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## REQUEST FOR QUOTATION FOR PUBLIC RELATIONS AND COMMUNICATIONS SERVICES

### TERMS OF REFERENCE

#### 1. PURPOSE OF THE TERMS OF REFERENCE

Tourism KwaZulu-Natal (TKZN) seeks proposals from interested and suitably qualified PR and Communication Service Providers to give PR and Communications support to the organization.

#### 2. ABOUT TOURISM KWAZULU-NATAL

Tourism KwaZulu-Natalism Authority, trading as Tourism KZN (TKZN) which operates under the name Tourism KwaZulu-Natal, is responsible for the development, promotion, and marketing of tourism into and within the province. The Authority's statement of intent and direction is drawn from the mandate vested in the organization by the KwaZulu-Natal Tourism Act, 1996 (as amended, including No. 2 of 2002).

The vision of Tourism KwaZulu-Natal is to position the province of KwaZulu-Natal as Africa's leading tourism destination, nationally and internationally. To achieve this mandate, TKZN needs to continuously increase destination's profile and ensure brand awareness in all of the province's key source markets, through public relations and communications amongst other activities. KZN's core domestic source markets are Gauteng, Western Cape, and E Cape, whereas, internationally, UK, Germany, USA and Africa, are core source markets.

2.1. The Authority's primary objectives are to develop marketing programs/tools to accomplish the following:

- 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 industry.

2.2. To achieve these objectives, Tourism KwaZulu-Natal requires professional services to assist in public relations and communication activities. As such, Tourism KZN intends to appoint a service provider on a non-exclusive basis to supply the following services:

##### 2.2.1 Communications Strategy Implementation

- Due to the Covid19 pandemic that is still plague South, Tourism KZN has developed a Tourism KZN Recovery Plan. The appointed service provider will be required to assist the organization with implementation of the Tourism Recovery Plan through robust PR and Communications interventions.



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## 2.2.2 Media Relations

- Develop a comprehensive media plan 1 August 2023 to 31 April 2024 with clear timeframes, objectives and intended deliverables for the Tourism KZN. This will include the crafting of messages in a form of media statements, speeches, speaking notes, media briefing notes and scripts etc.
- Develop a PR Plan to mitigate the additional damage that has been caused by the Covid 19 as well as well as drive an aggressive vaccination campaign for the tourism sector.
- Leverage on the TKZN Marketing Campaign to drive a cohesive media campaign to drive both inter and intra travel into KZN for key travel peak periods such as the Valentines month and leading up to KZN Easter Season Campaign.
- Liaise with media to promote KZN tourism stories, establishments, things to do and tourism offerings with the province, with a stronger emphasis on destination safety and assist in driving the tourism sector and KZN to get vaccinated.
- Develop and implement a media engagement plan for the MEC and the Entity.
- Develop and manage media familiarization trips to promote KZN as the destination of choice leading up to the KZN Easter Season.
- Liaise with all KZN District Municipalities to ensure alignment of messages during peak travel seasons.
- Manage and maintain positive media relations with tourism media across the country at various media outlets including digital, online, print, radio and TV.
- Negotiate additional PR and editorial media from the Marketing Departments media expenditure.
- Build and maintain positive relations with key tourism bloggers and travel influencers to build a positive image for Destination KZN.
- Ensure media presence during all TKZN activations and events with the intention to drive more destination coverage for KZN.
- Analyze the media monitoring report (which is conducted by another agency) to give the organization a clear picture on coverage received (negative and positive), develop and implement a crisis communication plan in response to negative coverage.
- Work closely with the TKZN PR and Communication Unit to manage media partnerships and ensure that TKZN receives maximum and positive PR Value for all media spending.
- Secure PR Value to the value of R10 000 000.00 per month for the duration of the contract for both TKZN and Destination KZN.

## 2.2.3 Reputation Management

- Develop a media response and mitigation plan in cases of negative media mentions on Destination KZN.

