



an agency of the
Department of Sport, Arts and Culture

RFQ: 589

QUOTATION DESCRIPTION	DEPART.	CONTACT PERSON	CLOSING DATE
Request for quotation: Design and Implementation of new Freedom Park website for 3 years	FINANCE	SCM Tel: 012 336 4029 Email: lerato@freedompark.co.za Technical: Benni@freedompark.co.za	26 May 2026 Time: 10:00am
ALL QUOTATIONS OR PROPOSALS TO BE SUBMITTED TO: TENDER BOX 2 ND FLOOR ADDRESS: FREEDOM PARK ADMIN BUILDING CNR KOCH & 7th AVENUE, SALVOKOP, PRETORIA			

INDEX

NO	DETAILS	DOCUMENT
	LIST OF RETURNABLE DOCUMENTS THAT SHOULD FORM PART OF QUOTATION DOCUMENT (NEATLY ATTACHED AS ANNEXURES)	
1	Tax Clearance Certificate or Unique Pin	
2	Proof or supporting documents for points claim on specific goal -SBD6.1	
3	Tax compliant CSD Report	
4	Provide a pricing schedule, (quotation validity must be 90 days).	
5	BBBEE Registration Certificate.	
ALL PRICES MUST BE VAT INCLUSIVE		

SPECIFICATION

Request for Proposals (RFP) for the Appointment of a Service Provider for the Redesign, Development, Implementation and Maintenance of Freedom Park's Website and SharePoint Intranet, over a Three-Year Period

EXECUTIVE OVERVIEW:

1. Purpose

The purpose of this Request for Proposals (RFP) is to appoint a suitably qualified and experienced service provider to design, develop, implement, integrate, enhance, and maintain Freedom Park's digital ecosystem over a period of thirty-six (36) months.

This includes:

- The redesign, development, implementation, and maintenance of the Freedom Park website.
- The design, development, and implementation of a SharePoint-based Intranet.
- Ongoing enhancements, content updates, system optimisation, and support services.

The appointed service provider will deliver a secure, scalable, integrated, and user-centric digital environment that enhances visitor engagement, supports internal operations, and enables future digital innovation.

2. Background

Freedom Park is a national heritage site mandated to preserve, commemorate, and present South Africa's history, heritage, and collective memory. As a centre for reflection, learning, and nation-building, Freedom Park serves diverse audiences including local communities, scholars, tourists, and international visitors.

The organisation delivers a multifaceted offering, including:

- Memorialisation and heritage preservation
- Educational programmes and research initiatives
- Public events, exhibitions, and commemorations
- Tourism and recreational experiences

As the primary digital interface, the website plays a critical role in communicating this offering, facilitating access to information, and enabling engagement

The current digital environment requires enhancement to:

- Align with modern web development standards and best practices
- Improve user experience, accessibility, and discoverability
- Enable integration with internal systems and platforms
- Support digital service delivery and operational efficiency
- Provide a foundation for future digital innovation

This initiative seeks to position Freedom Park as a digitally progressive heritage institution, capable of delivering engaging, accessible, and innovative digital experiences.

OBJECTIVES:

The objectives of this project are to:

- Develop a modern, responsive, and accessible website aligned to Freedom Park's brand and mandate
- Enhance user experience (UX) and user interface (UI) through intuitive navigation, structured content, and multimedia integration
- Improve search engine visibility and digital reach through robust SEO/GEO implementation
- Establish an integrated digital ecosystem.
- Enable efficient internal communication and document management through a SharePoint-based intranet.
- Support content accessibility through a digital resource hub.
- Introduce automation and intelligent technologies to enhance service delivery and operational efficiency

- Ensure data security, system performance, and regulatory compliance (including POPIA)
- Support revenue generation and stakeholder engagement through bookings, donations, and digital interaction
- Provide a scalable and modular platform architecture to support future enhancements

SCOPE OF WORK

The appointed service provider will be responsible for the end-to-end delivery of the digital solution, including design, development, integration, deployment, optimisation, and maintenance.

Implementation will follow a phased approach over three (3) years, as detailed below.

Phase 1: Year 1 – Full Implementation and Deployment

This phase includes the complete design, development, implementation, and integration of all platforms.

