Fetakgomo Local Municipality Communication Strategy

2014/15

VISION

A VIABLE MUNICIPALITY IN SUSTAINABLE RURAL DEVELOPMENT

MISSION

PROVIDE INTEGRATED SERVICES IN AN ENABLED ENVIRONMENT FOR GROWTH AND DEVELOPMENT

EFFECTIVE DATE: 01 JULY 2014-30 JUNE 2015

COUNCIL RESOLUTION NO: C47/2014

COUNCIL MEETING DATED 31 MARCH 2014

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ACRONYMS

ALS – African Language Service
ANC – African National Congress
AZAPO – Azanian People's Organisation
CDW – Community Development Worker
COGHSTA – Cooperative Governance, Human Settlement and Traditional Affairs
COPE – Congress of the People
DA – Democratic Alliance
DGCF – District Government Communicators' Forum
DV – Development Planning
EXCO – Executive Committee
FTM – Fetakgomo Local Municipality
HIV/AIDS – Human Immuno-Dificiency Virus/Acquired Immune Deficiency Syndrome
GCIS – Government Communication and Information Services
IDP – Integrated Development Programme
LGCF – Local Government Communicators' Forum
LSM – Living Standard Measure
NDP – National Development Plan
NGO – Non Governmental Organisation
PPP – Public Participation Programme
SDM – Sekhukhune District Municipality
SODA – State of the District Address
SOMA – State of the Municipal Address
SONA – State of the Nation Address
SOPA – State of the Province Address
Statssa – Statistics South Africa
SMMEs – Small Medium Enterprises

1. Introduction and Background

FETAKGOMO LOCAL MUNICIPALITY is located approximately 100KM from Polokwane. The Municipality was established in year 2000 in terms of section 12 of the Local Government: Municipal Structures Act 117 of 1998 as a local Municipality. It comprises thirteen (13) wards that incorporate 87 settlements with a population of 93795 according to Statistics South Africa 2011 Census. Fetakgomo which shares borders with Makhuduthamaga, Lepelle-Nkumpi and Greater Tubatse municipalities is one of the five local municipalities in the Sekhukhune District Municipality. It is headquartered adjacent to Bopedi Complex of Ga-Nkwana

Its jurisdiction is completely rural.

The Administration of the municipality comprises 86 staff members including interns spread across four departments; namely Development Planning, Budget and Treasury, Technical Services and Corporate Services. These four departments share nine subdivisions.

Legislative Framework

The Constitution of the Republic of South Africa, 1996, contains a number of sections which set the tone for local government communication. In the chapter on local government these include:

- Section 152 (1) (e): In setting out the objects of local government, it states that municipalities must "encourage the involvement of communities and community organisations in matters of local government".
- Section 160(7): "A municipal council must conduct its business in an open manner, and may close its sittings, or those of its committees, only when it is reasonable to do so."
- Section 162(3): "Municipal by-laws must be accessible to the public."
- The Bill of Rights include the right to freedom of expression, the right to receive information , and the right of access to information, which include access to any information held by the state.
- The National Development Plan (NDP)
- The State of The Nation Address (SONA) 2014
- The State of the Province Address (SOPA) 2014
- Municipal System Act (Act 32 of 2000)

2. Communication Objectives

The Communication Strategy is based on the 5+2 priorities of government namely:

- Creation of Decent Jobs and sustainable livelihoods
- Rural Development, Land reform and Food Security
- Education
- Health
- Fighting crime and corruption
- Infrastructure Development
- Provision of basic Services

The 2014/15 communication strategy aims to:

- Educate and inform the public on the mandate of Fetakgomo Local Municipality using their local language.
- Enhance resident's awareness and participation in the IDP/Budget.
- Instill public confidence in the municipality
- Promote the image of the Municipality to potential donors and investors
- Profile successes and milestones on service delivery
- Help address negative perceptions on service delivery outputs
- To forge good links with media.

3. Communication Environment

Political

There is a generally stable political environment evidenced by political tolerance. In the council the municipality consists of ANC, DA, COPE, and AZAPO. The majority party is the ANC with COPE as the official opposition. There are also five Magoši representatives in the council.

