

GREATER TUBATSE

MUNICIPALITY

DRAFT

COMMUNICATION

STRATEGY

2008-9

SEKHUKHUNE DISTRICT CORE MESSAGE

“TOGETHER WE CAN BUILD AND SUSTAIN”

GREATER TUBATSE CORE MESSAGE

“TO DEVELOP TUBATSE AS THE PLATINUM CITY IN AN
INTERGRATED MANNER TO IMPROVE THE QUALITY OF LIFE FOR ALL”

1. BACKGROUND

Greater Tubatse Municipality (GTM) is located approximately 150 kilometres South –East of Polokwane, the capital of the Limpopo Province. GTM is one of the five local municipalities in the Greater Sekhukhune District. The Municipality is based in Burgersfort town and has satellite offices in Mapodile, Praktiseer and Ohrigstad. The municipality is situated on the border with Mpumalanga province, and shares borders with Thaba Chweu Municipality in that province, as well as Makhuduthamaga Municipality and Fetakgomo in the Sekhukhune District and Maruleng Municipality in Mopani District.

Greater Tubatse has 29 wards, 57 councillors and 10 Magoshi (traditional leaders) in the council. Its population is approximately 303 000. The majority of Greater Tubatse residents speak Sepedi. Other languages spoken within the municipality are isiSwati, Xi-Tsonga, English and Afrikaans. The economy of Greater Tubatse is based on mining, agriculture and tourism.

This communication strategy is based on the following:

- The Constitution of the Republic of South Africa (Act no 108 of 1996)
- Municipal System Act (Act 32 of 2000)
- The National GCIS Framework.
- Provincial Communication Conference co-organized by SALGA and Limpopo Government (2002)
- District Communication workshop (2003 and 5)
- The State of the Nation address by the President.
- The State of the Province Address.
- State of the District Address.
- State of the Local Municipal Address

2. OBJECTIVES

- 3.1. To enhance effective communication within Greater Tubatse Municipality
- 3.2. To enhance and co-ordinate activities of National and Provincial government, and parastatals at the local sphere of Government.
- 3.3. To project a positive image of the municipality locally, provincially, nationally and internationally.
- 3.4. To inform and educate the public about the work of the municipality and government.
- 3.5. To forge and maintain good relationships with both print and electronic media.
- 3.6. To develop and maintain positive public perceptions of Government and the services it provides.
- 3.7. To develop and maintain a feedback mechanism for communities to raise their concerns and compliments

3. COMMUNICATION ENVIROMENT

3.1 Political

Greater Tubatse Municipality is characterized by the presence of the following political parties in its council: the African National Congress (ANC), United Independent Front (UIF) and the Pan-African Congress (PAC). The ANC is the majority party in the council. The political environment is relatively stable.

3.2 Economical

Greater Tubatse Municipality is predominantly rural with high poverty and illiteracy rates. Mining is the backbone of the local economy. The area is rich in minerals such as platinum, chrome and andalucide. Other economic sectors are agriculture and tourism. The economy of Greater Tubatse is the fastest growing in the district.

3.3 Public Mood

People at grassroots level complain about the quality of services delivered. Communities still lack access to information about municipal and government services.

3.4. Media

There is a community radio station that is licensed but is still not on air. The station is expected to go on air in August 2008. Local media include Steelburger and Ditshaba News. Other media accessible within the municipal boundaries include Thobela FM, Capricorn FM, Sowetan, Daily Sun, The Star, Beeld, Citizen, Sunday Sun, Sunday World, Sunday Times and City Press.

3.5 Demographics and Psychographics

- Greater Tubatse Municipality is predominately rural with a population of about 303 000
- It is characterized by high rates of poverty, illiteracy and unemployment
- The HIV and Aids pandemic statistics are high.
- Official languages that are spoken in Greater Tubatse Municipality include Sepedi, isiSwati, Xi-Tsonga, English and Afrikaans.

4. COMMUNICATION CHALLENGES

- Poor relations with media stakeholders.
- Poor communication on LED, IDP, ISRDP/economic opportunities.
- Strengthening community confidence on municipal programmes.
- Building partnership with other stakeholders.
- Creating a better platform for people to complain about lack of service delivery.
- Communicators not sitting in the management and decision-making bodies.
- Making sure that government institutions within Greater Tubatse Municipality send common messages
- Provide feedback on government programmes at the local level.

5. MESSAGES AND THEMES

5.1. National message:

Business Unusual: All hands on deck for faster development

Provincial message: same as national message

5.2. Sekhukhune District Core Message

All hands on deck for faster development in Sekhukhune

5.3. Greater Tubatse Municipality Core message

All hands on deck for faster development in Greater Tubatse

6. Sub-theme

- ◆ Wider access to services.
- ◆ Information is power

7. Key Principles

7.1 People-centred approach

- ◆ All programmes of government should be people-centred.

7.2 Strategic Communication

- ◆ The strategy should place the political principal correctly on the strategy i.e on top.