## 2.2.4 Public relations and communication services

- Develop a schedule of strategic monthly messages for press statements to be issued, in consultation with TKZN.
- Generate content for electronic and print platforms (Blogs, Vlogs, branded stories, scripts, Internal and External Newsletters)
- Assist in the coordination of media briefings/ media round tables to drive position media conversations about Destination KZN.



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### 3. METHODOLOGY

The Service Provider's proposal must outline the methodology they intend adopting to meet the deliverables specified above.

This outline should cover the following:

- 3.1 Indicate how the service provider will undertake the project.
- 3.2 Provide a project charter with timelines.
- 3.3 Provide a detailed budget for the project which must also outline a sign-off and payment schedule.
- 3.4 The Service Provider/s is expected to put clearly defined targets in line with the scope of work. The budget breakdown would therefore be linked to the target and outputs, milestones and timings thereof and the schedule of costs and payments.

*Kindly note that failure to expressly cover this in your proposal will result in your proposal being rejected without further consideration.*

### 4. PROFILE OF PROSPECTIVE SERVICE PROVIDER

Service providers are to adequately demonstrate their capabilities and submit a comprehensive RFQ document including:

- 4.1 A detailed company profile highlighting the services within and outside the scope of this proposal.
- 4.2 Evidence of previous experience in developing an elaborate communication strategy and implementation plan for a multi-stakeholder clientele.
- 4.3 Proven experience in dealing with diversified entities.
- 4.4 Proven record (Letters of Reference, no less than 3 letters) of any previous work done not older than five years.
- 4.6 Demonstrate at least five years' experience as outlined in the scope of work.
- 4.7 Provide with CV and qualifications for the person identified for this role.

### 5. TIME FRAMES

The duration of the assignment is from 1 August 2023 to April 2024.



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## 6. QUOTATION REQUIREMENT

### 6.1 Standard documentation

All bidders are required to complete the Standard Bid Documents attached.

### 6.2 Pricing

- This price should be stated clearly as a VAT inclusive monthly amount.
- The pricing schedule should reflect the full budget breakdown for the period of the 4-month contract.
- Each Service Provider must quote on a detailed pricing for a maximum of 100 hours a month based against the proposed scope of work in section 2.
- Provide a complete, detailed pricing schedule as per the table above.

## 7. 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 Technical Enquiries Contact:** Nhlanhla Ngwenya via email [Nhlanhla@zulu.org.za](mailto:Nhlanhla@zulu.org.za). Any queries received after the closing date will not be responded to, this is to allow all companies ample time to put together their proposals.

## 8. APPLICATION RULES

### 8.1 Expenses incurred:

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

### 8.2 Confidentiality:

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

### 8.3 Late and incomplete applications:

Any quotations reaching the KwaZulu-Natal Tourism Authority later than the date and time given on 8.4 below will not be considered. Service providers must provide all the information requested in the terms of reference.

### 8.4 Closing of submissions:

Quotation must be submitted via e-mailed to [quotes@zulu.org.za](mailto:quotes@zulu.org.za) by no later than 12h00 on **SCM to advise**



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#### 8.5 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.

8.6 Where suppliers are unable to provide all services, it shall be permissible to undertake joint ventures with suitably qualified service providers. In such case all parties will be jointly and severable liable as a single entity in fulfilling the required services. Details of joint ventures must be clearly referenced.

#### 8.7 Further information

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

### 9. INTELLECTUAL PROPERTY RIGHTS

9.1 It must be noted that KwaZulu-Natal Tourism Authority will have unlimited access to all documents and processes applied by the successful service provider during and after the completion of the project at hand.

9.2 An appointment will be made in terms of the procurement policy of Tourism KwaZulu-Natal.

Please note: No proposals will be accepted after the closing time.

