

ELIAS MOTSOALEDI LOCAL MUNICIPALITY



APPROVED COMMUNICATION STRATEGY 2023/2024

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1. INTRODUCTION

This document represents the first draft of the Communication Strategy for

2. Background

Elias Motsoaledi Local Municipality (formerly Greater Groblersdal Local Municipality) is located in the Sekhukhune District Municipality of Limpopo province, South Africa and the seat of Elias Motsoaledi Local Municipality is in Groblersdal. Elias Motsoaledi Local Municipality (EMLM) was established in 2000 as a category B municipality as determined in terms of municipal structures act (1998). The municipality evolved as an amalgamation of the former Moutse Transitional Local Council (TLC), Hlogotlou (TLC), Tafelkop, Zaaiplaas, Motetema and other surrounding areas in the year 2000. The municipality is named after the struggle hero Elias Motsoaledi who was sentenced to life imprisonment on Robben Island with the former president of the Republic of South Africa, Nelson Mandela.

EMLM is predominantly rural in nature with a high unemployment rate resulting in high poverty levels and is linked with many other places through shared environmental, social and economic systems and structures. The most apparent of these links are with neighbouring and nearby municipalities across Sekhukhune District Municipality. EMLM is an integral part of Limpopo and Mpumalanga. It has a significant developmental potential in sectors such as agriculture (both horticulture and livestock), tourism and mining.

The municipality share borders with the following municipalities: Makhuduthamaga Local Municipality in the East, Ephraim Mogale Local Municipality in the North, Fetakgomo-Tubatse Local Municipality and Dr JS Moroka, Thembisile Hani, Steve Tshwete, Emakhazeni and Thaba Chweu Local Municipalities in Mpumalanga. It is situated about 180 kilometres from Polokwane, 160 kilometres from Pretoria and 150 kilometres from Nelspruit. The municipality comprises of 31 wards.

1.2 SCOPE OF THE COMMUNICATION STRATEGY

The scope of this Communication Strategy covers the period 01 July 2021 to 30 June 2026. The Strategy will be reviewed annually in response to the local communications environment.

1.3 BODY CORPORATE

1.3.1 VISION

“The agro-economical and ecotourism heartland”

1.3.2 MISSION

- **To ensure provision of sustainable services**
- **To deepen democracy through public participation and Communication**
- **Provision of services in a transparent, fair and accountable manner**
- **Provide public value for money**
- **To create a conducive environment for job creation and economic growth**

2. Legislative mandate

This communication strategy is informed by the following Communication Mandates:

The Constitution of the Republic of South Africa, Act 108 of 1996;

Municipal Systems Act of 2000;

The Promotion of Access to Information Act of 2000;

Protection of Personal Information Act of (POPIA) 2013

Municipal Structures Act of 1998;

The National Development Plan 2015 – 2030;

The State of the Nation Address (SONA);

State of the Province Address (SOPA);

State of the District Address (SODA);

State of the Municipal Address (SOMA);

Inter-Governmental Relations Framework Act;13 of 2005

Municipal Government Communicators' Handbook ;

Municipality Systems Act of 2000 on Public Participation;

EMLM Intergrated Development Plan (IDP) of 2022/2023

The National GCIS Communication framework

Comtask report of 2000

Nation Development Plan Vision of 2030 of Government

EMLM Service Delivery and Budget Implementation Plan (SDBIP)

STRATEGY OBJECTIVES

2.1

- 2.1.1 To enhance communication between Elias Motsoaledi Local Municipality and its stakeholders- Internal and External.
- 2.1.2 To enhance the coordination of communication activities among the three spheres of government.
- 2.1.3 To ensure public participation and support to Integrated Development Plan (IDP).
- 2.1.4 To promote indigenous languages that represents and appreciates diversity in our municipality.
- 2.1.5 To project the positive image of the municipality locally, provincially and nationally.
- 2.1.6 To maintain relations with the media houses.
- 2.1.7 To develop and maintain correct public perceptions and build community's trust on the municipality.
- 2.1.8 To effectively communicate government achievements, challenges and interventions.
- 2.1.9 To build public trust and confidence in the municipality

3. ENVIRONMENT ANALYSIS

Environmental Analysis as informed by the political, economic, social, public mood, environment, media and demographic environment.

