



TERMS OF REFERENCE

**APPOINTMENT OF A SERVICE PROVIDER TO CONDUCT RESEARCH ON THE
FOLLOWING THE TOPIC:**

Markets and festivals: A study on the return on investment for KZNFC on markets and festivals attended between 2014-2021

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1. BACKGROUND INFORMATION

1.1. Abbreviation, Acronyms and Definitions

TOR Terms of Reference

KZNFC KwaZulu-Natal Film Commission

KZN Province of KwaZulu-Natal

SP Service Provider

SCM Supply Chain Management

CEO Chief Executive Officer

CFO Chief Financial Officer

PFMA Public Finance Management Act, 1999 (Act No 29 of 1999) as amended

B-BBEE Broad-Based Black Economic Empowerment

SLA Service Level Agreement

PPPFA Preferential Procurement Policy Framework Act, 2000 (Act No 5 of 2000) as amended



1.2. Background

The KwaZulu-Natal Film Commission (KZNFC) was established in terms of the KwaZulu-Natal Film Commission Act, 2010. The primary objectives of the KZNFC are to promote the film industry in the province and to facilitate the development of the film sector in the region.

The KwaZulu-Natal Film Commission seeks to appoint a service provider to conduct research on the following topic:

- a) Markets and festivals: A study to quantify the return on investment for KZNFC on markets and festivals attended between 2014-2021.

1.3. Purpose of the Terms of Reference

The purpose of the TOR is to call for a suitable service provider to conduct research on the return on investment for KZNFC on markets and festivals attended between 2014-2021.

2. CONTRACT OBJECTIVES, SCOPE OF WORK AND DELIVERABLES

2.1. Introduction

The KZNFC seeks to appoint a suitable service provider with extensive research experience and with knowledge of the film sector to conduct research on the return on investment on markets and festivals attended by the KZNFC delegation between 2014-2021.

2.2. The overall objectives of the contract

This topic seeks to measure and quantify the return on investment realised by KZNFC through the attendance of markets and festivals. Every year KZNFC delegation attends selected markets and festivals to; market the province as a destination for filming,



showcase the work of local filmmakers, network and forge partnerships for future projects etc., KZNFC wishes to take stock of all these initiatives and measure their impact/returns between the period 2014-2021.

The key objectives of this research topic are:

- to identify all the markets and festivals attended by KZNFC during the period 2014-2021;
- identify and categorise the engagements/presentations, and formal and informal meetings held by the delegations during the period;
- quantify, measure and estimate the investment made during the period;
- identify the projects that came to the province as a result of the engagements;
- identify projects that came to SA but not to KZN but were discussed with the delegation, and analyze why the projects were taken to other provinces;
- provide recommendations based on the findings on how best KZNFC can handle and participate in markets and festivals.
- Develop a tool that the KZNFC can use going forward to track outcomes at festivals and markets and enable reporting on an annual basis.
- Benchmark nationally and internationally on how long it typically takes for an investment to be made in a region following a meeting at a festival and market, considering how long it takes to finance and produce a film.

The Bidder's proposal should effectively and adequately, without ambiguity demonstrate how it is able to provide these services to the KZNFC. The proposal must demonstrate as a minimum the criteria against which the proposal will be assessed as contained in Annexure C.



3. THE SERVICE PROVIDER

The service provider must demonstrate that he/she can undertake services of this nature and understands the current legislative environment and policy priorities, within the context of the film industry.

The team must have the relevant experience and preference will be given to a service provider who has an understanding of the film sector. A detailed CV must be provided.

4. TIME FRAMES

The service provider is expected to deliver all the objectives within 3 months of the signing of the SLA.

5. REPORTING

The consultant will be directly accountable to the Dr N. Bhebhe

6. QUOTATION REQUIREMENT

6.1. Standard quotation documentation

All bidders are required to complete the Standard Quotations Documentation attached to Annexures A & B.

6.2. Project Proposal

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

6.3. Technical proposal

The technical proposal should comprise the following elements:

- Understanding of the assignment and scope of work
- Experience in qualitative research methodologies with a focus on Economics or Finance
- Demonstration of how the service will be executed (Approach, Methodology)



- An expert in the audio-visual sector (film), including a relevant track record with verifiable references,
- A detailed profile and CV are to be provided in the required format (refer to the attachment). The proposed individual must also sign statements of availability (refer to the attachment).
- Relevant qualifications and experience, a minimum of a Master's degree in Economics or Finance.

6.4. Financial proposal

The budget breakdown will include:

- Detailed hourly rates for the services to be rendered including the hours for each key deliverable or phase;
- The incidental and disbursement costs (including travel, stationery, etc) (including outsourced or in-sourced costs not covered by the key expert fee days) per output.

7. EVALUATION CRITERIA

The bid for the appointment of each service provider will be evaluated on the pre-qualification criteria, the mandatory requirement, functionality, price and preferential points in accordance with the Preferential Procurement Policy Framework Act 2000 (Act No. 5 of 2000 and B-BBEE Act.)

7.1 Pre-Qualification Criteria

B-BBEE Status level 1 or 2, an EME or QSE

7.2 Mandatory Requirement (disqualifying requirement)

N/A

7.3 Functionality



The service provider must score a minimum of 60% to be evaluated further for price and preference points.

7.4 Price and Preference

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

8. NON-APPOINTMENT

The KZNFC reserves its rights either **NOT** to make an appointment and/or appoint the bidder with the lowest price. The KZNFC also reserves its right to negotiate the final price of those bids which are deemed technically compliant.

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List of annexures:

- Annexure A: Statement of Availability
- Annexure B: Evaluation Grid for Functionality



ANNEXURE A: STATEMENT OF AVAILABILITY

BID REF: _____

I, the undersigned, hereby declare that I agree to participate exclusively with the tender _____ in the above-mentioned service tender procedure. I further declare that I am able and willing to work for the period(s) foreseen for the position for which my CV has been included.

From	To
<start of period 1>	<end of period 1>
<start of period 2>	<end of period 2>
<etc>	

Name	
Signature	
Date	



ANNEXURE B - EVALUATION GRID FOR FUNCTIONALITY

To be completed for each bid by each evaluator

Name of project: FILM SECTOR SUPPORT IN KZN	Score	Weight	Total Score	Initial assessment	Revised assessment (before interviews*)	Revised assessment after interviews*
Section 1 – Approach, Organisation and Methodology						
Understanding of the scope of each study; provide a detailed research design and methodology that would be followed to execute the study	20					
Section 2						
Completed film-related papers/ studies done by the company or project leader. (Indicate where we can access the papers) <10 papers / studies = 30 5-9 papers / studies = 20 1-4 papers/studies = 10	30					
<i>Send links or electronic copies:</i>						
Expert in the audio-visual industry with extensive experience in markets and festivals (attach a CV) <10 years of audio-visual industry experience =30 5-9 years of audio visual industry experience =20	30					
Relevant academic qualifications in Economics or Finance, PhD = 20 MA = 15 Lower =0	20					



Name of project:	Score	Weight	Total	Initial	Revised	Revised
FILM SECTOR SUPPORT IN KZN			Score	assessment	assessment	assessment
				(before	(before	after interviews*
				interviews*)	interviews*)	
Total Score	100		100			

Minimum Required Score = 60%

Evaluator Summary Comments

Strengths	
Weaknesses	

Evaluation performed by:

Name	
Date	
Signature	