

RESEARCH BRIEF

Assessment of Vuk'uzenzele Government Magazine's distribution strategy QUANTITATIVE RESEARCH

1. RESEARCH BACKGROUND

In the light of the need for information about opportunities created by government to improve the lives of people, government launched the Vuk'uzenzele Government Magazine in September 2005. The publication has gained popularity among its target market and beyond. Vuk'uzenzele is a multi-lingual magazine that is distributed free of charge and published six times a year. Currently the 32-page A4 size magazine has a print run of 1.6 million copies for five editions while the sixth edition is a bumper edition with 48 pages and a print run of 2 million copies. The bumper edition which is published in March each year incorporates the **State of the Nation Address** and highlights of the Government's Programme of Action. The March 2008 edition will be its 16 edition.

The core focus of the magazine is to meet public information needs on socio-economic opportunities created by our new democracy and how to access these opportunities especially among those with less access to main-stream media. It aims to enhance awareness of government programmes in general. Even though the magazine is intended to meet the information needs of all South Africans, the main target market is the **LSM 1-5 group**.

Most of the print-run is in English, with all other official languages catered for. It is also available in Braille to cater for the visually impaired whilst the upper LSMs are being catered for through the web version. The magazine is distributed in all the provinces, covering deep rural, peri-urban and urban areas and the majority of the recipients are within the LSM 1-5 group. The distribution is largely done through knock and drop distribution, but also through Government Information Centres, clinics, hospitals, libraries, municipal offices, rural post offices and Thusong Services Centres – formerly known as MPCCs etc.

The decision regarding the primary target market is guided by the principle of the public's right to receive information to better their lives. It is segmented into various South African target markets as per the LSM classification. It is classified as follows:

Primary

- LSM 1-5
- All South Africans
- Income group of between R0 – R3500 per household per year
- Both males and females
- Youth

Secondary

- NGOs
- Business
- Parastatals
- Public servants and general government staff
- Internal Foreign Missions in South Africa

GCIS would like to evaluate the magazine's distribution strategy (distribution audit) and also assess the impact the magazine has had amongst its primary target audience. It is against this background that GCIS calls for research proposals.

2. RESEARCH OBJECTIVES

The following objectives need to be met by the research:

- ◇ To evaluate the existing distribution strategy of the magazine (distribution audit) in order to work towards improving it.
- ◇ To assess the awareness and reach of the magazine where it is not being distributed amongst LSM group 1-5 (spill over effect)
- ◇ To assess the response of readers to the magazine
- ◇ To ascertain other information needs to be addressed by the magazine
- ◇ Recommend specific interventions to improve the magazine, based on findings

3. RESEARCH DESIGN

3.1 Research methodology

In view of the objectives of the study, a **quantitative** research methodology is recommended. The research should be conducted in all the distribution areas/points of Vuk'uzenzele magazine (the distribution points will *be provided to successful service provider*) in the following five provinces: **Kwazulu Natal, Eastern Cape, Limpopo, Free State & Mpumalanga**

3.2 Target market

The profile of respondents should be reflective of the standard demographics of adult South Africans (i.e. 18 years and older) according to the 2007 Community Survey. The respondents must come from both urban and rural areas (including deep rural) **of above-mentioned provinces** in the country, and should be recruited from **LSM 1-5**.

3.3 Areas and profile

The service provider **should** provide GCIS with **a clear description of the number of interviews and profile of respondents suggested**. Respondents should be drawn from the middle of the political spectrum and the use of a screening questionnaire is vital. The schedule of areas and profile of respondents will be finalised with GCIS.

3.4 Briefing and debriefing sessions

The service provider will have to attend a briefing session with the client before the research project is rolled out. It is expected that the service provider thoroughly briefs its research managers and interviewers about the purpose of the project and reiterates the importance of ensuring that data is reliable. GCIS will be involved in this training. GCIS will monitor the interviewing process at different stages.

3.5 Research instruments

The service provider, in consultation with GCIS, will develop the appropriate questionnaire(s). Furthermore, questionnaires must be translated into suitable languages. The questionnaire(s) will be finalised and signed off by GCIS before being used for the interviews. The interviews must be conducted in the language the respondents are most comfortable with to express themselves.

3.6 Project plan

The bidder should provide GCIS with a detailed project plan. The plan should give information on the management of the project – this should include planning, recruiting, interviewing, analysing, quality control and feedback/liaison with GCIS.

The plan should clearly specify delivery timelines and milestones for the project. The final timelines as agreed with GCIS will be strictly adhered to. GCIS reserves the right to terminate the contract if the negotiated timelines are compromised.