Social Analysis

The Municipality has a population of 93795 (STATSSA – 2011 Census) with an influx of foreign nationals which is a breeding ground of xenophobic tendencies as the 2007 Mohlaletse xenophobic saga bears testimony. The area is subdivided

into 87 settlements spread across 13 wards. The population predominantly consists of youth. The literacy level is low with 26875 people falling in the Grade O – 7 bracket (STATSSA – 2011 Census). Sepedi is the most spoken language in Fetakgomo. On a Health perspective, Fetakgomo 2011/12 IDP identifies 14 clinics and one Health Centre. 2009 statistics from the Department of Health reveal 99.8% testing rate against 5.2% HIV/AIDS prevalence. The Municipality is predominantly rural and is characterised by poverty, illiteracy and unemployment. HIV/ Aids is becoming a major public health problem. The prevalence in 2012 was 16.5%.

STATSSA – 2011 Census depicts the following information:

Source of water

Regional/local water scheme (operated by municipality or other water services provider)	14094
Borehole	2274
Spring	233
Rain water tank	642
Dam/pool/stagnant water	1460
River/stream	2518
Water vendor	481
Water tanker	802
Other	348
Not applicable	-

Toilet Facility

None	941
Flush toilet (connected	426

to sewerage system)	
Flush toilet (with septic tank)	173
Chemical toilet	195
Pit toilet with ventilation (VIP)	5138
Pit toilet without ventilation	15689
Other	234
Unspecified	-
Not applicable	-

<u>Electricity</u>

None	62
Electricity	20914
Gas	26
Paraffin	88
Candles (not a valid option)	1698
Solar	63
Unspecified	-
Not applicable	-

<u>Economy</u>

Mining is the major economic activity taking place in Fetakgomo. There is a high unemployment rate, migration and emigration. Bopedi Shopping Complex is

one economic boost with its ever busy commercial activity and by implication employment and business.

STATSSA (2011) clearly portrays this information:

Employed	9184
Unemployed	13154
Discouraged work-seeker	3273
Other not economically active	27361

MONTHLY INCOME

No income	45253
R 1 - R 400	22187
R 401 - R 800	2419
R 801 - R 1 600	12087
R 1 601 - R 3 200	1678
R 3 201 - R 6 400	2281
R 6 401 - R 12 800	1810
R 12 801 - R 25 600	1034
R 25 601 - R 51 200	157
R 51 201 - R 102 400	25
R 102 401 - R 204 800	28
R 204 801 or more	27

Unspecified	4736
Not applicable	74

LEVEL OF EDUCATION

Gade 0	3820
Grade 1 / Sub A	3104
Grade 2 / Sub B	2956
Grade 3 / Std 1/ABET 1Kha Ri Gude;SANLI	3262
Grade 4 / Std 2	3312
Grade 5 / Std 3/ABET 2	3391
Grade 6 / Std 4	3215
Grade 7 / Std 5/ ABET 3	3725
Grade 8 / Std 6 / Form 1	5216
Grade 9 / Std 7 / Form 2/ ABET 4	5637
Grade 10 / Std 8 / Form 3	7589
Grade 11 / Std 9 / Form 4	8311
Grade 12 / Std 10 / Form 5	11655
NTC I / N1/ NIC/ V Level 2	83
NTC II / N2/ NIC/ V Level 3	75
NTC III /N3/ NIC/ V Level 4	111
N4 / NTC 4	95

N5 /NTC 5	79
N6 / NTC 6	182
Certificate with less than Grade 12 / Std 10	64
Diploma with less than Grade 12 / Std 10	69
Certificate with Grade 12 / Std 10	471
Diploma with Grade 12 / Std 10	724
Higher Diploma	821
Post Higher Diploma Masters; Doctoral Diploma	116
Bachelors Degree	319
Bachelors Degree and Post graduate Diploma	151
Honours degree	154
Higher Degree Masters / PhD	86
Other	71
No schooling	12642
Unspecified	-
Not applicable	12289

Many Fetakgomoans fall within the Living Standard Measure (LSM) 1-3 as the income and education level tables show.