### 10. EVALUATION PROCESS AND CRITERIA

10.1. Selection will be conducted over three stages as detailed below:

#### Stage 1 - Compliance with Minimum Requirements

#### Stage 2 - Price and Specific Goals

##### a. STAGE 1 - COMPLIANCE WITH MANDATORY REQUIREMENTS

All proposals must be completed and accompanied by:

- SBD 4, and SBD 6.1,
- Company Profile
- Evidence of registration on the National Treasury Central Supplier Database (or proof of registration);
- Tax Compliance Status Pin/ Valid Tax Clearance Certificate
- Valid BBBEE Certificate

10.1.1 Proposals will be subject to an evaluation based on an 80/20 - 80 points for price and 20 points for specific goals.

10.1.2 Fixed price is required; price must be inclusive of VAT and all costs relating to disbursements and accommodation.

Evaluation	Maximum points to be awarded
Relative competitiveness of the price	80
Specific/ RDP Goals (see the below t)	20
<b>Total Price and B-BBEE Points</b>	<b>100</b>

## 10.2 The PREFERENCE GOALS

- (i) contracting with persons, or categories of persons, historically disadvantaged by unfair discrimination on the basis of **race, gender or disability** as contemplated in section 2(1)(d) of the Preferential Procurement Policy Framework Act, 2000
- (ii) implementing the Reconstruction and Development Programme (**RDP Goals**) as per Gazette No. 16085 dated 23 November 1994;

### RDP GOALS

The promotion of South Africa owned enterprises;	The promotion of enterprises located in a specific municipal area for work to be done or services to be rendered;
The promotion of export orientated production to create jobs;	The promotion of enterprises located in rural areas;
The promotion of SMMEs;	The empowerment of the work force by standardizing the level of skill and knowledge of workers;
The creation of new jobs or the intensification of labour absorption;	The development of human resources, including by assisting in tertiary and other advanced training programmes, in line with key indicators such as percentage of wage bill spent on education and training and improvement of management skills;
The promotion of enterprises located in a specific province for work to be done or services to be rendered in that province;	The Upliftment of communities through, but not limited to, housing, transport, schools, infrastructure donations, and charity organization.
The promotion of enterprises located in a specific region for work to be done or services to be rendered in that region;	Promotion of Youth-owned enterprises.

## 11. PRICING AND SCORING



11.1 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

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 below R50 million inclusive of all applicable taxes.

11.4 The following formula will be used to calculate the points out of 80 for price.

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

$P_s$  = Points scored for price of tender under consideration.

$P_t$  = Price of tender under consideration; and

$P_{min}$  = Price of lowest acceptable tender.

11.5 The following table will be used to calculate the 20 points for Preference Points:

#### 80/20 Point System (50 Million less procurement)

African, white, and Indian	15 points
Location	Within South Africa – 5 Points
Total	20 Points

11.6 To qualify for preference points as per Preferential procurement policy framework act, 2000: Preferential procurement regulations, 2022 bidders must ensure that they submit the following documents:

**Location:** A stamped letter from the local councillor or municipal bill or lease agreement.

**Race:** CSD Full Registration Report/CIPC Document

## 11. INFORMATION TO BE SUBMITTED BY APPLICANTS

11.1 Quotation Document

11.2 Pricing on Company Letterhead

11.3 Completed SBD Documents (SBD 4, and 6.1 only)

11.4 Certified Copy of BBBEE Certificate or Affidavit

11.5 CSD MAA number

11.6 SARS Pin Document

**RECOMMENDED BY:**

Digitally Signed by:  
**Nhlanhla Ngwenya**  
Communications Coordinator  
27771e05-c8e6-475e-9398-182371ef2c59  
IP Address: 105.245.170.220  
Date: 7/24/2023 11:27:57 AM  
Powered By: RealSign

**Nhlanhla Ngwenya**  
**Communications**  
**Coordinator**

**DATE:** 24/07/2023 11:27:57 AM

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**APPROVED/ NOT APPROVED**



**BY:** Senior Manager PR and Comms | aeb2557e  
-043c-43c3-9964-cd9d39040a70

**DATE**

**Pinky Radebe**

**Senior manager: PR and Comms**

24/07/2023 11:53:26 AM

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