The successful service provider should provide GCIS with a schedule of the interviews indicating when and where the interviews will take place. This schedule will have to be constantly updated and forwarded to GCIS for the purposes of monitoring and attending the interviews. If there are any aspects of the project being outsourced by the successful service provider, GCIS regards the agreed timelines as encompassing every aspect of the project. It is, therefore, the sole responsibility of the service provider to ensure that the agreed timelines are adhered to by its potential partners.

3.7 The research team

The composition of the research team should be kept uniform throughout the research period and any deviation should be communicated to GCIS. The service provider should elaborate on each team member's profile, including their experience in quantitative research, in communication research and provide references with valid contact details.

The bidding companies should clearly indicate who their project leader would be. Where consortia bid for the project, the companies involved should clearly define and specify their roles. The interviewers must be fluent in the language spoken in the different areas.

3.8 Timelines

The successful service provider should be able to deliver the project within **six to eight weeks**. Exact timelines will be discussed between the successful service provider and GCIS. Project schedules and progress reports need to be made available to GCIS and be updated as the project progresses.

4. BUDGET

The total cost of the project should **NOT** exceed **R1, 000 000.00, including VAT**.

5. FEEDBACK AND DELIVERABLES

The service provider should provide **regular feedback** to GCIS regarding the management, rollout and progress of the project. The service provider should also share with GCIS any information and/or insight that might emerge from the process in order to contribute to an ongoing process of improving and adapting processes and instruments. By so doing, the quality and usability of the findings will be enhanced. This project includes data collection, analysis, report and presentation.

Research findings should be provided to GCIS in **both electronic and hard copy format** unless mentioned otherwise. The following deliverables **MUST** be delivered to GCIS at the conclusion of the above-mentioned project period:

- **An SPSS system file, including appropriate weights for each record (together with a hard-copy of the SPSS "dictionary" of the variables, categories, and missing value definitions if any)**
- **Cleaned data tables (Excel or .csv format)**
- **Formal presentation of results at the GCIS Building in Pretoria - on completion of the project**
- **Technical report about the project**

- **A detailed research report after completion of the study. The report will be in the form of (a) Three bound copies, and (b) An electronic copy.**

6. INFORMATION TO BE SUBMITTED BY ALL BIDDING PARTIES

Service providers should submit an original copy of a **Research proposal**, stating clearly how the bidder envisages conducting the study and at what cost. **The proposal submitted should clearly reflect understanding of what is required in the project specifications.** It should seek to fulfil the research objectives as well as meet the selection criteria in section 7.

Bidders should complete all the accompanying bid forms and documentation. Bidders should give a clear indication of **representivity** of the management structure of their company as well as **representivity** of the staff complement. Where appropriate, the bidding company will have to clearly indicate the partners to whom they envisage outsourcing part of the project. The representation of Historically Disadvantaged Individuals (HDI) in the management structure will have to be clearly indicated in the proposal. **All relevant documents MUST be fully completed.**

7. EVALUATION CRITERIA FOR BIDS

Bidders should submit their **research proposals** detailing how they propose to carry out the project to meet the research aim and objectives. The information provided in the proposal should be based on the Terms of Reference provided, as well as **criteria** outlined below. The evaluation of the bids (tenders) will be in **two phases**. The bid evaluation committee will be guided by the by evaluation criteria below.

7.1 Bid Evaluation Phase I

The **first phase** would involve the evaluation of all bid documents (referred to as 'research proposals') received where points will be allocated in accordance with the COMPULSORY criteria based on **functionality** and **methodology**.

Table 1: Phase I Criteria		Points
	FUNCTIONALITY & METHODOLOGY	
1	<p>PROJECT MANAGEMENT</p> <p>1.1 Management of the project and approach: State how the project will be managed (e.g. planning, execution of all relevant phases, monitoring and feedback to client)</p> <p>1.2 Research methodology and data: State and explain methodology that is suggested, sample size, profile and location or sample areas</p> <p>1.3 Quality control: State processes, structures and procedures to ensure quality control in field and regarding the data itself</p> <p>1.4 Project plan Give a detailed plan, with milestones and timelines of how the project will be executed</p>	<p>45</p> <p>10</p> <p>15</p> <p>10</p> <p>10</p>
2	<p>COMPETENCIES/ EXPERIENCE/ PROFILE OF BIDDER</p> <p>2.1 Competencies and experience of bidder State the competency of the bidding company/consortium regarding this kind of research</p> <p>2.2 Competence and experience of staff State clearly the competency and experience of staff on the project team in terms of project management, sampling and the handling of the relevant methodology. Bidders should clearly indicate the involvement and responsibility of team members and (consortium) partners, institutions or individuals who will support and/or assist the bidder, irrespective of whether aspects of the project will be outsourced or not.</p> <p>2.3 Representivity of the management structure and staff Highlight the extent of representation of the South African population in the staff complement and management of the bidding organisation (give percentage of total management staff) Points will be allocated as follows: 0-5% = 0 6-25% = 2 26-50% = 5 >50% = 10</p> <p>2.4 Examples of similar projects conducted Give practical examples of similar projects that were successfully completed AND contact numbers of specific projects' clients</p>	<p>55</p> <p>20</p> <p>20</p> <p>10</p> <p>5</p>
Total	7	100

