

REQUEST FOR TENDER

For the provision of communications services within the disciplines of marketing communications and public relations.

Introduction

The Tasman District Council is a unitary council with its head office in Richmond serving 16 further settlements within the region. The Council is charged with the formulating and implementing strategies and plans that enhance the social, cultural, economic and environmental well being of the residents within the Tasman District.

To support the achievement of these well-beings the Council has a responsibility to ensure residents and ratepayers are fully informed of the Council's decisions and are able to contribute to the decisions that will affect them and the district as a whole.

To assist the Council in this aim a single full service communications supplier is retained to deliver services and products identified within the Council's communications strategy. This role is currently fulfilled by a single service supplier who works in partnership with all key personnel to deliver the marketing communications and public relations services required.

The role of single full service provider is the opportunity now being tendered. Recently the Council has employed a Communications Adviser who is charged with ensuring the Council's communications needs and requirements are fully identified and met.

The successful tenderer will be required to manage and maintain a close working relationship with the Communications Adviser. This relationship will be the focal point for direction and performance management of the contract.

The successful tenderer will develop, manage and maintain a visible relationship with all departments within the Council.

Term

2 years + 1 (to follow the electoral cycle of the Council and at the Council's discretion)

The first term will begin July 1 2010

Format for Responses

Please provide responses in the following format.

- (a) General overview of organisation, structure, staffing and expertise.
- (b) Identify the main point of contact for the purposes of delivery the contract.
- (c) Experience and qualifications of team delivering communications services

- (g) Experience of delivery as a full service provider.
- (h) Contract charging regime and charges.
- (i) Any one-off costs such as set-up fees.
- (j) References from current clients
- (k) Any other relevant information.

Sole Contact

The sole contact for replies and feedback throughout the selection process is;

Chris Choat
Communications Adviser
Tasman District Council

Email; chris.choat@tasman.govt.nz
Ph. +64-3-5437220

Address

Please address all responses in writing to;

Tasman District Council
189 Queen Street
Richmond
NELSON

Attn: Chris Choat

Due Date

The due date for responses is **12.00 PM on 30 April 2010**. Please note, responses received after this time will **not** be accepted.

Service Requirements

The single full service deliverer will be responsible for the management and delivery of:

- Brand and identity management;
- The co-ordination, collation, lay-out and print management of the fortnightly newspaper to residents. (Approx 19,000 issues) Newsline the Mag;
- Writing up of Newsbriefs, a report following all Council, committee and sub committee meetings to communicate articles of importance and interest;
- Media Liaison creation and distribution of releases, monitoring and relationship management where required;
- Management of radio presence;
- Print advertising;

- Event management and assistance;
- Council directed consultation exercises;
- Print management; and
- Other services as and when directed by the Communications Adviser.

Note: This list is not exhaustive

The Council is currently rebuilding its web presence. The new environment is being constructed with the aim of managing all online delivery and activity internally, however, the successful tenderer will work closely with the webmaster to ensure the online environment reflects all other communications work.

The successful tenderer will be a partner in the measurement and review of the communications and public relations vehicles to ensure their efficacy.

Timeline

6 April 2010	RFT distributed
30 April 2010	Tender closes
21 May 2010	Successful tenderer notified
1 – 16 June	Contract negotiations
1 July 2010	Contract commences

Appendices

Draft Tasman District Council Communications Strategy

Draft Communications Strategy

Objective

The Communications Strategy is designed to deliver the value proposition communications presents to the Tasman District Council

Value Proposition

The external communications function is responsible for ensuring:

- The residents and ratepayers of the Tasman district are able to have input into the decisions Council makes and why, and
- ratepayers are aware of the services and value they receive for their rates.

Why

As the district grows and develops there are many choices to be made. In this environment it is imperative that the people who choose to live in the district have the ability to influence and understand their Council's decision-making process.

In the Tasman District which is wide and varied – socially, economically and geographically – such interaction and understanding is essential to ensure the reasons why we live here is maintained and enhanced.

The desired outcome of the value proposition will be managed through the delivery of a series of objectives and tactical outputs. The effectiveness of which will monitored to ensure their efficacy.

Issues

Councils are subjective decision-making bodies governed by elected members. While decision-making and consultation processes are directed by legislation and regulation, decisions taken will not meet the expectations of all the residents all of the time.

Residents and ratepayers have wide and varied expectations of the services they believe should be delivered and those they should pay for.

Knowledge of local government procedures, legislation and regulation is low.

Audiences

All residents and ratepayers within the Tasman District.

Non-residential ratepayers.

All commercial interests within the district and those who maybe interested in relocation.

Neighbouring residents who utilise Tasman services and assets.

Neighbouring authorities.

Visitors to the region.

Central government agencies who deliver services within the district.

Strategies

To deliver communications supporting the success of the value proposition.

To ensure internal communications supports and informs the desired behaviours which enhance the reputation of the Council within the communities it serves.

To build, maintain and enhance the reputation of the Council as a responsible leader and servant of the communities it serves.

To develop and enhance the knowledge of local government supporting a greater positive interaction with the Council.

Tactics

To support the value proposition

The ongoing delivery of communications with the communities through vehicles such as Newsline the mag, radio shows, online and through opportunities for elected members and staff to interact with residents and ratepayers.

Provide timely media liaison and manage the relationship with national, regional and local media.

Provide support to the Council and Committee decision-making processes through informative and educative communications.

Provide the community with audience specific publications that enhance their experience of living in Tasman.

Provide strategic and tactical communications support to Council led projects to ensure the residents, especially those directly affected, are aware of their purpose and the benefit they will derive.

Align all council publications with resident expectations.

To support the Council's reputation

Identify the reputation the Council wishes to build and continue to deliver on

Identify the appropriate levels of service delivery which enhance the reputation

Identify the principles of behaviour desired by the communities the Council serves that are able to be delivered

Build a brand position around the identified principles

Build communications and measurement of the principles to display externally and encourage their achievement internally.

To build and enhance knowledge of local government procedures

Ensure communications include the rationale and process of decision-making by Council and Committees

Ensure decisions and procedures of Council are clearly articulated within supporting communications

Explain wherever possible the legislative requirements, processes and decision-making procedures the Council has to meet and /or adhere to throughout the delivery of its services.

Provide an informed customer service facility either in person or online that supports the needs and expectations of the residents and ratepayers of Tasman District.

Plan, implement and support events within the District that support the vision of Council.

Measurement

Continue and expand the current NRB Communitrak survey to measure recognition and efficacy of Council communications.

Provide measurement details of customer service interaction

Strategic media monitoring to measure spread and acceptance of stories

Strategic media monitoring to measure negative, positive or neutral perceptions

Monitor website analytics to identify areas of discontent and areas to improve

Include performance measures within Communication services contract to ensure ontime, quality and efficacy measures are met.