

14 July 2017

QUOTATIONS ARE HEREBY REQUESTED IN ACCORDANCE WITH THE SCM REGULATIONS SECTION 18 OF THE LOCAL GOVERNMENT MUNICIPAL FINANCE ACT 56 OF 2003, FOR THE PURCHASE OF ITEM/S THAT COULD BE ABOVE R30 000.00.

QUOTATIONS MUST BE SUBMITTED IN SEALED ENVELOPES CLEARLY MARKED “**PUBLIC RELATIONS & MEDIA LIASON SERVICES**” TO THE QUOTATION BOX SITUATED AT: RATES AND TAXES HALL (LESEDI OFFICES)
C/O LOUW AND HF VERWOERD STREET
HEIDELBERG
1438

ALL ENQUIRIES REGARDING SPECIFICATIONS SHOULD BE REFERRED TO MRS MALEKULA MELATO@016 492 0047 OR SIBULELO NXATHI @016 492 0202 WITH REGARDS TO THE BIDDING PROCEDURE.

DEPARTMENT: CORPORATE SERVICES

CLOSING DATE: 21 JULY 2017

SPECIFICATIONS

Proposals are requested from communication companies to give support to Lesedi Local Municipality for the following:

- Proactively profiling the municipality and improving the negative narrative around its functions.
- Educating the public on the role and responsibilities of municipalities
- Promoting the communication function as a strategic element within municipalities
- Develop reputation management and crisis communication strategy
- Develop broader Media Liaison strategy
- Development of multimedia/digital Communication, reflecting and considering communication innovations and technologies
- Research assessments for campaign and activations

FUNCTIONALITY

Description	Score
<p>The experience and expertise in the field of Public Relations and Corporate Communications.(type of organization, customers) – (15)</p> <p>Points will be awarded based on the number of years’ experience in the industry, structure of the organization and expertise displayed from past projects – (5)</p>	20
<p>The expertise of the team that will be serving Lesedi:</p> <p>Points will be awarded in terms of capacity to deliver. This includes availability of subject matter experts including but not limited to writers, creative and account management teams with relevant qualifications. – (15)</p> <p>Point will also be awarded in terms of composition of the team in terms of gender and race – (5)</p> <p>Membership of the Public Relations Institute of South Africa (PRISA) will be an added advantage.</p>	20
<p>The proposal’s(approach and execution plan) ability to demonstrate thorough understanding of the required services as per the Functional Requirements – 40</p> <p>Three written client references on the referees letter head, related to Public Relations and Corporate Communications Services which your company implemented, accompanied by contact details – (10)</p>	50
<ul style="list-style-type: none"> • Presentation: The submission format • The neatness and layout of the proposal 	10

The minimum qualifying score for functionality is 70 points.

Name of Company: _____

Fax: _____

Telephone: _____

Date: _____

The following documents must be submitted with the quotation, failure in submitting these documents will result in a quotation being disqualified:

- Original tax clearance certificate/Pin provided by Sars
- Forms listed below (Evaluation Criteria)
- Latest municipal account / Clearance Certificate for Water and Lights
- CSD Registration report

EVALUATION CRITERIA: 80/20 Preference point system as presented in the preferential procurement policy framework Act no 5 of 2000, for this purpose the MBD 2, MBD4, MBD 6.1 MBD 8 MBD 9 and the Clearance Certificate for Water &

lights can be downloaded from our website on the following link: www.lesedilm.gov.za/key/scm MBD forms should be scrutinized, completed and submitted together with your quotation. All objectives and complains must be lodged within 14 days and in writing to the municipal manager's office

NB: Bidders who did not submit an original or certified copy of their B-BBEE Certificate will not be allocated preference points.

All bidders must ensure that they are registered on the National Treasury Central Supplier Database via the following link: business.support@csd.gov.za. No business will be conducted with any person who is not registered on this database.

