

ACCESS TO FINANCE RWANDA

Request for Proposals

For

PROVISION OF PROFESSIONAL AUDIO-VISUAL PRODUCTION SERVICES FOR AFR

Subject of Procurement:	PROVISION OF PROFESSIONAL AUDIO-VISUAL PRODUCTION SERVICES
<b>Procurement Reference Number:</b>	AFR/RFP-AUDIO-VISUAL PRODUCTION/MARCH/2026
<b>Date of Issue:</b>	MARCH 25, 2026

## REQUEST FOR PROPOSALS

### **PROCUREMENT REFERENCE NUMBER:** PROVISION OF PROFESSIONAL AUDIO-VISUAL PRODUCTION SERVICES

#### **1. INTRODUCTION**

##### **About Access to Finance Rwanda (AFR)**

Access to Finance Rwanda (AFR) is a Rwandan not-for-profit company established in 2010 to promote financial inclusion and sector development. AFR is currently funded by Sweden, MasterCard Foundation, and Co-Develop.

We are part of the broader Financial Sector Deepening (FSD) in Africa that seeks to create a transformative impact on the end of poverty by supporting efforts to improve financial inclusion and financial sector development through helping financial institutions and markets drive a more inclusive and sustainable economic growth.

AFR supports the removal of systemic barriers that hinder access to financial services by low-income people, particularly women, youth, and MSMEs. AFR supports the development and provision of financial services, including savings, credit, insurance, investment, payments, and remittances.

AFR is guided by the Market System Development (MSD) approach, recognizing that efforts to increase financial inclusion and financial sector development must be market-led, profitable, and sustainable.

To effectively document and communicate about its activities, like public events, conferences, projects' impact, success stories, and other stakeholder engagements on its communication platforms, AFR seeks professional, reliable, and high-quality audio-visual services and materials that are in line with AFR's quality standards and brand guidelines. These services and materials will ensure clear communication, increased visibility, effective stakeholder engagement, and a positive experience for its audience.

##### **Objective of the Assignment**

The objective of this assignment is to engage competent and creative service provider(s) and establish a framework agreement to provide services that support AFR in documenting its activities, capturing impact stories, and producing high-quality visual content that effectively communicates AFR's work to diverse audiences. It aims to ensure:

- Professional documentation of AFR projects' activities, events, and awareness campaigns.
- Production of compelling success story videos and visual narratives.
- Development of promotional and advocacy audiovisual materials.
- Consistent, high-quality photography, videography, and animation outputs aligned with AFR's brand.
- Timely delivery of outputs to support communications, events, and outreach activities.
- Innovative and modern storytelling approaches using contemporary tools and techniques.

### **3. Scope of Work**

The firm(s) selected will provide audio – visual production services that may include, but are not limited to, the following categories:

#### **a) Photography Services**

- Professional photography coverage and editing of AFR events (large-scale), workshops, conferences, field activities, and other events.
- Portrait and professional headshot photography and editing for AFR staff.
- High-quality editorial and documentary-style photography for reports, publications, websites, and social media.
- Delivering final images in required formats and resolutions.
- Proper archiving and labeling of photo assets.

#### **b) Videography Services**

- Professional video coverage of events, awareness campaigns, and field activities.
- Production of short and long-form videos, including event highlights, promotional videos, interviews, impact stories, case studies, full event videos, and more.
- Professional video editing, color grading, sound design, subtitles, and graphics.
- Events livestreaming services.
- Delivery of final videos in multiple formats suitable for web, social media, and presentations.

#### **c) Animation and Motion Graphics**

- Development of 2D and/or 3D animations to explain concepts, programs, or results.
- Motion graphics for videos, presentations, and digital campaigns.
- Animated infographics and data visualization.
- Integration of animation with live-action video content where required.

