

TERMS OF REFERENCE

To : **SUPPLY CHAIN MANAGEMENT**
Date : **13 September 2024**
Closing date : **19 September 2024 @ 11h00**
Services required : **Activation Mpumalanga Tourism Expo**
When services required : **04-06 October 2024**

**TO SEEK A QUALIFIED SERVICE PROVIDER FOR AN:
ACTIVATION PROMOTING KWAZULU-NATAL AS TOURIST
DESTINATION AT THE MPUMALANGA TOURISM EXPO- 04 TO 06
OCTOBER 2024.**



Magical. Zulu Kingdom.

-  Ithala Trade Centre, 2nd and 3rd Floors
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TERMS OF REFERENCE (TOR)

1. BACKGROUND INFORMATION

1.1. ACRONYMS

EDTEA	Department of Economic Development, Tourism and Environmental Affairs
KZNTAFA	KwaZulu-Natal Tourism and Film Authority
KZN	KwaZulu-Natal
TOR/S	Terms of Reference/s

1.2. INTRODUCTION

The KwaZulu-Natal Tourism & Film Authority (KZNTAFA) was established under the KwaZulu-Natal Tourism & Film Authority Act of No. 02 of 2024. The KZNTAFA has been established to promote the Tourism and Film Industry in the province and has as part of its objectives:

- Increasing the share of domestic visitors.
- To entrench a culture of travel amongst South Africans.
- Increasing tourism expenditure.
- Increasing geographic spread.
- Improving destination image and service excellence.
- Promoting responsible and demand-driven tourism development and accessibility.

1.3. THE PURPOSE OF THE TERMS OF REFERENCE

KwaZulu-Natal Tourism and Film Authority (KZNTAFA) seeks proposals from interested and suitably qualified activation companies to develop a concept for an activation to promote KwaZulu-Natal offerings at the KwaZulu-Natal Tourism and Film Authority stand at, Mpumalanga Tourism Expo taking place from 04 to 06 September 2024 in Mbombela, Mpumalanga Province. 30sqm will be allocated for an activation in the adventure zone at the Mpumalanga Tourism Expo.

● **CONTRACT OBJECTIVES & EXPECTED RESULTS**

2.1. Motivation: Why is this Project Important?

- Increase arrivals into the province.
- Increase tourist spend.
- Increase length of stay of visitors.
- Increase geographic spread of visitors.
- Improving seasonality patterns.
- Contribute towards transformation of the KZN Tourism and Film industry.

2.2. Overall Contract Objectives

To achieve these objectives, KwaZulu-Natal Tourism and Film Authority seeks to create tourism awareness and build relationships with products buyers so that they can include KwaZulu-Natal in their packages. As such, KZN Tourism and Film seeks to appoint a suitable service provider on a non-exclusive basis to design and erect the exhibition stands.

● **TIME FRAMES**

The duration of the assignment to start:

The duration of the assignment to start 04 October 2024 to 06 October 2024. Close-out report to be submitted by 15 October 2024.

4. SCOPE OF WORK

The scope of services will include:

- Develop a concept for an activation to promote KwaZulu-Natal offerings at the respective locations.
- Activation to include interactive elements to attract foot traffic into the stand.
- Destination promotion related games and other aspects to be included.
- 360 photo facility to be provided.
- Provide a detailed plan of how the activations will be executed.
- Conduct inspection at the venue prior to the activation taking place.
- Engage event organizers about dos and don'ts at the event.
- Onsite execution and management for the duration of the activations.
- Provide marketing/promotional collateral that will carry Tourism KwaZulu-Natal brand at each activation specific to the theme (service provider to supply samples for approval).
- Provide lunch for the staff working at the activation (6pax).
- Provide not less than four 4 promoters to engage with the public during activations.
- Through the utilizing of modern technology or register collect data that will be used by KZNTAFA to promote KZN packages.

5. TEAM COMPOSITION

- Service Provider
- 4 X Promoters

5.1 LOGISTICS AND TIMING

The duration of the assignment to start 04 October 2024 to 06 October 2024. Close-out report to be submitted by 15 October 2024.

6.1 Duration of the Contract

The period of execution of the service contract will commence from the date the Purchase order (PO) is issued for a period of that Activation.