The South African Research Foundation describes and groups LSMs as follows:

LSM	DEMOGRAPHICS	MEDIA	GENERAL
1	Primary Education Completed Small urban/ Rural Traditional Hut R1 363 ave household income per month	Radio a major channel of media communication; mainly African Language Services (ALS)- Thobela FM and community radio	Minimal access to services Minimal ownership of durables, except radio sets Mzansi bank account Activities: minimal participation in activities, singing
2	Some High School Small urban/ Rural Squatter Hut Shack, Matchbox and Traditional Hut R1 929 ave household income per month	Radio: Commercial, mainly ALS-Thobela FM	Communal access to water Minimal ownership of durables, except radio sets and stoves Mzansi bank account Activities: minimal participation in activities, singing
3	Some High School Small Urban/ Rural Squatter Hut Shack, Matchbox and	Radio: Mainly ALS stations, Thobela FM TV: SABC 1	Electricity, water on plot or communal Minimal ownership of durables, except

	Traditional Hut R2 258 ave household income per month		radio sets and stoves Mzansi bank account Activities – singing
4	Some High School Small Urban/ Rural Squatter Hut Shack, Matchbox and Traditional Hut R3 138 ave household income per month	Radio: Commercial mainly ALS, Thobela FM, Community Radio TV: SABC 1	Electricity, water on plot or communal, non-flush toilet TV sets, electric hotplates Mzansi bank account Activities – attend gatherings, go to night clubs
5	Some High School Small urban/ rural R4 165 ave household income per month	Radio: Commercial mainly ALS stations, community radio TV: SABC 1,2,3, e.tv, Daily Newspapers	Electricity, water, flush toilet outside / communal TV sets, hi-fi/radio set, stove, fridge Mzansi accounts Activities: bake for pleasure, go to night clubs, attend gatherings, buy lottery tickets

6	Up to matric and higher R6 322 ave household income per month	Wide range of commercial and community radio TV: SABC 1,2,3, e.tv, Top TV, All print Outdoor	Electricity, water in home, flush toilet in home Ownership of a number of durables plus cell phone Savings accounts Activities: hire DVDs, go to night clubs, attend gatherings, buy lottery tickets
7 (low & high	Matric and higher R9 320 - R11 263 ave household income per month	Wide range of commercial and community radio TV: SABC 1,2,3, e.tv, DStv, Top TV, Community TV All print Internet access Cinema & Outdoor	Full access to services Savings and cheque accounts Increased ownership of durables plus DVD and motor vehicle Participation in all activities
8	Matric and higher R13 210 - R14 882 ave household income per month	Wide range of commercial and community radio TV: SABC 1,2,3, e.tv, M-Net, DStv, Top TV, Community TV	Full access to services and bank accounts Full ownership of durables, incl. PC Increased

		All print Internet access Cinema & Outdoor	participation in activities
9	Matric and higher R17 988 - R21 328 ave household income per month	Wide range of commercial and community radio TV: SABC 2,3, e.tv, M-Net, DStv, Top TV, Community TV Internet access All print Cinema & Outdoor	Full access to services and bank accounts Full ownership of durables Increased participation in activities, excluding stokvel meetings
10	Matric and higher R26 706 - R32 521 ave household income per month	Wide range of commercial radio TV: SABC 3, M-Net, DStv, Top TV, Community TV All print Internet access Cinema & Outdoor	Full access to services and bank accounts Full ownership of durables Increased participation in activities, excluding stokvel meetings

<u>Public Mood</u>

- There is a perception that corruption is rife in Fetakgomo Local Municipality since its failure to maintain her consecutive two-year clean audit status.
- People perceive all basic service delivery responsibility as that of the local municipality. Water, electricity, roads, etc are perceived as municipal competencies.
- There is non-payment of refuse removal.
- The municipality has never experienced service delivery protest for 2013/14 Financial Year

The Media

- There is positive relationship with the media (SK FM and Capricorn FM).
- There is no local media in Fetakgomo. Other media accessible within the municipal boundaries include Thobela FM, SK FM, Capricorn FM, Sowetan, Daily Sun, The Star, Sunday Sun, Sunday World, Sunday Times, Limpopo News, The New Age and City Press. The municipality receives fair coverage in both print and electronic media of which immediate response are provided.

