



OFFICIAL SPECIFICATION FORM

Table with 5 columns: Specification for, Directorate, Unit, Was this service previously requested..., Departmental Assets, Item Description, and Quantity. It details requirements for SAGNC promotion and marketing content.





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**Final product: x1 Documentary Video (45 minutes) and x10 Short-Form videos (30 to 60 seconds each)**

- Explain the importance of geographical name standardization
- Highlight the need to transform geographical names, including historical context and cultural significance
- Showcase examples of names transformed thus far
- Include a process explainer demonstrating the legal and consultative processes in an accessible way
- Address public misconceptions and promote understanding
- Feature acted segments / mini documentary-style elements to engage audiences

**10 short awareness videos (30–60 seconds each) for:**

- TikTok,
- Instagram Reels,
- and YouTube Shorts.

The service provider must ensure that all content is original, culturally appropriate, and aligned with the SAGNC mandate and approved messaging framework. All scripts, concepts, and visual treatments must be submitted to the Department for approval prior to production.

Content to highlight key messages in creative formats such as animations, voiceovers, myth vs fact, and community voices.

Service provider may subcontract skilled content creators with expertise in indigenous knowledge, cultural heritage, and digital education, while ensuring compliance with SCM procurement processes. No individual names are specified; selection will be made through three quotations.

Any subcontracting of work (including the 10–15 short-form videos) is subject to the Department’s prior written approval and the Service Provider remains fully liable for ensuring that all subcontractors comply with the Intellectual Property Rights provisions in Section 10, as well as all other obligations under this Specification. The Service Provider shall ensure that equivalent IP assignment and confidentiality agreements are executed with all subcontractors in favour of the Department.

### 3. POST-PRODUCTION :

- Editing, colour grading, sound design, and visual enhancement in HD or 4K.
- Subtitles in English and at least two additional official languages.
- Captioned versions for accessibility.
- Social media-ready formatting (vertical, square, horizontal).
- The service provider must submit a draft preview version of the documentary for review and approval by the Department before final production and distribution. The Department may request reasonable revisions before the final version is approved.

### 4. DIGITAL OPTIMISATION:

- Platform-specific formatting.
- Thumbnail creation, metadata optimisation.





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- Provide guidance on an appropriate publishing schedule and strategies to maximize audience engagement on digital platforms.

5. TARGET AUDIENCE

- General public
• Youth (16–35 years)
• Adults (35+ years)
• Community leaders, educators, traditional leaders
• Municipal officials
• Heritage and cultural stakeholders.
• Provincial Departments
• The documentary will primarily support institutional awareness, stakeholder engagement and educational use, while the short-form digital content (TikTok, YouTube Shorts, Instagram Reels) will support broader public awareness and outreach.

6. KEY MESSAGES

Content must communicate:

- Why geographical names matter: identity, heritage, history.
• The consultative and legal process of name standardisation.
• The role of SAGNC and Provincial Geographical Names Committees.
• Correction of misinformation and myth-busting.
• Community participation as a democratic right.
• Addressing past colonial injustices and promoting inclusive representation.

7. PROJECT DURATION

Three (3) months, aligned with campaign rollout:

The project will be implemented over a period of three (3) months.

The project will follow a phased approach consisting of planning (Month 1), production and editing (Month 2), and final submission and delivery (Month 3).

Month 1: Concept Development and Pre-Production

- Review of existing SAGNC documentary material
• Development of the creative concept, storyline, and script
• Submission of storyboard and production plan for Departmental approval
• Identification of filming locations and interview subjects

Month 2: Production and Draft Editing

- Filming of documentary footage and interviews
• Recording of voiceovers and other production elements
• Editing of footage and preparation of a draft documentary and draft digital clips
• Submission of the draft version to the Department for review

