

KWAZULU-NATAL FILM COMMISSION

TERMS OF REFERENCE



TO SEEK TWO (2) SUITABLY QUALIFIED DISTRIBUTION COMPANIES TO PROVIDE REVIEWING SERVICES ON DISTRIBUTION PLANS AND PROVIDE ROI EVALUATIONS ON FILM FUND PROJECTS, FOR A PERIOD OF THREE YEARS

TERMS OF REFERENCE (TOR)

1. BACKGROUND INFORMATION 1.1. ACRONYMS

EDTEA	Department of Economic Development, Tourism and Environmental Affairs
KZNFILM	KwaZulu-Natal Film Commission
KZN	KwaZulu-Natal
HCD	Human Capital Development
SLA	Service Level Agreement
SETA	Sector Education and Training Authority
MICT	Media, Information and Communication Technologies
TOR's	Terms of Reference
SAQA	South African Qualifications Authority
TOR/S	Terms of Reference/s
ROI	Return on Investment
Marketing & Distribution plans	Plans submitted with funding applications that forecasts the return on investment of a project

1.2 INTRODUCTION

KZNFILM is mandated to be a catalyst for transformation, job creation and sustainability through funding, human capital development and the promotion of KwaZulu-Natal. The economic impact of the film industry is principally experienced through job creation. Whilst the province is rich in history there is an apparent lack of converting such into scripts which in turn result in productions for the local, national and international market. There are a number of aspirant filmmakers in the province who require the necessary support in order to improve their skills to be that of an international standard.

1.2. THE PURPOSE OF THE TERMS OF REFERENCE

To appoint TWO (2) suitably qualified distribution companies to reviewing services on distribution plans and provide ROI evaluations on Film Fund Projects, for a period of three years.

The services rendered are:

SERVICE RENDERED:
Reviews of marketing, distribution and ROI plans of development projects

Reviews of marketing, distribution and ROI of production projects
Reviews of marketing, distribution and ROI of co-production projects
Reviews of marketing, distribution and ROI of Special projects

2. Contract Objectives:

Why is this Project Important?

After growing and providing sustainable funding to filmmakers in the last 10 years of its existence, the KZNFilm has reached a point where it has to support projects that have positive ROI potential to ensure that filmmaker SMME's remain sustainable between film projects. It is also the aim of KZNFilm to provide education to filmmakers on the process of ensuring successful and profitable distribution agreements for their film projects.

2.1. Overall Contract Objectives

To appoint TWO (2) suitably qualified distribution companies to reviewing services on distribution plans and provide ROI evaluations on Film Fund Projects, for a period of three years.

2.2 Experience and Qualifications of the Service Provider:

- The detailed company profiles of South African based distribution company that have been operational for a minimum period of 10 years year or more.
- The company profiles should detail its proven track record of the successful marketing and distribution of local, independent films, series, documentary, animation and hybrid projects, that reached positive ROI's and evidence of audience reach
- A project proposal detailing how they will execute the task of reviewing and providing advice on the applications received annually by KZNFilm
- Successful case studies with finance reports that have been independently audited to support their application

3. Outputs and Deliverables

The deliverables are:

- Detailed written reviews on each development, production and special project's marketing and distribution plans
- Recommendations on the viability of ROI on approved projects

4.1 Team Composition:

- Project manager
- Marketing and distribution expert with extensive ROI projections experience

5. Duration of the Contract

The period of execution of the contracts will commence from the date of signing the contract for a period of three (3) year. **Service providers will be rotated on a cost basis as and when the need arises. .**

This process will be rotated amongst contractors within the panel based on cost.

5.2 Reporting

The service provider is required to report to the Acting P&D Manager: Mrs. Jacqueline Rainers-Setai on progress of the project within the stipulated timeframes. The reports will be required to be documented in a specific format as provided by the Acting P&D Manager: Mrs. Jacqueline Rainers-Setai.

The service providers must avail themselves to status meetings as and when required on the progress of the project.

The acting Development and Production Manager: Mrs. Jacqueline Rainers-Setai will evaluate after each formal engagement before any payment is approved.

All meetings are to be arranged by KZNFilm who is expected to keep a record of such meetings and to deliver the record 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 unless indicated otherwise. Failure to comply with the conditions may result in termination of the contract.

6. Tender Requirements

6.1. Standard Bid Documentation

All bidders are required to complete the Standard Bid Documentation

7. Evaluation Criteria

Specific Goals will be applicable once the panel has been appointed

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 Requirements (*disqualifying requirement*)

N/A

Evaluation of Functionality

The service provider must score a minimum of 60 % in order to be evaluated further for price and preference points. **Refer to Annexure 1** below, for the information that must be provided and supported with documentation in order for the bid proposal to be evaluated and scored on Functionality.

APPLICATION OF PREFERENCE POINT SYSTEM AND SPECIFIC GOALS: (NB: Evaluation on price and specific goals will be applicable once the panel process is concluded on a rotational basis)

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	
• At least 51% Black Africans, Indians or Coloreds Owned companies	10
• At least 51% Companies owned by disabled persons	10
Total	100

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

Verification of Specific Goals:

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

People's With Disability verification will be conducted through submission of Medical certificate.

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

For Technical Enquiries Contact: Ms Jacqueline Rainers-Setai

Email: JacquelineR@Kznfilm.co.za

For SCM Enquiries Contact: Mr. Sboniso Gama

Email: scm@kznfilm.co.za

Minimum Required Score = 60%

Evaluation Grid:

NAME OF PROJECT: TO SEEK TWO (2) SUITABLY QUALIFIED DISTRIBUTION COMPANIES TO PROVIDE REVIEWING SERVICES ON DISTRIBUTION PLANS AND PROVIDE ROI EVALUATIONS ON FILM FUND PROJECTS, FOR A PERIOD OF THREE YEARS	Weight	Score
EXPERIENCE & MOTIVATIONS	40	
A company profile detailing a proven track record as a distributor in the SA and international industries <ul style="list-style-type: none"> - Ten year or more = 25 points - Five to nine years = 10 points 	25	
A project proposal detailing how the evaluation, ROI projections and reporting will be done <ul style="list-style-type: none"> - An excellent project proposal = 15 points - A fair project proposal = 5 points - A poor proposal = 0 points 	15	
MATERIAL EVIDENCE	25	

Submission of audience reach reports and project ROI that's higher than the original budget <ul style="list-style-type: none">• Five to ten reports= 25 points• One to four reports= 5 points	25	
TOTAL	65	

