

## TERMS OF REFERENCE (TOR)

### PRODUCTION OF HIGH DEFINITION MARINA-STCWO DOCUMENTARY COVERAGE

#### INTRODUCTION

The Maritime Industry Authority (MARINA) is a government agency established pursuant to Presidential Decree No. 474 (1974) and an attached agency to the Department of Transportation (DOTr). With the enactment of Republic Act No. 10635, the Philippines, being a signatory to the 1978 Standards of Training, Certification and Watchkeeping (STCW), as amended, has created a single and central maritime administration. The STCW Office is principally tasked to give full and complete effect to the provisions of the Convention.

In performing among the tasks under RA 10635, it appears that upon evaluation, the MARINA-STCWO lacks the necessary skilled manpower as well as the equipment to produce a high definition (HD) documentary coverage.

Hence, as part of the initiatives to realize its plans and programs for CY 2018, the MARINA-STCWO (referred to as "Authority" hereinafter) seeks to invite an experienced and reliable production entity that will produce a high definition (HD) documentary coverage of the Authority effectively presenting its role in the education, examination and assessment, training and certification of Filipino seafarers. It will also showcase the Philippines making a big difference in the global maritime landscape as the preferred choice of ship operators.

#### OBJECTIVES

The project is aimed to:

- a. Produce a video coverage about the role of Authority in the education, examination and assessment, certification and training of Filipino seafarers as standard material in various local and international fora particularly in the IMO gatherings; and,
- b. Showcase the high potential of the Philippines in maritime global landscape because of competent and qualified seafarers;
- c. Present a valuable glimpse on how the Authority operates, what it has done, what it is currently doing and what lies ahead;
- d. Increase public awareness as to the part of Authority in spurring economic growth and national development; and,
- e. Invigorate and inspire the viewing employees in its commitment to serve the public.

#### SCOPE OF WORK



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**SCOPE OF WORK**

To ensure the successful completion of the project, the scope of work are as follows:

1. High Definition (HD) at least 1080p resolution and editable format of the following:
  - 1.1 **Part I (10 minutes)** - The Authority and accredited providers' role in the education, examination and assessment, training and certification of Filipino seafarers;
  - 1.2 **Part II (3 minutes and 15 seconds)**– The Authority's Hymn chronicling the organization's tasks, services and key accomplishments;
  - 1.3 **Part III (1 minute and 20 seconds)** – Philippine National Anthem depicting the Philippines as a maritime nation which will underscore the importance of competent and qualified Filipino seafarers in global commerce
  - 1.4 **Part IV (3 minutes)** – Infomercial about the MARINA – STCWO processes
2. Script and storyline for the documentary coverage;
3. Full service in terms of, but not limited to, standards and capabilities from pre-production, production and post-production; and,
4. Voiceover in English version.

**SPECIFIC DELIVERABLES**

Tasks	Timelines	Deliverables
<b>PRE-PRODUCTION</b>		
Research and information gathering	Week 1	Information gathered
Submission of materials to service provider	Week 2	Materials submitted and considered
Submission of concept proposal for treatment and corresponding storyboards	Week 3	Proposal submitted for treatment and corresponding storyboards
Script writing, editing, casting, revisions and	Weeks 4 to 5	Script written, edited and approved

final approval by the end-user*		
<b>PRODUCTION</b>		
Production of HD at least 1080p resolution documentary coverage	Weeks 6 to 7	Documentary Coverage produced
<b>POST-PRODUCTION</b>		
Initial documentary coverage presentation	Weeks 7 to 8	Comments/Revisions considered
Submission of revised documentary coverage for approval by the end-user	Weeks 9 to 10	Documentary Coverage revised and approved
Delivery of final soft copy of documentary coverage in HD format and raw file (three copies)	Week 11	Final soft copy in HD format and raw file delivered to end-user

\*OED and PAID

## COMPLETION

The project is expected to be completed before the end of May 2018.

## PENALTIES

Applicable penalties under existing laws shall be applied against the delay of outputs.

## OTHER REQUIREMENTS

1. The service provider, in coordination with the enduser, shall be responsible in gathering videos and pictures of the Authority including its Regional Offices, Maritime Training Institutions (MTIs), Assessment Centers (ACs), Maritime Higher Education Institutions (MHEIs), manning agencies, and other relevant offices;
2. The materials and location shoots shall be in Metro Manila (at least 5), Luzon (at least 2), Visayas (at least 2) and Mindanao (at least 2). Expenses for this activity shall be borne by the service provider.
3. The production shall be a combination of video clippings, voiceover, background music, images, animations graphics, aerial shot, among others.
4. Maritime Industry Authority will have intellectual Property Rights over the said video.

## **QUALIFICATIONS OF A SERVICE PROVIDER**

1. Must be Filipino owned, operated and legally registered production/advertising entity under the Philippine laws;
2. A reputable communications and/or advertising entity which has been in commercial operation for at least three (3) years;
3. Must have at least five (5) staff adept with the latest equipment on video production, to include a scriptwriter and voice over;
4. Must be registered with Phil-GEPS;
5. Certification on the list of equipment for pre-production, production and post-production;
6. Must have at least produced three (3) similar projects (private or government) with HD standard and premium quality and each with a contract value equivalent to at least one Five Hundred Thousand Pesos (Php500,000.00) and at least two Three Hundred Thousand Pesos (Php300,000.00); and,
7. Other qualifications under the government procurement law (RA 9184) shall apply.

## **APPROVED BUDGET FOR THE CONTRACT**

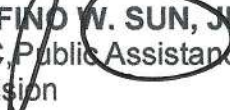
The total budget amounting to **SEVEN HUNDRED THOUSAND PESOS (Php700,000.00)**, inclusive of all applicable taxes, is available for this project which shall be charged against the Authority's Central Office Funds for FY 2018.

## **PAYMENT SCHEDULE**


Payment is contingent on the acceptance checklist and approval in accordance with the above stated deliverables.

Respectfully submitted:

For the enduser:

  
**RUFINO W. SUN, JR II**  
OIC, Public Assistance and Information  
Division

Concurred by:

  
**JOSE LOUIE B. BANUA**  
METSS/Public Relations Officer/PAID  
Oversight 1/23/17

Noted:

  
**ATTY. VERA JOY S. BAN-EG**  
OIC, Office of the Executive Director  
(Deputy Executive Director), STCW Office