

# **KWAZULU-NATAL FILM COMMISSION**



**TO SECURE A SERVICE PROVIDER TO PRODUCE AND DELIVER AN  
ANIMATED AUDIO VISUAL/FILM AND 13 x 30 SECONDS ANIMATED  
AUDIO VISUAL CLIPS**

**FOR**

**THE KWAZULU NATAL FILM COMMISSION AND THE DEPARTMENT OF  
ECONOMIC DEVELOPMENT, TOURISM AND ENVIRONMENTAL  
AFFAIRS (EDTEA).**

**TERMS OF REFERENCE (TOR)**

## 1. BACKGROUND INFORMATION

### 1.1. ACRONYMS

<b>EDTEA</b>	Department of Economic Development, Tourism and Environmental Affairs
<b>KZNFC</b>	KwaZulu-Natal Film Commission
<b>KZN</b>	KwaZulu-Natal
<b>PFMA</b>	Public Finance Management Act
<b>SLA</b>	Service Level Agreement
<b>BPO</b>	Business Processing and Outsourcing
<b>ICTE</b>	Information Communication, Technology and Electronics
<b>TOR's</b>	Terms of Reference
<b>PSC</b>	Project Steering Committee

### 1.2. BACKGROUND

One of the KZNFC mandates is to promote and market the KZNFC locally which includes but not limited to reaching out local communities to inculcate participation in the programmes of the entity which is achieved through community engagement programmes such as:

- Information sharing sessions;
- Community screenings and
- Local audience development film festivals and.
- Operation Sukuma'sakhe (OSS)

These interventions are executed to improve awareness through information sharing, community participation. Over and above that, to accelerate the rate of transformation in the industry and the Province.

The Department of Economic Development, Tourism, Environmental Affairs is bound by the content of the Promotion of Access to Information Act, to provide information to members of the public and other stakeholders wishing to use it to access details with respect to various services offered by the department and its public entities.

This is brought to life through Operation Sukuma Sakhe which is the visits of different local municipalities and wards by the Premier and MEC's.

Each time the MEC attends community gatherings, each public entity falling within EDTEA's shareholding is required to exhibit, present and promote its programmes and services relevant to the members of the community that are in attendance.

The idea is to have one coordinated approach with one consolidated message that incorporates all entities under the department, thus utilizing an animated audio-visual tool that will provide the required information pitched at the appropriate level and in the appropriate dialect.

### **1.3. THE PURPOSE OF THE TERMS OF REFERENCE**

The purpose of the TORs is to appoint a suitably qualified company:

1. To produce a scripted 20 minutes animated audio visual infomercial that tells a story of EDTEA and EDTEA entities service offering which should be delivered in IsiZulu and have English subtitles.
2. To produce 13 x 30 seconds animated audiovisual clips (PSA's) which should be delivered in IsiZulu and have English subtitles, to be posted on broadcast platforms, that highlight the offering of each entity.

## **2. CONTRACT OBJECTIVES & EXPECTED RESULTS**

### **2.1. Motivation: Why the Project is Important?**

The communications team's from various EDTEA entities visit various communities in KZN to inform and educate communities on the offerings of the different entities. This requires the communicators of 13 entities to attend each event with no single coherent message that ties all entities, belonging to EDTEA together. The more people are clear on EDTEA and its entities service offering the better equipped they would be to engage and access the support initiative in order to improve their lives. This will help:

- To improve awareness of the holistic and individual mandate of EDTEA and entities under it.
- To promote service delivery to the people of KwaZulu Natal in a simple message and using an appropriate dialect.

- To expand the reach of the services and information to every corner of the province to meet the needs of each age group within the community linked to the respective services of the EDTEA suite of opportunities.
- To promote a single coherent message that ties all entities, belonging to one shareholder department, highlighting the offering of each entity.

## **2.2. Overall Contract Objectives**

- To provide preproduction, production and post production of a compelling story in a 20 minutes animated audiovisual that encapsulates the functions and the mandate of the 13 EDTEA entities.
- Production of 13 x 30 second animated audiovisual clips crafted specifically and cut for social media platforms that will tease people into discovering more about each department entity offerings.

## **3. SCOPE OF WORK**

The KwaZulu-Natal Film Commission seeks to appoint a suitably qualified service provider to deliver the following

1. To provide preproduction, production and post production of a compelling story in a 20 minutes animated audio visual presenting the functions and the mandate of EDTEA and EDTEA entities.
2. Production of 13 x 30 second animated audiovisual clips crafted specifically and cut for other broadcast platforms like but not limited to social media platforms highlighting each entity offering.

The appointed company will coordinate all activities relating to the project from pre-production, production and postproduction of activities with a focus on the following deliverables. The activities may include but not limited to:

- Script development
- Preproduction of the content
- Production
- Postproduction and delivery of the animated audiovisual content.

- Final products to be delivered to the KZNFC digitally and on a hard drive
- Hiring of qualified crew for all animation activities
- Consultation with the respective communication heads from the 13 entities and shareholder throughout the project.