1. Website Design & Development

- Redesign and development of a modern, visually compelling, and brand-aligned website
- Implementation of an enterprise-grade CMS
- Structured content architecture, including metadata, and content hierarchies
- Development of all core content sections with dynamic content capability
- Mobile-first, responsive design across devices and browsers

2. Resource Centre / Digital E-Hub (Embedded within Website)

- Development of a fully integrated digital resource repository within the website
- Capability to host:
 - Publications, magazines, reports, educational materials
- Support for:
 - Downloadable formats (PDFs)
 - Embedded document viewers (e.g., flipbook formats)
- Advanced indexing, tagging, and categorisation
- Searchable and filterable content

3. Virtual Tours & Multimedia Integration

- Design and integration of interactive virtual tours
- Integration of multimedia content including:
 - Video libraries
 - Audio content
 - Image galleries

4. Search & Content Discovery

- Implementation of an advanced internal search engine:
 - Full indexing of pages, documents, and media
 - Relevance-based search results
 - Filtering by categories, tags, and dates

5. Systems Integration

- Integration with:
 - CRM
 - Ticketing platforms (e.g., Webtickets)
 - WhatsApp integration (for direct user engagement and enquiries)
 - Social media platforms and APIs
 - Google Maps API

6. Technical Architecture & Performance

- Cloud-ready or cloud-hosted architecture
- Optimised performance (page load targets, caching, compression)
- Modular and scalable system design
- Compatibility with Linux-based hosting environments

7. Security & Compliance

- Implementation of HTTPS/SSL encryption

- Role-based access control and secure authentication
- POPIA compliance (data handling, consent mechanisms)
- Regular vulnerability scanning and security hardening
- Automated backups and disaster recovery processes

8. Intranet

- Design and deployment of a SharePoint-based intranet solution:
 - Internal communication hub
 - Document and records management
 - Departmental pages and workflows
- Integration with Microsoft 365 ecosystem

9. Analytics Implementation

- Full implementation of analytics tools
- Dashboard creation and reporting capability

Phase 2: Year 2 – 3 – Enhancements, Optimisation and Maintenance

This phase focuses on continuous improvement, system optimisation, content expansion, and long-term sustainability.

1. Website Enhancements

- Ongoing UX/UI improvements
- Continuous content updates
- Expansion of the resource centre
- Improved search and navigation
- AI – powered chatbot
- Automated recruitment system
- Enhanced booking and event management system
- Podcast integration
- Intranet enhancements
- Analytics enhancements

2. E-Commerce Enablement

- Integration of secure payment gateway solutions
- Enable:
 - Online bookings
 - Donations
 - E-commerce capabilities

5. Platform Optimisation

- Performance tuning and system optimisation
- UX/UI refinements based on analytics
- Scalability improvements
- Recommendations for future technology enhancements

GENERAL REQUIREMENTS

1. Training & Knowledge Transfer
 - Training conducted in Year 1 and ongoing refresher sessions in Years 2 and 3
 - Skills transfer to ensure internal sustainability
2. Handover & Documentation
 - Full documentation delivered in Year 1
 - Updated documentation for enhancements in Phase 2
 - Formal handover of all deliverables and access credentials
3. Analytics & Reporting
 - Ongoing monitoring and reporting across all platforms

- Progressive enhancement of analytics capabilities

4. Maintenance & Support

- Ongoing system maintenance and monitoring
- Security updates and patch management
- Bug fixes and technical support
- Performance reporting and optimisation

PRICING SCHEDULE REQUIREMENT

Bidders will be required to submit a comprehensive and detailed pricing schedule as part of the bid submission. The pricing schedule must clearly outline all costs associated with the project, including but not limited to design, development, implementation, integration, content updates, e-shop functionality, maintenance, and any related services for the duration of the contract period. The pricing must be transparent, itemised, and structured in a manner that allows for proper evaluation, benchmarking, and value-for-money assessment.

DELIVERABLES

Phase 1 Deliverables (Year 1 – Full Implementation)

- Fully functional website

Phase 2 Deliverables (Years 2–3)

- Enhanced website, continuous content updates, reporting and maintenance

Evaluation Area	Evaluation Criteria	Matrix		Weighting	Supporting document provided YES/NO:	Supporting documentation found on Page ² :
Company Track Record and Experience	Bidders must submit company profile to demonstrate at least 5 years' experience, and knowledge of website development, design and integration of various systems. Bidders must submit three reference letters for similar projects completed in the last 5 years with their url links. Reference letters must: • Be on client letterhead • Include project description (brief), scope, and duration. Including website url		Score	15		
		5 years or more experience with 3 reference letters.	15			
		Between 3-4 years' experience with 2 reference letters	10			
		Between 2-3 years' experience with 1 reference letter.	5			
		No company profile and reference letters submitted	0			

