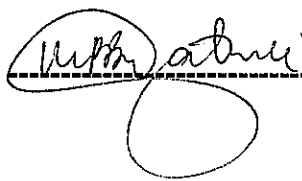




# Communications Strategy for the Taolo Gaetsewe District Municipality

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1. Speaker:  .....

2. Municipal Manager:  .....

# JOHN TAOLO GAETSEWE DISTRICT MUNICIPALITY



## COMMUNICATIONS STRATEGY

Reviewed 2014/2015

## 1. BACKGROUND

The John Taolo Gaetsewe District Municipality (JTGDM) is situated in the Northern Cape Province and is bordered by (1) The Siyanda and Francis Baard District Municipalities to the south and west; (2) The North West Province (Dr. Ruth Segomotsi Mompati District Municipality) to the east and northeast; and (3) Botswana to the northwest.

Administratively, the JTGDM comprises of three Local Municipalities: (1) The Gamagara Local Municipality; (2) The Ga-Segonyana Local Municipality; and (3) The Joe Morolong Local Municipality, which encapsulates the geographical area covered by the former District Management Area and the former Moshaweng Local Municipality. (*Source: JT Gaetsewe 2011-12 SDF Review*).

JT Gaetsewe is the second smallest district in the Northern Cape, occupying only 6% of the Province (27 293 km<sup>2</sup>). The largest area within JT Gaetsewe is the former District Management Area (DMA) with over 10 000 km<sup>2</sup>. Joe Morolong covers the next largest area of 9 477 km<sup>2</sup> (KDM, IDP 2006). The JT Gaetsewe District comprises of 186 towns and settlements of which the majority (80%) are villages in the Joe Morolong Municipality.

## 2. INTRODUCTION

This strategy is a guideline for communication in the current term of local government on how to communicate with various stakeholders. It will become a blueprint for our communication to ensure synergy, coherence and consistency of messages.

This communication strategy is flexible and will be reviewed annually, also as and when the need arises to align with developments in the communication environment.

The District Municipality is guided by the Integrated Development Plan which is the product of the strategic planning process in our Municipality. The IDP considers the 5 key performance areas of local government which are:

- ✓ Basic service delivery and infrastructure
- ✓ Local economic development
- ✓ Financial Viability and management
- ✓ Good governance and Community participation
- ✓ Municipal Transformation and institutional Development

### **What informs the strategy**

- Government Programme Of Action as articulated in the January 8<sup>th</sup> Statement
- State of the Nation Address (SONA)
- Provincial Communication Strategy

The objective of this strategy therefore, is to give guidance to all communications related activities around the IDP, as the overall function of the municipality.

### **3. REVIEW OF PREVIOUS COMMUNICATION STRATEGY / PLAN**

- Lessons learnt from previous communication plan
  - Everyone has a communication function and it will make it easier for the communications unit to function effectively if every unit in the municipality contributed;
  - Implementation of the strategy was not done fully;
  - The budget for the unit was not enough;
  - Participation of local municipalities is still very poor
  - The communicators do not attend strategic meetings which makes it difficult for them to communicate relevant information on time.
  
- Improvements based on analysis of previous plan
  - **Make communication an inclusive functionary in the municipality**
  - **To improve the support given to local municipalities**
  - **Revive the internal communications forum**
  -

### **4. COMMUNICATION OPPORTUNITIES**

Considering the environment within which government communication takes place, there are a number of opportunities. These opportunities can assist us to

change the negative narratives about our municipality and even change negative perceptions. Thus it is important that government should utilise every opportunity it receives to punt their messages to change such perceptions.

- SONA:
- SOPA:
- SODA:
- SOLA:
- National and Commemorative Days and Theme Months:
- Outreach Programmes such as Council Meets the People:
- Council Meetings:
- IDP & Budget meetings:
- Community meetings:
- Public Participation Programmes
- Elections

## **5. STRATEGIC EMPHASIS**

For this year communication will be based (focus) on the following programme

Water and sanitation  
Roads & transport  
Local Economic Development  
Integrated Human Settlements  
Sustainable Development Orientated municipality  
Environmental Climate change & Municipal Health  
Disaster Management  
Promotion of Health in the district

## **6. CONTEXT**

- We are also about to enter into the second decade of freedom, transition of economic, fourth local government elections,
- Following national elections we have an overwhelming mandate from the electorates to continue implementing our policies and programmes aimed at changing the lives of our people aligned to the National Development Plan

- New resolve by government to go back to basics in which communication was emphasised as a tool to ensure that South Africans participate in the affairs of local government; the resolve of government to provide better and quality services to the people
- 2016 Local government elections; the period of contestation
- Government's resolve on improving government communication (information and publicity; internationally & nationally), establishment of a new Inter-ministerial committee, working Group & new Ministry of Communication
- The district municipality has resolved to revive the Public Participation Programme, which will also enhance communication with the communities.

## **7. COMMUNICATION ENVIRONMENT**

An assessment of both the internal and external environments shows some pockets of negativity in how local government is covered by the media (E.g. Mandate, media agenda, mood / perception, community surveys, politics,).

An advert calling for service providers to conduct a community satisfaction survey is out, the results of which will help the municipality to know how satisfied or dissatisfied the communities are with our municipality.