### **3.1.OUTPUTS AND DELIVERABLES**

**The service provider shall/provide:**

- Hire all crew (50% must be KZN crew)
- The creative preparation of the script
- Sign off of final scripts and story board and characters with input from KZNFC and EDTEA Communications Heads
- Productions plans as per approved scripts
- Production timeline/schedules
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- Full Budget (Development, Preproduction, Production and post production budget)
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## **4. EXPERIENCE, QUALIFICATION AND SKILL REQUIRED**

The following **minimum criteria** is stipulated in terms of the expertise required:

### **4.1 PRODUCER/DIRECTOR:**

A minimum of 7 years of experience as an animation audio visual Producer. This excludes student film projects. The producer to demonstrate experience in producing a corporate animation audio visual project

### **4.2 ART DIRECTOR:**

A minimum of 5 years of experience as an ART Director in animation space. This excludes student film projects

### **4.3 SCRIPTWRITER**

A minimum of 5 years of experience as animation scriptwriter for film and television.  
This excludes student film projects.

#### **4.4 ANIMATION EDITOR:**

A minimum of 5 years of animation experience as online and offline editor. This excludes student film projects.

### **5. LOGISTICS AND TIMING**

#### **5.1.DURATION OF THE CONTRACT**

The period of execution of this service contract will commence from the date of signing the service level agreement for duration of 6 months.

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#### **5.2 REPORTING**

The service provider is required to report to the Marketing and Communications Manager on progress of the project within the stipulated timeframes as per the confirmed project plan drafted by the service provider in consultation with the KZNFC once the tender has been awarded.

The service provider must provide the Marketing and Communications Manager with a project plan indicating time frames, processes of implementation and provide reports on a Monthly basis where other entity communication heads may be present. The Service provider must avail themselves to status meetings as and when required on the progress of the project.

The Marketing and communications Manager will evaluate each phase before any payment is approved.

All meetings are to be arranged by the Service Provider 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.

At the discretion of the KwaZulu-Natal Film Commission, unscheduled meetings may be held while the project is in progress and on conclusion of the project with key stakeholders who will be identified by KZNFC.

## **6. TENDER REQUIREMENTS**

### **6.1. STANDARD BID DOCUMENTATION**

All bidders are required to complete the Standard Bid Documentation

### **6.2. PROJECT PROPOSAL**

The project proposal will contain both the Technical and Financial Proposals.

Each section will be broken down as follows:

#### **6.2.1. TECHNICAL PROPOSAL REQUIREMENTS**

The Technical proposal will comprise the following elements:

- Understanding of the Program Context and the Assignment;
- A detailed company profile
- A detailed production schedule for the delivery of the animated audiovisual project;
- Copies of CVs for team and a showreel; demonstrating experience and/or qualifications
- Outline of full crew that will be needed to deliver the production

#### **6.2.2. FINANCIAL PROPOSAL**

- The financial proposal must contain a full budget breakdown
- The production budget will include all required budget line items together with a production schedule.
- All costs should be inclusive of VAT and conditional and/or unconditional discounts where applicable.

## **7. INTELLECTUAL PROPERTY**

- ✓ All productions produced in terms of this TOR shall solely and exclusively be owned by the KZNFC EDTEA.

## **8. 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.)

### **8.1. Pre-Qualification Criteria**

B-BBEE Status level 1,2 ,3 or 4, an EME or QSE

### **8.2. Mandatory Requirement (disqualifying requirement)**

N/A

### **8.3. Functionality**

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

### **8.4. Price and Preference**

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

## **9. Non-Appointment**

The KZNFC also reserves its right to negotiate the final price of those bids deemed technical compliant.

**For Technical Enquiries Contact:** Mu Ngcolosi  
**Email:** [mun@kznfilm.co.za](mailto:mun@kznfilm.co.za)

**For SCM Enquiries Contact:** Olivia Manjate  
**Email:** [tenders@kznfilm.co.za](mailto:tenders@kznfilm.co.za)



**Minimum Required Score = 60%**

**ANNEXURE A**

- Evaluation Grid: Name of Project: <b>A SERVICE PROVIDER TO PRODUCE AND DELIVER A SCRIPTED SHORT CORPORATE VIDEO/FILM</b>	<b>Weight</b>	<b>Maximum score</b>
<b>Comprehensive Project Plan</b>  <u>The overall :</u> <ul style="list-style-type: none"> <li>• Detailed Budget – (4)</li> <li>• Script development process, - (3)</li> <li>• Pre-production timeline, - (3)</li> <li>• Production timeline, - (3)</li> <li>• Post production timeline – (3)</li> <li>• Full Team composition – (4)</li> </ul>	<b>20</b>	
<b>Experience of the Company Service Provider in handling Animated Audiovisual projects (3 signed Reference relevant letters)</b>  3 reference = 10 2 reference letters = 5	<b>10</b>	
<b>Experience of Producer/Director in leading Animated Audiovisual Projects : A detailed CV/Filmography and Showreel to be submitted</b>  7 years = 25 points 5 to 7years = 10 points	<b>25</b>	
<b>Producers Experience with a Corporate animation project – signed letters</b>  3 reference letters = 25 points 2 reference letters = 10 points	<b>25</b>	
<b>Team Composition</b>		

Proof of experience in the <b>Art Director</b> animation role : A detailed CV to be submitted.  5 years = 10 points 3 – 4 years = 5 points	10	
Proof of experience in the <b>Script Writer</b> in animation role : (with portfolio)  5 years = 10 points 3 - 4 years = 5 points	10	
<b>TOTAL SCORE</b>	<b>100</b>	

To be completed for each bid by each evaluator.

**Minimum Required Score = 60%**

<b>Strengths</b>	
<b>Weaknesses</b>	

**Evaluation performed by:**

<b>Name of Bidder</b>	
<b>Name of Evaluator</b>	
<b>Signature</b>	
<b>Date</b>	