



**Sustainable Development & City
Enterprises
Economic Development Unit**

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**DURBAN FILM OFFICE REQUEST FOR PROPOSALS FOR PROJECT PACKAGING
PROGRAMME**

The Durban Film Office requests proposals for the facilitation of the Producers Lab Project Packaging Programme. Each SMME participating in Producers lab is required to develop original film content in line with the aims of the Producers lab programme. The aim of the Project Packaging Programme is to provide direction, industry intelligence, assistance and support to SMMEs to:

- Deliver a single professionally packaged film project with a good chance of being realized
- To utilize the project package (and strategy developed) to solicit funding/finance to pitch to professionals (funds/broadcasters/ financiers) in the industry.
- Develop holistic project packaging skills of SMMEs that will be translated to other projects.

The Project Packaging Programme scope of work will include:

- Designing and packaging the Project Packaging Programme;
- Managing and facilitating all scheduled workshops and one-on-one consultations;
- Setting Project development milestones and supporting participants to achieve same.

The consultant/consortium appointed should have at least five years individual or combined experience in film industry skills and must individually or as part of a consortium be competent in the following key knowledge areas in the Film & Television Industry:

- Film Production
- Project Development and Packaging
- Marketing, Sales and Distribution
- Skills development and workshop facilitation

A complete Terms of reference outlining the scope of work can be obtained from the Durban Film Office 11th Floor Rennies House, 41 Margaret Mncadi Av. Durban or from Musonda Chimba at chimbam@durban.gov.za

Tel: 031 311 4248 Fax: 031 311 4092. Submission deadline is 12h00, 6 May 2011.

April 2010

Request for proposals for the Producers Lab: Project Packaging Programme

The Purpose of these terms of reference is to request proposals for the design, coordination and facilitation of Producers Project Packaging Programme as part of the Producers Lab programme run by the Durban Film Office.

1. Durban Film Office Background

The Durban Film Office was established in October 2003, within EThekweni Municipality, to serve all the film-related interests of the City of Durban. The core aim of the Office is to position Durban as a globally competitive film city, thereby boosting tourism, job creation and the development of core skills and SMME's. The Office is responsible for facilitating and coordinating on-location filming in both the City and the Province including the assembly and management of film related information. The vision behind the film office is to develop the industry as an economic sector.

To achieve these goals, the Durban Film Office is mandated to promote Durban to the entertainment industry as a world class production destination as well as:

- Coordinate the development of industry specific skills & capacity to support the potential growth of the industry.
- Facilitate the development of audience and creation of business and employment opportunities within the sector.

2. The Key Aims

The Producers Lab (Plab) incubator programme aims to assist filmmakers who have yet to bridge the career gap into professional filmmaking to develop creative and collaborative skills and build solid business strategies in order to:

- Become viable business entities capable of generating and supporting higher and more consistent levels of production.
- Apply a special Focus on *New Media* – as a unique differentiator for the local film and media sector, and an opportunity to break out of traditional funding and commissioning models.
- Encourage local partnerships and networks to enhance existing activity, and that keep the local industry linked in with national and international opportunities.

The Producers Lab incubator programme is run in partnership with and is hosted at the Smartxchange Technology and Innovation incubation hub (SXC). Through our partnership with the SXC, producers are given access to subsidised office space and various business training programmes.

2.1 Project Packaging programme

Each SMME participating in Plab is required to develop original content in line with the aims of the programme. The aim of the project packaging programme is to provide direction, industry intelligence, assistance and support to SMMEs to:

- Deliver a single professionally packaged film project with a good chance of being realized
- To utilize the project package (and strategy developed) to solicit funding/finance to pitch to professionals (funds/broadcasters/ financiers) in the industry.
- Develop holistic project packaging skills of SMMEs that will be translated to other projects.

3. Scope of work required:

3.1 Introductory Group workshop (open to aspiring producers with intention to join Plab in next intake, approx 20 pax):

- Introduction to 7 week programme, expectation etc
- Introduction to project Packaging (eg qualifying project, local television, theatrical release, international markets etc)

3.2 One-on-one consultative sessions with SMMEs (Plab only, 8 companies approx: 10 pax)

- Research project (select idea, test idea- qualify idea)
- Review personal motivation/ business feasibility eg. SWOT (qualify project)
- Package proposal
 - Writing synopsis
 - Treatment
 - Describe directors approach (directors statement of intent)
 - Assemble team
 - Estimate budget
 - Propose financial plan^
- Determine audience^
- Analyze market^
- Identify financiers/ funders^
- Design overall strategy: Finance, Marketing, Sales and Distribution plan^
- Create schedule
- Prepare pitching strategy and pitch^
- Produce teaser/ demo

3.3 Close out group workshop (open to aspiring producers with intention to join Plab in next intake, approx 20 pax):

- Eg. Pitching, Following up

3.4 Service provider will be expected to provide:

- “How to package your project- an overview” booklet- (simple and professional, based on programme))
- Catering for the two group workshops as mentioned above
- Technical requirements for workshops and consultative sessions
- Document (videograph) group sessions, interviews with Plab incubatees
- Appointing and coordinating suitably qualified and reputable industry professionals to facilitate knowledge sharing if, as and when necessary;
- Setting Project packaging milestones and deliverables for each participating SMME

4 Deliverables

- a. An opening and closing Group workshop.
- b. One-on-one sessions, minimum of 6 sessions X 2 hour sessions per SMME
- c. Reference and reading materials

- d. Each SMME will be expected to deliver a complete and fully packaged project
- e. Close out evaluation reports on each SMME project, review of SMME abilities (SMME will have access to such) and attendance sheets re: consultative sessions
- f. "How to package your project- an overview" booklet
- g. Raw footage of group sessions, interviews and of one-on-one sessions

It is intended that final evaluation reports will be submitted no later than 30 June 2010 and must include a skills audit of participants and recommendations for future interventions. A clear methodology for monitoring and evaluation must be demonstrated on submission of your proposal.