4. **Communication Challenges**

- Lack of adequate public participation in IDP and other Municipal programmes
- Limited communication staff (One Communication Officer reporting to Manager: Executive Support
- Prevalence in sense of ignorance amongst communities
- Lack of communication resources (laptops & 3Gs – for 24/7 communication or rapid response, landline PIN, tablets, etc)
- No stakeholder integration when communicating
- Insufficient budget for communication activities and publicity
- No local media
- Website not interactive
- No communication sub-division in Fetakgomo (*Communication rests in the Executive Support sub-division)*
- No Sekhukhune District Municipality communication support .
- Dysfunctional District Government Communicators' Forum (DGCF)
- Dormant Local Government Communicators' (LGCF)Forum. Sector departments chronic non attendance of LGCF meetings.

- Inadequate radio, TV, cellphone network coverage in certain ward/villages: Ga-Selepe, Indie, Rostok, Mphanama, Radingwana, Masehleng, Ga-Phasha (Selatole), Shubushubung, etc.
- Fetakgomo logo is not a registered trademark.
- No feedback mechanism on issues raised
- No integration of programme of government

5. Messages and Themes

- National Theme
- Let us move South Africa Forward

- Provincial theme
- 'Let us move South Africa Forward

- District Theme
- 'Let us move South Africa Forward
- Fetakgomo Local Municipality Core message
- 'Together Let move Fetakgomo Forward'

Fetakgomo Sub Themes

- Strengthening partnership with communities for development
- Encourage sustainable integrated services for growth and development
- Deepening democracy through community participation

6. Achievements

- Live and positive coverage of Fetakgomo-Tebeila Foundation back to school partnership.
- Live and positive coverage of the Mayor's chronicling of 20 years of freedom through Tubatse FM.
- Live interview with Fetakgomo Speaker on good story to tell

7. Messengers, Audience and Channels

Messengers

<u>Primary</u>   :   The Mayor

 <u>Secondary Messenger</u>   :   Municipal Manager

<u>Tertiary Messengers</u>

- Exco members
- Municipal Communicator
- Speaker
- Councillors
- Strategic Managers and Managers
- Ward Committee members
- Chairpersons of Portfolio Committes
- Community Development Workers
- Fetakgomo Staff
- Traditional Leaders
- Media Practitioners
- Opinion makers, researchers and analysts

Audience

- Fetakgomo Residents (Communities)
- Traditional Leaders
- Media
- Fetakgomo Diaspora
- Statutory bodies/parastatals
- Business Community (SMMEs, Organised business, etc)
- Research and academic institutions

- Opinion makers, researchers and analysts

Channels

- Izimbizo
- Departmental Outreach programmes,
- Social media
- Face to face and opinion leaders.
- Traditional Leaders
- Media
- Fetakgomo Diaspora
- Statutory bodies/parastatals
- Business Community (SMMEs, Organised business, etc)
- Research and academic institutions
- Civil Society structures
- Fetakgomo Newsletter (Modiredi) - The newsletter is published and distributed to residents quarterly every year. The key objective of this bilingual publication is to inform and update the community on municipal and service delivery issues.
- Mayor – Magoši Forum – The Forum meets quarterly per year to consider Council reports and communicate them to respective subordinates.
- Fetakgomo Website – www.fetakgomo.gov.za - With little, if any, internet access among Fetakgomo citizenry, an information provision is given on the internet for Council Notices, Tenders, Vacancies and generally events.
- Social Media - Every household has a cell phone! Technically every household has internet access. Social Media is an ideal communication channel especially for the youth in this Information Age.;
- Mayoral Imbizo - The Mayor shall hold an Imbizo with all residents of Fetakgomo during Imbizo Focus Weeks.
- Council Speaks to the People - Council meets with the citizens quarterly to communicate Council resolutions.
- Ward Councillor Imbizo - As required by the legislation, Ward Councillors hold an Imbizo with residents of their Wards after every ordinary Council Meeting.
- Monthly Councillor/ Ward Committee meetings - Ward Councillors hold meetings with Ward Committees wherein they brief them about Municipal issues

