



THE KWAZULU NATAL LIQUOR AUTHORITY

BUSINESS UNIT: COMMUNICATIONS

***TERMS OF REFERENCE FOR APPOINTMENT OF SERVICE PROVIDER
TO:***

- ***PROVIDE GRAPHIC DESIGN AND CONTENT DEVELOPMENT SERVICES FOR A PERIOD OF 12 MONTHS***

TERMS OF REFERENCE (TOR)

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1. Background Overview

1.1 The KZN Liquor Authority

The KwaZulu-Natal Liquor Authority currently regulates liquor licensing and control of the liquor industry through the provisions of the KwaZulu-Natal, Act 06 of 2010 as amended. Since the enactment of the Constitution of South Africa, (No. 108 of 1996), the mandate to legislate on retail and micro-manufacturing liquor licensing is the exclusive legislative competence of provinces.

The Liquor Authority is registered as a Schedule 3C Public Entity in terms of the Public Finance Management Act. The KZN Liquor Licencing Act 06 of 2010 sets out objectives that the provincial strives to achieve with regard to retail liquor licencing and micro manufacturing. It also extends beyond the process of licensing and includes objectives of balancing the congruent objectives of providing a stable social environment against promoting the growth of the liquor industry.

2 Appointment of Service to Provide Graphic Design and Content Development Services for a Period of (12) Months

2.1 The KZNLA requires a service provider who will assist with the following services for a period of twelve months.

Graphic Design Services

- To design banners and graphics for KZNLA communications campaigns, upcoming events, announcements, notices etc. to be uploaded on the homepage of the website and social media platforms **(as and when required)**
- Propose innovative ideas and present the layout idea to ILO, discuss on the proposed layout and incorporate feedback
- Design and layout the documents based on the agreed mock up
- Design newsletter and assist with content development
- To be able to create cartoons skits
- Quotations to be based on an **hourly rate** for the graphic design service

3 EVALUATION CRITERIA

- Bid for the appointment of the Service Provider will be evaluated on price, functionality and Specific goals
- The specific goals allocated points in terms of this tender are:
 1. BBEE compliance based on Section 10 of the BBEE Act (Act 53 of 2023 as amended by Act 46 of 2013).
 2. Black Women Ownership.
 3. Black Youth Ownership.
 4. Disability Ownership

4 Company Profile

- Proven experience in producing publications with innovative graphic designs with the use of software such as Adobe Design Premium, In-Design, Illustrator, CorelDraw, web design tools such as Dreamweaver and Flash, etc.
- Sample work of clear and mature style of design, demonstrating an understanding of the communication requirements of the public sector.
- Experience of graphic production from start to published/printed product

Name of project: TERMS OF REFERENCE FOR	Weight	Maximum Score	Final Assessment
Organizational and Approach			
Proven experience in producing publications with innovative graphic designs with the use of software such as Adobe Design Premium, In-Design, Illustrator, CorelDraw, web design tools such as Dreamweaver and Flash, etc.		50	
Proof of similar projects conducted (with references)		20	
Demonstration of understanding of the communication requirements of the public sector		20	
Experience of graphic production from start to published/printed product		10	
Overall Total Score		100%	

Bidders should score a minimum of 70% in order to considered for further evolution