#### **d) Innovative and Advanced Visual Production**

- Aerial photography and videography using licensed drone technology.
- Use of modern filming techniques (gimbals, sliders, cinematic shots, time-lapse, slow motion).
- Creative storytelling approaches aligned with current digital media trends.
- Proposals for innovative visual formats and content ideas to enhance AFR's visibility and impact.

#### **e) Pre-production, Production, and Post-production Support**

- Concept development and storyboarding in collaboration with AFR's Communications Team.
- Scriptwriting supports videos and animations.
- Production planning, scheduling, and logistics.
- Post-production editing, revisions, and finalization.
- Safe storage and handover of raw and final production files.

Interested firms must confirm their intention to submit a proposal by **Wednesday, April 1, 2026, at 17h00 HRS CAT**

Any requests for clarifications to the RFP may be submitted by **Monday, April 6, 2026, 17h00 HRS CAT**.

Bidders should submit their proposals no later than **Friday, April 10, 2026, 14:00 HRS CAT**

Responding bidders are advised that this solicitation does not in any way obligate AFR to make a contract award or compensate the responding firms for any costs associated with the preparation and submission of their proposals. Additionally, AFR may award a contract without conducting negotiations; all proposals should be submitted initially using your most favorable terms. AFR reserves the right to award any resultant contract to other than the offeror submitting the lowest price proposal based on technical excellence, schedule superiority or client request.

All communications regarding this RFP should be addressed via email: [procurement02@afr.rw](mailto:procurement02@afr.rw)

Below is the summary planned procurement schedule:

<b>Activity</b>	<b>Date</b>
a) Date of issue of RFP	<b>Wednesday, March 25, 2026</b>
b) Confirmation of interest	<b>Wednesday, April 1, 2026, at 17h00 HRS CAT</b>
c) Request for clarifications	<b>Monday, April 6, 2026, 17h00 HRS CAT.</b>
<b>d) Proposal closing date for submission of proposals</b>	<b>Friday, April 10, 2026, 14:00 HRS CAT</b>

Cordially,  
Jean Bosco Iyacu  
Chief Executive Officer

### 1.1. SECTION 1: INSTRUCTIONS TO PROSPECTIVE BIDDERS

Preparation of Proposals: You are requested to submit separate technical and financial proposal, as detailed below. The standard forms in this Request for Proposal may be retyped for completion but the Consultant is responsible for their accurate reproduction.

You are advised to carefully read the complete Request for Proposals. An electronic copy (in PDF) of the Request for Proposals shall be considered as the original version.

Technical Proposals: Technical proposals should contain the following documents and information:

1. The Technical Proposal Submission Sheet as par Section 4 of this RFP.
2. Technical Proposal not exceeding 15 pages without annexes
3. An approach and methodology for performing the services.
4. The documents evidencing your eligibility, as listed below.

Financial Proposals: Financial proposals should contain the following documents and information:

1. The Financial Proposal Submission Sheet as par Section 5 of this RFP.
2. A list of unit prices (all the items must be quoted for)

Validity of Proposals: Proposals must remain valid for 90 calendar days from proposal submission date.

Submission of Proposals: The technical and financial proposals should be submitted separately, both clearly marked with the Procurement Reference Number above, the Consultant's name, AFR and either "Technical Proposal" or "Financial Proposal" as appropriate.

Proposals (both technical and financial) must be submitted electronically to: [procurement02@ afr. rw](mailto:procurement02@ afr. rw) with clear subject line: " AFR/RFP-AUDIO-VISUAL PRODUCTION/MARCH/2026" and submitted by **Friday April 10, 2026, 14:00 HRS CAT.**

***Note: Proposals must be submitted in PDF format and as attachments to the email, any proposal submitted as a link or with a password won't be considered.***

#### Language of the tender and mode of communication

The medium of communication shall be in writing. The bid, as well as all correspondences and documents relating to the bid exchanged by the Bidder and AFR, shall be written in English.

### Amendment to the tender document

At any time prior to the deadline for submission of bids, AFR may amend the tender document by issuing an addendum. Any addendum issued shall be part of the tender document and shall be communicated in writing via the AFR website.

