



KWAZULU – NATAL FILM COMMISSION

TERMS OF REFERENCE:

To appoint a suitably qualified Public Relations Company to provide public relations and events services for a period of 6 months.

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1. ABBREVIATIONS AND ACRONYMS

TOR's	Terms of Reference
KZNFC	KwaZulu-Natal Film Commission
EDTEA	Economic Development, Tourism and Environmental Affairs
DAC	Department of Arts and Culture
NFVF	National Film and Video Foundation
KZN	KwaZulu-Natal
SP	Service Provider
SCM	Supply Chain Management
CEO	Chief Executive Officer
AGSA	Auditor General
PFMA	Public Finance Management Act
SLA	Service Level Agreement

2. BACKGROUND

The KwaZulu-Natal Film Commission (KZNFC) was established under the KwaZulu-Natal Film Commission Act, 2010. The KZN Film Commission has been established to promote the film industry in the province, to provide and encourage the provision of opportunities for persons, especially from disadvantaged communities, to enter and participate in the film industry in the province.

The KZN Film Commission is driven by a mandate which is to be a catalyst for transformation, job creation and sustainability. In line with this mandate, the KZN Film Commission, strives to promote and market the province as a global destination for film production and in doing so, addressing historical imbalances in the infrastructure and in the distribution of skills and resources within the film industry in the province.

3. OBJECTIVE OF THE EVENT

The KZNFC derives its mandate from the KZN Film Act No. 3 of 2010, which established the KZNFC and has as part of its objectives:

- To promote and market the province as a global destination for film production
- To develop, promote and market, locally and internationally, the film industry in the province
- To facilitate investment in the film industry in the province
- To provide and encourage the provision of opportunities for persons, especially from disadvantaged communities, to enter and participate in the film industry in the province
- To address historical imbalances in the infrastructure and in the distribution of skills and resources in the film industry in the province
- To contribute to an enabling environment for job creation in the film industry in the province

In interpreting its mandate, the team at the commission set about determining objectives that align with the mandate of the act these include:

- To promote and market KwaZulu-Natal as a choice film destination
- To secure strategic investment through facilitation and promotion of film projects into the film industry in KwaZulu-Natal;
- To implement interventions that drive transformation, diversification and service excellence in the film industry
- To create opportunities in film production and distribution for Previously Disadvantaged Individuals taking into account South Africa's historical past

To develop in-house capabilities and skills in order to provide world class quality service to clients

Purpose of the Terms of Reference

The purpose of the TOR's is to solicit proposals from suitably qualified PR & Events companies to provide the related services to the KwaZulu Natl Film Commission for a period of 6 months.

4. SCOPE OF WORK

The KwaZulu Natal Film Commission seeks proposals from interested and suitably qualified PR and Events Service Providers to give PR and Events support to the organization.

PR and Events Strategy Implementation

- The appointed service provider will be required to assist the organisation with crafting and implementation of the KwaZulu Natal Film Commission Public Relations and Events strategy and plans.

Media Relations

Develop a comprehensive media plan with clear timeframes, objectives and intended deliverables with target markets including external stakeholders, academic institutions, filmmakers and members of the public. This will include the crafting of messages in a form of media statements, speeches, speaking notes, media briefing notes and scripts etc.

Develop a PR Plan to grow the KZN Film Commission profile.

Implement other strategies that may emerge from communications and related fields such as marketing., social media

Leverage on the KZN Film Commission Marketing Campaign to drive a cohesive media campaign to drive both inter and intra film productions into KZN as a preferred location.

Liaise with media to promote KZN Film Commission campaigns with a stronger emphasis on industry development.

Develop and implement a media engagement plan for the CEO.

Manage and maintain positive media relations with arts and entertainment media across the country at various media outlets including digital, online, print, radio and TV.

Negotiate additional PR and editorial media coverage from the Marketing Departments media expenditure.

Build and maintain positive relations with key arts and entertainment bloggers and film industry influencers to build a positive image for KZN Film Commission.

Ensure media presence during all KZN Film Commission activations and events with the intention to drive more film industry coverage for KZN.

Analyse the media monitoring report (which is conducted by another agency) to give the organisation a clear picture on coverage received (negative, neutral and positive), develop and implement a crisis communication plan in response to negative coverage.

Work closely with the PR and Events Specialist to manage media partnerships and ensure that KZN Film Commission receives maximum and positive PR Value for all media spending.

Secure PR Value to the value of R10 000 000.00 per month for the duration of the contract. This must possibly securing broadcast interviews space with entities like SABC, ENCA, CNBC, BBC Africa and Newsroom Afrika.

