

TERMS OF REFERENCE

TO SEEK A QUALIFIED SERVICE PROVIDER FOR:

MALL ACTIVATIONS PROMOTING KWAZULU-NATAL AS A

TOURIST DESTINATION AND FILM LOCATIONS

08 TO 10 NOVEMBER 2024.

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 activations to promote KwaZulu-Natal offerings for KwaZulu-Natal Tourism and Film Authority in the Gauteng province, Johannesburg in Mall of Africa and Sandton taking place from 08 to 10 November 2024, concurrently.

- **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. As such, KZN Tourism and Film seeks to appoint a suitable service provider on a non-exclusive basis to plan and implement activations.

- **TIME FRAMES**

The duration of the assignment to start:

The duration of the assignment to start 08 November 2024 to 10 November 2024. Close-out report to be submitted by 20 November 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:
- 08 to 10 November 2024 indoor activation in Mall of Africa.
- 08 to 09 November 2024 indoor activation in Sandton Mall.
- 10 November 2024 at Sakhumzi restaurant, Vilakazi street, Soweto.
- These activations are set to happen **CONCURRENTLY**.
- Activations to include interactive elements relevant to destination promotion to attract foot traffic into the activation area.
- Interactive elements: 6X A3 photo frames, 2X bean bag toss-game, 2X wheel of fortune/spin and win, 2X pick a box, 2 X question ruffle, 2 X KZN pick a destination, 2 X Zulu cultural attire for photo op, 4X A2 QR code on an easel stand.
- 2X 360 photo facility to be provided.
- Provide a detailed plan of how the activations will be executed.
- Liaise with the malls and the restaurant in terms of securing activations space (8 X 8 M2), bookings and payments.
- Conduct site inspections prior to the activations taking place.
- Engage with mall executives and Sakhumzi management about the dos and don'ts at the event.
- Onsite execution and management for the duration of the activations.
- Provide lunch (over the counter fast food i.e **fried Kentucky, rolls and cold drinks**) for the duration of the activations (3 days) for the KZNTAFA staff working at the activation (6pax).
- Provide 6 promoters to engage with the public during activations.
- Through the utilizing of modern technology (tablet/ laptop) or register collect data that will be used by KZNTAFA to promote KZN packages.
- Service provider to be responsible for the collection and the return of marketing materials and destination brochures at the KZNTAFA respective offices;
- **Head Office:** 29 Canal Quay
Ithala Trade Centre
2nd and 3rd Floors
Point Waterfront
Durban
- **Satellite Office:** 115 Musgrave Rd
10th Floor
Berea
Durban

- **Provide marketing/promotional collateral that will carry Tourism KwaZulu-Natal brand at each activation specific to the theme (such as branded: t-shirts, beach balls, keyholders, water bottles, power banks, lanyards and tote bags).**

5. TEAM COMPOSITION

- KZN Tourism and Film technical team
- Service Provider
- 6 X Promoters

5.1 Logistics

The duration of the assignment to start 08 November 2024 to 10 November 2024.

5.2 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.

5.3 Reporting

The service provider is required to report to Yoliswa Mhlongo and KZNTAFA team at the activation.

6. 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 eFiling 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)

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.

	Specific Goals
Price	80
Ownership Goals	
<ul style="list-style-type: none"> • At least 51% Black Africans, Indians and Coloreds 	10
<ul style="list-style-type: none"> • At least 51% Women Owned Companies 	5
<ul style="list-style-type: none"> • At least 51% Youth Owned Companies 	5
Total	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 BBEE Certificate with a summary 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.

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

Email:scm@kznfilm.co.za

Yoliswa Mhlongo (074 075 5001)/ Nkosinathi Khumalo (071 924 5753)/ Noluthando Duma (082 586 9590)

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Nkosinathi@zulu.org.za

Noluthandod@kznfilm.co.za

Kindly refer to the next page for the Evaluation grid

ANNEXURE 1: EVALUATION GRID

TO SEEK A QUALIFIED SERVICE PROVIDER FOR: MALL ACTIVATIONS PROMOTING KWAZULU-NATAL AS A TOURIST DESTINATION AND FILM LOCATIONS 01 TO 03 NOVEMBER 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 (not those of KZNTAFA) not older than three years: <ul style="list-style-type: none"> • Three letters = 20 points • Two letters = 15 points • One letter = 5 points No points will be awarded if there were no reference letters provided.	20	
<ul style="list-style-type: none"> • Company Profile with evidence of previous experience in executing projects of this magnitude (not less than 3 images of 2 separate projects) not older than five years (provide reports on when projects were done, if not on the company profile). • No points will be awarded if there is less than 3 or no images submitted. • No points will be awarded if there is no company profile submitted. 	15 5	
<ul style="list-style-type: none"> • Provide a detailed plan of how the activations will be executed. 	15	
Overall total score	55	

Minimum Required Score = 60%