To give prospective Bidders reasonable time in which to take an addendum into account in preparing their bids, AFR may, at its discretion, extend the deadline for the submission of bids; in which case all rights and obligations of AFR and Bidders previously subject to the deadline shall thereafter be subject to the deadline as extended.

### Late bids

AFR shall not consider any bid that arrives after the deadline for submission of bids. Any bid received by AFR after the deadline for submission of bids shall be declared late and rejected.

## **1.2. SECTION 2: ELIGIBILITY CRITERIA**

You are required to meet the following criteria to be eligible to participate in the procurement exercise:

1. Have the legal capacity to enter into a contract.
2. Not be insolvent, in receivership, bankruptcy or being wound up or subject to legal proceedings for any of these circumstances.
3. Not have had your business activities suspended/debarred
4. Have fulfilled your obligations to pay taxes.
5. Not having a conflict of interest in relation to this procurement requirement.

We require you to submit copies of the following documents as evidence of eligibility attached to your bid and sign the declaration in the Technical Proposal Submission Sheet:

### Eligibility criteria:

1. Certificate of Incorporation or Trading license /Certificate of Registration.
2. Evidence of statutory compliance such as a valid tax clearance certificate.
3. Signed copy of the enclosed code of AFR's ethical conduct in business for bidders and services providers.
4. Confirmation that your technical bid is maximum 15 pages (excluding any annexes)

*NOTE: Failure to submit the above required documents may lead to disqualification from Technical and Financial evaluation.*

### 1.3. SECTION 3: EVALUATION OF PROPOSALS

Evaluation of Proposals: The evaluation of Proposals will use the **Quality-Cost Based** methodology as detailed below:

1. Preliminary examination to determine eligibility (as defined below) and administrative compliance to this Request for Proposals on a pass/fail basis;
2. Detailed Technical evaluation will contribute 80%;
3. Financial scores will be allocated 20% to determine the best evaluated bid.

Proposals failing at any stage will be eliminated and not considered in subsequent stages.

Technical Criteria: Proposals shall be awarded scores out of the maximum number of points as indicated below.

Minimum technical score: The mark required to pass the technical evaluation is 70% of the Technical Score.

Financial Criteria:

Pricing information should not appear in any other section of the proposal other than the financial proposal.

Financial scores shall be determined by awarding a maximum of 20 points to the lowest priced proposal that has passed the minimal technical score and giving all other proposals a score which is proportionate to this.

Total scores: Total scores shall be determined using a weighting of 80% for technical proposals and a weighting of 20% for financial proposals.

Currency: Proposals should be priced in **Rwanda Francs**.

Best Evaluated Bid: The best evaluated bid shall be the firm with the highest combined score and shall be recommended for signing a framework agreement. Specific contracts shall be signed with AFR whenever there is a need for printing items or branding services.

Right to Reject: AFR reserves the right to accept or reject any proposal or to cancel the procurement process and reject all proposals at any time prior to contract signature and issue by AFR, without incurring any liability to Consultants.

AFR reserves the right, at its sole discretion, to reject all proposals received and seek fresh proposals, to negotiate further with one or more of the bidders, to defer the award of a contract or to cancel the competition and make no contract award, if appropriate.