3.1 Political

The 2021 Local Government Elections brought about the new political leadership in the Municipality. Elias Motsoaledi Local Municipality is politically characterized by the multi-party representation in the Council as per 2021 Municipal Elections (LGE 2021

The council comprises of 08 political parties namely: African National Congress - 36 seats, Economic Freedom Fighters - 14 seats, Democratic Alliance - 4 seats, Bolsheviks Party of South Africa - 2 seats, Mpumalanga Party - 2 seat, Answer for the Community -01 seat, Dennilton residents association- 01 seat. Freedom front Plus -01 seat and 5 Traditional leaders in the council. The total number of

seats in the council amounts to 66 (61 seats are for political parties and 5 are for traditional leaders).

The Council of the municipality is composed as follows; 54 part-time Councilors, 7 full-time Councilors namely Mayor, Speaker, Chief whip, MPAC Chairperson and three members of the Executive committee of council (EXCO) which consist of ten of the council members

3.2 Economically

Elias Motsoaledi Local Municipality supports participative strategies for local economic development in its area of jurisdiction, with the aim of promoting economic growth geared to local conditions and resources, creating income and employment opportunities for all segments of the population and enhancing good governance at local level.

The municipality is operating in a market economy wherein the engines of economic development are primarily in the hands of private businesses that create wealth and jobs however the private sector cannot succeed without favourable business conditions in which to thrive and grow. The municipality is currently working hand in gloves with other public sector institutions in helping to establish and maintain those favorable business conditions so that firms that operates within the jurisdiction of the municipality can compete successfully and fairly with firms from other regions.

Given the above conditions and the roles that the municipality has played in pursuit of local economic development are amongst others; that the municipality in collaboration with Department of Public Works has managed to create **1214** work opportunities through EPWP and CWP programmes.

In striving to capacitate the SMMEs and cooperatives within the municipality, four networking events were organised by the Municipality. This sessions provided a platform to disseminate business information to SMMEs.

The training and workshops focused on basic business management approaches. Municipality has issued (45) business licenses.

Furthermore, there are strategically located parcels of land in close proximity to already existing developments. Most of the latter parcels of land are under-utilised or not used at all. With utilisation of this land the surrounding settlement will benefit. The municipality has a great opportunity to grow economically, socially and infrastructural through investment opportunities.

The focus areas are in the sectors as stated:

- Mining, Agriculture
- Tourism opportunities
- and Land for development

With regards to business development, Groblersdal, Dennilton, Monsterlus and Tafelkop are the main business nodes within EMLM. The remaining business development occurs mainly scattered along arterial routes or within settlement areas.

3.3 Public Mood / Customer Care Experience

Communities continue to have confidence in the municipality and other government departments have capacity to deliver services.

The following is description of access to services:

Piped water was at 40 195 in 2011 and increased in 2016 to 42 164;

Other sources of water was at 20 056 in 2011 and increased in 2016 to 24 195;

Flush toilets in 2011 were 7 792 and increased to 10 209 in 2016;

Other forms of sanitation 2011 were 49 779 increased to 54 207 in 2016;

Those who reported None under sanitation in 2011 were 2 680 and decreased to 1 942 in 2016;

In 2011 those connected to electricity were 54 902 and increased in 2016 to 62 463;

Other sources of energy 360;

None 3536.

Refuse removal

Municipal refuse removal in 2011 – at least once a week – 6 122;

Own refuse dump 42 524;

No rubbish disposal 8 504;

Households

Number of households in the municipality in 2011 were 60 251 and increased to 66 330 in 2016 while the household size decreased from 4.1 in 2011 to 4.0 in 2016.

The spoken Languages in the Municipality are Sepedi 58.6% in 2011, IsiNdebele 14.9%, IsiZulu 8.9% in 2011, Setswana 6.1% in 2011, Xitsonga 2.6%, Sesotho 2%, Afrikaans 1.8%, SiSwati 1.5% and English 1.3%, Sign language 0.8%.

3.4 Demographic Environment

Total population in 2011 was 249 363 and has grown to 268 256 in 2016 Children proportions is sitting at 33.4% in 2016 from 36.1% in 2011. Youth

proportions is sitting at 40.6% in 2016 from 33.4% in 2011. Adult proportions is sitting at 17.6% in 2016 from 23.4% in 2011. Elderly proportions is sitting at 8.3% in 2016 from 7.1% in 2011.

Gender ratio of the municipality is sitting at 87.4% which means there are more females (143 123) than males (125 133). (Lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+))

Elias Motsoaledi Local Municipality consists of 31 Wards, the bulk of the community resides in traditional residential areas (2011 – 42 755), formal residential area (2011- 11 709), farms (2011 – 4 014) and informal residential areas (2011 – 1 375), other residential areas include industrial and small holdings (Source: Stats SA, Community Survey 2016). There are challenges relating to low literacy and skills levels among the majority of the rural population of the municipality.

