR TENDER (RFT)

1.0 PURPOSE OF ENGAGEMENT

The Land Transport Authority (LTA) is seeking submissions from reputable and suitable vendors to provide Media Relations Marketing and Public Affairs Consultancy services.

2.0 NO CONTRACTUAL OBLIGATIONS

This Request for Tender (RFT) is not to be constructed as a contract between LTA and the prospective bidder. Nothing in this RFT or in any submission document is to be viewed to give rise to any contractual obligations either related, expressed or implied.

3.0 BIDDERS TO INFORM THEMSELVES

The onus is on the bidder to understand the contents of the RFT and the implications of being involved in this tender process. LTA does not accept responsibility for any misunderstandings arising from the bidder's failure to comply with the above-mentioned process.

LTA only accepts submissions on the condition that the bidder:

- Has examined this RFT and all other information made available to the bidder.
- Has made all reasonable inquiries regarding relevant risks, contingencies and other circumstances that might affect the submission.
- Has satisfied itself as to the correctness and sufficiency of the submission;
- Has involved itself in the submission process entirely at its own expense and without any costs being payable by LTA.

4.0 RIGHT TO VARY OR STOP SUBMISSION PROCESS

LTA reserves the right to either stop or vary the submission process and may require re-submission at any given time.

5.0 PROCUREMENT TIMETABLE

It is proposed that the following procurement timetable shall apply. LTA will strive to adhere to this timetable but reserves the right to alter the dates whenever necessary.

Where this timetable varies significantly, LTA will notify prospective Bidders.

Dates	Tasks
18 th June, 22 nd June, 2022	Advertisements
1 st July 2022, 3pm	RFT closing date & time
7 th July 2022	Complete evaluations
11 th July 2022	Complete approval process
12 th July 2022	Notify Successful & Unsuccessful Bidders
12 th July 2022	Signing of Agreement
13 th July 2022	Start Supplying

6.0 CONFLICT OF INTEREST

Bidders and their personnel must not place themselves in a position that may create a conflict of interest concerning this RFT. Any potential or actual conflict of interest that may arise in the performance of their obligations under the RFT must be fully disclosed.

Identification of a potential or actual conflict of interest does not necessarily preclude a Bidder's submission from consideration. However, LTA will carefully consider the circumstances surrounding the conflict of interest to determine whether it will compromise the status of the outcome of this RFT, and if so, will promptly notify the Bidder.

7.0 ENQUIRIES BY BIDDER

All enquiries by potential bidders for information should be addressed only to the nominated contact officers named on the tender advertisement. Where, in the opinion of LTA, that there is a need to disseminate additional information to a particular bidder, the same information shall be provided to other bidders. Such information shall be given the same distribution as in the original RFT.

8.0 SUBMISSION CONTENT

Should a potential bidder find any discrepancy, ambiguity, inconsistency, error or omission in this RFT document, they should notify LTA in writing as a soon as possible. In any such case this needs to be done before the closing date for the submission so that LTA may take any corrective action it considers necessary.

9.0 WHAT TO LODGE

For manual submissions, bidders must submit three (3) hard copies in the tender box placed at LTA - Level 1 Building A, Valelevu, Nasinu, Fiji or upload their submission electronically to the submission site - <https://www.tenderlink.com/ltafi/> by the closing date and time.

For manual submissions, the original hard copy must be marked "ORIGINAL" and the remaining two (2) copies must be marked "COPY 1" and "COPY 2", respectively. The original and the copies must include all supporting materials and be well-bound.

An Evaluation Team will evaluate submissions according to the criteria specified in this RFT.

10.0 LODGEMENT OF TENDER

Manual submissions must include three (3) hard copies in sealed envelopes and placed in the tender box provided at Level 1 Building A, Valelevu, Nasinu or upload the submission electronically on the LTA site <http://www.tenderlink.com/ltafi/>. The submission must be clearly addressed:

Management Tender Committee
RFT 10/2022 - Media Relations Marketing and Public Affairs Consultancy.
Land Transport Authority
P.O. Box 6677
Lot 1 Daniva Road, Valelevu
Nasinu, Fiji

11.0 LATE SUBMISSIONS

Submissions lodged after the submission closing time shall be deemed late.