## **8. COMMUNICATION CHALLENGES**

After having successfully determined the need to develop this communication strategy and having done a comprehensive communication environment analysis and also having considered the context within which the strategy will be implemented the following challenges have to be mitigated:

- To sustain the positive mood from communities / electorates from the elections of May 7 2014
- Other challenges will emerge from other steps above

## **9. COMMUNICATION OBJECTIVES**

- After having considered the communication environment assessment and the challenges, this strategy outlines the following objectives for communication. The successful implementation of

these communication objectives will assist us to better inform our communities. To ensure coherence, consistency, synergy and coordination in communicating municipal programmes

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- To communicate the 12 priority outcomes of government.
- To be responsible for communications during disasters in the district and head the Rapid Response Team in the District.
- To provide a platform for communicating municipal plans, actions, priorities and challenges
- To enhance stakeholder engagement within the municipality and promote alignment of activities with local municipalities in the district.

## **10. STAKEHOLDER ENGAGEMENT**

The strategy departs from the premise that messages will have greater impact when delivered by political principals instead of officials. We need to know who are stakeholders are and what their information needs entail. This will assist the district to address the concerns of our communities.

Defining communication language imperatives and media of transmission of information is a challenge in the district. The following were identified as challenges:

- Literacy level
- Spatial distribution of communities with their diverse needs
- Appropriate media to be used to reach out to all citizens

### **(Template with stakeholders and communication platforms)**

#### **Key messengers**

Although we acknowledge that everyone is a communicator, there are three (3) primary messengers who can speak on behalf of the municipality namely; the Executive Mayor, Municipal Manager and the Speaker.

The Communications Officer, HODS and MMCS are secondary messengers.

## **11. MESSAGES**

### **Core Messages**

#### **“Together we move South Africa forward”**

The national theme will remain the theme for the district with the adoption of subthemes for different theme months of government.

#### **SUB THEMES FOR THE DISTRICT (The district theme will remain):**

**“By Serving We Govern”.**

**“Working together for a better life for all in the District**

## **12. STRATEGIC APPROACH**

Communication Strategy is an organic approach to managing information capturing, analysis and dissemination within the municipality and externally which will be guided by environmental scanning.

The approach would include understanding the current mood of the communities/public and different stakeholders within the community especially those directly affected by such information. Dissemination of information will be conducted in a manner that addresses the specific needs of the communities.

It will be inclusive of all the inputs and recommendations of all the stakeholders in the district.

### **Language**

Setswana, Afrikaans and English are the most dominant languages used in the district with sporadic isiXhosa uses. However, the isiXhosa speaking people can converse well in all the three dominant languages. It is imperative that Setswana, Afrikaans and English be the official languages of the John Taolo Gaetsewe District Municipality. These languages shall be used to correspond with the audience demographics.

- **Communication programme**



- **Implementation plan**

<b>Item</b>	<b>Projected Budget</b>	<b>Time frame</b>
Council Outreach programmes (Public participation programmes (PPP), Imbizo) In collaboration with Communications unit  A PPP is available	Budget from Speaker's office	Quarterly
Radio talk shows- 4 talkshows per month (1 weekly radio programme)	R9 600	Weekly and Monthly
Develop, printing and distribution of Quarterly newsletter	R35 000	Quarterly
Newspaper articles and notices	R 9 200- per month	Budget
Procuring of Branding materials (banners, teardrop, gazebos)	R 90 000	End of November
Promotional materials Pens, keyholders, cooler bags, USB, t-shirts, etc All branded with municipal logo	R55 000	January 2015
Protocol photos	R 30 000	End of November
Directional Boards- directing the departments inside the building	R30 000	End of November
Directional Boards- directing the offices from entry points (i.e. Kathu, Danielskuil, Vryburg, Hotazel)	R 70 000	January 2015

Printing of the Annual report Including distribution at least 100 copies	R120 000	End of January 2015
Noticeboard	R15 000	End of November
Printing of Christmas cards for staff and stakeholders	R5 000	December
Use of other government media to communicate or disseminate information e.g. My District Today, Vukuzenzele and SALGA newsletter	Operational	Monthly or quarterly
Marketing of municipality in other publications or external newsletters and magazines	R 20 000	November/December Once a year

### **13. STRUCTURES & PROCESSES**

The Strategy will be developed by the Communications unit. It will be presented for recommendations to the District Communicators Forum.

A presentation will then be made to staff members, to the Councillors and Management.

It will then be taken to Council for approval and allocation of funding. It will then become an official document of council.

The strategy will be forwarded to the Provincial Department of Co-operative Governance and Traditional Affairs and the Office of the Premier for notification, SALGA and the Department of Communications for notification.

The Public Participation Program will be part of the strategy to enhance the strategy and to give feedback to the communities. The Communications unit will

be responsible to develop feedback pamphlets to outline the decisions taken and the progress.

#### **Identified Communication Fora**

- Intergovernmental Relations Forum
- Integrated Development Plan forum
- Local Economic Development forum
- District Communications forum
- Management forum at the District
- Mayoral Committee
- Traditional authorities
- Municipal Employees
- Business Community
- Youth and youth organizations
- People with disabilities
- Vulnerable groups
- Religious leaders
- Political leaders
- Non-Government Organizations
- Sector Departments
- Media
- Women Organizations and,
- The broader community

#### **Types of Events and Channels**

- Council Meetings
- IDP & Budget meetings
- Community meetings
- Public Participation Programmes
- All National Theme months (Womens' Day, Youth, Freedom, Human rights, 16 Days of Activism, etc.)

#### **Media**

The District has two (2) basic community newspapers, with the availability of the Provincial DFA, Northern Cape Express and National papers. Motsweding FM, Kurara FM, SAFM and OFM, have full broadcast in the District and issues are communicated via these channels from time to time.

The District Municipality also make use of the external newsletter and the notice boards as well as the website.

#### **10. Review of the strategy**

The strategy will be reviewed annually.