7.2 Bid Evaluation Phase II

The bidding companies which score **60% or more** in the first phase of evaluation will proceed to the second phase of evaluation. This will involve presentations by each of the short-listed bidding companies to a Bid Evaluation Committee. **The companies that qualify for the second phase of evaluation will be notified, in advance, of the date and venue of the presentations.**

The purpose of this presentation is to give service providers an opportunity to present their research proposal, as well as to clarify issues relating to the proposals and the terms of reference. This phase of evaluation will include **functionality/methodology, price, and preferential procurement** – see criteria below:

Table 2: Phase II Criteria

Criteria	Points	
1	PRICE	10
2	PROJECT MANAGEMENT	35
	2.1 Management of the project and approach: State how the project will be managed (e.g. planning, execution of all relevant phases, monitoring and feedback to client)	10
	2.2 Research methodology and data: State and explain methodology that is suggested, sample size, profile and location or sample areas	10
	2.3 Quality control: State processes, structures and procedures to ensure quality control in field and regarding the data itself	10
	2.4 Project plan Give a detailed plan, with milestones and timelines of how the project will be executed	5
3	COMPETENCIES / EXPERIENCE / PROFILE OF BIDDER	45
	3.1 Competencies and experience of bidder State the competency of the bidding company/consortium regarding this kind of research	15
	3.2 Competence and experience of staff State clearly the competency and experience of project team staff in terms of project management, sampling and the handling of the relevant methodology. Bidders should clearly indicate the involvement and responsibility of team members and (consortium) partners, institutions or	15

	<p>individuals who will support and/or assist the bidder, irrespective of whether aspects of the project will be outsourced or not.</p> <p>3.3 Representivity of the management structure and staff</p> <p>Highlight the extent of representation of the South African population in the staff compliment and management of the bidding organisation (give percentage of total management staff)</p> <p>Points will be allocated as follows: 0-5% = 0 6-25% = 2 26-50% = 5 >50% = 10</p> <p>3.4 Examples of similar project conducted</p> <p>Give practical examples of similar projects that were successfully completed AND contact numbers of specific projects' clients</p>	10
		5
4	PREFERENTIAL PROCUREMENT	10
	<p>4.1 Ownership by people who had no franchise in national elections prior to the introduction of the Constitution of the RSA, 1983 (Act 110 of 1983) or the Constitution of the RSA, 1993 (Act 200 of 1993) ("the Interim Constitution")</p> <p>4.2 Empowerment of the workforce by standardising the level of skill and knowledge of workers</p> <p>4.3 Promotion of SME (small businesses)</p>	4
		3
		3
Total		100

8. CONTRACTUAL OBLIGATIONS

If circumstances arise that this bid be withdrawn, GCIS has the authority to execute such withdrawal without any further notice. The successful service provider will enter into a **service level agreement** (SLA) with GCIS once the bid is awarded. The successful service provider will also sign a confidentiality agreement with GCIS regarding the distribution points/areas – for sampling purposes and for the duration of this project.

There will be continuous evaluation and review of performance to ensure that standards and expectations, as set out in the bid specifications/terms of reference and SLA, are met. GCIS reserves the right to terminate the contract at any time where agreed terms are not met, or the successful bidder is deemed to be under-performing on expected and agreed outcomes. In that instance, payment will be made only for expenditures incurred or irreversibly committed.

9. BRIEFING AT GCIS

All bidders are invited to a briefing:

Date: 24 April 2008

Time: 10:00 am to 11:30am

Venue: Auditorium, 1st Floor, Midtown, GCIS, c/o Vermeulen and Prinsloo Street, Pretoria

Guests are requested to park at Sammy Marks Square, entrances either Vermeulen or Prinsloo Street, opposite Midtown Building, GCIS, Pretoria.

10. ENQUIRIES

<u>FOR RESEARCH-RELATED QUERIES ONLY</u>	<u>FOR BIDDING PROCEDURE QUERIES ONLY</u>
<p>Mr Solly Molayi Deputy Director: Research (GCIS) (012) 314 2157 sollym@gcis.gov.za</p> <p>Ms Kopo Lehobye Assistant Director: Research 012 314 2836 kopo@gcis.gov.za</p>	<p>Ms Midah Moreroa Director: Supply Chain Management (012) 314 2246 midah@gcis.gov.za</p> <p>Ms George Storey Deputy Director: Supply Chain Management (012) 314 2246 (012) 314 2464 george@gcis.gov.za</p>

Mr Rafiq Rohan
Chief Director: Vuk'uzenzele