Reputation Management

Develop a media response and mitigation plan in cases of negative media mentions on KZN Film Commission.

Provide media engagement training for Strategic and Executive Leadership of KZN Film Commission.

Public Relations Services

Develop a PR Plan for the each month of the contract duration.

Develop a schedule of strategic monthly messages for press statements to be issued, in consultation with KZN Film Commission.

Curate, Develop and implement a schedule of strategic events/activations to raise the KZN Film Commission profile and reputation

Press Kit Coordination and dissemination.

Generate content for electronic and print platforms (Blogs, Vlogs, Internal and External Newsletters)

Provision of Feature Article Writing

Develop and publish content for social media

Assist in the coordination of media briefings to drive position media conversations about KZN Film.

Ensure provision of dual language use in media related and engagement communications.

Copywriting Services

Written Advert Copy for Print (Advertorial) -

Written Advert Copy for Broadcast (Radio & Television) -

Written Advert Copy for Digital Media Invites (only) -

Written Advert Copy for Promotional Content (Video Only)

Design Services

Advertisements
Media Invites
Print Publication
PowerPoint templates: Programme projection
Graphic design for the KZN Film Commission

Events Managements and Hospitality Services

Ensure Venues sourced are in good condition and have all the necessary requirements.
Ensure there is efficient waste management in place at venues.
Ensure there is support staff on-site to assist with brand material placement.
Guest Relations for all events, including the KZN Film Awards and KZN Film Industry Indaba.
Ensure and obtain stakeholders, partners and public feedback either through print feedback forms, Online survey assessments or through QR code link for all events.

Client Relations and Project Administration

Consistent Internal Communication with the KZN Film Commission Marketing and Communications Team.
Provide an inception report, mid-term report and close-out report for the duration of the contract.

METHODOLOGY

The Service Provider's proposal must outline the methodology they intend adopting to meet the deliverables specified above.

This outline should cover the following:

Indicate how the service provider will undertake the job.
Provide a project charter with timelines.
Provide a detailed budget which must also outline a sign-off and payment schedule.

- The Service Provider/s is expected to put clearly defined targets in line with the scope of work. The budget breakdown would therefore be linked to the target and outputs, milestones and timings thereof and the schedule of costs and payments.

PROFILE OF PROSPECTIVE SERVICE PROVIDER

Service providers are to adequately demonstrate their capabilities and submit a comprehensive RFQ document including:

- A detailed company profile highlighting the services within and outside the scope of this proposal
- Evidence of previous experience in developing an elaborate PR & Events strategy and implementation plan for film industry clientele.
- Proven experience in dealing with the film industry and government stakeholders.
- Proven record (Letters of Reference, no less than 3 letters) of any previous work done not older than five years.
- Demonstrate at least ten years' experience
- Provide CV and qualifications for the person identified for this role.

5. DELIVERABLES AND OUTPUTS:

5.1.

Supplier to provide a detailed work plan, within 3 business days from the date of signing of a contractual agreement to be approved by the KZNFilm representative for the duration of the agreement.

The proposed work plan must clear timelines and deliverables, outline all activities, include a detailed budget and target dates, in line with the KZNFilm's deliverables and dates for the campaigns.

Design artwork for website, email signature, social media, and print publications.

Supplier to provide a monthly plan of activities and present it to the marketing team

Secure venues for proposed events

Coordinate all the related events working with the PR & Events team

Design and publish social media posts on KZNFilm's social media pages

Deliver a bi-weekly status report

Provide the KZNFilm with all financial documents and provide a budget reconciliation document of which the template will be provided by the KZNFilm to account for the funds provided within 60 days of project completion.

Proof of payments to all suppliers, the events company dealt with.

Provide a close out report

6. BIDDER EXPERTISE, EXPERIENCE AND TEAM COMPOSITION

7.7. Project Leader

The incumbent should have 10 years proven and extensive experience in public relations and events management

Extensive experience in major PR & Events Management, from concept development, execution, budgeting and actual official hosting of events

Have a national media list and have a working relationship with editors and executive producers

Ability to solicit information.

In-depth knowledge of eThekweni municipal regulations when it comes to events hosting.

Sound knowledge and experience in financial management

Sound knowledge and experience in project management

Knowledge of government / commercial tender and purchasing systems.

Strong leadership and facilitation skills

Experience in production management and execution

Planning, organising and coordination skills.

Communication, facilitation and conflict management skills

Ability to work under pressure.

Ability to work independently.