- Up to-date Website - Strategic information is published on the website. The website is updated constantly.
- Mass Media
- Intra-communication: E-mails and noticeboards are used for this communication.
- Ward committees & CDWs - Ward Committees and CDWs are used as intermediate information resource for Fetakgomo residents.
- Exhibitions and Promotional events - The Municipality organise types of events and campaigns, whose strategies and action plans are formulated.

8. Outreach Programmes

- Izimbizo
- Departmental Outreach programmes,
- Social media
- Face to face and opinion articles.

9. External Communication

- External newsletters.
- Exhibitions.
- Workshop and conferences.
- Community meetings.
- Thusong service centre roadshows,
- Website
- Public Viewing Areas
- Social networking
- Social gatherings
- Complaints register
- Premier and Presidential hotlines
- Suggestion boxes
- Talk shows
- Pamphlets
- Posters

10. Internal Communication

- Notice boards
- Staff meetings
- E-mails
- Municipal Satellite Offices

11. Community Feedback Mechanism

The feedback mechanism must be embedded within the whole communication matrix. Of importance are 'actors' in the whole feedback related communication matrix: There must be **stakeholders** *(community, Maaparankwe, departments, etc***) *to be identified. The other aspects are* **messages** *(to be conveyed) as well as the* **channels** *to be used (channels range from outreaches, flyers, to mass media).* **Time** *is equally important as it determines the urgency in giving feedback while the* **commu***nicators (mayor, speaker, MM, etc) of the message are also paramount. The following table is ideal for feedback purposes.*

Stakeholder	Messages	Channels	Time	Communicators

12. Crisis Communication

This plan is not a panacea for all communication ills, but it must be considered if and when Fetakgomo is in the midst of a crisis and need help.

In this context a crisis is any situation that threatens the integrity or reputation of Fetakgom, usually brought on by adverse or negative media attention. These situations can be any kind of legal dispute, theft, accident, flood or manmade disaster that could be attributed to Fetakgomo. It can also be a situation where in the eyes of the media or general public, Fetakgomo did not react to one of the above situations in the appropriate manner. This definition is not all encompassing but rather is designed to give an idea for the types of situations where we may need to follow this plan.

If handled correctly the damage can be minimized.

One thing to remember that is crucial in a crisis is tell it all, tell it fast and tell the truth. If you do this you have done all you can to minimize the situation.

When a situation arises that may be a crisis the first thing you should do is contact the Municipal Manager and the Strategic Manager: Corporate Services. The sooner you get those two personnel involved the sooner you can implement this plan.

The Crisis Communication Team

This team is essential to identify what actions should be taken. The team should be comprised of individuals who are key to the situation. They should include as a minimum the MM, the Strategic Manager: Corporate Services, the Senior manager from the division in charge of the area that was involved in the situation that has brought about the crisis, the Legal Manager, and anyone else who might be able to shed some light on the situation (like PR know-how) and witnesses.

The job of this team is to come up with a plan of action and decide who the spokesperson should be.

Once the crisis communication team is selected a list should be made of the people on the team and what each team member is responsible for.

In addition to the crisis communication team the Communications personnel should be supplemented with competent people who can answer phones and if required escort media. Having calls from the media answered promptly is essential. As soon as possible a prepared statement should be given to this staff. This statement should be something such as "Facts are still being gathered but there will be a press conference before 4:00, give me your name and number and I will call you back to let you know when."

One of the first responsibilities of the crisis communication team should be to determine the appropriate positioning or message to address the emergency. Things to think about:

This is where "Tell it all, tell it fast and tell the truth" begins.