12.0 ALTERATIONS, ERASURES OR ILLEGIBILITY

Submissions are liable to be rejected where they contain alterations or erasures, incomplete, ambiguous or illegible prices or terms, or insufficient information to enable proper evaluation. Alterations cannot be made to submissions after the Tender Closing Time unless it can be clearly demonstrated to the satisfaction of the LTA Management Tender Committee that a clerical or keying error has been made by the bidder.

13.0 ACCEPTANCE OF SUBMISSIONS

LTA is not bound to accept the lowest priced submission. Bidders whose submissions are not accepted will be notified. The LTA Management Tender Committee reserves the right to negotiate with other bidders in the event that a contract cannot be successfully negotiated between LTA and the preferred Bidder.

14.0 COLLUSIVE ACTIVITIES

Bidders and their personnel must not engage in any collusive bidding, anti-competitive conduct or any similar conduct with any other bidder or other person in preparing or lodging a submission or to involve themselves in sort of collusive activities related to the tender.

15.0 ANTI-COLLUSION TENDER CLAUSE

1. Facilitating reporting to the relevant competition Authority

The procuring Authority reserves the right, at its discretion, to report suspected collusive or anti-competitive conduct by bidders to the appropriate regulatory Authority and to provide that Authority with any relevant bidder information.

2. Disclosure of subcontracting

Suppliers/bidders must indicate if they intend any person (or organization) who is not an employee to perform work on the services, and they must provide their details. The contract with the successful bidders will require the procuring Authority's prior written approval for any changes to these arrangements, and any further subcontracting.

3. Warranty

The supplier/bidder warrants that their tender has not been prepared with any consultation, communication, contract, arrangement or understanding with any competitor, other than:

- a) Where certain joint venture arrangements exist between the bidder and a competitor;
- b) Where the bidder and a competitor have an agreement that has been authorized by the relevant competition Authority; and
- c) Where the supplier/bidder has communicated with a competitor for the purpose of subcontracting a portion of the tender, and where the communication with that competitor is limited to the information required to facilitate that particular subcontract.

In such a situation the bidder agrees to fully disclose the full nature and extent of any agreements with competitors to the tendering body. In the event that no such disclosure is made, the bidder warrants that their bid has not been prepared with any consultation, communication, contract, arrangement or understanding with any competitor regarding:

- a) Prices;
- b) Methods, factors or formulas used to calculate prices;
- c) The intention or decision to submit, or not submit, a bid;
- d) The submission of a bid that is non-conforming;
- e) The quality, quantity, specifications or delivery particulars of the products or services to which this call for bids relates; and
- f) The terms of the bid.

The supplier/bidder acknowledges that if the procuring Authority accepts the supplier/bidder's offer and completes any contract the procuring Authority will do so in reliance of this warranty.

4. Disclosure of prior anti-competitive conduct

Suppliers/bidders must indicate if they, or any corporation or person associated with their tender, including directors and senior management, are or have ever been subject to proceedings related to anti-competitive conduct domestically or overseas. The information must include:

- a) The names of the parties to the proceedings;
- b) The case number;
- c) The general nature of the proceedings; and
- d) The outcome or current status of the proceedings.

The procuring Authority reserves the right, at its discretion, to exclude any supplier/bidder from the procurement process if the supplier/bidder, or any organization or person, including directors or senior managers associated with their tender, have ever contravened the anti-competitive provisions of [the relevant competition laws] or equivalent laws overseas.

The procuring Authority reserves the right, at its discretion, to exclude any supplier/bidder from the procurement process if full disclosure of any or all contraventions of the anti-competitive provisions of the [the relevant competition laws] equivalent laws overseas has not been made.