Conceptual and analytical skills

Strong coordination and facilitation skills

Strong communication skills

A minimum of 5 years' experience in motion and graphics design

Understanding of the latest, yet cost effective trends in graphic design

In-depth knowledge of brand communications

7. CONTRACT DURATION

The contract is valid for a 6-months period possibly starting from February to July 2023

8. REPORTING

The service provider is required to report to the Marketing and Communications Manager on progress of the project within the stipulated timeframes as per the confirmed project plan drafted by the service provider in consultation with the KZN Film once the tender has been awarded.

The service provider must provide the Marketing and Communications Manager with a project plan indicating time frames, processes of implementation and provide status reports on a bi-weekly basis. The Service provider must avail themselves to status meetings as and when required on the progress of the projects.

All meetings are to be arranged by the Service Provider who is expected to keep minutes of such meetings and to deliver the minutes of a meeting within 5 working days of it having taken place. These meetings will be held at the offices of the KwaZulu-Natal Film Commission or virtually. Failure to comply with the conditions may result in termination of the contract.

At the discretion of the KwaZulu-Natal Film Commission, ad hoc meetings may be held while the projects are in progress and on conclusion of the project with key stakeholders who will be identified by KZN Film.

10. STANDARD BID DOCUMENTATION

All bidders are required to complete the Standard Bid Documentation attached.

Bidders will be required to submit both **technical** and **financial** proposal.

10.7.1. Technical proposal

The technical proposal must provide all the required information in order to evaluate the proposal against the evaluation criteria.

3. Kindly refer to the Annexure in order to ensure that the required information and documents are included in your proposal and bid document.

10.7.2. Financial proposal

The contract will be on a 6 months retainer basis

The financial proposal must contain a detailed **Budget breakdown for all activities for a period of 6 months.**

The budget breakdown will include a detailed outline of the line items in which the costs will be allocated together with the project plan for services to be rendered and frequency thereof.

All costs should be inclusive of VAT and conditional and/or unconditional discounts where applicable.

10.8. Evaluation Criteria

The bid for the appointment of the PR & Events Company for KZN Film Commission will be evaluated on the pre-qualification criteria, functionality, price and preferential points in accordance with the Preferential Procurement Policy Framework Act No. 5 of 2000 and B-BBEE Act.

1.1. Pre-Qualification Criteria (disqualifying requirement)

The service provider must be B-BBEE Status Level 1 or 2, an EME or QSE.

1.2. Mandatory Requirement (disqualifying requirement)

N/A

1.3. Functionality

The service provider must score a minimum of **60 %** on the functionality of the proposal and documentation received in order to be evaluated further for price and preference points.

1.2. Price and Preference

80/20 preference points will be applicable for the evaluation of this tender.

Annexure 1 - Evaluation Grid: Name of Project:	Weight	Maximum score	Initial assessment
The KwaZulu Natal Film Commission seeks proposals from interested and suitably qualified PR and Events Service Providers to give PR and Events support to the organization.			
At least 10 years of experience working with a similar organisation in the public sector and/or with arts and entertainment organisations and commissions . Company profile should contain portfolio of evidence of events management and public relations management should be reflected	10		
Experience in the conception, design, packaging, production and dissemination of communication products including social media to a variety of audiences, and	20		

campaigning. Submit Proof of Evidence			
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Methodology/Approach, Work plan <ul style="list-style-type: none"> • Workplan/Gantt Chart • Creativity/Graphic Layout 	20		
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Project Manager / Leader			
CV of Project Leader			
Experience of project leader in similar field: 10 years = 20 points 2 - 4 years = 10 The project leader should have proven and extensive experience in PR & Events coupled with 5 years' experience in event co-ordination / project management Experience in building strong relations with media	20		
Team Composition			
CV's of the team and their roles in relation to the project, with contactable references			
Proof of experience in the Events coordinator particular role: 5 years = 10 points 3 - 4 years = 5 points	10		
Proof of experience in Media Relations High level writing, editing and language skills, and an ability to convey complex issues in a concise, clear and simple style 5 years = 10 points 3 - 4 years = 5 points	10		
Proof of experience in the Graphic and Motion Picture Designer particular role: (with portfolio) 5 years = 10 points 3 - 4 years = 5 points	10		
TOTAL SCORE	100		

11. ANNEXURE : Costing sheet guide -)

The following items should be priced for each of the 6 years:

12.14. COSTING TEMPLATE OUTLINE

COST ITEM			
	GRAND TOTAL OF 6 MONTHS CONTRACT R		

N.B Detailed breakdown and unit costs of all items and activities to be provided. KZNFC reserves the right to negotiate pricing in accordance with Provincial Treasury Cost containment measures