



KWAZULU-NATAL PROVINCE
ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA

PROCUREMENT & ADMINISTRATION

SUBMISSION TO DEVIATE FROM NORMAL PROCUREMENT PROCESSES: SINGLE SOURCE SUPPLIER

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DIRECTORATE:

Marketing and Commun

SUBMISSION TO DEVIATE FROM NORMAL PROCUREMENT PROCESS: SINGLE SOURCE SUPPLIER

TO	DR. THANDEKA ELLENSON ACTING HEAD OF DEPARTMENT: ECONOMIC DEVELOPMENT, TOURISM AND ENVIRONMENTAL AFFAIRS
FROM	MS. FIKISWA PUPUMA ACTING DEPUTY DIRECTOR GENERAL
CC	MS. DHARSHINI RAICHUND DIRECTOR: SUPPLY CHAIN MANAGEMENT MR KHAYA MTHETHWA CHIEF FINANCIAL OFFICER
SUBJECT	REQUESTING THE ACTING HEAD OF THE DEPARTMENT TO AUTHORISE A DEVIATION FROM NORMAL SCM PROCESSES TO UTILIZE SINGLE SOURCE QUOTATIONS FOR THE PROCUREMENT OF MULTIPLE MEDIA SERVICES FOR THE FISH PROCESSING PLANT HANDOVER.
CONTRACT RATION	NOT APPLICABLE

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SOLE SUPPLIER



DATE

24 APRIL 2024

1. PURPOSE

This submission aims to acquire approval from the Acting Head of the Department, Dr. Thandeka Ellenson of the KwaZulu-Natal Economic Development, Tourism & Environmental Affairs to waiver from normal SCM processes for the procurement of multiple media services as described in the Background and Discussion below.

2. BACKGROUND

The Department of Economic Development, Tourism and Environmental Affairs recognized the importance of the maritime industry in delivering on its mandate along with this complex industry's challenges such as the lack of strategic vision/direction and integrated planning, and thus responded by developing the KwaZulu-Natal Integrated Maritime Strategy (KIMS) to provide strategic direction and stimulate robust economic growth and development.

The KIMS is premised on four strategic goals:

- Increase Competitiveness through Infrastructure Development, Integrated Spatial Planning and Cost Reduction;
- Promote Sectoral Development through Expansion of Marine Sub-Sectors;
- Enhance Enterprise Development through the Promotion of Small Businesses, BBBEE and Provision of Funding;
- Develop Human Resources through Education, Skills Development, Training and Knowledge Development;



In driving its maritime mandate, the Department of Economic Development, Tourism, and Environmental Affairs partnered with the Department of Forestry, Fisheries and Environment (DFFE) in the Small-Scale Fisheries Programme. Small-scale coastal fishing communities throughout South Africa are being transformed into small-scale commercial fishing co-operatives. As such, in 2019, the Department approved this strategic intervention and subsequently incorporated it within the Annual Performance Plan. The intention was to transform existing small-scale fishers into commercial entities. This required a holistic approach that contained a basket of interventions aligned to the four strategic goals of the KIMS.

The Marketing and Communications team has been constituted with a clearly defined mandate of curving space for the Executive Authority, the Acting Head of Department, and Senior Management to meet with different constituencies of the Department, public entities, and the general public.

Approving the request for services that would guarantee successful activation of the province-wide information campaign to bolster the Department's positive corporate identity to cover amongst others the services of radio and TV stations and print media.

3. LINKAGES TO STRATEGIC GOALS AND OBJECTIVES

Based on the Department's different social partners and beneficiaries, multiple communication channels would have to be used to ensure that messages with respect to the content of the department, entities, and its stakeholders.

4. REASON FOR DEVIATION (FURNISH REASON FOR DEVIATION)

TYPE OF DEVIATION	REASONS FOR DEVIATION
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SINGLE SOURCE SUPPLIER

A comprehensive Marketing and Communications plan has been presented to the technical committee for the handover of the Fish Processing Plant in uMzumbe proving that for the objectives to be obtained the use of **Ukhozi FM** and **1KZN TV** are the preferred platforms to be utilized. Further to this, these platforms cater to the targeted LSMs and audience; collectively these platforms have a reach of over 3 million listeners, viewers, and social media followers.

5. LEGAL FRAMEWORK

SCM INSTRUCTION NOTE 3 OF 2021/2022 ENHANCING COMPLIANCE,
TRANSPARENCY AND ACCOUNTABILITY IN SUPPLY CHAIN MANAGEMENT

Deviation from Normal Bidding Processes

If in a specific case it is impractical to invite competitive bids, the AO/AA may procure the required goods and services by other means, provided that the reasons for deviating from competitive bids must be recorded and approved by the AO/AA.

Other means include

- (a) Limited bidding
- (b) Written price quotations within the threshold determined by National Treasury Instructions; and
- (c) Procurement that occurs in emergency situations and urgent cases

Treasury Regulation 16A 6.4

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"If in a specific case it is impractical to invite competitive bids, the Accounting Officer or Accounting Authority may procure the required goods or services by other means, provided that the reasons for deviating from inviting competitive bids must be recorded and approved by the Accounting Officer or Accounting Authority."

6. SERVICE PROVIDER DETAILS

Please see the attached.

8. FINANCIAL IMPLICATIONS

BROADCASTING CHANNELS		
MEDIA HOUSE	SERVICE	AMOUNT
UKHOZI FM	OB Van	R 345 000
	Interviews	(incl. VAT) $\nearrow$
	Classic Adverts	
	Social Media	
1KZN TV	Production	R 189 520
	Coverage	(incl. VAT)
	Post Production	
	Audio Final Mix	
GRAND TOTAL		R 534 520

NB: If the activity and resulting expenditure extends into subsequent financial year/s, confirm budget availability in subsequent years. The budget to support the procurement of these media houses will emanate from the Trade and Sector Development Chief Directorate.

9. COMPULSORY DOCUMENTS TO BE ATTACHED TO THIS SUBMISSION:

Annexure A – Specifications

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Annexure B – Quotations from the service provider.

Annexure C - SBD4 - Bid Disclosure Form

10. RECOMMENDATIONS

It is recommended that the Acting Head of the Department grant approval for the deviation from normal procurement processes to utilize single source quotations for the procurement of multiple media services as described in the background and discussion above.

11. ADMINISTRATION AND PROCESS SIGN OFF

NAME	ROLE	SIGNATURE	DATE
ADDG	Ms. F. Pupuma	Signed by: Fikiswa Fathia Pupuma Signed at: 2024-04-25 12:45:29 +02:00 Reason: I approve this document 	25/04/24
Director SCM	Ms. D. Raichund	Signed by: Dharshini Raichund Signed at: 2024-04-25 12:50:14 +02:00 Reason: I approve this document 	25/04/24
Chief Financial Officer	Mr. K. Mthethwa	Signed by: Khayelihle Njabulo Mthethwa Signed at: 2024-04-25 12:55:02 +02:00 Reason: I approve this document 	25/04/24

12. APPROVAL BY HEAD OF DEPARTMENT

It is recommended that the Acting Head of the Department grant approval for the deviation from normal procurement processes to utilize single source quotations for the procurement of multiple media services as described in the background and discussion above.

ROLE	NAME	SIGNATURE	DATE
Acting Head of Department	Dr. T. Ellenson	Signed by: THANDEKA PRECIOUS ELL Signed at: 2024-04-25 15:26:35 +02:00 Reason: I approve this document 	25/04/24



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Comments

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