It is always best when a mistake has been made to admit it up front, and begin doing whatever is possible to re-establish credibility and confidence with internal and external audiences. This may be difficult for senior management to do,

especially if the Lawyers are involved since it is their job to minimize the eventual legal cost to Fetakgomo.

The first and foremost goal is protecting the integrity and reputation Fetakgomo.

Never try to lie, deny or hide your involvement.

If you ignore the situation it will only get worse.

The cause of almost all crises fall into two broad categories:

Overt acts and acts of omission.

Issues of competence or lack thereof in matters of public perception.

Designated Spokesperson

One individual should be designated as the primary spokesperson to represent Fetakgomo, make official statements and answer media questions throughout the crisis.

A back-up to the designated spokesperson should also be identified to fill the position in the event that the primary spokesperson is unavailable.

In addition to the primary spokesperson and the backup spokesperson, individuals who will serve as technical experts or advisors should be designated. These resources might include a financial expert, an engineer, a leader in the community or anyone Fetakgomo deems necessary during a specific kind of crisis. This will take some brainstorming by the crisis communication team since what is needed may not always be apparent. There should be an authority or technical expert in their field and be available to supplement the knowledge of the spokesperson.

Criteria for the spokesperson, backup spokesperson and crisis communication expert is:

Comfortable in front of a TV camera and with reporters. Preferably, skilled in handling media, skilled in directing responses to another topic, skilled in identifying key points, able to speak without using jargon, respectful of the role of the reporter, knowledgeable about the organization and the crisis at hand. Able to establish credibility with the media, able to project confidence to the

audience, suitable in regard to diction, appearance and charisma, sincere, straightforward and believable, accessible to the media and to internal communications personnel who will facilitate media interviews, able to remain calm in stressful situations.

In addition to the designated spokesperson and backup, it can be anticipated that other parties involved in the crisis; police, health officials, etc., will also have a spokesperson. It is important to obtain the identity of that individual as early as possible so all statements and contacts with the media can be coordinated between the two individuals and their organizations/interests

Practicing Tough Questions

A crisis situation is always difficult when dealing with the media. Therefore, tough questions and rehearsals are necessary to help the spokesperson prepare.

It is important, at the onset of the crisis, that the spokesperson, backup and advisors spend some time rehearsing prepared statements and answers to possible "tough" questions that may be asked by reporters. If possible, similar rehearsals should be conducted prior to each media interview, briefing or news conference. It is also important to anticipate and practice new questions as the story evolves.

It is better to over-prepare than to be surprised by the depth of questioning by the media. Be tough and be prepared.

The Communications staff should prepare questions and answers for the practice sessions. These questions and answers should be for internal use only and not for distribution outside the organization.

Don't volunteer information unless it is a point the company wants to make and the question hasn't been asked.

DON'T TALK OFF THE RECORD!

13. Structures and Processes

The development, implementation and monitoring of the Communication strategy requires an appropriate mechanism.

14. A Phased-In Communication Programme

Phase 1: July –December (Awareness and Synthesizing Phase)

This phase will see the municipality employing mechanisms to create community awareness about the mandate, functions and programmes of the municipality. The Municipality is to use following government wide recognised campaigns to create awareness and synthesise the community:

- Women (August is women's month)
- Heritage (September heritage month)
- Water week
- HIV/AIDS day

16 /365 days of activism against children and women abuse

Envisaged channels to be utilized include.

- The Newsletter
- The Monthly letter from the Mayor
- Website
- Izimbizo
- Posters on public notice board/ Shop windows
- Media through profiling service delivery success stories
- Fetakgomo landline on-hold messaging

Phase 2: January – June (Enrollment Phase)

This is the period when the IDP is being reviewed. A communication campaign to enhance public participation will be rolled-out. The Mechanism to be utilized will include

- Past year and Mid-Year performances updates to communities
- Mayor Stakeholders Engagement Forum
- Ward Councilor Imbizo
- IDP/Budget speech presentation

- Stakeholder Workshops

15. Fetakgomo Municipality Executive Committee (EXCO)

This structure led by the Mayor will provide the political oversight and leadership in Fetakgomo municipality IGR structures.