3.5 Media Access

3.5.1 Electronic

Local

Moutse CRS, Sekhukhune FM, Eyethu FM, Thabantsho CRS and Zebediela CRS

Provincial

Capricorn FM, Energy FM

National Radio Station

SABC Limpopo Combo, Ikwewezi FM, SAFM, R2000, Jacaranda RM FM

3.5.2 Print

Local

Dispatch, Loskop Nuus, Middelburg Observer and Sekhukhune Times, Steelburg News, Reporter, Timeless News

Provincial

Seipone, Capricorn Voice (NMG Group)

National

Sowetan, City Press, The Citizen

3.6 Media coverage

Largely the municipality is experiencing media coverage from the following media houses:

- Moutse Community Radio station
- Thabantsho Community Radio station and social media platforms

4. COMMUNICATION CHALLENGES

- 4.1 No promotion of indigenous languages
- 4.2 Lack of integrated and coordinated approach to programs.
- 4.3 Lack of feedback to communities.
- 4.4 Critical need for improvement in the internal communication.
- 4.5 Communication Unit is under-staffed.

5. REMEDIAL ACTIONS TO THE IDENTIFIED COMMUNICATIONS CHALLENGES:

- 5.1. Encourage and pioneer the promotion and use of Indigenous Languages on municipal publication
- 5.2. Create a good working relationship with Sector Departments
- 5.3. Improve/Increase the communications Budget
- 5.4. Improve internal communications
- 5.5. Train all employees mainly management on communication protocol.
- 5.6. Ensure that management communicate resolutions of strategic sessions and ensure that they understand municipal policies.
- 5.7. Land ownership is mostly Traditional and the municipality is predominantly rural with about sixty two settlements, most of which are villages.

6. THEMES AND MESSAGES

- 6.1 **National Theme**
“Together We Move South Africa Forward”
- Municipality Theme**
“Together We Move South Africa Forward”

Municipality

Pay off line: A RE BELEGANENG

7. MESSENGERS, AUDIENCE AND CHANNELS

7.1 Messengers

- 7.1.1 **Primary Messenger:**
Mayor

7.1.2 Secondary Messengers:

Municipal Manager
Spokesperson of the municipality/Head of Communication

7.1.3 Tertiary Messengers:

Speaker of Council
Ward councilors
Heads of Departments
Ward committees and CDW's
Traditional Leaders

6.2 Target Audience To whom are we communicating

Traditional authorities
Municipal Employees
Business Community
Youth and youth organizations
LGBTQI+ Communities
Vulnerable groups
Religious leaders
Non-Government Organizations
Sector Departments
Media
Ratepayers
Ward committees
Women Organizations and,
The public at large

6.3 Channels of communication

- 6.3.1 Community media (print and electronic)
- 6.3.2 Face-to-face communication
- 6.3.3 Outreach campaigns
- 6.3.4 Unmediated communication (Public Participation Program)
- 6.3.5 Internal communication channels (internal memo, internal emails)
- 6.3.6 Distribution point/ Municipality service points (posters/ leaflets)
- 6.3.7 Website
- 6.3.8 SMS
- 6.3.9 Social media platforms

- 16.3.10 loud hailing
- 1.6. 11 Workshop
- 1.6.12 Unions

7. STRUCTURES AND PROCESSES

7.1 EXCO

The Mayor should chair the Exco.
 This structure will provide the political oversight and leadership in the municipality.

7.2 THE COUNCIL.

The Speaker chairs the council which finally adopts the Communication strategy.

7.3 LOCAL GOVERNMENT COMMUNICATORS’ FORUM

Head of Communications in the municipality should Chair the Local Government Communicators’ Forum.

7.4 MUNICIPAL MANAGEMENT MEETING

Municipal Manager should Chair the Municipal Management meeting as composed by Municipal Manager of municipality and managers in different departments of the local municipality.
 This structure will provide the administrative oversight and leadership in the municipality.

8. ACTION PLAN

This action plan incorporates the phased communication program, based on the Service Delivery Budget Implementation Plan (SDBIP) and Integrated Government Communication Cycle:

MONTH	ACTIVITY
July 2023	Mandela Month / popularization of IDP
August 2023	Women’s Month
September 2023	Heritage month /Tourism
October 2023	Elderly and Transport Month
November 2023	Children’s Month, 16 days of Activism

MONTH	ACTIVITY
November 2023	Yellow Arm Lilly
December 2023	World Aids day / Arrive Alive
December 2023	Nyabela commemoration
January 2024	Back to school Month
February 2024	STI/Condom week
March 2024	Human rights month
April 2024	Freedom Month /IDP/Budget
May 2024	Workers' Month
June 2024	Youth month