16.0 SHORTLISTING

The LTA Management Tender Committee reserves in its absolute discretion, to make a shortlist of any bidders and seek further information from those bidders before choosing a preferred bidder. In the event of a shortlist being compiled by LTA, bidders that are not shortlisted will be advised as soon as possible.

PART B - TENDER SPECIFICATIONS

17.0 A) i) SCOPE OF WORKS

GENERAL

The Land Transport Authority is a high-profile statutory Authority within Fiji with whom all Fijians come into contact at some point in their lives. Therefore, it is important that the successful Media Contractor / Vendor is energetic, proactive, and very focused on providing a constant positive media presence on behalf of LTA across all media sectors ranging from the established print media, through radio and television and the main social media platforms in use and in future use in Fiji.

LTAs Mission is to radically improve the sustainability and safety of Land Transport in Fiji, by transforming the way it is planned, designed, constructed, maintained, and operated. We do this in a variety of ways including influencing government and policy, inspiring best practice and leadership in the transport industry, and improving stakeholder sustainability. LTAs ultimate vision is a transport environment that enables a high quality of life for people, within the limits Fiji can support.

Specification

1. The successful contractor / Vendor must demonstrate competency in the following areas of activity:
 - LTA's unique characteristics include our cross-industry representation right across the transport supply chain;
 - LTAs focus on collaboration, innovation and leadership;
 - LTAs solutions-driven approach;
 - LTAs ambition for radical transformation;
 - As media partners you must be a part of our vision mission and goals and publically identify with these.
 - Reporting directly to the Chief Executive, the role will cut across all the different functions of LTA working from registration, vehicle and driving examination, permit processing, enforcement, road safety, transport stakeholder engagement with bus, taxi, minivans, carriers rental and hire as well as branch office activity.
2. The successful contractor / Vendor will be expected to:
 - Plan design deliver road safety campaigns as well as public information on the wide range of LTA activities and keep content relevant and fresh on all platforms.

- Provide a daily media brief including responses on behalf of LTA – this is shared amongst Senior Manager and Board members as well as the Minister of Transport. This is not just a collection of stories copied from media it must include the contractor’s response designed to turn the negative into the positive and the neutral into a positive opportunity.
- Adopt a proactive approach to responding to “opinion” pieces appearing in the print media, which are often inspired by individuals, or people who are seeking to denigrate the Government using LTA as the weapon.
- Introduce a “weekly fact check” slot on all social media platforms de-bunking the myths and disinformation being propagated by groups or individuals who have a selective agenda.
- Design and deliver a range of infographic, video content audio messages, and webinars dealing with topical LTA issues.
- An annual programme is required within 14 days of contract award.
- Share appropriate content with other Government Ministries and Statutory Bodies where it is necessary to socialize cross-functional messages.
- As a mission-led organization, everything we do has a strong communications dimension to it with a view to influencing, inspiring and impacting on others to do things differently and the work of the contractor will be key to achieving this.
- Drive an ambitious, innovative, and integrated communications strategy around the benefits of road safety driving and maintaining vehicles within the law, drawing from the extensive expertise within the LTA team, as well as a variety of other stakeholders and partners.
- Support the successful delivery of LTA’s programmatic activities through targeted marketing collateral, press, and social media, and oversee the delivery of a varied and high impact calendar of events.
- Raise the profile of LTA’s brand within the marketplace, reinforcing the existing brand identity and associated messages in terms of purpose, values, value proposition, mission, and vision.
- Manage all proactive and reactive media relations, including developing strong relationships with national and industry press contacts, as well as supporting senior management team members to raise the profile of LTA and their own personal profile to demonstrate the strength of leadership driving the activity of the organization.
- Develop and oversee the strategic marketing communications plan for LTA, including sector segmentation, packages of benefits, and an on-line monthly customer newsletter/video/webinar sent to all registered eservices subscribers to enhance ultimate customer satisfaction with a view to reinforcing the value proposition.

