**BOTSWANA INSTITUTE OF DEVELOPMENT PROFESSIONS**

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## Gaborone

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| **(A0kp)04** |
| **BIDP** |
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| **MINUTES OF BIDP COUNCIL MEETING NO. 4 2012/2013** |
|  |
| Held at BIDP Shop, Plot 915, Gaborone, on 30th April, 2013 at 6pm. |

| **4.1** | **Attendance** |  |  | **Phone** |  |
| --- | --- | --- | --- | --- | --- |
| 4.1.1 | Present: | David Young | Member | 397 1181 / 7424 2618 |  |
|  |  | K Mokwete | Member | 7550 5291 |  |
|  |  | Ndingililo Hobona | Secretary | 7149 3357 |  |
|  |  | Edward Mazhani | Treasurer | 71362259 |  |
|  |  |  |  |  |  |
|  |  | Mutua Mutuku | Vice president | 395 2882 / 7211 6323 |  |
|  |  | Evans Moje | President | 310 5073 / 7216 5484 |  |
|  |  |  |  |  |  |
| 4.1.2 | Apologies: | Andreas Groth | Member | 392 3462 / 7211 2213 |  |
|  |  | L Mosienyane | Member | 397 4334 |  |
|  | Absent | Chiwala |  |  |  |
|  |  |  |  |  |  |

ACT

| **4.2** | | | **PREVIOUS COUNCIL MEETING** |  | |
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| 4.2.1 | | | The minutes of the previous council meeting were agreed to be a true record by those then present. |  | |
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| **4.3** | | | **ACTIVITIES AND FUNCTIONS:** |  | |
| *4.3.1* | | | *MATTERS ARISING FROM PREVIOUS MINUTES* |  | |
|  | *8.3.2* | Visit to SADC Building: ET Mazhani to arrange a date with UB students | | |  |
|  |  | ETM will confirm next week for 23rd May, 2013 | | | ETM |
|  | 2.3.3 | Future events: round table discussion with City Council or Fire Department: | | |  |
|  |  | M Mutua was referred to Sebele by Council  Set a date for June. | | | MM |
|  |  |  | | |  |
|  | 3.3.2 | Linux presentation by D Young: D Young to compile text for Ellen to distribute and for the newsletter. | | | DY |
|  |  | Text still to do. Hoping to get assistance | | |  |
|  | 3.3.4 | D Young to arrange a 3rd visit to airport : | | |  |
|  |  | Suspend for now. | | |  |
|  | 3.3.5 | Campus Recreation at UB – ET Mazhani will assist. | | |  |
|  |  | Letter done – ask Ellen to send off. | | | ET |
|  |  |  | | |  |

