GREATER TUBATSE
MUNICIPALITY
DRAFT -1
COMMUNICATION & MARKETING
STRATEGY
2006-9

SEKHUKHUNE DISTRICT CORE MESSAGE
“TOGETHER WE CAN BUILD AND SUSTAIN”

GREATER TUBATSE CORE MESSAGE
“TO DEVELOP TUBATSE AS THE PLATINUM CITY IN AN INTEGRATED MANNER TO IMPROVE THE QUALITY OF LIFE FOR ALL”
1. Introduction

Greater Tubatse Municipality is a municipality between Limpopo and Mpumalanga Province. The Greater Tubatse Municipality shares borders with Thaba Chueu Municipality in Mpumalanga Province, Makhuduthamga Municipality and Fetakgomo in the Capricorn District and Maruleng Municipality within Mopani District.

2. Background

Greater Tubatse Municipality is located south–east of Polokwane. The municipality has 29 wards, 57 councillors and 10 Magoshi in the council. It has a population of more than 300,000 people predominantly speaks Sepedi, Isiwazi, Xitsonga, English and Afrikaans. Its economy is based on Mining, Agriculture and Tourism industries.

This communication strategy is based on the following:

- The National GCIS Framework.
- Municipal System Act (Act 32 of 2000)
- The Constitution of the republic of South Africa (Act no 108 of 1996)
- District Communication workshop (2003 and 5)
- Premier’s opening of the Legislature.
- The state of the Nation address by the President.
- The state of the Province Address.
- State of the District Address.
3. Objectives

- To enhance effective communication between Greater Tubatse Municipality, communities and sector departments.
- To enhance and co-ordinate activities of National, Provincial and parastatals at the local sphere of Government.
- To project the positive image of the municipality locally, provincially, nationally and internationally.
- To inform and educate the public about the work of government.
- To forge links with the Media.
- To develop and maintain correct public perceptions on Government delivery.
- To ensure that we communicate our common messages on priorities said by government.

4. Environmental Analysis

- Hostile media, unmediated communication. Creating a friendly environment with the media and a platform of communication between Greater Tubatse municipality, communities and sector departments.

4.1 Political

- Greater Tubatse municipality is politically characterized by the presence of the Democratic Alliance, United Democratic Movement, United Independent Front Pan African Congress, Azanian People’s Organization, and African National Congress.
- African national Congress is in majority in all municipalities.
4.2 Economical

- Greater Tubatse Municipality is mostly rural and poor with high poverty and illiteracy rate.
- The municipality has been identified as having potential in the mining, agriculture and tourism.
- It is the fastest economic growing municipality in the district declared as South African Democratic Platinum City.

4.3 Public Mood

- People at grassroots level complain about councilors
- Programmes are not clearly communicated to the public
- People perception is that Government is slow in terms of delivery.

4.4 Media Agenda

- Positive coverage is enjoyed at some public broadcasters and local at certain issues, though there is a lot of negative coverage on government and its programmes by the commercial media.
- The community radio station is planned and awaiting broadcasting licence from ICASA.
- Local media available comprise of Steelburger, Ditshaba news, and Thobela FM.
- THobela FM has majority of listeners.
- National television stations hardly respond to invitation unless on negative issues.

4.5 Demographics and Psychographics

- Greater Tubatse Municipality is predominately rural with maximum support of Traditional Leaders.
- Poverty, illiteracy and lack of employment’s form part of the daily problems.
- Language spoken in Greater Tubatse Municipality includes Sepedi, Isiswazi, Xitsonga, English and Afrikaans.
4.6 Institutional arrangements

- Greater Tubatse Municipality Communication Forum should be a component of the Sekhukhune District Government communicator’s Forum.
- Greater Tubatse Municipality Communication Forum be chaired by the Greater Tubatse Municipality Communication Official
- Greater Tubatse Municipality municipalities should have full functional Communication directorates.
- Greater Tubatse Municipality Communication Manager be part of Sekhukhune District Communicator’s Forum and its management Committee.