- ◆ The Greater Tubatse Municipality's mayoral and council programmes should be co-ordinated in such a way that they do not divide the audience.
- ◆ "One Government, one voice and a consistent message."

7.3 Communication management and services

- ◆ The principle of Batho Pele should inform the communication strategy.
- ◆ Greater Tubatse Municipality is obliged by legislation to take information to the people.

7.4 Development Communication

This communication strategy takes into account the needs of society, the developmental goals of government and the general empowerment of people.

8. MESSENGERS

- 8.1. Primary Messenger: GTM Mayor
- 8.2. Secondary Messenger: Municipal Manager
- 8.3. Tertiary Messengers: Municipal Spokesperson
Communicators
Managers (Section 57)
Community Leaders and CDW's
Community Liaison Officers
Traditional Leaders
CDW's
Community structures
Churches
NGO's

9. AUDIENCE

- ◆ Media
- ◆ Communities in Greater Tubatse Municipality
- ◆ Public Servants
- ◆ Business sector
- ◆ Organs of civil society
- ◆ Schools

10. COMMUNICATION CHANNELS

10.1 Outreach programmes

- ◆ Council meets the people.
- ◆ Imbizo
- ◆ Departmental outreach programmes
- ◆ MPCC Roadshows
- ◆ Information Days
- ◆ State of the Nation Address.
- ◆ CBOs
- ◆ NGOs
- ◆ Educational institutions
- ◆ Business service centres
- ◆ Religious institutions
- ◆ Dikgoro (traditional Courts and gatherings)
- ◆ community radios
- ◆ MPCCs
- ◆ Promotional materials

10.2 Mass Media

- ◆ A communication plan should be developed for every campaign / event to identify relevant media as per the type of audience targeted.
- ◆ Greater Tubatse Municipality and the Community media should enter into discussions to find ways of assisting each other in ensuring that Government programmes are communicated to the poorest of the poor.
- ◆ Communicators should communicate to the public through advertorials, letters to the editor, talk shows, face to face and opinion articles.

10.3 External Communication

- ◆ External newsletters.
- ◆ Exhibitions.
- ◆ Workshop and conferences.
- ◆ Community meetings.
- ◆ Outreach Programmes

10.3 Internal Communication

- ◆ There should be notice boards strategically placed that are frequently updated for internal stakeholders.
- ◆ Greater Tubatse Municipal newsletter should be produced quarterly.
- ◆ Departments should develop brochures, flyers and leaflets and other information material.
- ◆ Intranet
- ◆ Internal Newsletters
- ◆ Staff meetings
- ◆ E-mails

10.4 Production of Information Material

- ◆ Greater Tubatse Municipality should produce quarterly newsletter for both external and internal stakeholders.
- ◆ Departments operating within Greater Tubatse Municipality should produce information as well as promotional materials as per demand.

11. EXPLANATIONS OF THE COMMUNICATION CYCLE

February

State of the Nation Address (SONA)
Budget Speech

March/April

- ◆ IDP/Budget Consultative meeting
- ◆ Alignment of IDP campaign with Imbizo focus week as marketing tool.

May

- ◆ Communication strategy and IDP Budget consideration and adoption.
- ◆ Submission of plans with costs.
- ◆ State of District Municipal Address

June

- ◆ State of the Local Municipal Address (SOLMA)

July

- ◆ Implementation of the Strategy

Dec / March

- ◆ Review of the strategy

12. OPERATIONAL PLAN

12.1 Outreach programmes

- ◆ Council meets the people, Imbizo, IDP consultative meetings, Departmental outreach programmes, MPCC Roadshows, Information Days, State of the Nation address, State of the Province address, State of the District Address, State Municipality Address, Celebration and National and commemorative Days should be carried out.
- ◆ Focus should be on economic opportunities
- ◆ Greater Tubatse Municipality Mayor, Sector Departments and Municipal Managers should be part of the all these community programmes.
- ◆ Vigorous exhibitions should be done during these programmes.
- ◆ Achievements should be communicated through these programmes.
- ◆ These outreach programmes should be evaluated and improved with time.
- ◆ Communicators should participate more in the planning and execution of outreach programmes.

12.2 Communications fora

The communication fora emphasise the following principles:

- ◆ Consistency
- ◆ Regular reports
- ◆ Regular attendance

13. COMMUNICATION PLAN SCHEDULE

- ◆ Focus on the economic opportunities
- ◆ Plan embrace vertical and horizontal communication components

