



SCTIE MINI 04 2023: PROVISION OF EVENT COORDINATION FOR DESTINATION ACTIVATIONS

BEACH AND HINTERLAND ACTIVATIONS

Duration of Service: Easter 2023 / Winter 2023

DESTINATION BACKGROUND

The KZN South Coast is positioned as

- an accessible, year-round, leisure destination of choice in South Africa, with diverse outdoor experiences
- destination that lends itself to social distancing (Covid-19) without disrupting the visitor experience.
- a premier beach destination with a focus on nature tourism – abundant nature offerings and outdoor experiences both on land and in water
- destination with rich cultural and heritage offerings
- value for money, family destination
- ideal destination for small, intimate meetings and conferences

Leisure Tourism Focus

As the KZN South Coast is highly regarded as a leisure destination due to its abundance of diverse experiences; focus is placed in highlighting both coastal and rural experiences. Known as the 'Paradise of the Zulu Kingdom', the KZN South Coast stretches 120 kilometres from Scottburgh to Port Edward and inland to Harding. Here, the spirit of adventure can be discovered among the many cultural experiences, as well as the 35 nature trails and 58 beaches, ideal for activities like river rafting, abseiling, suspension bridges, paintball, surfing, canoeing, beach horse rides, shark cage diving and free diving.

Nicknamed 'The Golf Coast', there are 11 golf courses on the KZN South Coast ranging in difficulty, with endless hiking, mountain biking and 4x4 trails for more rugged excursions. The KZN South Coast has a growing Agri-tourism sector that offers world-class produce. The region boasts 6 permanently managed Blue Flag beaches and is home to the world-renowned diving sites (Aliwal Shoal and Protea Banks) – the Aliwal Shoal is rated one of the world's top ten dive sites. The region is famous for the annual Sardine Run, coined the #GreatestShoalonEarth, which is a marvel to

witness. The region's many nature reserves are inhabited by indigenous birds and wildlife, and it holds the title for 'smallest desert on earth', The Red Desert in Port Edward.

Business Tourism Focus

The destination can also benefit from increased business tourism activities (meetings, incentives, conferences) as a strategy to curb seasonality. The KZN South Coast lends itself to small and intimate conferences and special events that can accommodate a maximum of 300 delegates seated cinema style in a conference, and up to 400 delegates for a banquet. The relaxing and beautiful scenery is conducive to productive interactions that can leave delegates refreshed and inspired.

As positive and dynamic business environments attract many business and MICE tourists; focus is also placed on positioning the KZN South Coast to the business tourism market. The aim is to ensure that we:

- Promote a perception of the KZN South Coast as a destination that is offering much more than just leisure tourism experiences
- Promote the KZN South Coast as a business destination offering world class tourism facilities – accommodation, conferencing, banqueting and restaurants

TARGET MARKET

- **Beach & Leisure Lover** – value for money seeker with family orientation.
- **Marine Explorer** – fishing, diving, and aqua sports e.g., surfing
- **Mature Mobiles** – mature & retired people with disposable income and a zest for exploration and activity or merely visiting friends & relatives
- **Adventurists** – seeking outward exploration options along routes with eco-culture activity orientation.
- **Informal Relaxer** – preference for camping, caravan, and less sophisticated hospitality environments
- **Golf Activator** – golf players
- **Pleasure Seekers** – youth market seeking entertainment e.g., music, festivals
- **Emergent Spender** – seeking quality hospitality and entertainment options
- **Holidaymakers** who are travellers, not locals, visiting the South Coast.

Overview of Services Required:

The supplier must develop and implement a beach and hinterland event programme for the domestic school holiday period that will attract the targeted holiday maker when planning a holiday or in the destination on holiday. The event coordinator will also develop local and emerging event resources including but not limited to, event organisers, MC's, artists and musicians, event suppliers and promoters.

The successful supplier will also be responsible for local in-destination marketing and promotion of the events and free media exposure of the destination and beach events before and during the events. High quality event management and coordination. All relevant legal, municipal and supply chain management compliances, insurances and licenses, provision of quality, diverse beach

entertainment and activations as per target market. Priority branding and promotion of the KZN South Coast destination at all events.

As a host sponsor, SCTIE will partly sponsor the beach events to meet its dual mandate of promoting the destination as well as to develop tourism locally. However, the successful bidder will need to demonstrate a proposal on they will fund the beach events

Scope of Services:

Beach and Hinterland Events

1. The seasonal beach and hinterland events need to be elements of fun, entertainment education and relaxation.
2. Time of Activation: Four hours per beach/hinterland day from 10h00 to 14h00 daily. The events must ensure a free, open, and non-intrusive activation.
3. The beach program must incorporate beaches along the KZN South Coast from Scottburgh to Port Edward.

Beach Days Required: Easter and Winter School Holidays

Area / Beach	Easter: No.of Days	Winter: No.of Days
Scottburgh	1	1
Hibberdene	1	1
St Michaels	1	1
Margate	1	1
Ramsgate	1	1

Hinterland Events: Easter and Winter School Holidays

Area	Easter: No. of Days	Winter: No. of Days
Ntelezi Msani	1	1
KwaXolo Caves	1	1
KwaNzimakwe	1	1
Umuziwabantu	1	1

Event Coordination and Management of Beach and Hinterland Events

1. The events programme must be submitted by the **19 January 2023**.
2. Ensuring all required legal, municipal, event and supply chain management compliances are met, including municipal bylaws and relevant insurance including public liability and special licences.
3. A comprehensive closeout report must be submitted a week after the activation.
4. Providing quality activations by ensuring the final programmes are implemented as promoted.
5. Ensure relevant safety and security of activations participants, beachgoers, and holiday makers, incl adequate and effective crowd control when needed.
6. Ensure payment of all applicable beach tariffs to the relevant municipality and provide evidence therefor to SCTIE.