4.7 Legal Provisions

- Chapter 7 of the Constitution of the Republic of South Africa (Act number 108 of 1996.)
- The Municipal Finance Management Act (Act 56 of 2003)
5. Challenges

- Lack of reporting on decision made by the council.
- Popularizing of the programme of Action on the implementation of IDP and the ISRDP programme.
- Strengthening relations with media stakeholders.
- Intensifying communication on LED/economic opportunities.
- Strengthening confidence of municipal programmes.
- Building partnership with other stakeholders.
- Create a better way for people to complain about lack of service.
- Communicators not sitting in the management and decision making bodies.
- Inclusion of municipality in the interdepartmental forums.
- Making sure that government institutions within Greater Tubatse Municipality sent common messages without getting into a competition.
- Developing and maintaining positive public perception on government programmes and activities.
- Provide feedback on government programmes at the local level.
- Develop and maintain positive relations with the media.

6. Core - Messages

6.1 Sekhukhune District Core Message

Together we build and sustain

6.2 Greater Tubatse Municipality Core message

Improving quality of service delivery.
6.3 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 Mayor and council programmes should be co-ordinated in 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 to take information to the people.

7.4 Development Communication

- Our communication strategy should take into account the needs of society, the developmental goals of government and the general empowerment of our people.
8. MESSENGERS

♦ Principal messenger : Greater Tubatse Municipality Mayor.
♦ Communicators.
♦ 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 programme

♦ Council meets the people.
♦ Imbizo.
♦ Departmental outreach programmes,
♦ MPCC Roadshows.
♦ Information Days.
♦ State of the nation address.
♦ CBOs.
♦ NGOs.
♦ Educational institutions.
♦ Business service centers.
♦ Religious institutions.
♦ Dikgoro (traditional Courts and gatherings)
♦ community radios.
♦ MPCCs,
♦ promotional materials.

10.2 The use of Mass Media

♦ A communication plan should be done 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 event to the poorest of the poor.

10.3 Internal Communication

♦ There should be notice boards strategically placed that are frequently updated for internal stakeholders.

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 other information materials as well as promotional as per demand.

11. Explanations on the Communication Cycle

March / April

♦ IDP/Budget Consultative meeting.
♦ Align of IDP campaign with Imbizo focus week as marketing tool.

May

♦ Communication strategy and IDP Budget consideration and adoption.
♦ Submission of plans with costs.

June / July

♦ State of District Address.

July

♦ Implementation of the strategy.
Dec / March

♦ Elections and Review of the strategy.

April

Development of New strategies

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.
♦ More exhibition should be done at 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 The use of mass media

♦ Informed by the demographics, psychographics and behaviorist characteristics of the Greater Tubatse Municipality imperative that the mass media be used to maximally capture all members of our community.
♦ Priority should be placed on the most commonly used tools of mass media information.
♦ Local, Regional and community media with an emphasis on radio should be taken into account.
♦ Communicators should communicate to the public through the advertorials, letters to the editor, talk shows, face to face and opinion articles.
12.3 External Communication

♦ External newsletters.
♦ Exhibitions.
♦ Workshop and conferences.
♦ Community meetings.

12.4 Internal Communication

♦ Greater Tubatse Municipality newsletter be produced quarterly.
♦ Departments should develop brochures, flyers and leaflets and other information material.
♦ The Greater Tubatse Municipality and departments should conduct exhibitions in places such as the shopping centres, Arts, Craft and Sport centres, MPCCs, Parks, Community Halls, Local Business centers, etc.

12.5 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 Calendar

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

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<th>Number</th>
<th>ACTIVITY</th>
<th>TIME FRAME</th>
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<td>Greater Tubatse Municipality Hosting State of the District Address</td>
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<td>3.</td>
<td>Greater Tubatse Municipality Approval of Draft IDP’s</td>
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<td>Greater Tubatse Municipality Opening of Council Ceremonial event</td>
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<td>Greater Tubatse Municipality Imbizo focus week</td>
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<td>17.</td>
<td>Greater Tubatse Municipality Beginning of IDP Consultations for the next financial year</td>
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<td>18.</td>
<td>Greater Tubatse Municipality National Children’s Day</td>
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<td>Greater Tubatse Municipality Mayor’s messages of support to learners writing examinations</td>
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<td>Greater Tubatse Municipality Local Government Week</td>
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<td>Greater Tubatse Municipality Mayors New Year messages</td>
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<td>44. Greater Tubatse Municipality Beginning of the process to be adopted in May with IDP’s and Budgets</td>
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