Evaluation Criteria	Description / What to Assess	Marks
Company Profile and Experience	<p>The company must submit a certificate of registration demonstrating at least three years of experience – <b>5 marks</b></p> <p>The firm must submit at least 3 Certificates of good completion provided by served companies/organizations - <b>5 marks</b></p> <p>The firm must submit a valid tax clearance – <b>5 marks</b></p>	15
Portfolio Quality	<p>Submit a company portfolio with links to at least 3 samples of completed work in Photography (<b>2 marks</b>), at least 3 samples of completed work in video production (<b>10 marks</b>), at least 3 samples of completed work in animation, and motion graphics (<b>8 marks</b>)</p>	20
Technical Capacity & Equipment	<p>Availability and quality of professional equipment for the delivery of the above-mentioned services.</p> <p>The firm must submit a list of the equipment they have with specifications (<b>5 marks</b>), and a drone-usage license or a collaboration agreement with a company licensed to use drones in Rwanda (<b>5 marks</b>)</p>	10
Team Composition & Expertise	<p>The firm must demonstrate experience with the following personnel</p> <ol style="list-style-type: none"> <li>1. Company Lead (Managing Director/CEO) with Bachelor’s degree certification in Film Production, Mass Communication, Media Studies, Business Administration, Marketing, or a related field and 5 years of experience - (must submit a CV and certificate of qualification) – <b>3 marks</b></li> <li>2. <b>Videographer with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) - <b>5 marks</b></li> </ol>	25

	<p><b>3. Video editor with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) - <b>5 marks</b></p> <p><b>4. Photographer with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) – <b>2 marks</b></p> <p><b>5. Animator with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) - <b>5 marks</b></p> <p><b>6. Account Manager with 3 years of relevant experience</b> (must submit CV and a certificate of qualification) - <b>5 Marks</b></p>	
Understanding of TOR & Methodology	Clarity in understanding AFR’s needs, proposed approach, creativity, and innovation to meet high-quality deliverables	15
Financial Proposal / Rate Card	Submit a financial proposal with the rates of the items mentioned in the table below	20
<b>TOTAL</b>		<b>100</b>

## SECTION 4: TECHNICAL PROPOSAL SUBMISSION SHEET

*[Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your technical proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected.]*

Proposal Addressed to:	Access to Finance Rwanda
Date of Technical Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

We offer to provide the services described in the Statement of Requirements, in accordance with the terms and conditions stated in your Request for Proposals referenced above.

We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified in Part 1: Proposal Procedures of your Request for Proposals.

We have signed and undertake to abide by the Code of Ethical Conduct for Bidders and Providers attached during the procurement process and the execution of any resulting contract;

Our proposal shall be valid until \_\_\_\_\_ *[insert date, month and year]* and it shall remain binding upon us and may be accepted at any time before or on that date;

I/We enclose a separately sealed financial proposal.

### Technical Proposal Authorised By:

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_  
(DD/MM/YY)

Authorised for and on behalf of:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

## SECTION 5: FINANCIAL PROPOSAL SUBMISSION SHEET

*[Complete this form with all the requested details and submit it as the first page of your financial proposal, with the documents requested above attached. Ensure that your proposal is authorised in the signature block below. A signature and authorisation on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorised, it may be rejected. The total price of the proposal should be expressed in the currency or currencies permitted in the instructions above.]*

Proposal Addressed:	AFR
Date of Financial Proposal:	
Procurement Reference Number:	
Subject of Procurement:	

The total price of our proposal is: \_\_\_\_\_.

We confirm that the rates quoted in our Financial Proposal are fixed and firm for the duration of the validity period and will not be subject to revision or variation.

### Financial Proposal Authorised By:

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_  
(DD/MM/YY)

Authorised for and on behalf of:  
Company: \_\_\_\_\_

Address: \_\_\_\_\_

## **TERMS OF REFERENCE (TOR) FOR THE PROVISION OF PROFESSIONAL AUDIO-VISUAL PRODUCTION SERVICES**

### **1. Background**

Access to Finance Rwanda (AFR) is a Rwandan not-for-profit company established in 2010 to promote financial inclusion and sector development. AFR is currently funded by Sweden, MasterCard Foundation, and Co-Develop.

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### **2. Objective of the Assignment**

The objective of this assignment is to engage competent and creative service provider(s) and establish a framework agreement to provide services that support AFR in documenting its activities, capturing impact stories, and producing high-quality visual content that effectively communicates AFR's work to diverse audiences. It aims to ensure:

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The firm(s) selected will provide audio – visual production services that may include, but are not limited to, the following categories:

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- Professional video editing, color grading, sound design, subtitles, and graphics.
- Events livestreaming services.
- Delivery of final videos in multiple formats suitable for web, social media, and presentations.