	link. • Include client contact details					
Team Expertise & Capacity	Bidders must provide a detailed project team structure, including: • Clearly defined roles and responsibilities • Relevant experience in similar projects • Curriculum Vitae (CVs) for each proposed team member • Relevant qualifications and certifications	Score 0	No team structure, CVs, or insufficient information provided	15		
		Score 5	Team members have 1–2 years' experience, limited alignment to requirements; CVs and certifications provided			
		Score 10	Team members have 3–4 years' relevant experience, roles adequately covered; CVs and certifications provided			
		Score 15	Team members have 5 years or more experience, all roles staffed by suitably qualified personnel; comprehensive CVs and relevant certifications provided			
	The proposed team must demonstrate capacity across: • Web development (front-end and back-end) • UX/UI design • SharePoint/Intranet development • Mobile application development • Systems integration • Project management					

Technical Approach & Methodology	Bidders must provide a detailed and structured methodology demonstrating their understanding of the full scope of work and phased implementation. The response must include: • Clear understanding of project requirements • Proposed solution architecture • Approach to: • Website design and development • SharePoint intranet implementation • Integration strategy • Scalability, modularity, and future readiness • Security, POPIA compliance, and performance optimisation	Score	Bidders understanding of SOW	30		
		0	No response or inadequate submission			
		10	Adequate understanding; partially aligned to requirements			
		20	Good understanding; well-structured and aligned methodology			
		30	Excellent, detailed, and fully aligned approach with clear innovation and phased delivery			
Pricing Schedule	• Completeness of the pricing schedule submitted • Clarity and transparency of cost breakdown • Level of detail and itemisation of all required services • Alignment of pricing to	Score	Bidders understanding of SOW	15		
		0	No pricing schedule submitted			
		5	Pricing schedule lacks some details and clarity			
		10	Fully comprehensive pricing schedule demonstrating strong value for money			

	scope of work Overall value for money					
Implementation Plan	Bidders must submit a detailed implementation plan covering: - Project phases (aligned to Year 1 and Year 2 – 3) - Key milestones and deliverables - Timelines and scheduling - Resource allocation - Risk management approach - Reporting mechanisms and governance structures	Score 0	No implementation plan submitted	15		
		Score 5	Basic plan with limited detail			
		Score 10	Adequate plan covering key elements			
		Score 15	Detailed, realistic, and well-structured implementation plan aligned to project phases			
Support, Maintenance and SLA	Bidders must provide details of their support and maintenance offering, including: - SLA commitments (response and resolution times) - System monitoring and uptime management - Security updates and vulnerability management - Backup and recovery processes - Ongoing technical support	Score 0	No SLA or support details provided	10		
		Score 5	Basic SLA with limited detail			
		Score 10	Comprehensive SLA with proactive monitoring and support			
Total Weighting				100		

NOTE:

- Supporting documents provided **YES/NO**: Please indicate if the supporting documentation has been provided or not.
- Supporting Documentation found on page: Please insert where the supporting documentation can be found within the submission.

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 **To be completed by the organ of state**

(delete whichever is not applicable for this tender).

- a) The applicable preference point system for this tender is the 90/10 preference point system.
- b) The applicable preference point system for this tender is the 80/20 preference point system.
- c) Either the 90/10 or 80/20 preference point system will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **“tender”**
means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right) \text{ or } Ps = 90 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)$$

Where

- Ps = Points scored for price of tender under consideration
Pt = Price of tender under consideration
Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) \text{ or } & & Ps = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) \end{array}$$

Where

- Ps = Points scored for price of tender under consideration
Pt = Price of tender under consideration
Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or

(b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,

then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
100% Black owned		8		
51% -99% Black owned		4		
100% women owned		6		
51% -99% women owned		4		
100% youth owned		5		
51% -99% youth owned		2		
2% Owned by Persons with Disabilities		1		

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:
.....

4.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety

- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (e) forward the matter for criminal prosecution, if deemed necessary.

	 SIGNATURE(S) OF TENDERER(S)
SURNAME AND NAME:	
DATE:	
ADDRESS:	
	
	
	

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

- 2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**

- 2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

2.2.1 If so, furnish particulars:

.....
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:

.....
.....

3 DECLARATION

I, _____ the _____ undersigned,
(name)in submitting the
accompanying bid, do hereby make the following statements that I certify to be true
and complete in every respect:

3.1 I have read and I understand the contents of this disclosure;

3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;

3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.

3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.

3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

3.6 I am aware that, in addition and without prejudice to any other remedy provided to

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....	
Signature	Date
.....	
Position	Name of bidder