

## **Annexure A: Terms of reference**

### **Soul City TV Production – GCR Anti-Substance Abuse Social Movement**

Thank you for your interest in the Soul City tender. This document outlines the services and content required for a tender submission.

#### **Contracting Authority**

The contracting authority is Soul City Institute.

#### **Background**

Soul City Institute (SCI) for Social Justice is a South African “Not-for-Profit”, nongovernmental organisation that was established in 1992. SCI believes that “society, communities and individuals have a right to live their best lives in an environment that is safe, supportive and sustainable. SCI is recognized as a pioneer of edutainment (entertainment education) the way it harnesses the power of mass media to deal with complex, health, structural and socio-economic drivers that increase people’s vulnerability to health risks. Soul City has been leading the way and delivering innovative, exciting and well received programmes for over 20 years and has two decades of experience in the field of Social and Behavior Change Communication.

The Soul City Institute has influenced and shaped the lives of millions of children, adults and communities within South Africa and the continent. It is driven by the recognition that human rights are fundamental to health and development, based on active citizenship and principles of social justice. The Soul City brand is well recognised in South Africa, is well respected and recognised internationally and is the biggest indigenous communications for development NGO of its kind in Africa.

#### **Extent of the Problem**

The Gauteng City Region is increasingly becoming susceptible to the problem of substance abuse and illicit drugs. The availability and the rampant spread of drugs like nyaope and tik, and their devastating socio-economic consequences, including health and safety are a great concern for the Gauteng province.

The Premier for Gauteng Mr David Makhura in his state of the province address said: “Drug and Alcohol abuse remains a major problem in our communities and nyaope in particular is ravaging our townships and tearing families apart”

According to the South African Community Epidemiology Network on Drug Use (SACENDU) 2015 report, on 15 Inpatient Treatment Centres in Gauteng: Substance abuse is a massive problem and has serious implications for citizens (crime, domestic violence, family disintegration, etc.) Usage of alcohol and other drugs has dropped to 9 years, 77% of patients in treatment centres are younger than 20 years.

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Alcohol is still the most common primary substance of abuse (37%), Cannabis (29%) and Heroin (9%) Nyaope remains a serious challenge in many communities. South Africans rank amongst the highest consumers of drugs in the world, with more than 10million drinkers.

In addressing the problem of substance abuse in Gauteng Province a Social Movement campaign was launched to intensify government's response to deal with substance abuse. This Social Movement is in partnership with civil society organizations and business. The strategy is to ensure that Gauteng Provincial Government takes reasonable measures to combat substance abuse through the following interventions:

- Harm Reduction: which is aimed at provision of holistic treatment to services users and their families, and mitigating the social, psychological and health impact of substance abuse
- Demand Reduction: which is aimed at discouraging the abuse of substances by members of the public. This will be done through prevention and awareness programmes.
- Supply reduction: which refers to efforts aimed at stopping the production and distribution of liquor, illicit substances and associated crimes through law enforcement strategies as provided for in applicable laws.

#### **i. Deliverables**

This tender is to conceptualize, and produce an 8 part x 48min Help TV show, which will highlight:

- The impact of substance abuse on families and community
- Stories of triumph and hope
- The show must be multiracial and gender balanced

The proposal should not be longer than 4 pages and should contain:

1. Concept
2. Team involved in the production
3. Experience in producing Help TV shows
4. Experience in "edutainment"
5. High level budget
6. Possible time frame

#### **ii. Duration of the Contract**

The production needs to happen between Novembers – December 2016

#### **iii. Specific Requirements for Tender Submission**

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All tenderers need to provide us with the following:

#### **A. Technical Offer**

1. Answer to Terms of Reference (ToR)
2. A valid B-BBEE rating certificate with a rating of at least 4. Ratings higher than 4 will be an advantage.
3. Background information on your company including your experience
4. Company information (document provided – Annexure C, Tender Dossier)
5. Declaration Form (document provided – Annexure B, Tender Dossier)
6. Certificate of incorporation for your organisation
7. OFFER TO BE PUT IN A SEPARATE SEALED ENVELOPE MARKED Technical offer and name of the company.

#### **B. Financial offer**

1. Please provide a detailed budget
2. Audited Financial Statements
3. OFFER TO BE PUT IN A SEPARATE SEALED ENVELOPE MARKED Financial offer and name of the company.

#### **Financial Management Requirements**

- The contractor must retain all supporting documentation for expenditure incurred (including invoices, receipts, etc.) and provide copies, upon request by Soul City.

#### **iv. Summary description of required documentation**

- 1 outer envelope
  - Technical offer envelope - A
  - 1 Financial offer envelope - B
- Set of Original documents
- 5 Sets of copies of all documents
- Response to Terms of Reference
- Company Background Information
- Company Information
- Declaration Form
- Certificate of incorporation
- Valid B-BBEE certificate
- Tax Clearance Certificate
- A separate electronic copy (where possible), to be emailed by due date.

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- v. **Deadline for submission of proposal:** 23- 09- 2016 (Friday) not later than 15:00

**Address:** Soul City Institute  
First Floor, Dunkeld West Centre  
281 Jan Smuts Avenue (Corner Bompas Road)  
Dunkeld West  
Johannesburg

**NB: BIDDERS WILL BE PERMITTED TO VIEW OUR CURRENT INFRASTRUCTURE ON APPOINTMENT WITH THE ORGANISATION.**