



Zulu Kingdom. Exceptional

TERMS OF REFERENCE:

APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE ACTIVATIONS SERVICES FOR THE EASTER CAMPAIGN 2023

1. BACKGROUND

1.1. The KwaZulu-Natal Tourism Authority (TKZN) is established in terms of the KwaZulu-Natal Tourism Act of 1996, as amended Act No 2 of 2001. TKZN has been established to initiate, facilitate, coordinate and implement:

- Strategic Tourism Marketing.
- Demand driven Tourism Development programs, which will grow tourism, thereby striving to achieve the transformation of the tourism sector within the province and.
- The provision of economic benefits to all stakeholders and the province.

2. PURPOSE OF THE TERMS OF REFERENCE (TORs)

2.1. The purpose of these TORs is to appoint a suitably experienced service provider to provide activation services to create destination awareness for the 2023 Easter around KwaZulu-Natal. The activations will be under the theme *KZN Has it All, Believe It and Unforgettable Easter Happens Here*. The activations will be divided into three venues as identified by Tourism KwaZulu-Natal. The activation locations are:

- The Neighbourhood Shisanyama, Richards Bay, King Cetshwayo District Piggly Wiggly, Midlands, uMgungundlovu District Margate Beach, South Coast, uGu District.

2.2. The activations will be from 27-31 March 2023.

3. DELIVERABLES

3.1. The successful service provider shall be expected to deliver the following:

- 3.1.1 Develop a concept for an activation to promote KwaZulu-Natal offerings at the respective locations .
- 3.1.2 Provide a detailed plan of how the activations will be executed.
- 3.1.3 Onsite management for the duration of the activations.
- 3.1.4 Provide branded marketing/promotional collateral at each activations specific to the theme (service provider to supply samples for approval)

4. SERVICE STANDARDS AND QUALITY

- 4.1. TKZN reserves the right to review as it deems appropriate the level of service received from the service provider.
- 4.2. The service provider must declare any interest it has in an assignment as well as declare any possible conflict of interest with TKZN in the pursuance of the proposed assignment.
- 4.3. Should any conflict of interest be discovered during the assignment, TKZN reserves the right to summarily cancel the agreement and demand that all information, documents and property of TKZN be returned.

5. CONTRACT DURATION

- 5.1. The duration of the contract is from 25 March – 30 April 2023

6. BIDDER REQUIREMENTS

- 6.1. Bidders must submit company profile which includes related company experience.
- 6.2. Bidders must provide proof of conceptual grasp indicating a clear understanding of various tasks to be performed in the provision of activations.
- 6.3. Bidders must demonstrate the ability of the individual/professional team to render the services and the expertise of key staff members.
- 6.4. Bidders must indicate their years of experience in activations.
- 6.5. Bidders must provide reference letters as proof of successful completion of similar projects in the last two (2) years from current/pervious clients.
- 6.6. Bidders must provide a project workplan detailing work program outlining deliverables and timelines of various workflow tasks required for this project.

7. SPECIAL CONDITIONS

- 7.1. TKZN reserves the right to reject any proposal found to be inadequate or non-compliant to the Terms of Reference.
- 7.2. Bidders should demonstrate knowledge of TKZN's activities.
- 7.3. The successful bidder may be required to sign a Service Level Agreement (SLA) with the TKZN.
- 7.4. The successful bidder may not assign, in whole or in part, any of its obligations to perform in terms of the contract to any third party, unless the Chief Executive Officer has prior to the assignment, consented in writing to the assignment.
- 7.5. The successful bidder may not intend to cede its right to payment in terms of a contract to a third party without the prior written consent of the CEO. A bidder may not by means of cession, cede any of his obligations to perform in terms of a contract to any third party.
- 7.6. The bidder(s) must formally indicate any objection the bidder(s) may have in making available, on request by the TKZN all working papers, data, documents, reports and evidence collected or prepared during the planning, execution and reporting of the assignment.

8. RFQ REQUIREMENTS

8.1. Standard bid documentation

All bidders are required to complete the Standard Bid Documentation. Failure to do so may render the bid nonresponsive.

8.2. Technical proposal

The technical proposal should comprise the following elements:

- Understanding of the assignment and scope of work.
- Experience of the service provider including relevant track record, reputation, references letters on letterhead of clients, and experience of conducting similar work.
- Proposed team profile and other key members of the team.
- Detailed project execution plan, including task definition and allocation, project timeframes / timetable and milestones as well as feedback and reporting plan to TKZN.

8.3. Financial proposal – See Annexure A

9. APPLICATION RULES

9.1. Expenses incurred:

Neither Tourism KwaZulu-Natal nor any organ of state will be held liable for any expense incurred by the bidders.

9.2. Confidentiality:

The contents of the applications will be kept strictly confidential by the Authority and its advisors.

9.3. Number of Copies:

The RFQ responses shall be sent via email to the email address provided.