16. Fetakgomo Executive Management Forum

This structure led by the Municipal Manager will provide the administrative leadership in Fetakgomo and local IGR structures.

17. District Government Communicators' Forum

Communication unit of the municipality participate in the Provincial and District Government Communicators' Forum

These structures will provide the insight into strategic communication issues of Fetakgomo Municipality in the Provincial and District level.

18. Fetakgomo Municipality Local Government Communicators' Forum

Communications in Fetakgomo Municipality should chair the Local Government Communicators' Forum (LGCF). This structure will provide the insight into strategic communication issues of the local Municipality.

19. Communication Action Plan

July 2014

Popularising new Integrated Development Plan & Budget

International Nelson Mandela Day

Elderly Programme

August 2014

Women's Month celebrations

Albinism Day

King Sekhukhune 1 Annual Commemoration

September 2014

Heritage and Tourism Month celebrations

Fetakgomo Fashion Show

Batho Pele Day Celebration

International Week of the Death

October 2014

Izimbizo Focus Week

Transport Month

Older Person's Month

Eye Care Awareness

November 2014

16/365 Days of Activism Campaign

Children's Day

December 2014

World Aids Day Celebration

International Disabled Day

Arrive Alive Campaign

January 2015

Back-to-School campaign

Mid-Year Lekgotla

Municipal Budget Adjustment

February 2015

State of the nation address

State of the province Address

Budget Speech

Cancer Day

Condom Week

March 2015

Human Rights Month celebrations - IDP/Budget Community Consultations

Ordinary Council Meeting

Water Week

April 2015

Ministerial Imbizo Focus Week – IDP/Budget Community Consultations

Freedom Day Celebration

May 2015

Workers' Month

Communication Strategy Review

State of the Municipality Address (SOMA)

June 2015

Youth Month and Youth Day

Mayor's Marathon

20. ANNEXURE A: PRINCIPLES OF COMMUNICATION

This communication strategy will be underpinned by the following principles that will guide its implementation:

- Direct communication with all sectors of the community to ensure that every citizen is reached by communication efforts
- Improved and proactive media liaison and building of positive relations
- Creation of partnerships across the CBOs and NGOs sector
- Adherence to the Programme of Action, including adhering to monthly themes and utilization of National Events.
- Adherence to the Fetakgomo and government values such as Batho Pele and Tirišano Motheo wa Tswelopele
- Fully communicating progress and achievements of Fetakgomo key programmes, projects and successes.

21. CONCLUSION

This reviewed communication strategy will be subjected to council review on annual basis aligned with the IDP/Budget processes

22. Years of Freedom Action Plan

The year 2014 marks the 20 years anniversary of freedom and democracy in South Africa. Under the theme Working Together We have done more Fetakgomo Municipality has got good story to tell as part of celebrating our achievements over the period since the dawn of democracy. The following will be conducted:

- Live Interview with SK FM on the achievement of Council
- Live interview with Tubatse FM on the achievement of South Africa since the dawn of democracy
- Years Review Report of the achievement of the municipality since its establishment.

SOURCES CONSULTED

1. Fetakgomo IDP 2014/15

2. Statistics South Africa Census 2011

3. National Government Communication Strategy 2009/2014

3. Sekhukhune District Municipality Communication Strategy 2011/2015

4. Resolutions of Local Government Communicators' Forum Meeting,04 March
    2014 at Gretaer Tubatse Local Municipality

5. http:// www.saarf.co.za

FETAKGOMO LOCAL MUNICIPALITY'S COMMUNICATION STRATEGY

As Approved by Fetakgomo Local Municipality Council

During the Ordinary Council Meeting of

Friday 30th May 2014

COUNCIL RESOLUTION NUMBER:

C/30 Communication Strategy 2014 - 2015

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Cllr R.E Sefala   **Date:**

The Mayor

_____   _____

Cllr KK Mamphekgo   **Date:**

Speaker