Marketing and Promotion of the Beach and Hinterland Activations

1. Local in-destination promotion and advertising of the beach and hinterland activations though various channels, such as through local news media, social media, and flyers.
2. Promotion of the KZN South Coast destination as the host of the beach and hinterland events through prioritization and prominent display of SCTIE branding at activations, as well as through all promotional material, which is to include the SCTIE logo and must be approved by SCTIE.
3. Collection before and after the activation of SCTIE branding, in the same condition, damaged and broken branding items need to be fixed and replaced at own cost.

4. Supply of high-res images of the activations with and without branding, for future marketing purposes, this must be included in the close out report, submit on a usb or via wetransfer.

NOTE:

Application to the local Municipality:

The appointed supplier will need to complete the required local municipality applications forms. Once the forms have been complete, SCTIE will submit the forms to the municipality on behalf of the service provider requesting permission for the usage of public space. The service provider as indicated in the terms of reference will be responsible for the necessary tariffs.

EVALUATION CRITERIA

All quotations will be evaluated for functionality and B-BBEE 80/20 preference point system. Based on the results of the evaluation process, SCTIE will approve the preferred service provider.

Service providers are required to be registered on the Central Supplier Database. It is the responsibility of the supplier to provide us with the most recent printout from CSD, whilst also providing us with their CSD registration number.

Quotations must be marked: **TENDER NO. SCTIE MINI 2023 04** and must be sent to or delivered to **16 Bisset Street**, Port Shepstone, 4240 by no later than **23 January 2023 at 12H00.**

For all transactions exceeding R15000.00 a valid Tax Clearance Certificate or the SARS Pin from SARS must be furnished.

The attached MBD 1 and MBD 4 must be filled, signed and submitted with the quote.

NB: Members or Directors of Companies or service providers who are state employees are not allowed to bid or quote.

FAILURE TO COMPLY WITH THESE CONDITIONS MAY INVALIDATE YOUR OFFER.

All queries in respect of the above should be addressed to Lihle on 039-682 9744 or Lihle@sctie.co.za.

The Agency does not bind itself to accept the lowest or any quotation and reserves the right to accept the whole or any part of the quote.

<p>COMPANY</p> <p>STAMP</p> <p>COMPANY STAMP</p>	<p>COMPANY FULL NAME</p> <p>AUTHORISED SIGNATURE FULL NAME & SIGNATURE</p>
---	---

SOUTH COAST TOURISM AND INVESTMENT ENTERPRISE	Supplier Application Form	Date:
		Page 1 of 3

DECLARATION OF INTEREST

- 1 No bid will be accepted from persons in the service of the state.
- 2 Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority and/or take an oath declaring his/her interest.

3 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

3.1 Full Name:

3.2 Identity Number:

3.3 Company Registration Number:

3.4 Tax Reference Number:.....

3.5 VAT Registration Number:

3.6 Are you presently in the service of the state?YES / NO

3.6.1 If so, furnish particulars.....

3.7 Have you been in the service of the state for the past twelve months?YES / NO

3.7.1 If so, furnish particulars.....

3.8 Do you, have any relationship (family, friend, other) with persons in the service of the state who may be involved in the evaluation and / adjudication of this bid?YES?NO

3.8.1 If so, furnish particulars.....

3.9 Are you, aware of any relationship (family, friend, other) between a bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid?YES / NO

3.9.1 If so, furnish particulars.....

3.10 Are any of the company's directors, managers, principal shareholders or stakeholders in service of the state?.....YES / NO

3.10.1 If so, furnish particulars.....

3.11 Is any spouse, child or parent of the company's directors, managers, principal shareholders or stakeholders in service of the state?.....YES / NO

3.11.1 If so, furnish particulars.....

SOUTH COAST TOURISM AND INVESTMENT ENTERPRISE	Supplier Application Form	Date:
		Page 3 of 3

**SECTION E:
DECLARATION**

I/WE, THE UNDERSIGNED, WARRANTS THAT I AM/WE ARE DULY AUTHORISED TO DO SO ON BEHALF OF THE ENTERPRISE TO CERTIFY THAT THE INFORMATION SUPPLIED IN TERMS OF THIS DOCUMENT WITH ADDITIONAL INFORMATION IS CORRECT AND ACCURATE AND ACKNOWLEDGES THAT

1. The enterprise complies with all requirements for recognition as a Black / Priority Population Group / Black Business Enterprise / Priority Business Enterprise / Woman Business Enterprise / Disabled Person Enterprise / SMME (Delete as applicable) as defined, and
2. The contents of this Affidavit are within my personal knowledge, and save where stated otherwise are to the best of my belief both true and correct.
3. The enterprise will be required to furnish documentary proof if requested to do so.
4. If the information supplied is found to be incorrect then South Coast Tourism and Investment Enterprise in addition to any remedies, it may have; may
 - i Recover from the Enterprise all costs, losses or damages incurred or sustained by the Municipal Entity as a result of the award of any business, and/or
 - ii Take any other action as may be deemed necessary.

Signature.....
 Name.....
 I.D
 Number.....

Duly authorised to sign on behalf
 of:.....
 Address.....

 Telephone.....