9.4. Late and incomplete applications:

Any application reaching the KwaZulu-Natal Tourism Authority later than the date and time provided will not be considered.

Bidders must provide all the information requested in the terms of reference.

9.5. Closing of submissions:

The closing date and time for submissions is

9.6. Information Contained in this document:

The information/data provided in this document, together with any subsequent issue of addenda of information/data is given in good faith for the guidance of applicants. No

warranties or representations are given regarding accuracy or completeness of such information.

9.7. Further information

The Tourism KwaZulu-Natal reserves the right to seek further information from the applicants, as it considers necessary.

10. EVALUATION METHOD

- 10.1.** All proposals received will be evaluated by a panel on a basis of functionality and will then have their Bids scored for price and Preference Points.
- 10.2.** Tender applications need to meet the functionality evaluation criteria, which will be considered and applied during the evaluation process.
- 10.3.** For purposes of comparison and in order to ensure a meaningful evaluation, bidders are requested to furnish detailed information in substantiation of compliance to the evaluation criteria mentioned in paragraph 10.9.
- 10.4.** A bidder that scores less than 70 points in respect of “functionality” will be regarded as submitting a non-responsive proposal and will therefore be disqualified.
- 10.5.** Thereafter the 80/20 principle will apply in terms of the Preferential procurement policy framework act, 2000: Preferential procurement regulations, 2022 and TKZN’s SCM Policy.
- 10.6.** To qualify for preference points as per TKZN’s SCM Policy, bidders must ensure that they submit the following documents:
 - Proof of black women living in township or rural areas. This can be evidenced by a stamped letter from the local councillor or any other evidence that demonstrates rural or township residence.
 - Proof of black youth living in township or rural areas. This can be evidenced by a stamped letter from the local councillor or any other evidence that demonstrates rural or township residence.
 - Proof of Military Veteran living in township or rural areas. This can be evidenced by a stamped letter from the local councillor or any other evidence that demonstrates rural or township residence.
 - Proof of persons living with disability living in township or rural areas. This can be evidenced by a stamped letter from the local councillor or any other evidence that demonstrates rural or township residence.
 - Percentage ownership by black people. This should be evidenced by a valid B-BBEE Certificate or affidavit whichever is applicable.
 - Percentage ownership by black women. This should be evidenced by a valid B-BBEE Certificate or affidavit whichever is applicable.
 - Percentage ownership by black youth. This should be evidenced by a valid B-BBEE Certificate or affidavit whichever is applicable.
 - Percentage ownership by black disabled people. This should be evidenced by a valid B-BBEE Certificate or affidavit whichever is applicable.
 - Percentage ownership by military veterans. This should be evidenced by a valid B-BBEE Certificate or affidavit whichever is applicable.
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- 10.7.** An appointment will be made in terms of the SCM policy of the KwaZulu-Natal Tourism Authority.

10.8. It must be noted that in a case of a Joint Venture, the credentials of the lead company will be considered.

10.9. The evaluation criteria for functionality shall be as per the table below:

Criteria for Evaluation	Maximum Score
<p>Company Experience: Bidders must submit company profile which includes company experience in the provision of exhibition stands.</p> <ul style="list-style-type: none"> • 0 – 2 years public sector experience – 5 points • 2 – 5 years public sector experience – 15 points • 5 – 7 years public sector experience – 25 points • 7 – 10 years public sector experience – 30 points 	30
<p>Key Personnel</p> <p>Demonstrate ability of the individual/professional team to render the service. This must be supported with a submission of CV's of the project manager and/or team members reflecting their relevant experience in the provision of stands at shows business i.e. Project Manager and the team of experienced personnel etc. Certified certificates not older than 3 months must be provided otherwise the bidder will score zero.</p> <p>Marketing Qualification or equivalent of the Project Manager No NQF8 qualification – 0 points NQF8 qualification – 20 points</p>	20
<p>Experience in Project Management of the Project Manager</p> <p>Successful completion of similar projects No similar project – 0 point 1 similar project – 5 points 2 similar projects – 10 points 3 similar projects – 15 points 5 similar projects – 20 points</p>	20
<p>Methodology</p> <p>The quality and reasonableness of the project work plan will be assessed / evaluated and therefore a detailed work program outlining the various workflow items/tasks required for this project must be submitted.</p> <p>Adequate program i.e., work items shown – 5 points Good program i.e., all necessary work items shown – 10 points Very good program i.e., all necessary and major work items shown – 20 points Excellent program i.e., all necessary work items shown, including links between tasks and additional information – 30 points</p>	30
Total Score	100

11. PRICING AND SCORING

11.1. This process will only be relevant/applicable to bidders short-listed during phase 1 of the tender evaluation process, meaning agencies who achieved 70 points and higher for functionality.