Month 3: Final Submission and Delivery

- Incorporation of Departmental comments





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<ul style="list-style-type: none"> <li>Submission of the final approved documentary and digital content within the first two weeks of Month 3</li> </ul> <p>Payments will be released only upon written approval of each phase deliverable and confirmation that all Intellectual Property Rights in the deliverables for that phase have vested in the Department as per Section 10.</p>	
<p><b>8. INTELLECTUAL PROPERTY</b></p> <p>8.1 All Intellectual Property Rights (including copyright, moral rights, database rights, design rights and any other rights of whatever nature) in and to any and all deliverables produced or created under this contract, including but not limited to the updated documentary, short-form videos, scripts, storyboards, concepts, visual treatments, raw footage, edited footage, project files (in native/editable format), animations, voiceovers, subtitles, thumbnails, metadata and any derivative works (collectively “the Works”), shall vest exclusively and irrevocably in the Department of Sport, Arts and Culture / SAGNC upon their creation.</p> <p>8.2 The Service Provider hereby assigns and transfers all such rights to the Department with full title guarantee and waives all moral rights in the Works in favour of the Department.</p> <p>8.3 The Service Provider shall ensure that all subcontractors, employees, freelancers and any other persons involved in the creation of the Works execute equivalent assignments and waivers in favour of the Department.</p> <p>8.4 The Service Provider shall deliver to the Department, upon completion or earlier request, all raw footage, source materials, project files and editable versions of the Works.</p> <p>8.5 The Service Provider may not reproduce, distribute, publish, exploit or use the Works (or any part thereof) for any purpose whatsoever, including in its portfolio, promotional material or social media — without the Department’s prior written consent. Any unauthorised use will constitute a material breach.</p> <p>8.6 The Service Provider warrants that:</p> <ul style="list-style-type: none"> <li>(a) the Works are wholly original and do not infringe any third-party Intellectual Property Rights; and</li> <li>(b) it has obtained all necessary consents, licences and clearances (including from communities and individuals featured).</li> </ul> <p>8.7 The Service Provider indemnifies and holds harmless the Department against any claims, losses, damages or costs (including legal costs on an attorney-and-client scale) arising from any breach of the above warranty.</p> <p>8.8 This clause shall survive the termination or expiry of the contract.</p>	
<p><b>9. REPORTING REQUIREMENTS</b></p> <p>The appointed service provider will:</p> <ul style="list-style-type: none"> <li>Submit weekly progress reports.</li> <li>Attend coordination meetings (virtual or physical).</li> <li>Submit analytics-ready deliverables.</li> <li>Provide a final close-out report including content inventory</li> </ul> <p>Payment shall be linked to the successful completion and Departmental approval of each milestone. No payment shall be processed unless the Department has:</p> <ul style="list-style-type: none"> <li>Approved the relevant deliverable in writing; and</li> <li>Received confirmation of the irrevocable assignment and transfer of all Intellectual Property Rights in that deliverable in accordance with Section 10.</li> </ul>	
<p><b>10. SPECIAL CONDITIONS</b></p> <ul style="list-style-type: none"> <li>Content must comply with national legislation and government communication protocols.</li> <li>Content must reflect cultural sensitivity and linguistic accuracy.</li> </ul>	





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- The Service Provider must work collaboratively with DSAC Communications and SAGNC officials.
- Filming in communities must follow proper consent procedures.

Any subcontracting of work (including the 10–15 short-form videos) is subject to the Department’s prior written approval and the Service Provider remains fully liable for ensuring that all subcontractors comply with the Intellectual Property Rights provisions in Section 10, as well as all other obligations under this Specification. The Service Provider shall ensure that equivalent IP assignment and confidentiality agreements are executed with all subcontractors in favour of the Department. The Service Provider must deliver to the Department, upon completion of the project (and at any earlier milestone requested by the Department), all raw footage, source materials, editable project files (in native format), scripts, storyboards, graphics, animations, and any other materials created or used in the production of the Works. This obligation is in addition to, and does not limit, the Intellectual Property Rights assignment and transfer requirements set out in Section 10 of this Specification.

**Delivery Date: 31 July 2026**

Requestor: Name (in print)	Signature	Date
<b>Ms. Thulile Mthembu</b>	Signed by:Thulile Alice Caroline Mthembu Signed at:2026-04-20 14:31:37 +02:00 Reason:I approve this document  <i>Thulile Alice Caroline Mthembu</i>	
Director Living Heritage: Name (in print)	Signature	Date
<b>Dr. Wandile Kasibe</b>	Signed by:GOOZEN WANDILE KASIBE Signed at:2026-04-21 09:42:27 +02:00 Reason:I approve this document  <i>Wandile Kasibe</i>	
Technical Enquiries: Name (in print)	Telephone Number	E-mail address
<b>Thulile Mthembu</b>	082 906 7297	<u>ThulileM@dsac.gov.za</u>