|  | *7.3.2* | Set up a forum which is more informal rather than seminar for members of the Public wishing to build their own homes. |  |
| --- | --- | --- | --- |
|  |  | Event included as part of marketing & promotion | KM/NDH |
|  | 1.4.4 | Contracts: presentation or meeting with Banks. On going |  |
|  |  |  |  |
|  |  |  | KM/NDH |
|  |  |  |  |
|  |  | Events included as part of marketing & promotion |  |
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| 4.3.2 | Ulf correspondence – volunteer to present photography based on architecture and upgrade.  Circulate dates for events by end of the week for council to decide on dates. | KM/NDH | |
| 4.3.3 | Write a letter to PSP copy Lionjanga introducing BIDP and its availability for professional advice. |  | |
| 4.3.4 | PPADB is now responsible for contractor and consultants registration forge close board with BIDP. |  | |
| 4.3.4 | BIDPA report looks at challenges of the construction industry : A Groth was involved in the development of the report – talk to him. |  | |
|  | There is an opportunity to act based on the report. | AG/KM | |
|  | Boidus organised event CBD – 20th May. |  | |
|  | Lecturer at UB- (John N) |  | |
|  | Opportunity for BIDP to be involved. |  | |
|  | Direct appointment procedure/process – ND Hobona to talk to Mr Kutoro and get BIP included on the invite list. | NDH | |
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| ***4.4*** | ***TREASURER'S REPORT*** |  | |
| *4.4.1* | *MATTERS ARISING FROM PREVIOUS MINUTES* |  | |
|  | 7.4.2 | Subscription non-payment:  Received list of non paid subscriptions:  Ask Ellen to send emails to individuals with a gentle reminder to pay subscription. | ETM  ET |
|  | 7.4.4 | Bank statement 28th March 2013 P32,049.55 |  |
|  | 1.6.2 | E Tshoganetso sick leave payment: |  |
|  |  | c) severence pay - |  |
|  |  | BIDP must formalise contract with ET | ET/ETM |
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|  |  | Secretary drafted letter and presented to council for approval. Prepare for President’s signature. | ETM/NDH |
|  |  | Discuss on ET: investigate availability of forms of agreement. Labour to be interviewed. | DY |
| 4.4.2 | Proposal to share office space – cannot at this time. Ellen to write a letter to REIB | ET | |
| 4.4.3 | Revenue streams for BIDP as a future item |  | |
|  | Budget forecast:  Look in to increasing annual subscriptions. Note | ETM | |
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| **4.5** | **MEMBERSHIP** | | |
| 4.5.1 | *MATTERS ARISING FROM PREVIOUS MINUTES* | | |
|  | 8.5.2 | New application received from J Mfanyane: D Young wrote to him to clarify: |  |
|  |  | Letter sent, still no response. |  |
|  | 1.5.2 | New applications received from: |  |
|  | 1.5.2.1 | Cliff Robertson – document pending: MRICS, BSC, MBA, MA – request copies of certificates. |  |
|  |  | Email sent 26 no 12 requesting certified copies of certificates. |  |
| 4.5.2 | Architecture Students Association UB council may join as organisation member. Note |  | |
| 4.5.4 | Formalise relations with UB in relation to the end of year exhibition |  | |
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| **4.6** | **CORRESPONDENCE** |  | |
| 4.6.1 | Dispute ref from Alphalab: |  | |
|  | Done |  | |
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| 4.6.2 | K Mokwete reported: DTRP land behind airport: 'competition' urban design for use of land. | KM | |
|  | BIDP must have representation where new procurement routes are considered. |  | |
|  | Everything is frozen pending the passing of the Town & Country bill and also based on budget year end.On going | KM | |
| 4.6.4 | A Groth response on Building regulations and Alan Kille: possibly persue.  Ask for a briefing or discussion on building regulations: subject “Using the Act” and the Board. | ET/AG | |
|  | Pending |  | |
| 4.6.5 | ET must give a report for items on her action list. | ET/NDH | |
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| **4.7** | **PUBLICATIONS/NEWS LETTER** | | |
| *4.7.1* | *MATTERS ARISING FROM PREVIOUS MINUTES* | | |
|  | 7.7.3 | BIDP electronic forms on website: on going |  |
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|  |  | Website not working – being attended. | DY |
|  | 8.7.3 | Newsletter: Did not happen: Symposium or DBES Director's presentation. |  |
|  |  | Chase DBES director's presentation. | ET/EM |
|  | 1.7.2.1 | Minor Works Labour Only Contract |  |
|  |  | Adopted and can be sold: Carefully check the text. | ET/DY |
|  | 5.7.2 | Publications committee: |  |
|  |  | Next meeting is a week on Tuesday | EM |
|  | **4.9** | **MARKETING & PROMOTIONS STRATEGY**   1. Report attached and circulated with minutes   BOCCIM - check if Ellen is receiving BOCCIM emails and must forward to Council   1. CSR invitations- eg: Old Naledi Market proposal as an example; write a letter to the presidents housing appeal to say what BIDP can appear. 2. Financial institutions   CPDs every 2 to 3 months ; Consumer programmes   1. Marketing drive to other professions and students from other professions |  |
|  | 5.7.2.1 | Must report once a year: invite other organisations: |  |
|  |  | D Young to contact U Soderstrom on usage by Government of BIDP's Nominated sub-contract form base on Fidic. | ET/DY |
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|  |  | BIDP – collectively advise government |  |
|  |  | Missing actions: review action items to be listed. |  |
|  | 7.7.2 | Certificate and Instruction pads: people are still trying to buy. |  |
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| **4.8** | **PUBLIC RELATIONS** | | |
| *4.8.1* | *MATTERS ARISING FROM PREVIOUS MINUTES* | | |
|  | 6.6.1 | Government non-payment: letter to DBES: on going |  |
|  |  | E Moje to write to A Groth to forward previous correspondence. |  |
|  |  | Ask E Moje to push. |  |
|  |  | No action: correspondence forwarded to E Moje. | EM |
|  |  | Write a letter of disappointment to BOCCIM for not pursuing: will do next week.. | ET/EM |
|  |  |  |  |
|  |  | E Moje will follow up. |  |
|  | 5.9.4 | Facilities Management has been classified at PPADB under Real Estate: E Mazhani will make proposal for PPADB. | ETM/EM |
|  |  | Next meeting will have something to report : FM is listed with estate management.Conflict in PPADB the categories. |  |
|  | 7.9.1 | Gerrit Vlug: loss to BIDP: . |  |
|  |  | Draft letter given by D Young: put in newsletter.  E Moje to write letter for family. | ET/EM |
|  |  | Letter drafted: E Moje to follow up with ET.  On going. |  |
|  | 7.9.2 | BOBS presentation on product marking was given with very short notice. BIDP to write to BOBS and propose: |  |
|  |  | a) BOBS data to be made available in the internet and for free. |  |
|  |  | b) Pre-cast pre-stressed lintels to have quality stamps. |  |
|  |  | D Young still to do. | ET/DY |
|  |  | Circulate letter to council and make a decision on sending letter to BOBS  On going | ET |
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| **4.9** | **ANY OTHER BUSINESS** |  | |
| 4.9.1 | L Mosienyane: |  | |
|  | - Proposal for BIDP to look at repositioning itself |  | |
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|  | - L Mosienyane will look at the Commonwealth foundation. | LM | |
|  | On going |  | |
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| **4.10** | **NEXT MEETING** |  | |
| 4.10.1 | The next meeting will be held on Tuesday, 21st May, 2013, 2013 at 6pm at plot 915, BIDP shop. |  | |
| 4.10.2 | Will do a schedule of meeting for the rest of the year. |  | |
|  | NEXT MEETINGS:  May: Tuesday 21st 2013  June: Tuesday 18th 2013  July: Tuesday 23rd 2013  August: Tuesday 20th 2013 |  | |
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|  | Meeting adjourned at 19h48. |  | |
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|  | President |  | Secretary |
|  |  | Fax | Email |
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|  | L Mosienyane | 397 4334 | Leta@mpi.co.bw |
|  | K Mokwete | 7550 5291 | killion@boidus.co.bw |
|  | File |  |  |

