



**REQUEST FOR TENDER/QUOTE  
FOR**

**THE APPOINTMENT OF A SERVICE PROVIDER TO PERFORM PUBLIC RELATIONS MANAGEMENT AT THE RETAIL MOTOR  
INDUSTRY ORGANISATION FOR A PERIOD OF 3 YEARS.**

**Retail Motor Industry Organisation  
P.O. Box 2940 RANDBURG  
2195**

**TENDER/QUOTE: NADA-Public Relations**

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## 1. INTRODUCTION

RMI seeks to appoint a professional service provider to perform Public Relations Management, in line with the scope outlined in the Terms of Reference or another tender/quote document.

This describes the objectives, scope of work requirements, deliverables, roles and responsibilities, and time frame for this project.

## 2. BACKGROUND

The Retail Motor Industry Organisation is an Employers' Organisation as defined in terms of section 96(7)(a) of the Labour Relations Act, 1995.

The National Automobile Dealers' Association (NADA), a constituent association of the Retail Motor Industry Organisation (RMI), represents franchised motor vehicle dealers across South Africa and serves as the authoritative voice of the retail motor industry. NADA's mandate includes advocacy, sector leadership, industry research, ethical standards promotion, and stakeholder engagement across government, OEMs, media, and the broader public.

Over recent years, NADA has adopted a more structured and strategic public relations approach, shifting away from passive media engagement towards agenda-setting communication that proactively shapes industry narratives. This approach has resulted in improved visibility, stronger media penetration, increased thought leadership positioning, and enhanced credibility within the automotive sector and broader public discourse. Public relations has therefore become a critical strategic function supporting NADA's advocacy objectives, reputational management, member value proposition, and public interest initiatives.

Given the increasing complexity of the operating environment, heightened regulatory scrutiny, and growing public interest in automotive issues such as affordability, consumer protection, transformation, and industry sustainability, NADA requires consistent, professional, and strategically aligned public relations support. The association therefore seeks to appoint a suitably qualified service provider to manage and execute its public relations function in a manner aligned with NADA's strategic objectives, governance standards, and non-partisan industry positioning.

## 3. PURPOSE AND OBJECTIVE

### Purpose

The purpose of this Request for Quotation (RFQ) is to appoint a suitably qualified and experienced public relations service provider to manage, advise on, and execute NADA's public relations activities in a professional, strategic, and consistent manner. The appointment aims to strengthen NADA's public profile, support its advocacy agenda, safeguard its reputation, and reinforce its position as the leading representative body of the retail motor industry in South Africa.

### Objectives

The objectives of this RFQ are to:

- Position NADA as a recognised thought leader and authoritative voice on issues affecting the retail motor industry.
- Support NADA's advocacy efforts through proactive, credible, and evidence-based media engagement.
- Ensure consistent, accurate, and responsible communication with media and key stakeholders.
- Enhance public understanding of NADA's role, mandate, and contribution to the economy and consumer protection.
- Protect and strengthen NADA's reputation through effective reputational and issue management.
- Align public relations activity with NADA's strategic objectives relating to sector leadership, operational excellence, and brand reputation.

## 4. INVITATION TO TENDER/QUOTE

Tenders are hereby invited to provide RMI with quotation and project plan of Public Relations Management. Closing date for tenders/quotes is 15 June 2026 at 12:00 and should be sent to:

Ashley Samuel - [ashley.samuel@rmi.org.za](mailto:ashley.samuel@rmi.org.za)

## 5. SCOPE OF WORK

The appointed service provider will be responsible for the following:

### 5.1 Strategic PR Advisory

- Provide strategic public relations counsel aligned to NADA's advocacy, communications, and stakeholder priorities.
- Advise NADA management on media strategy, messaging, and positioning.
- Support proactive agenda-setting media engagement.

### 5.2 Media Relations and Engagement

- Develop and maintain strong relationships with relevant print, digital, broadcast, and niche industry media.
- Draft, distribute, and place media releases, opinion pieces, and thought leadership articles.
- Secure media opportunities, interviews, and commentary for NADA representatives.
- Monitor media coverage and emerging narratives relevant to the automotive sector.

### 5.3 Content Development

- Draft high-quality media releases, statements, opinion pieces, and briefing notes.
- Ensure all content is accurate, non-partisan, and aligned with NADA's governance and ethical standards.
- Support campaigns linked to events, research releases, industry developments, and public interest initiatives.

### 5.4 Reputation and Issues Management

- Provide support in managing reputational risk and sensitive industry issues.
- Advise on responses to contentious or crisis situations under NADA direction.
- Support rapid, controlled communication in response to emerging risks or media enquiries.

### 5.5 Monitoring, Analysis, and Reporting

- Monitor media coverage and sentiment relating to NADA and the broader industry.
- Provide regular performance and impact reports, including:
  - Media reach and penetration.
  - Message traction.
  - Share of voice.
  - Strategic insights and recommendations.

### 5.6 Coordination and Integration

- Coordinate PR activity with NADA's social media, website, and internal communications.
- Align with flagship initiatives such as conferences, research outputs, training programmes, and advocacy campaigns.
- Work closely with NADA management and communications representatives.

