

CORPORATE GIFT AND PROMOTIONAL ITEMS POLICY

Item B-COM (06-2006) MC 14/09/2006	CORPORATE GIFT AND PROMOTIONAL ITEMS POLICY FOR THE EKURHULENI METROPOLITAN MUNICIPALITY
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RESOLVED:

1. **That** the report on the Corporate Gift and Promotional Items Policy **BE NOTED**.
2. **That** the current Corporate Gift Policy (Item CC 46-2001) **BE RESCINDED**.
3. **That** the Corporate Gift and Promotional Items Policy as set out in **Annexure "A"** to the report, **BE APPROVED** as the Corporate Gift and Promotional Items Policy of the Ekurhuleni Metropolitan Municipality.
4. **That** the Directorate: Communications and Marketing **BE DELEGATED** the responsibility to execute the policy.
5. **That** a further report **BE SUBMITTED** on the request by the Department: Public Safety for industry specific corporate gifts.

ANNEXURE A:**CORPORATE GIFT AND PROMOTIONAL ITEMS POLICY FOR EKURHULENI METROPOLITAN MUNICIPALITY****1. Introduction:**

Corporate gifts and promotional items are tools that are used to assist in branding the Ekurhuleni Metropolitan Municipality. Both categories, corporate gifts and promotional items have the same purpose but different definitions.

2. Definitions:**2.1 Corporate Gifts:**

Corporate gifts are promotional items that are branded with the Ekurhuleni Metropolitan Municipality logo or slogan and is used as a gift in order to promote the Ekurhuleni Metropolitan Municipality.

2.2 Promotional Items:

A promotional item is a small branded item i.e. cheap pen, balloons, magnets, T Shirts, caps, etc, which is used as a handout at trade fairs, shows, seminars or workshops, for a specific project or programme to promote the Ekurhuleni Metropolitan Municipality.

2.3 Ekurhuleni Metropolitan Municipal Store:

The Ekurhuleni Metropolitan Municipality Store, in this instance, is the Municipal Store in Kempton Park, which will act as agent by keeping the Ekurhuleni Metropolitan Municipality corporate gifts and promotional items.

3. Functions (Responsibilities)**3.1 Directorate Communications and Marketing**

The function of the Directorate Communications and Marketing is to oversee the quality and standards, branding as well as the sourcing of ALL corporate gifts and promotional items.

The process of selecting, branding, sourcing is implemented by Communications and Marketing and the storing and selling of the items is implemented by the Finance Department.

3.2 Finance Department

The function of the Finance Department is to purchase, store and sell the corporate gifts and promotional items selected by the Director: Communications and Marketing, to the Ekurhuleni Metropolitan Municipality clients. In the process adhering to all financial and stock keeping by-laws. The Chief Buyer of Stores, in conjunction with the Director: Communications and Marketing will determine maximum and minimum stock levels.

3.3 Other Departments:

No other department is allowed to introduce new corporate gifts or promotional items into the corporate gift register without prior consultation and approval from the Director Communications and Marketing. This would be to avoid duplication, ensure proper management and control of the items and to maintain corporate identity guidelines.

The Corporate gift policy aims to provide a structured platform when designing and purchasing Corporate and branded EMM Gifts.

Departments throughout the Ekurhuleni Metropolitan Municipality needs pertaining gifts might differ due to their industry, and the Communications and Marketing Department is in no shape or form insensitive to such requirements or specific needs.

It is therefore proposed that the corporate gift policy makes provision for the design and purchasing of any industry specific corporate gifts, this process shall be managed in a collective manner by the Communications and Marketing Department and other EMM Departments on an ad-hoc basis.

It is recommended that all Departments within the Ekurhuleni Metropolitan Municipality be requested to forward all industry specific gifts requirements to the Communications and Marketing Department during January-March of each financial year in order to assist all departments on an ad-hoc basis relating to industry specific corporate gifts. All Departments are requested to Budget for any cost pertaining designing of such industry specific corporate gifts.

4. Purchasing process

Corporate gifts and promotional items can be drawn at the Ekurhuleni Metropolitan Municipality Kempton Park Municipal Stores through the following processes:

4.1 Direct purchasing

All corporate gifts and promotional items can be purchased by staff or the public, for personal or private use at Kempton Park Municipal Stores. All transactions will only be dealt with in cash and all items will be sold at cost.

4.2 Stores order

All corporate gifts and promotional items for official use can be drawn from the Stores with an official electronic generated stores order. The operator (purchaser) has a personal user code and will be the

responsible person for the purchase. All departments would have to provide budgets and vote numbers to purchase these items.

5. Sub Stores

According to the financial bylaws, no sub stores are allowed unless Council's permission has been obtained for such a sub store.

Currently an approved sub store for corporate gifts and promotional items exists within the Directorate Communications and Marketing and is under the auspices of the Director Communications and Marketing. This store is used mainly for marketing purposes and items are issued under the discretion of the Director: Communications and Marketing in support of specific marketing or communications objectives on behalf of EMM.

This sub store must be maintained to supply corporate gifts and promotional items on short notice, for ad hoc functions or dignitaries visiting the area on behalf of the Mayor or City Manager.

All items for this store will be purchased through the main store in Kempton Park and the normal stock control principals will be applied by the Director Communications and Marketing or her nominee.

6. Costing / Pricing:

All Corporate Gifts and Promotional Items will be sold both internally and externally at the costs prices it has been purchased at.

7 Corporate Gift and Promotional items Catalogue:

The Director Communications and Marketing will develop and post on the intranet/internet an electronic catalogue of all items available. This catalogue will be regularly updated as new items are sourced and become available.

8. Selection and Sourcing of Items:

All new items will be sourced and approved by the Director: Communications and Marketing or her nominee. All items will bear the EMM logo and will be used for promotional purposes. Selected items for use only by the Executive Mayor will bear the Coat of Arms.