- 11.2. All qualifying proposals will thereafter be evaluated on the 80/20-preference point system.
- 11.3. Where price score will be 80 points for requirements with a Rand value equal to or above R 30, 000 and up to a Rand Value of R50 million inclusive of all applicable taxes.
- 11.4. The following formula will be used to calculate the points out of 80 for price.

$$P_s = 80 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

Ps = Points scored for price of tender under consideration;
 Pt = Price of tender under consideration; and
 Pmin = Price of lowest acceptable tender.

11.5. The following table must be used to calculate the score for Preference Points:

Preference points criteria	Maximum points (20)
100% Owned by Black Women living in Townships or rural Areas	16
100% Owned by Black Youth in living Townships or rural areas	15
100% owned by Military Veterans in Townships of rural areas	14
100% owned by Black Persons Disabled Persons Living in Townships or rural areas	14
100% ownership by Black Women	13
100% ownership by Disabled Black Persons	13
100% ownership by Black Youth	13
100% ownership by Disabled Black Persons	12
100% ownership by Military Veterans from Priority Groups per B-BBE Codes	10
51% or more ownership by Black People	8
51% or more ownership by Black Youth	4
51% or more ownership by Black Women	4
51% or more ownership by Black People who have disabilities (Disabled Black Persons)	2
51% or more ownership by Black People who live in rural or underdeveloped areas or Townships	2

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- 11.6. An appointment will be made in terms of the SCM policy of the KwaZulu-Natal Tourism Authority.
 - 11.7. Bidders who qualify as EMEs in terms of the B-BBEE Act must submit a certificate issued by an Accounting Officer as contemplated in the CCA or a Verification Agency accredited by SANAS or a Registered Auditor. Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates.
 - 11.8. Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a Registered Auditor approved by IRBA or a Verification Agency accredited by SANAS.
 - 11.9. A trust, consortium or joint venture, will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
 - 11.10. A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid.
 - 11.11. A person will not be awarded points for Preference if it is indicated in the bid documents that such a bidder intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended sub-contractor is an EME that has the capability and ability to execute the sub-contract.
 - 11.12. Person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capability and ability to execute the sub-contract.

12. INTELLECTUAL PROPERTY RIGHTS

- 12.1. It must be noted that KwaZulu-Natal Tourism Authority will have unlimited access to all documents and processes applied by the successful bidder during and after the completion of the project at hand.
- 12.2. An appointment will be made in terms of the SCM policy of Tourism KwaZulu-Natal.
- 12.3. Please note: No proposals will be accepted after the closing time.

13. INTELLECTUAL PROPERTY RIGHTS INDEMNITY

- 13.1. The Bidder undertakes to obtain the necessary consent proprietors or their licenses should the Bidder make use of the intellectual property of any other person.
- 13.2. The Bidder hereby indemnifies Tourism KwaZulu-Natal against any action, claim, damage or legal cost that may be instituted against Tourism KwaZulu-Natal on the ground of an alleged infringement of any copyright or other intellectual property right in connection with the work outlined with this bid.

13.3. The Bidder further indemnifies Tourism KwaZulu-Natal against any claim or action (including costs) caused by and/or arising from the failure to obtain such consent.

13.4. All original drawings and documents received from Tourism KwaZulu-Natal together with all other drawings, including photographic reductions and negatives thereof, computer programs and other data prepared by the Bidder in connection with the work with prior approval and at the expense of Tourism KwaZulu-Natal, shall be lodged together with any software and/or intellectual property rights in relation thereto with Tourism KwaZulu-Natal and become the property of Tourism KwaZulu-Natal. Bidder shall not make any of the data, details, drawings or information available to any third party, for whatever reason, without prior written approval of Tourism KwaZulu-Natal and shall take the necessary steps to safeguard against this happening.

13.5. Copyright of all documents prepared by the Bidder in terms of this bid shall be owned by TKZN and TKZN shall have unlimited access and free use of the material as and when required.

14. INFORMATION TO BE SUBMITTED BY APPLICANTS

14.1. The submission shall be compiled as follows:

- Bid Proposal
- SBD 4, 8 and 9 (failure to submit correctly completed SBD's may result in disqualification)
- Examples of projects of this nature.
- Approach and Methodology
- CVs of Project Manager and Project Team
- Pricing Schedule **per Annexure A**
- Original Certified BEE Certificate or Affidavits to claim preference points
- CSD Report
- SARS PIN

15. NON-APPOINTMENT

TKZN reserves its rights either NOT to make an appointment and/or appoint the bidder with the lowest price. TKZN also reserves its right to negotiate the final price of those bids deemed technical compliant.

For any enquiries contact: Philile Radebe

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PRICING SCHEDULE

Annexure A

Activity	Price	Amount (R)
Total (Incl. VAT)		

TOTAL COST FOR ALL SITES (Incl Vat)

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Note 1 -TKZN reserves its right to negotiate the final fee/price.

Note 2 -Fees must be inclusive of VAT.

Note 3 - To show the total cost per deliverable **per attached annexure.**