## 6. KEY DELIVERABLES

The service provider will be required to ensure dedicated focus to deliver:

- A PR strategy aligned to NADA's strategic objectives.
- Regular media releases and content aligned to industry developments and NADA initiatives.
- Secured media coverage and thought leadership placement.
- Ongoing media monitoring and sentiment analysis.
- Performance reports with strategic insights and recommendations.
- Advisory support during high-risk or sensitive communication scenarios.
- Support for major campaigns, events, and announcements.



## 7. TECHNICAL REQUIREMENTS

Bidders must demonstrate the following technical capability:

### 7.1 Experience and Expertise

- Proven experience providing public relations services to corporate, industry, association, or public-interest organisations.
- Demonstrated understanding of regulated or reputationally sensitive environments.
- Proven success in agenda-setting media engagement.

### 7.2 Strategic Capability

- Ability to develop and execute integrated PR strategies.
- Strong writing and messaging capability tailored to senior stakeholders and media.

### 7.3 Media Network and Reach

- Established relationships with relevant national and sector-specific media.
- Ability to secure credible media coverage and commentary.

### 7.4 Governance and Risk Awareness

- Experience operating under approval workflows and governance controls.
- Strong understanding of reputational, legal, and ethical risks in public communication.

### 7.5 Monitoring and Reporting

- Ability to provide structured media monitoring and performance reporting.
- Use of recognised measurement frameworks and analytics.

### 7.6 Account Management

- Dedicated account management structure.
- Clear communication, responsiveness, and availability.
- Ability to support time-sensitive and high-pressure communications.

## 8. MANDATORY REQUIREMENTS/DOCUMENTS

- Company prospectus and introduction;
- Declaration by designated representative of business indicating the validity of the tender/quote information provided;
- Declaration of bidder's past supply chain management practices;
- Proposed fee structure;
- Proof of belonging to regulatory body if applicable;
- A valid original or certified copy of B-BBEE Status Level Certificate or sworn affidavit must be submitted;
- Bank details and bank confirmation letter;
- Tax clearance Certificate.

## 9. ADDITIONAL INFORMATION REQUIRED

- Company history and ownership;
- List of major clients with contact information and details;

- Availability of specialized technical resources necessary to tender the services required in the terms of the scope of work;
- Overall capacity of the firm;

#### **10. COMMUNICATION AND STATEMENT OF GOOD FAITH AND POPIA**

All information provided by the RMI in this RFT/RFQ is offered in good faith. Individual items are subject to change from time to time. The RMI makes no certification that any item is without error. Formal communications regarding changes to this RFT/RFQ may be submitted in writing to the originator for consideration.

Information contained in this RFT/RFQ is provided and must be treated in terms of the Protection of Personal Information Act No. 4 of 2013.

#### **11. PRICING**

- Bidders must submit prices exclusive of Vat contained in a detailed cost breakdown schedule. The following should be noted:
- The pricing tariffs quoted shall be firm/fixed for the contract period;
- RMI will only pay upon the acceptance of the work performed by the Executive Committee or their designated intermediary;
- The pricing schedule should be based on the scope of work.
- Annual escalations to not exceed CPI (Consumer Price Index).

#### **12. TIMELINES**

The successful bidder will be appointed for a period of 3 YEARS commencing with the effective date of appointment. This contract may be extended, subject to agreement by both parties. The period is subject to annual reviews of performance.

#### **13. PROJECT MANAGEMENT AND PROJECT MONITORING**

Ashley Samuel will be the Project Manager for the RMI.

The appointed service provider must submit in writing to the Project Manager the following during the course of the project:

- Staff changes affecting the RMI;
- Significant changes to structure and management of the service provider;
- Any issues which may affect the relationship between the two parties including allegations of misconduct or fraud.

#### **14. INDEPENDENCE AND OBJECTIVITY**

In carrying out the work, the appointed service provider shall ensure that staff maintain their objectivity by remaining independent of the activities they assess. The service provider shall:

- Have no executive or managerial powers, functions, or duties except those relating to the service provided;
- Not be involved in the day to day running of the RMI;
- Should indicate any prior relationships between key staff within the RMI and the service provider.

#### **15. PREPARATION AND HANDLING OF TENDERS/QUOTES**

The Retail Motor Industry will not be held responsible for any expenditure incurred by a supplier or companies in the preparation and handling of tender documents.

#### **16. DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES**

**(For use only with Tenders/quotes)**

- The Standard Bidding Document information (see PP2) must form part of all bids submitted.

- This document serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- The bid of any bidder may be disregarded if that bidder or any of its directors have -
  - a. abused the institution's supply chain management system;
  - b. committed fraud or any other improper conduct in relation to such system; or
  - c. failed to perform on any previous contract.

**17. ACCEPTANCE AND SIGN-OFF**

This Request for Proposal has been approved by the NADA National Executive Committee and issued in accordance with the RMI Delegation of Authority Framework and RMI Procurement Policy.