#### c) Animation and Motion Graphics

- Development of 2D and/or 3D animations to explain concepts, programs, or results.
- Motion graphics for videos, presentations, and digital campaigns.
- Animated infographics and data visualization.
- Integration of animation with live-action video content where required.

#### d) Innovative and Advanced Visual Production

- Aerial photography and videography using licensed drone technology.
- Use of modern filming techniques (gimbals, sliders, cinematic shots, time-lapse, slow motion).
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- Proposals for innovative visual formats and content ideas to enhance AFR’s visibility and impact.

#### e) Pre-production, Production, and Post-production Support

- Concept development and storyboarding in collaboration with AFR’s Communications Team.
- Scriptwriting supports videos and animations.
- Production planning, scheduling, and logistics.
- Post-production editing, revisions, and finalization.
- Safe storage and handover of raw and final production files.

### Audio-Visual Production Services Rate Card

#### A. Pre-Production Services

Item	Unit	Rate (VAT Inclusive)
Concept development	Per assignment	
Scriptwriting & Storyboarding	Per assignment	
Location scouting & hire	Per day	

#### B. Production Packages

Item	Scope	Rate (VAT Inclusive)
Event coverage	Full day in Kigali (Full video and event highlight)	
Event coverage	Half day in Kigali (Full video, and event highlight)	

Event coverage	Full day – Out of Kigali (Full video and event highlight)	
Event coverage	Full day- – Out of Kigali (Full video and event highlight)	
TV sport production	10 – 30 seconds	
	30 – 60 seconds	
	60 – 90 seconds	
Radio spot production	10 – 30 seconds	
	30 – 60 seconds	
	60 – 90 seconds	
Short video production	1-5 minutes	
	5- 10 minutes	
Documentary production	1-10 minutes	
	10-20 minutes	
	20-40 minutes	
	40 – 60 minutes	

### C. Photography Services

Item	Unit	Rate (VAT Inclusive)
Event photography coverage	Half day	
Event photography coverage	Full day	
Event photography coverage	Half Day (Out of Kigali)	
Event photography coverage	Half Day (Out of Kigali)	
Portrait/corporate headshots	Per photo	

#### D. Talent and Voice Services

Item	Unit	Rate (VAT Inclusive)
Voice-over artist	Per assignment	
Actor	Celebrity actor (Per assignment)	
	Support actor (Per assignment)	

#### E. Additional Services

Item	Unit	Rate (VAT Inclusive)
Livestreaming of the event (multi-camera live production)	Per event in Kigali	
Livestreaming of the event (multi-camera live production)	Per event out of Kigali	
2D animation video	10 – 30 seconds	
	30- 60 seconds	
	60 – 180 seconds	
	180 – 300 seconds	
3D animation video	15 – 30 seconds	
	30- 60 seconds	
	60 – 180 seconds	
	180 – 300 seconds	
Drone filming services	Half day	
	Full day	

## Evaluation Criteria

Evaluation Criteria	Description / What to Assess	Marks
Company Profile and Experience	<p>The company must submit a certificate of registration demonstrating at least three years of experience – <b>5 marks</b></p> <p>The firm must submit at least 3 Certificates of good completion provided by served companies/organizations - <b>5 marks</b></p> <p>The firm must submit a valid tax clearance – <b>5 marks</b></p>	15
Portfolio Quality	Submit a company portfolio with links to at least 3 samples of completed work in Photography ( <b>2 marks</b> ), at least 3 samples of completed work in video production ( <b>10 marks</b> ), at least 3 samples of completed work in animation, and motion graphics ( <b>8 marks</b> )	20
Technical Capacity & Equipment	<p>Availability and quality of professional equipment for the delivery of the above-mentioned services.</p> <p>The firm must submit a list of the equipment they have with specifications (<b>5 marks</b>), and a drone-usage license or a collaboration agreement with a company licensed to use drones in Rwanda (<b>5 marks</b>)</p>	10
Team Composition & Expertise	<p>The firm must demonstrate experience with the following personnel</p> <ol style="list-style-type: none"> <li>1. Company Lead (Managing Director/CEO) with Bachelor’s degree certification in Film Production, Mass Communication, Media Studies, Business Administration, Marketing, or a related field and 5 years of experience - (must submit a CV and certificate of qualification) – <b>3 marks</b></li> <li>2. <b>Videographer with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) - <b>5 marks</b></li> <li>3. <b>Video editor with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) - <b>5 marks</b></li> </ol>	25

