



TERMS OF REFERENCE

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

- a) Markets and festivals: A study on the return on investment for KZNFC on markets and festivals attended, supported or funded between 2014-2022

Enquiries:

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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 (KZNFilm) was established in terms of the KwaZulu-Natal Film Commission Act, of 2010. The primary objectives of the KZNFilm 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 on the return on investment for KZNFilm on markets and festivals attended, supported or funded between 2014-2022 both local and international.

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 KZNFilm on markets and festivals attended, supported or funded between 2014-2022 both local and international.

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 achieved by KZNFilm through attendance, supporting or funding markets and festivals between 2014-2022 both local and international.

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 KZNFilm supports / funds filmmakers / a delegation to attend selected markets and festivals, to market the province as a destination of choice for filming, also on an annual basis KZNFilm



supports, and funds local and national film festivals. The entity, therefore, seeks to measure and quantify the returns on its investment in these projects/programmes.

The key objectives of this research are as follows:

- to identify all the markets and festivals attended, supported and funded by KZNFC during the period 2014-2022;
- identify and categorise the markets and festivals, engagements/presentations-formal and informal meetings held by the delegations during the period;
- quantify, measure and estimate the investment made during the period on each project (markets and festivals) and conduct an analysis on the returns;
- identify the projects that came to the province as a result of the engagements during markets and festivals encounters;
- 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 4 months** of the signing of the SLA.

5. REPORTING

The service provider will be directly accountable to **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 and quantitative research methodologies with a focus on Economics, Finance or Statistics
- Demonstration of how the project will be executed (Approach, Methodology)



- The team must have a member who is an expert in the audio-visual sector (film). The expert must include the contact details of the 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 must be outlined for key team members as per the requirement in the grid.

6.4. Financial proposal

The budget breakdown must 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

Specific Goals will be applicable for this Quotation process.

The bid for the appointment of each service provider will be evaluated on mandatory requirement, functionality, preference point system and specific goals in accordance with the Preferential Procurement Regulation 2022

Mandatory Requirement (disqualifying requirement)

N/A

Evaluation on Functionality

The service provider must score a minimum of 65% to be evaluated further for price and preference points.



APPLICATION OF PREFERENCE POINT SYSTEM AND SPECIFIC GOALS:

The 80/20 preference points system will be applicable for the evaluation of this process in accordance with the Preferential Procurement Regulations 2022.

| | Specific Goals |
|--|----------------|
| Price | 80 |
| Ownership Goals | |
| <ul style="list-style-type: none"> At least 51% Blacks Africans, Indians or Coloreds owned companies. | 20 |
| Total | 100 |

Kindly Refer to Table 1 of SBD 6.1 of the Preference Claim Form to claim Points.

Verification of Specific Goals:

1. **Ownership verification** will be conducted through submission of the Sworn Affidavit or BBBEE Certificate with a summary report

Failure on the part of a tenderer to submit proof or documentation required in terms of this Quotation to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.

The organ of state reserves the right to require of a tenderer, either before a Quotation is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

All quotations with all the required documentation to be forwarded to scmquotes@kznfilm.co.za and for enquiries related to SCM to be forwarded to scm@kznfilm.co.za

8. NON-APPOINTMENT

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

For Technical Enquiries Contact: Dr N Bhebhe



email: ngqabuthob@kznfilm.co.za

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 the study; provide a detailed research design and methodology that would be followed to execute the study | 25 | | | | | |
| 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 | | | | | |
| Send links to electronic copies: | | | | | | |
| As part of the team, an expert in the audio-visual industry with extensive experience in markets and festivals (attach a CV) <10 years of audio-visual industry experience =20 5-9 years of audio visual industry experience =15 | 20 | | | | | |
| As part of the team, a member with relevant academic qualifications in Economics or Finance, (copies of Certified qualification(s) to be provided) PhD = 25 MA or Equivalent = 20 (or equivalent) | 25 | | | | | |



| Name of project: FILM SECTOR SUPPORT IN KZN | Score | Weight | Total Score | Initial assessment | Revised assessment (before interviews*) | Revised assessment after interviews* |
|--|-------|--------|----------------|-----------------------|--|--|
| Lower =0 | | | | | | |
| Total Score | 100 | | 100 | | | |

Minimum Required Score = 65%

Evaluator Summary Comments

| | |
|-------------------|--|
| Strengths | |
| Weaknesses | |

Evaluation performed by:

| | |
|------------------|--|
| Name | |
| Date | |
| Signature | |