- Review the already extensive and high-quality content generated by LTA against the needs and demands of different audiences with a view to developing more tailored communications targeted at segmented groupings.
- Oversee a growing programme of events, supporting the programmatic teams to deliver improvements in transport sector engagement.
- Oversee an innovative social media and digital marketing strategy, that reinforces the LTA's current campaign priorities and raises its profile within Fijian society.
- Draft and edit stories and content for LTA newsletters, reports, briefings and wide-ranging written outputs, and assist in diversifying our communications through use of video and other media.
- Provide a crisis management plan using various scenarios such as extreme weather events, major road traffic congestion, and major road traffic incidents involving wide scale death and injuries, civil disturbances, street protests, failure of key strategic assets within the LTA such as a complete failure of the IT system and or the national infrastructure.
- Play a key role in advising the Senior Management Team including inputting into business planning, organizational strategy, and strategic decision-making, to strengthen our Brand and Reputation.
- Work closely with counterparts in other parts of Government statutory bodies, and the growing network of international bodies such as the UNDP, ADB, World Health Organization to maximize the impact of a global road safety campaigns, and reinforce these through LTA's communications strategy wherever appropriate.
- Display experiences and competencies in print, audio and visual mass media
- Develop and publish newsletters through internal email and social media platforms
- Create and Update public notices at an instant
- Sharing of high-resolution soft print media for display on electronic billboards, TV screens etc., all work such as print, audio and visual must be made available to the Authority
- The appointed consultant will also work with Board Communications Standing Committee on a regular basis in particular when developing the Authority's Strategic Marketing Communications Plan
- To prepare Press Releases/Press Briefings for the Authority's Board & Management when required

General condition

- All prices to be provided in VIP,
- Experience of commissioning or producing video content,
- Experience of developing and presenting media activity in dashboard format internally and externally (for public consumption) on matters,
- The customer experience report to be submitted within 7 days of month end showing trends in negative (for management action) and positive trends for individual staff recognition. Common causation issues to be identified working with LTA to design improvements.
- Must provide a company organizational chart showing how media, PR and marketing services are to be provided and by whom and how those persons are professionally qualified to deliver 24/7. This will be required when tender submission is received.
- Three case studies, one (1) from a commercial entity; one (1) from a government body and one (1) from a multi-national company operating in Fiji with substantial experience in communications and marketing all case studies must include key decision makers contact details
- Knowledge of and interest in transport safety and sustainability, and an understanding of industry's response including commercial value drivers underpinning LTA's commitments to this agenda;
- Solid understanding of the brand planning process and the broad principles of good marketing strategy and brand positioning;
- Existing relationships with Fiji media and press contacts, ideally with traditional and new media and experience of running successful PR campaigns;
- Must provide evidence and have demonstrated experience in digital marketing and social media, and a particular eye for innovative high impact communications across multi-media channels;
- Must publicly identify your entity with LTA as part of the essential shared ownership of the brand positioning and development;
- Strong project management skills, including experience of working across complex multi-stakeholder initiatives, and managing scarce resources to tight deadlines;
- Experience of developing and managing budgets, and procuring and managing supplies where necessary to deliver outsourced support;
- Excellent written and verbal communication skills, and an ability to tailor communication outputs to a wide range of audiences without using slang or techno speak;
- Strong line management experience and leadership qualities in terms of motivating and inspiring your team members to perform at their best for LTA.

- Must treat all documents and information provided by LTA as confidential unless for advertisement or for Public.

ii. CONFIDENTIALITY

Vendors must treat all documents and information provided by LTA including this RFT, as confidential. LTA will treat all proposals received, and the information contained therein, as confidential until a negotiated contract is executed or all proposals are rejected.

iii. PUBLIC STATEMENT

No vendor shall make any public statement in relation to this RFT without prior written consent from LTA.

iv. TERMS OF CONTRACT

The Authority shall utilize the services the successful supplier for a period of three (3) years subject to yearly review based on performance

B) GENERAL CONDITIONS

The following general conditions apply:

- i. LTA may not necessarily accept the lowest cost bidder, but will strive to select the best and most responsive bidder.
- ii. LTA may cancel this RFT or amend its contents at any time prior to the acceptance of a submission.
- iii. If no proposal is acceptable, then LTA may either re-issue the Terms of Reference or negotiate with one or more vendors for a satisfactory offer.
- iv. The award of a submission shall not be deemed final unless and until a contract is successfully negotiated and approved by LTA.