	<p>4. <b>Photographer with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) – <b>2 marks</b></p> <p>5. <b>Animator with 3 years of relevant experience</b> (must submit a CV and certificate of qualification) - <b>5 marks</b></p> <p>6. <b>Account Manager with 3 years of relevant experience</b> (must submit CV and a certificate of qualification) - <b>5 Marks</b></p>	
Understanding of TOR & Methodology	Clarity in understanding AFR’s needs, proposed approach, creativity, and innovation to meet high-quality deliverables	15
Financial Proposal / Rate Card	Submit a financial proposal with the rates of the items mentioned in the above table	20
<b>TOTAL</b>		<b>100</b>

## CODE OF ETHICAL CONDUCT IN BUSINESS FOR BIDDERS AND SERVICES PROVIDERS

### 1. Ethical Principles

Bidders and providers shall at all times-

- (a) maintain integrity and independence in their professional judgement and conduct;
- (b) comply with both the letter and the spirit of-
  - i. the laws of Rwanda; and
  - ii. any contract awarded.
- (c) avoid associations with businesses and organizations which are in conflict with this code.

### 2. Standards

Bidders and providers shall-

- (a) strive to provide works, services and supplies of high quality and accept full responsibility for all works, services or supplies provided;
- (b) comply with the professional standards of their industry or of any professional body of which they are members.

### 3. Conflict of Interest

Bidders and providers shall not accept contracts which would constitute a conflict of interest with, any prior or current contract with AFR. Bidders and providers shall disclose to all concerned parties those conflicts of interest that cannot reasonably be avoided or escaped.

### 4. Confidentiality and Accuracy of Information

- (1) Information given by bidders and providers in the course of procurement processes or the performance of contracts shall be true, fair and not designed to mislead.
- (2) Providers shall respect the confidentiality of information received in the course of performance of a contract and shall not use such information for personal gain.

### 5. Gifts and Hospitality

Bidders and providers shall not offer gifts or hospitality directly or indirectly, to staff of AFR that might be viewed by others as having an influence on a government procurement decision.

### 6. Inducements

- (1) Bidders and providers shall not offer or give anything of value to influence the action of a public official in the procurement process or in contract execution.
- (2) Bidders and providers shall not ask a public official to do anything which is inconsistent with the Act, Regulations, Guidelines or the Code of Ethical Conduct in Business.

## 7. Fraudulent Practices

Bidders and providers shall not-

- (a) collude with other businesses and organizations with the intention of depriving AFR of the benefits of free and open competition;
- (b) enter into business arrangements that might prevent the effective operation of fair competition;
- (c) engage in deceptive financial practices, such as bribery, double billing or other improper financial practices;
- (d) misrepresent facts in order to influence a procurement process or the execution of a contract to the detriment of AFR; or utter false documents;
- (e) unlawfully obtain information relating to a procurement process in order to influence the process or execution of a contract to the detriment of the AFR;
- (f) withholding information from the Procuring Disposing Entity during contract execution to the detriment of the AFR.

I ..... agree to comply with the above code of ethical conduct in business.

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**AUTHORISED SIGNATORY**

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**NAME OF CONSULTANT**