



# TERMS OF REFERENCE

**Partnership on Skills Development, Mentorship and Coaching.**



15 November 2018

## 1. Background to the Assignment

The Eastern Cape Arts and Culture Council (ECPACC) is a public entity of the Department of Sport, Recreation, Arts and Culture, with a vision to create an enabling environment for the development of arts and culture in the province and enable artists to realise their potential. As part of its mandate, ECPACC was charged with the responsibility to establish a Film Office under its auspices. A Film Office Manager's post was filled in to kick start the implementation of film development programmes, that will build a momentum towards the establishment of a film commission. Many film development activities were done and co-ordinated through the Film Office. It was only in 2018, that a breakthrough was made following a vigorous fundraising drive, that ECPACC received funding from the Provincial Economic Stimulus Fund, with the view of developing the film industry. The overall objective of the Stimulus Fund is to support sectors and projects that demonstrate a potential to create jobs in the province.

Through this fund, ECPACC intends to provide funding for the development, production, marketing and distribution of films. Recognising that project funding alone is not a solution to all challenges faced by local film makers, ECPACC wishes to develop a number of industry skills development training programmes, to address the desperate need for specialist skills in filming, to hone and develop the local talent of film makers. Therefore, this project will promote the development of film and television related training and education providing a hybrid of formal and informal up-skilling programmes in the sector, along with awareness of film-related business opportunities for transversal sectors that support the film industry. This is aimed at developing highly skilled cohort of film makers trained throughout the critical areas of filming value chain.

## 2. Objectives of the Assignment

ECPACC is looking to partner with one or two suitably qualified companies with extensive skills and experience in Film Education/Training and Skills Development to collaborate in investing in an intensive **up-skilling training and mentorship programme** (a hybrid of formal and informal) focusing on specialist skills in the filming value chain, namely, screenwriting, directing and producing as well coaching and mentoring fund beneficiaries to effectively implement their projects.

This will contribute to the outcome of increasing the number of people trained in the industry to improve the technical capacity and operational effectiveness of local film makers thereby enhancing productivity and competitiveness, by March 2020.

## 3. Timeframes

This assignment is envisaged to take place between the period of **January to 30 March 2020, with a possibility of extension**. The exact number of working days will be specified as part of proposal. While the appointed partner shall have access to ECPACC office and boardroom for meetings, it is expected that most of the work will be conducted

off site and in the premises of the service provider. Hence it is critical for the incumbent to have a fully operational office.

## 4. The Scope of Work

The following is a defined scope of work. Proposal should clearly outline the methodology, the process and the timeframes that it will take to implement the following: It is also important to note that these tasks are not cast on stone. Some may be phased out or new activities be included during the process and this shall be subject to discussions with the appointed partner.

<b>Phases</b>	<b>Detailed Description</b>
<b>Skills Development (Technical):</b>	<ul style="list-style-type: none"> <li>The program is aimed at providing local film practitioners with high-quality specialized skills throughout critical areas of the filming value chain in order to develop, produce and distribute high quality films thereby enhancing competitiveness. Thus, the programme is specifically targeted at training writers, directors and producers.</li> </ul>
<b>Training on the Business of Film</b>	<ul style="list-style-type: none"> <li>Aimed at imparting business skills and inculcating a deep understanding of film as a business and a commercial venture. The training should among others, introduce film makers to financing protocols, financial management, legal aspects of deal making and contracting, intellectual property and copyright and licensing and many other critical business skills.</li> </ul>
<b>Film Industry Transversal Sector Support</b>	<ul style="list-style-type: none"> <li>On-location filming provides opportunities for the emergence and growth of local small businesses through the procurement of goods and services that support the day to-day operations of a film production. These small businesses usually need a specialized training that will familiarize them with the requirements and the razzmatazz of filming, which requires fast paced and on-point services, tailor made for the film industry.</li> </ul>
<b>Coaching and Mentorship</b>	<ul style="list-style-type: none"> <li>Through the recently advertised Calls for funding, ECPACC intends to fund a group of film makers in different categories. Some of which will require active hands-on support to produce films with the meagre resources in our disposal.</li> <li>In order to stretch the rand, ECPACC is looking for a partner that will coach and mentor identified fund beneficiaries to utilise and manage the approved funds in a manner that will attract additional support from different stakeholders with a view of producing good quality films thereby achieving the goal of developing a sustainable base of local films that will build a traction of local film enterprises that stimulate a viable and sustainable film sector.</li> </ul>

## 5. Eligibility Criteria

The partner should possess the following competencies and expertise:

- A formal academic qualification in the field of arts/film/media, or in business/public administration.
- 3-4 years' experience in the field of arts administration, film and local content development as well as in business development.
- 2- 3 years' experience of managing similar projects within the film industry development.
- Proven experience, knowledge and understanding of the film sector in SA.
- Flair for enterprise and local economic development as well as project management.
- Proven track record for Project management and resource mobilization.
- Extensive understanding of government policies, procedures, and stakeholder management.
- Experience in facilitating Industry workshops between public and private sector and community representatives.
- Experience in facilitating strategic discussions with high level local / provincial and national government stakeholders.
- Credibility and good reputation with both Eastern Cape and national film practitioners.
- Fluency in IsiXhosa and English
- Experience in producing strategic reports, Powerpoint presentations and
- Excellent writing, facilitation, analytical and lobbying skills.

## 6. Application Procedure

The deadline for submission of proposals is the **29 November 2018**. Interested parties are expected to submit the following:

- a) A short but detailed proposal (not more than 4 pages) on the proposed approach/ methodology to the assignment, specifying the target audience for each phase, highlighting specific outputs and related costs for each phase.
- b) A company profile detailing similar experience, with CVs of lead trainer/s and portfolio of evidence for previous work.
- c) The proposal must correspond and be exact to the specification prescribed in this communication and be VAT inclusive.

### Compliance Documents required

- a. A detailed proposal with a Price Quotation.
- b. Valid and original Broad-Based Black Economic Empowerment (BBB-EE) Verification certificate.
- c. Proof of registration on the National Treasury Central Supplier Database (CSD).

NB: All enquiries regarding the specification should be directed to the Office of the CEO via email **ONLY** to [kruneyi@ecpacc.co.za](mailto:kruneyi@ecpacc.co.za) or [info@ecpacc.co.za](mailto:info@ecpacc.co.za)

## **7. Copyright & Intellectual Property Rights**

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