

2018

2018/ 2019
COMMUNICATION
STRATEGY:
GREATER TZANEEN MUNICIPALITY



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1. BACKGROUND

GTM is a category B municipality situated in the eastern quadrant of the Limpopo province within the Mopani district municipality area of jurisdiction, together with Greater Giyani, Ba-Phalaborwa, Greater Letaba, Maruleng and Polokwane municipality. Towns of Tzaneen, Nkownkowa, Lenyenye, Letsitele and Haenertburg.

Vision:

“A green prosperous and united municipality that provides quality services to all”.

Mission:

The Greater Tzaneen municipality is committed to provide quality services to its community by:

- Promoting social and economic development
- Providing and maintaining sustainable services
- Ensuring efficient and effective utilisation of all available resources
- Ensuring the promotion of environmental sustainability
- Promoting effective stakeholder and community participation

LEGISLATIVE FRAMEWORKS

The strategy is legislated by the following acts:

- Constitution of the Republic of South Africa Act, 1996 (Act 108 of 1996) and in particular Chapter 2 which outlines the bill of rights, and Chapter 7 which points the tone of communication for local government.
- White paper on Local Government Transformation, 1998
- Local Government Municipal Structures Act of 1998 (Act 117 of 1998)
- Local Government Municipal Systems Act of 2000 (Act 32 of 2000)
- Promotion of Access to Information Act of 2000(PAIA) (Act 2 of 2000)
- Local Government Municipal Finance Management (MFMA) (Act 56 of 2003)
- Intergovernmental Relations Framework Act (Act 13 of 2005)

2. OBJECTIVES

- To inform, educate and engage the community about municipal services
- To encourage community participation in government activities
- To strengthen relations with all stakeholders
- To promote, market and brand Greater Tzaneen Municipality as a premier destination for leisure, business and residence.



- To promote municipal activities/programmes/projects

3. ENVIRONMENTAL ANALYSIS

GTM consists of 125 rural villages. Almost 80% of population reside in rural areas, while 20% live in the urban areas.

GTM has five dominant languages which are Sepedi, Xitsonga, Sesotho, Afrikaans and English.

There are three local newspapers (Letaba Herald, Far North Bulletin and Mopani Herald), and two local radio stations (GTFM & DBGFM) operating in the GTM.

Major Newspapers (Sowetan, City Press, Citizen, Daily Sun)

Regional/Local (operating outside GTM but covering GTM (Polokwane Observer, Polokwane Review, Capricorn News, Seipone, Nhlalala, Giyani Review, Phalaborwa Herald, Hoedspruit Herald)

Major radio stations covering GTM include Capricorn FM, Mughana Lonene FM, Thobela FM, and Jacaranda FM.

Regional and local radio stations covering GTM but without coverage include (Energy FM, Maruleng FM, Phalaborwa FM)

Regional and local radio stations covering GTM but with coverage include (GCR, Sekgo FM, Turf FM, and Radio Univen.

4. COMMUNICATION CHALLENGES

The following have been identified as some of the major communications challenges faced by the municipality:

4.1 Poor internal communication

- Departments not holding monthly/quarterly meetings with staff members.
- Newsletter not frequently published

4.2 Ineffective Customer Care Management

- Customers not informed of service disruption
- Call center not fully automated
- No customer management software for the call center
- No queue management system



- No information desk
- Lack of proper signage in and outside the building

4.3 Poor public participation in municipal programmes

- Poor attendance of public participation of events. E.g. IDP/Budget consultation, Imbizo etc.

4.4 Poor relations with some media houses

- Media houses generally report fairly about the municipality with the exception of one local newspaper (Far North Bulletin).

4.5 Low public confidence in the functioning of council

The public has a poor perception of the municipality due to the following reasons:

- Corruption e.g. testing stations, appointment of service providers
- Poor service delivery e.g. potholes, electricity disruption, delay in implementation of projects, poor workmanship
- Nepotism, Cadre Deployment, Tribalism
- Promises not met

5. MESSAGES AND THEMES

- **National core message:** *“Together moving South Africa forward”*
- **Provincial core message:** *“Together moving South Africa forward”*
- **Municipal core message:** *“Together moving South Africa forward”*

5.1. Supporting messages

5.1.1 A municipality that is committed to a provision of sustainable basic services

5.1.2 Intensifying the struggle against poverty through the expansion of Mass Economic Opportunities

5.1.3 Accelerate provision of infrastructure to all our people

5.1.4 An informed and active participation from communities for sound governance

6. MESSENGERS AND AUDIENCES

6.1. Primary Messengers

- Mayor
- EXCO Members
- Ward councilors

6.2. Secondary Messengers

- Municipal Manager
- Head of Communication
- Section 57 Managers



- Community Development workers
- Traditional Authorities
- Community Development Facilitators
- Government communicators
- Ward committees
- Ambassadors

6.3 Audiences

- Stakeholders (Business, Political Parties, FBO, NGOs, CSOs, labour Unions, Traditional authorities etc)
- youth, elderly, women, children and the disabled
- Staff
- Media houses
- Municipal customers
- General public

7. COMMUNICATION CHANNELS

Internal

- Internal newsletter
- Telephone
- Intranet
- Electronic Mail
- Printed Material (Salary advice, brochures
- Letters, circulars and memos
- Notice boards
- Meetings (Departmental/Divisional/Mass meetings)

External

- External newsletters
- Print and electronic Media
- Council meetings
- Events (Commemorations,
- Outreach programs (Imbizos, IDP/Budget Consultation)
- Meetings (Ward committee report back, Community,)
- Promotional Material (banners, flyers, posters)
- Notice boards
- Outdoor Advertising (Billboards, Digital Billboards, Mobile trailers)
- Water and lights accounts
- Loud hailing
- Exhibitions
- Face to face
- Online & Social Media (Website, Facebook, YouTube, twitter, Whatsapp)



8. PHASED COMMUNICATION PROGRAMME

For the successful implementation of this strategy, it would have to go through these process (phases) below:

PHASE	PROCESS
1	Draft to management
2	Draft to governance and cluster administration cluster
3	EXCO
4	Council
5	Strategy review

9. STRUCTURES AND PROCESSES

For the effective co-ordination and implementation of this strategy, the below listed structures are critical:

- Executive Committee
- Council
- Local Government Communicators Forum
- Municipal Communicators Forum (Provincial)
- Intergovernmental Relations Forum (IGR)
- Ward Committee Forum

10. STRATEGY DOCUMENT AND ACTION PLAN

This is a list of the events that are going to be hosted and facilitated by the Municipality's various divisions and the Local Government Communicator's Forum.

The dates and the venues are subject to change. For further information on a specific event please contact the person listed in the last column in that row.

Events Calendar attached at Addendum.



11. MONITORING AND EVALUATION

- The SDBIP will serve as a strategic monitoring tool within which the implementation of the strategy will be monitored and evaluated.