14. ANNUAL CORPORATE CALENDER

Greater Tubatse Municipality communication budget covers the following vertical and horizontal calendar of communication events

| Number | ACTIVITY | TIME FRAME |
|--------|----------------------------------------------------------------------------------------------------|----------------|
| 1. | Municipal IDP/Budget | June 2008 |
| 2. | IDP Campaign | July 2008 |
| 3. | Greater Tubatse Municipality IDP Campaign | July 2008 |
| 4. | Women's Day celebration | August 2008 |
| 5. | GTM Mayor visits Women Projects as part of Women's Month celebration | August 2008 |
| 6. | GTM World Water Week | August 2008 |
| 7. | Greater Tubatse Municipality Arbor week | September 2008 |
| 8. | Greater Tubatse Municipality International literacy Day | September 2008 |
| 9. | Greater Tubatse Municipality Heritage Month Celebration | September 2008 |
| 10. | Greater Tubatse Municipality Roadshows/ awareness campaigns and information seminars and Workshops | Monthly |
| 11. | Greater Tubatse Municipality Imbizo focus week | October 2008 |
| 12. | Greater Tubatse Municipality National Children's Day | October 2008 |
| 13. | Greater Tubatse Municipality Mayor's messages of support to learners writing examinations | October 2008 |
| 14. | Greater Tubatse Municipality 16 days of activism | November 2008 |
| 15. | Greater Tubatse Municipality World Aids Day | December 2008 |
| 16. | Greater Tubatse Municipality International Day for Disabled Persons | December 2008 |
| 17. | Greater Tubatse Municipality Beginning of IDP Consultations for the next financial year | October 2008 |
| 18. | Greater Tubatse Municipality National Children's Day | October 2008 |
| 19. | Greater Tubatse Municipality Mayor's messages of support to learners writing examinations | October 2008 |
| 20. | Greater Tubatse Municipality 16 days of activism | November 2008 |
| 21. | Greater Tubatse Municipality World Aids Day | December 2008 |
| 22. | Greater Tubatse Municipality International Day for Disabled Persons | December 2008 |
| 23. | Greater Tubatse Municipality Matric Results wish message | December 2008 |
| 24. | Greater Tubatse Municipality Mayors Christmas messages | December 2008 |
| 25. | Greater Tubatse Municipality Local Government | December 2008 |

| | Week | |
|-----|---------------------------------------------------------------------------------------------------|---------------|
| 26. | Greater Tubatse Municipality Mayors New Year messages | December 2008 |
| 27. | Greater Tubatse Municipality SAPS National Police Day | December 2008 |
| 28. | Greater Tubatse Municipality Back to School Campaign | January 2009 |
| 29. | Greater Tubatse Municipality Mid-year budget and Performance Report | January 2009 |
| 30. | Greater Tubatse Municipality Finalization of Draft IDP's | December 2009 |
| 31. | Greater Tubatse Municipality Hosting State of the Nation Address | February 2009 |
| 32. | Greater Tubatse Municipality Hosting State of the Province Address | February 2009 |
| 33. | Greater Tubatse Municipality Hosting Budget Speeches | February 2009 |
| 34. | Greater Tubatse Municipality Wetland Days | February 2009 |
| 35. | Greater Tubatse Municipality hosting mass marriages on Valentine's Day | February 2009 |
| 36. | Greater Tubatse Municipality World Wetlands Day | February 2009 |
| 37. | Greater Tubatse Municipality World Cancer Day | February 2009 |
| 38. | Greater Tubatse Municipality STI / Condom Week | February 2009 |
| 39. | Greater Tubatse Municipality South African Library week | March 2009 |
| 40. | Greater Tubatse Municipality Health and Nutrition Campaign | March 2009 |
| 41. | Greater Tubatse Municipality National Sanitation Week | March 2009 |
| 42. | Greater Tubatse Municipality National Water Week | March 2009 |
| 43. | Greater Tubatse Municipality World Consumer rights day | March 2009 |
| 44. | Greater Tubatse Municipality Beginning of the process to be adopted in May with IDP's and Budgets | March 2009 |
| 45. | Greater Tubatse Municipality Human Rights Day | March 2009 |
| 46. | Greater Tubatse Municipality Sports events | March 2009 |
| 47. | Greater Tubatse Municipality World Tuberculosis Day | March 2009 |
| 48. | Greater Tubatse Municipality Imbizo focus week Municipal Public Consultation | April 2009 |
| 49. | Greater Tubatse Municipality Freedom Day Celebration | April 2009 |
| 50. | Greater Tubatse Municipality Child Protection Week | April 2009 |
| 51. | Greater Tubatse Municipality Workers Day | May 2009 |

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| 52. | Greater Tubatse Municipality Preparations for campaign on promoting the IDP's | May 2009 |
| 53. | Greater Tubatse Municipality Approval of IDP's | May 2009 |
| 54. | Greater Tubatse Municipality Municipal Budget Speeches | May 2009 |
| 55. | Greater Tubatse Municipality Celebrating Africa Day | May 2009 |
| 56. | Greater Tubatse Municipality GCF's Workshop | June 2009 |
| 57. | Greater Tubatse Municipality Youth Day | June 2009 |
| 58. | Greater Tubatse Municipality World Environment Day | June 2009 |
| 59. | Greater Tubatse Municipality Municipal IBudget Speeches | June 2009 |
| 60. | Greater Tubatse Municipality Approval of IDP's | June 2009 |
| 61. | Greater Tubatse Municipality Greater Tubatse Municipality World Environmental Week | June 2009 |
| 62. | Greater Tubatse Municipality Children's Day | June 2009 |
| 63. | Greater Tubatse Municipality International Day against Drug abuse | June 2009 |