



TERMS OF REFERENCE

APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP 1 X ANIMATION VIDEO

i. KZN FILM SECTOR BASELINE STUDY

Enquiries:

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1. BACKGROUND INFORMATION

1.1. Abbreviation, Acronyms and Definitions

TOR	Terms of Reference
KZNFC	KwaZulu-Natal Film Commission
KZN	Province of KwaZulu-Natal
SP	Service Provider
SCM	Supply Chain Management
CEO	Chief Executive Officer
CFO	Chief Financial Officer
PFMA	Public Finance Management Act, 1999 (Act No 29 of 1999) as amended
B-BBEE	Broad-Based Black Economic Empowerment
SLA	Service Level Agreement
PPPFA	Preferential Procurement Policy Framework Act, 2000 (Act No 5 of 2000) as amended

1.2. Background to the project being quoted for

The KwaZulu-Natal Film Commission (KZNFC) was established in terms of the KwaZulu-Natal Film Commission Act, 2010. The KZNFC has been established to promote the film industry in the province and to facilitate the development of the film sector in the region.

The Business Unit conducted a research project on the baseline study of the KwaZulu-Natal (KZN) film sector. The research focused on the KZN film sector. Its primary objectives were to identify and highlight the main *economic changes* that have occurred in the sector since the last baseline study in 2015.

The Business Unit intends to share the finds of these research projects with the industry at large. To effectively communicate the findings and the recommendations, we intend to do an animation presentation that will consist of short snaps that will be distributed through social media platforms and 6-8 minutes' full presentation. In this way, the distribution of information will cover a broad audience.



1.3. Purpose of the Terms of Reference

The purpose of the TOR is to call for suitable companies to **develop an animation presentation of the above-mentioned research project.**

2. CONTRACT OBJECTIVES, SCOPE OF WORK AND DELIVERABLES

2.1. Introduction

The KZNFC requires the services of a suitable service provider with extensive knowledge and experience in animation to develop an animation video and short snaps to highlight the objectives, recommendations and findings of the research study.

2.2. The overall objective of the contract

The overall objective of this appointment is to develop an animation presentation of between 6-8 minutes based on the research on **THE KZN FILM SECTOR BASELINE STUDY.**

2.3 Scope of work

The scope of work will require the following:

- a. Development of an animation video of between 6-8 minutes and short snaps of the research study.

The Bidder's proposal should effectively and adequately, without ambiguity demonstrate how it can provide these services to the KZNFC.

3. THE SERVICE PROVIDER

The service provider must demonstrate that he/she has undertaken services of this nature before and understands the current legislative environment and policy priorities, within the context of the film industry.

The team must have the relevant experience and preference may be given to a candidate who has an understanding of the film or entertainment sector. **A detailed CV Or COMPANY PROFILE must be provided.**

4. TIME FRAMES

The service provider is to deliver all the objectives within 21 days after the appointment.

5. REPORTING

The consultant will be directly accountable to the Dr N. Bhebhe



6. QUOTATION REQUIREMENT

6.1. Standard quotation documentation

All bidders are required to complete the Standard Quotations Documentation attached on Annexure B.

6.2. Project Proposal

Bidders will be required to submit a **technical** and **financial** proposal.

6.3. Technical proposal

The technical proposal should comprise the following elements:

- Understanding of the assignment and scope of work
- Experience relating to animation presentation
- Relevant track record with verifiable references, and experience of conducting similar work
- A detailed profile and CV to be provided. The proposed individual must also sign statements of availability (refer to the attachment).

6.4. Financial proposal

The budget breakdown will include:

- Detailed hourly rates for the services to be rendered; and
- Any additional costs.

7. EVALUATION CRITERIA

All quotations will be assessed in terms of functionality (quality) and cost. In order to be deemed technically compliant bidders must achieve a minimum score of 60% on the functionality points available as per the Evaluation Grid attached.

Those bidders who are deemed to be technically compliant will thereafter be assessed in terms of price and preference points on an 80/20 preference points system. Financial proposals will also be assessed in terms of the reasonableness of costs to prevailing fee guidelines, consistency with the technical bid submitted and value for money.



8. Pre-Qualification Criteria

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

9. Mandatory Requirement (disqualifying requirement)

N/A

10. Functionality

All quotations will be assessed in terms of functionality (quality) and cost. In order to be deemed technically compliant bidders must achieve a minimum score of 60% on the functionality points available as per the Evaluation Grid attached.

11. Price and preference points

Those bidders /s who are deemed to be technically compliant will thereafter be assessed in terms of price and preference points on an 80/20 preference points system.

Financial proposals will also be assessed in terms of the reasonableness of costs in relation to prevailing fee guidelines, consistency with the technical bid submitted and value for money.



For Technical Enquiries Contact: Dr N Bhebhe

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List of annexures:

- Annexure A: Statement of Availability
- Annexure B: Evaluation Grid for Functionality



ANNEXURE A: STATEMENT OF AVAILABILITY

BID REF: _____

I, the undersigned, hereby declare that I agree to participate exclusively with the tender _____ in the above mentioned service tender procedure. I further declare that I am able and willing to work for the period(s) foreseen for the position for which my CV has been included.

From	To
<start of period 1>	<end of period 1>
<start of period 2>	<end of period 2>
<etc>	

Name	
Signature	
Date	



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ANNEXURE B - EVALUATION GRID FOR FUNCTIONALITY

To be completed for each bid by each evaluator

Name of project:	Score	Weight	Total Score	Initial assessment	Revised assessment (before interviews*)	Revised assessment after interviews*
Research on KZN FILM SECTOR BASELINE STUDY						
Section 1 – Approach, Organisation and Methodology						
Demonstration of experience of the team leader in doing animation videos;	50					
3 years experience = 30			50			
4 years experience = 40						
5 years experience and above =50						
Attach a CV of the team leader						
Section 2						
Relevant track record with three verifiable references	10		10			
Quality of an animation video (demo) submitted	40		40			
Total Score	100		100			

Each subsection will be given a score between 1 and 5 in accordance with the following guidelines:

1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good. **Minimum Required Score = 60%**

Evaluator Summary Comments

Strengths	
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Weaknesses	

Evaluation performed by:

Name	
Date	
Signature	



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