5. Tasks and Duties

The Consultant will be required to undertake the following tasks and duties:

- Designing and packaging the Project Packaging Programme;
- Managing and facilitation of all scheduled workshops and one-on-one consultations;
- Consulting and Liaising with the Durban Film Office;
- Writing up thoroughly checked and edited reports on progress and achievement of milestones of participants.
- Drawing up and submitting invoices timeously.

6. Commencement and termination dates

Appointment is anticipated by **11 May 2010** and contract will end on **27 June 2011**

Once the appointment has been made the consultant has five (5) working days to hand in the inception report detailing the following:

- Schedule of workshops
- Schedule of Topics/ Areas to be covered
- Contact SMMEs and schedule consultations.

7. Professional Team

The consultant/consortium appointed should have at least five years individual or combined experience in film industry skills and must individually or as part of a consortium be competent in the following key knowledge areas in the Film & Television Industry:

- Film Production
- Project development and Packaging
- Marketing, Sales and Distribution
- Skills development and workshop facilitation

The successful consultant/consortium must submit demonstrable proof that they have sufficient expertise in the compilation of such work. This brief is subject to any changes, which may stem from a negotiation of final terms with the successful bidder for the project.

8. Project Budget and Reimbursement

The budget is based on a range of costs as previously quoted on similar projects and is capped at **R150, 000.00** for the full scope of deliverables including all disbursements and VAT. Proposals must include all administrative, logistical and technical costs with the exception of the venue, in the case of group workshops, which will be provided. **Cost competitiveness will be scored in the final analysis.**

9. Method of Payment

Payment terms and contractual arrangements will be discussed with the selected service provider prior to a letter of appointment. Tranche payments will be paid on completion of

monthly project deliverables and the receipt of original invoice.

10. Requirements and evaluation.

Applicants are required to provide

- A Profile and curriculum vitae
- A project methodology outlining their understanding of the deliverables and scope of work to be undertaken
- Please see page 5 (point 14) for other required documentation.

11. Format Requirements for Proposal.

- Proposal to be produced in A4 size
- Text in MS Word
- MS Word to be font size 12, Arial
- Final proposal to be submitted in electronic format

12. Copyright on Documents

It is a requirement of appointment that the output and copyright of the appointment, including databases and publications, will become the property of the EThekweni Municipality. Use and further distribution of the output material is subject to written agreement of the Head: Economic Development, which in the spirit of collaboration, will not be unreasonably withheld. In the event of termination of this appointment, the Department reserves the right to use all or any of the documentation for completion of the project. The plans and documents developed in terms of this brief will become the property of the eThekweni Municipality. The chosen consultants will be required to sign a confidentiality agreement with the Municipality.

13. Specification and Procurement Priorities

The following requirements must be adhered to as part of the process:

- The proposal shall include reimbursement, VAT and disbursements as separate figures.
- **A current tax clearance certificate must be submitted** (Proposals are to include with their proposal submission a valid tax clearance, or obtain one prior to evaluation of submissions, which has sufficient validity to ensure the process is adequately covered)
- If companies are already registered on the EThekweni Municipality Procurement database, kindly quote reference number.
- **If companies are not registered on the eThekweni Municipality Procurement database, the following must be requested, completed and submitted timeously (registration on database takes four [4] weeks):**
 - **Company Letterhead with Bank details printed on it**
 - **Copy of Company Registration documentation**
 - **Copy of I.D. Documents of All shareholders**
 - **Copy of top part of Bank Statement OR Cancelled cheque**
 - **If a company is a (PTY), CM29 & Share certificates needs to be submitted**
- In the event that consortia send in proposals, all companies forming part of the consortium are to fill out all of the supporting documentation in full.

This terms of reference is subject to any changes which may stem from a negotiation of the final terms with the consultant(s), as well as any additional budget which may be allocated to the project. Payment arrangements will be negotiated on the basis of the completion of project

milestones and will be outlined in the letter of appointment. Final payment will be paid on full completion of the project and the receipt of the final report.

14. Evaluation and Adjudication

In appointing the consultant, the Municipality's Procurement- and Black Empowerment policies will be applied. The adjudication criteria and weighting that will be applied are as follows:

CRITERION	Maximum
1 Functionality	60
1.1 Adherence to Brief/Understanding of TOR	10
1.2 Methodology/Strategy/Approach	20
1.3 / Related Experience	20
1.4 Proposed Programme/Timetable of Activities	10
2. Budget	80
3. Empowerment	20

Note:

- 14.1 Evaluation will be limited only to those companies that have achieved 60 % functionality / minimum standard of quality required. Interviews will be held in Durban.
- 14.2 Proposals meeting the minimum standard of quality (60% on functionality) will then be evaluated on the proposed budget and empowerment credentials.

15. For Further Information:

Musonda Chimba chimbam@durban.gov.za
 Durban Film Office
 P: 031 311 4243
 F: 031 311 4092

16. Submission of Proposal:

Sealed proposals are to be submitted to the Durban Film Office, 11th Floor, Rennie's House, 41 Margeret Mncadi Av. Durban 4001 by **12h00, 6th May 2011** and/or emailed to chimbam@durban.gov.za All envelopes must be clearly marked "Request for Proposals: Producers Lab Project Packaging Programme." No late submissions will be accepted.