6.2 Reporting

The service provider is required to report to Phindile Mjwara/ Nkosinathi Khumalo. The Close-out report to be submitted on 15 October 2024 by the service provider.

7. EVALUATION CRITERIA

The bid for the appointment of each service provider will be evaluated on compliance, mandatory requirement, functionality, preference point system and specific goals in accordance with the Preferential Procurement Regulation 2022.

Phase 1: COMPLIANCE

- ***The bidder must be registered as a vendor on the National Treasury Central Supply Database (CSD). If not, registered bidder must make means to register in order to bid for the process: Link below for registration on the database:***

[Register user - Central Supplier Database Application \(csd.gov.za\)](https://csd.gov.za)

- ***The bidder must be in good standing with SARS, the information will be verified through Central Supply Database (CSD) and SARS e-filing pin in compliance with Instruction Note 9 of 2017/2018 prior to the award of the quotation.***
- ***Completed Standard Bidding Documents (SBDs), Defaulters etc.***

Phase 2: MANDATORY REQUIREMENTS (If applicable) *(disqualifying requirement)*

- **The bidder must be registered as a vendor on the National Treasury Central Supply Database (CSD)**
- **The bidder must be in good standing with SARS, the information will be verified through Central Supply Database (CSD) and SARS e-filing pin in compliance with Instruction Note 9 of 2017/2018 prior to the award of the quotation.**
- **SBD 4- Declaration of Interest**

- The Bidder must have a minimum of three (3) positive reference letters/testimonials not older than five years from previous clients for similar projects (these reference letters /testimonials should be in their client's letterhead).

The bidder should have at least three (3) years' experience not older than five years of similar projects.

Phase 3: EVALUATION ON FUNCTIONALITY

The service provider must score a minimum of **60 %** in order to be evaluated further for price and preference points. **Refer to Annexure 1** below, for the information that must

be provided and supported with documentation for the bid proposal to be evaluated and scored on Functionality.

Phase 4: APPLICATION OF PREFERENCE POINT SYSTEM AND SPECIFIC GOALS:

The 80/20 preference points system will be applicable for the evaluation of this process in accordance with the Preferential Procurement Regulations 2022.

			POINTS
PRICE			80
Specific GOALS	100% Black Ownership	5	20
	100% Black Women Ownership	10	
	The promotion of enterprises located Within the KwaZulu-Natal Province		5
Total points for Price and SPECIFIC GOALS			100

Kindly Refer to Table 1 of SBD 6.1 of the Preference Claim Form to claim for Points.

Verification of Specific Goals:

- Ownership verification may be conducted through submission of the Sworn Affidavit or BBBEE Certificate with a summary report.
- CSD Report.
- Submission of a Utility Bill or CSD Report to verify locality.

Failure on the part of a tenderer to submit proof or documentation required in terms of this Quotation to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.



The organ of state reserves the right to require of a tenderer, either before a Quotation is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.



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All quotations with all the required documentation to be forwarded to scmquotes@kznfilm.co.za / quotes@Zulu.org.za

For Technical Enquiries Contact:

Email:

For SCM Enquiries Contact: Mr. Sboniso Gama

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Kindly refer to the next page for the Evaluation grid

ANNEXURE 1: EVALUATION GRID

EVALUATION GRID: TO SEEK A QUALIFIED SERVICE PROVIDER FOR AN ACTIVATION PROMOTING KWAZULU-NATAL AS TOURIST DESTINATION AT THE MPUMALANGA TOURISM EXPO- 04 TO 06 OCTOBER 2024.	Maximum	Score
Organisation and Approach	55	
Specific professional experience in Delivering: Three reference letters from clients to whom this service has been provided, on client's letterheads:	15	
<ul style="list-style-type: none"> Three letters = 15 points Two letters = 10 points One letter = 5 points 		
<ul style="list-style-type: none"> Provide at least 3 testimonials from their previous clients (these testimonials should be in their client's letterhead 	10	
<ul style="list-style-type: none"> Evidence of previous experience in executing projects of this magnitude. 	10	
<ul style="list-style-type: none"> Provide a detailed plan of how the activations will be executed. 	20	
Overall total score	55	

Minimum Required Score = 60%

Prepared by:

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Approved by:

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