C) PROPOSAL RESPONSE SECTION

Interested vendors shall submit submission responding to items below. Identify each response with the appropriate letter designation and respond to all items in the order given.

18.0 BASIC BUSINESS COMPULSORY REQUIREMENTS

- i. Company Profile.
- ii. Business Registration.
- iii. Fiji Revenue & Customs Services Tax Compliance Certificate (if local) or equivalent Compliance Certification for overseas bidders.
- iv. Fiji National Provident Fund Compliance Certificate (if local) or equivalent Compliance Certification for overseas bidders.
- v. Vaccination Status for all Staffs.

It is mandatory for the bidder to provide all the requirements listed under (i. to v.) above in order for their bid to be considered for further assessment. Any bidder who does not meet the 100% requirement as per the above list, their submission SHALL NOT BE CONSIDERED for further assessment.




19.0 ASSESSMENT CRITERIA


A) Non-Price Factors 70%

- i. Qualifications & Experience – 30%
- ii. Specifications – 40%

B) Price Factors 30%

Evaluation Criteria	
Basic Business Compulsory Requirements	
<p>i) Company Profile</p> <ul style="list-style-type: none"> ➤ Background / History of company including details of parent companies and subsidiaries; ➤ Types of products / services provided ➤ Specify the years of experience <p>ii) Business License & Registration</p> <ul style="list-style-type: none"> ➤ Valid Business Company Registration Certificate (Certified Copy) <p>iii) Fiji Revenue & Customs Services Tax Compliance Certificate (if local) or equivalent Compliance Certification for overseas bidders</p> <ul style="list-style-type: none"> ➤ Tax Identification Number Letter ➤ Valid Tax Compliance Certificate (Certified Copy) <p>iv) Valid Fiji National Provident Fund Compliance Certificate (if local) or equivalent Compliance Certification for overseas bidders (Certified Copy)</p> <p>v) Vaccination Status for all Staffs.</p>	
i) Qualifications & Experience – 30%	Percentage (%)
<p>Respond to these criteria:</p> <ul style="list-style-type: none"> • Describe how the vendor’s experience will benefit LTA in terms of the successful service delivery with respect to Three case studies, one (1) from a commercial entity; one (1) from a government body and one (1) from a multi-national company operating in Fiji with substantial experience in communications and marketing all case studies must include key decision makers contact details. Maximum 3 pages 	<div style="display: flex; align-items: center; justify-content: center;"> <div style="font-size: 2em; margin-right: 10px;">}</div> 15 </div>

<ul style="list-style-type: none"> List of major clients of the company with particular reference to Government Agencies, Commercial Statutory Authority & Government commercial companies which may have utilized the areas of expertise. Provide at least 3 references from clients you have previously provided service. Also, provide names and contact of suitable client contact persons for reference checks. 	 15
Total	30%
ii) Specifications – 40%	Percentage (%)
<p>With reference to the above Scope of Works - Part A:</p> <ol style="list-style-type: none"> The contractor should agree to provide service as listed in Scope of works - Part A and specification 1. It should further provide supporting evidence, standard operation procedure or guideline of how it will fulfill LTAs requirement for Specification 1. The contractor should agree to provide service as listed in Scope of works - Part A and specification 2. It should further provide supporting evidence, standard operation procedure or guideline of how it will fulfill LTAs requirement for Specification 2. 	 20%  20%
Total	40%

Price Factor 30%	Percentage (%)
<p>All prices proposed should be separated by all of the following items:</p> <ol style="list-style-type: none"> All prices to be provided in VIP, Cost can be provide separately or as whole for Specification 1 and 2. 	 30
Total	30%