KZNERA
KWAZULU-NATAL ECONOMIC REGULATORY AUTHORITY

Spearheading Economic Growth and Societal Values

BUSINESS UNIT: HUMAN CAPITAL

APPOINTMENT OF A SERVICE PROVIDER FOR THE PROVISION OF MEDIA ENGAGEMENT TRAINING

TERMS OF REFERENCE (TOR)

Technical Enquiries:

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1. BACKGROUND

The KwaZulu-Natal Economic Regulatory Authority (Herein referred to as KZNERA) has a legislative mandate to control and regulate the retail sale and micro manufacture of liquor in the Province of KwaZulu-Natal. The KZNERA seeks to engage a suitable qualified and experienced service provider to offer Media Engagement training to 04 Executives as per our 2026/2027 training plan. The training course must be aligned to **Media Engagement training outcomes.**

2. PURPOSE

To capacitate KZN Economic Regulatory Authority executives with the skills to communicate effectively in media interviews, handling questions confidently and delivering key messages clearly.

I. KZN Economic Regulatory Authority Executives (04) were identified to attend Media Engagement training

3. LEARNING OBJECTIVES:

The service provider will be required to deliver course facilitation and training materials to achieve the following learning objectives**.** The service provider must align the objectives of the training with Media Engagement training outcomes as follows:

3.1. Communications, language and journalism.

3.2. Knowledge in dealing with the media.

3.3. Knowledge and understanding of government policies and processes

3.4. Clear and concise messaging: Executives learn to articulate their key messages in a way that is easily understood and memorable.

3.5. Handling tough questions:

Training helps leaders navigate difficult questions and stay on message, even when faced with challenging inquiries.

3.6. Crisis communication:

Executives are prepared to handle crisis situations effectively, demonstrating calm and clear communication under pressure.

3.7. Non-verbal communication**:**

Training emphasizes the importance of body language and tone, helping executives project confidence and credibility.

3.8. Adapting to different media formats:

Executives learn how to tailor their communication style for various media platforms, including TV, radio, and print.

3.9. Overcoming nerves:

Training provides techniques to manage anxiety and stay focused during media interactions.

3.10. Media image and appearance:

Executives receive guidance on how to present themselves professionally in media settings, including attire and overall appearance.

3.11. Key message development**:**

Training helps executives identify and refine their core messages, ensuring they are consistent and impactful.

4. OUTPUT

4.1. To effectively apply relevant techniques for the achievement of activities as mentioned on 3 above.

5. QUALIFICATIONS AND SKILLS REQUIRED

5.1. The suitably qualified service provider must provide proof confirming its status as a qualified training service provider.

5.2. One reference letter of having undertaken a similar assignment (Media Engagement training) must be submitted. The reference letter must be on the supplier's letter head, contain contactable details and be signed.

5.3. The suitable qualified service provider and / or its team should demonstrate an appropriate level of skill and experience in offering Media Engagement training.

5.4. The above two documents are **compulsory** returnable documents, failure to provide both the above requirement supporting documents (5.1 and 5.2) will result in a disqualification.

6. SCOPE OF WORK

6.1. The appointed service provider will be required to provide training to identified employees of the KZN Economic Regulatory Authority on Media Engagement training, the service provider will be required to undertake the following tasks:

6.1.1. Planning – Telephonic or email coordination with the service provider to discuss the learning objectives of the course, desired levels of presentation and delivery of facilitation to targeted audience.

6.1.2. Facilitation – To be conducted with use of visual/audio aids, presentation slides, learning aids and exercises.

6.1.3. Training Material – The appointed service provider is expected to develop and distribute comprehensive training material/learner guides to all learners.

6.1.4. Venue – The training must be physical at our offices i.e. Training Room.

6.1.5. Evaluation by Learners – The service provider must develop a questionnaire to assess the relevance of learning to all learners, level of facilitation received and whether the course was overall beneficial to learners.

6.1.6. Certificate of Attendance – It is expected that the service provider distributes certificates of attendance to all learners that successfully completed the training workshop and their certificates should reflect the ID numbers, full names and surnames of the learners.

7. DURATION

The duration of the training will be set during the initial coordination meeting and the course must be completed over the agreed period.

Training to be held physical (face to face interaction) at our offices.

8. EVALUATION OF PROPOSALS

8.1. Proposals will be evaluated on the following basis:

8.1.1. Initial screening to ensure all compulsory documents submitted are in order.

8.1.2. Price evaluation of the 80/20-point system.

9. RETURNABLE DOCUMENTS

The following information should be submitted:

a) A minimum of one reference letter with experience in Media Engagement training must be provided (This a **compulsory** returnable document failure to provide one reference letters will result in a disqualification.)

b) Proof of Registration on the Central Supplies Database (CSD number or report)

c) Valid tax clearance certificate and/or tax pin. Service providers must ensure that their tax matters on Central Suppliers Database are valid.

d) Copy of a valid BEE Certificate or Sworn affidavit.

e) Supporting documents for specific goal points claimed by the service provider. Failure to provide the supporting documents will result in no points being awarded. Failure to complete the specific goals table in SBD 6.1 and failure to provide the supporting evidence, will also result in no points being awarded.

f) Completed and signed SBD forms.

10. PRICING

A detailed price breakdown on supplier's letterhead must be provided indicating the total cost in undertaking the tasks and providing the required deliverables. Such quotation must be inclusive of all costs and disbursements and must include VAT (if VAT registered).

11. TERMS AND CONDITIONS

This request is subject to the following terms and conditions:

a) This request is subject to the General Conditions of Contract contained on the National Treasury website www.treasury.gov.za

b) All suppliers must be registered on the National Treasury Central Supplier Database (CSD). Central Supplier Number to be included on the proposal.

c) Quotations to be on the suppliers' letterhead.

d) This request is subject to terms and conditions as prescribed by the Preferential Procurement Regulations of 2022 and the entity's own policies.

e) The KZNERA reserves the right to negotiate prices with the recommended service providers.

f) SBD forms to be completed in full.

Prepared by: **S Khumalo**

Signed by:Simphiwe Khumalo
Signed at:2026-09-03 16:34:34 +02:00
Reason:Witnessing Simphiwe Khumalo

Signature: _____

Responsible Manger: **S Masikane**

Signed by:Siyabonga Hector Masikane
Signed at:2026-09-04 09:37:38 +02:00
Reason:Witnessing Siyabonga Hector Mas

Signature: _____