



THE BIG 5 FALSE BAY MUNICIPALITY

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31 July 2013

Enq: NP Buthelezi
31/07/2013

DEVELOPING COMMUNICATION & MEDIA STRATEGY

CALL FOR QUOTATIONS

1. INTRODUCTION

The Big 5 False Bay Municipality hereby calls for quotations on the development of a Communication & Media Strategy and Media Advisory Services for the duration of the 2013/14 financial year.

2. BACKGROUND

The Municipal Systems Act (MSA) requires that a Municipality establishes *Mechanisms, processes and procedures for community participation and communication of information concerning community participation*. To that effect, the Big 5 False Bay Municipality intends to appoint a Service Provider to undertake the development of the Communication & Media Strategy for the Municipal Council. The Service Provider to be appointed shall inter alia render the following services:

3. DELIVARABLES/SCOPE

- Prepare the Communication & Media engagement Strategy for the Municipality 2013/14 financial year.
- The developed Communication Strategy shall be the framework that the Municipality shall use to communicate with the media, community & government stakeholders and should thus have an implementation plan/guideline.

- Advise the Municipal Manager & Council on the effective strategy of engaging with the media i.e. both electronic & print media.
- Develop the Municipality's Communication Policy which shall be the basis & guidelines for engaging with the media & the public.
- Ensure that the developed Communication Strategy & Policy are aligned with different pieces of legislation that govern municipalities.
- Ensure that the developed Communication & Media Strategy & Policy are aligned with Communicator's Handbook as released by the GCIS.

4. REPORTING

As per MFMA, the Service Provider shall be accountable to the Municipal Manager.

5. DURATION

The duration of the service shall be as per proposal of the Service Provider which shall be approved by the Municipal Manager.

6. CONTRACT

The appointed service provider shall sign a Service Level Agreement (SLA) with the Municipality which shall detail the terms and conditions of their engagement.

7. APPOINTMENT

The Municipality reserves the right to appoint the service provider it deems fit and relevant for the Services, and price shall not be the only criteria used as a determinant thereof.

8. SUBMISSION OF QUOTATION

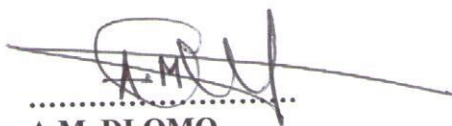
The quotation for this assignment shall be submitted to The Big5 False Bay Municipality, The Supply Chain Manager, Ms SL Mchunu and be couriered or posted to P.O Box 89, Hluhluwe 3960 or hand delivered to the Municipal Offices to 163 Zebra Street, Hluhluwe 3960. Emailed or faxed applications will not be considered.

For technical enquiries you can contact Miss NP Buthelezi on 035 562 0040 during office hours.

9. CLOSING DATE

Quotations must be submitted not later than **Thursday the 08th August 2013**

Before 15h00. Quotations received after this date shall not be considered.

A handwritten signature in black ink, appearing to read 'A.M. DLOMO', is written over a horizontal dotted line. A long, thin horizontal line is drawn across the signature, extending to the left and right.

A.M. DLOMO

MUNICIPAL MANAGER