ELIAS MOTSOALEDI LOCAL MUNICIPALITY

A RE BELEGANENG

Approved Communication Strategy 2020/2021

ELIAS MOTSOALEDI LOCAL MUNICIPALITY COMMUNICATION STRATEGY DRAFT

1. INTRODUCTION

This document represents the first draft of the Communication Strategy for the Elias Motsoaledi Local Municipality to be refined for adoption by the Council.

The 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. The 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.

The 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. The EMLM is also integral to the provinces of Limpopo and Mpumalanga and has significant development potential in sectors such as agriculture (both horticulture and livestock), tourism and mining.

The municipality share borders with the following municipalities: Makuduthamaga Local Municipality in the east, Ephraim Mogale Local Municipality in the north, Fetakgomo-Greater Tubatse Local Municipality (LIM476) and Mpumalanga's Dr JS Moroka, Thembisile Hani, Steve Tshwete, Emakhazeni and Thaba Chweu local municipalities. It is situated about 180 kms from Polokwane, 135 km from Pretoria and 150 kms from Nelspruit. The municipality comprise 31 wards.

1.2 SCOPE OF THE COMMUNICATION STRATEGY

The scope of this multi-year Communication Strategy covers the period March 2017 to June 2018 and the outer years up to 2021. 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

Elias Motsoaledi Local Municipality is committed to:

• **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 32 of 2000;
The Promotion of Access to Information Act of 2000;
Municipal Structures Act of 1998;
The National Development Plan 2015 – 2030;
The State of the Nation Address (SONA) 2020;
State of the Province Address (SOPA) 2020;
State of the Municipal Address (SOMA) 2020;
Inter-Governmental Relations Framework Act 13 of 2005
Municipal Government Communicators' Handbook 2014;
Limpopo Development Plan 2015 – 2030
SALGA Resolution on Municipal Communication
Disaster Management Act 57 of 2002

STRATEGY OBJECTIVES/Why do we communicate/Reasons for communication

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 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. ENVIRONMENTAL ANALYSIS

Environmental Analysis as informed by the Political, Economic, Social, Public mood, Environment, Media and Demographic environment.

3.1 Political:

The 2016 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 2016 Municipal Elections namely African National Congress 41 seats, Economic Freedom Fighters 10 seats, Democratic Alliance 5 seats, Bolsheviks Party of South Africa 3 seats, Mpumalanga Party 1 seat, South African Maintenance and Estate Beneficiaries Association 1 seat. Total of 61 seats. 4 Traditional leaders in council.

3.2 Economic

There are certain opportunities because of the spatial landscape within the municipal area. Groblersdal is a provincial growth point and a number of important arteries connect it with other towns (i.e. Middelburg, Marble Hall, Bronkhorstspruit and Stofberg) through the N11 and R25. These arteries can create social and economic viability and diversified development in the area. In addition, as per provision of the Groblersdal Town Planning Scheme (2006), other economic opportunities could flourish in co-existence with agriculture as the main economic base.
It is possible to use the area for industrial purposes and this poses business opportunities. That in turn could lead to job creation for the local community. This will improve quality of life for the community.

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, Agricultural land
*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.

Water backlog:
The water backlog is at **52,3 %** (**34 681 household**)
Sanitation provision
Sanitation backlog is at **84,6 % (56 149 household)**
The provision of free Basic water
The district municipality is providing Free Basic Water. Approximately 20141 households receive free basic water

Refuse removal

Solid waste management is another critical aspect of our drive towards entrenching decent sanitation in our communities. The municipality provides waste management services that include waste collection, street cleaning, clearing of illegal dumping, and waste disposal.
Elias Motsoaledi Local Municipality renders an effective refuse removal service to the following areas: Motetema, Monsterlus, Groblersdal, Roossenekal (Town & RDP), O R Tambo Township and Walter Sisulu RDP.The Municipality have 45 Skip bins placed strategically to reduce illegal dumping

Electricity backlog and challenges

The municipality is unable to completely eradicate electricity backlog due to the mushrooming extensions in various villages. Backlog is estimated at 4500 households. During the 2019 -2020 analysis report, the electricity backlog was indicated to be 3112 households. The backlog has been increased by the growing number of new settlements such as Lusaka and Moteti extension, phooko extensions and other extensions that are taking place within the municipality. The municipality is currently finalizing the electrification of New town in ward 09 (901 households) , Masakaneng in ward 14 (221) households) and uitspanning A in ward 11 (Eskom)
Insufficient financial resources to eradicate the backlog
Free Basic Electricity
The indigent register of the municipality indicates that 1949 indigents have been registered and only 1443 collects FBE.

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.
Sex ratio of the municipality is sitting at 87.4% which means there are more females (143 123) than males (125 133).

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.

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.

Languages

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%.

3.5 Media Access

3.5.1 Electronic

Local

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

Provincial

Capricorn FM and Energy FM

National Radio Station

Thobela FM, Ikwekwezi FM, SAFM, R2000, Jacaranda RM FM

3.5.2 Print

Local

Die Deller, Dispatch, Loskop Nuus, Sekhukhune times, Timeless news and Focus news.

Provincial

Seipone, Capricorn Voice (NMG Group), African Times

National

The Sowetan, The Star, Citizen, City Press, Mail & Guardian, Sunday Times, Daily Sun, Beelde News and Rapport

3.6   Media coverage

Largely the municipality is experiencing media coverage from the following media HOUSES:
- Die Deller
- Dispatch

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- Loskop Nuus
- Sekhukhune Time
- Moutse Community Radio Station
- Thabantsho FM
- Sekhukhune FM
- Timeless News
- Focus News
- Thobela FM
- Ikwekwezi FM

Elias Motsoaledi Local Municipality has two community radio stations namely, Moutse Community Radio and Thabantsho Community Radio stations. They receive support from the municipality.

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 on public participation engagements.
4.4   Critical need for improvement in the internal communication.
4.5   Inadequate funding for purchase of advertising slots in local newspapers.
4.6   Communication Unit is seriously under-staffed.
          (There is no Communication unit according to Municipal Communication Handbook and SALGA guidelines.)
4.7   Negative media publicity from the media houses that tarnish the image of the municipality

5. THEMES AND MESSAGES

5.1   **National Theme**

        "Let's Grow South Africa Together**"**
        Municipality Theme

         "Let's Grow South Africa Together"

        Municipality

         Pay off line: A RE BELEGANENG
        "Let's Grow Elias Motsoaledi Together"

6. MESSENGERS, AUDIENCE AND CHANNELS

6.1   Messengers

6.1.1 Primary Messenger:
         Mayor

6.1.2 Secondary Messengers:
         Councilors
         Municipal Manager
         Head of Communication

6.1.3 Tertiary Messengers:
         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
         People with disabilities
         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   Use of 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 (Facebook)

16.3.10 loud hailing

1.6. 11 Workshop

1.6.12 Trade union within the municipality (SAMU, IMATU)

1.6.13 Virtual Commucation

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.

7.2 MUNICIPAL 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:

See the annexure "A"

9. REMEDIAL ACTIONS TO THE IDENTIFIED COMMUNICATIONS CHALLENGES:

9.1 Encourage and pioneer the promotion and use Indigenous Languages on municipal publication

9.2 Create a good working relationship with Sector Departments

9.3   Improve/Increase the communications Budget

9.4 Improve internal communications

9.5 Train all employees mainly management on communication protocol.

9.6 Ensure that management communicate resolutions of strategic   sessions and ensure that they understand municipal policies.

Land ownership is mostly Traditional and the municipality is predominantly rural with about sixty-two settlements, most of which are villages.