**BIDP Marketing Strategy Meeting**

*Developed by: Killion Mokwete and Ndingi Hobona*

Developing a Strategic Guideline for BIDP’s marketing and Promotion Plan

**Introduction**

Key to any organization or institution is how it is able to reach out to its members and more importantly to the public. This reach is to be guided and nurtured by set pragmatic guidelines for marketing and promoting its services, products and its brand. BIDP currently has the following key challenges in this regard:

* Lack of awareness amongst both public and professionals about its products and services.
* Limited recruitment of members due to lack of reach to new potential members
* BIDP events, lectures and public education occasions do not reach a wider audience due to lack of information output modes.
* Limited products such as contract documents
* Limited impact on professions developments and or policy influences and lobbying powers

**Resolutions:**

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| --- | --- | --- |
| Strategy | Notes | Action Dates |
| 1. Engage in and initiate Industry Events    1. Check Calendar of Industry events such as expos | Industry events offer an opportunity for public interaction. Partnerships with key strategic calendar events such as;   * property expo, * BOCCIM northern trade fair, * global expos, * PPC’s annual contractors competition and others |  |
| 1. Forge relationships with professional bodies and Private Sector Representation Stakeholders-BOCCIM:    1. Engineers, Estate Agents, QS, Architects etc | Professionals are the primary members and users and consumers of some of BIDP’s products such as contracts. Therefore a relationship with their respective organization and members is vital also for growing BDIP’s members:  AAB, IBQS, REIB, BIE and others |  |
| 1. Forge relationships with Government Ministries and Parastatals:    1. MIST, MLH, LA, BDF, PPADB, WUC, BHC etc | Relevant Government Ministries as the key backbone to all industries currently in Botswana need to be closely related to. This will enable BIDP to have a say in policy issues. There is need for a guideline strategy for developing of this relationship. |  |
| 1. Create a Plan for BIDP Seminars    1. Promote contracts | BIDP seminar’s would be ideal for promoting various aspects of what BIDP does and also an opportunity to develop CPD’S either for its members and or public.  Strategic seminars on particular issues such as contracts can be organized both for public, professional and private sector consumption |  |
| 1. Form relationships with the media:    1. Public and private    2. BOCCIM: Explore Boccim/Mmegi relationship | Developing mutual beneficial relations with Media outlets will help take BIDP events, messages to its membership and more importantly the public. Media houses to be approached for a long term strategic partnerships. |  |
| 1. Educational and vocational Institutions | Continue relationships with education institutions such as *UB, Limkwokwing, ABM, Botho and* others, through alliances with Student associations and participating in:   * Open days, * student internship opportunities through BIDP membership.   This will offer student member recruitment opportunities and participation in the skills development. |  |
| 1. Initiate and Partner with organisations for corporate social responsibility | BIDP to pull the wealth of its membership to partake in social responsibility programmes. This can be done through alliances with cooperation’s that have availability of funds but lacking professional’s expertise which BIDP can offer. |  |
| 1. Financial, Insurance and Other Private Stakeholders |  |  |