

ELIAS MOTSOLEDI LOCAL MUNICIPALITY



APPROVED 2018/2019 ELIAS MOTSOLEDI LOCAL MUNICIPALITY COMMUNICATION STRATEGY

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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 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) 2017;

State of the Province Address (SOPA) 2017;

State of the District Address (SODA) 2017;

State of the Municipal Address (SOMA) 2017;

Inter-Governmental Relations Framework Act;

Municipal Government Communicators' Handbook 2014;

Municipality Systems Act of 2000 on Public Participation;

Limpopo Development Plan 2015 - 2030

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. ENVIRONMENT 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. 5 Traditional leaders in council.

3.2 Economically

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, Bronkhorstspuit 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.

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.

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.

3.5 Media Access

3.5.1 Electronic

Local

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

Provincial

Capricorn FM

National Radio Station

ThobelaFM, Ikwekwezi FM, SAFM, R2000, Jacaranda RM FM

3.5.2 Print

Local

Die Daller, Dispatch, Loskop Nuus, Middelburg Observer and Greater Tubatse News

Provincial

Seipone, Capricorn Voice (NMG Group), African Times

National

Sowetan, all national

3.6 Media coverage

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

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 under-staffed.
- 4.7 Communications Unit not sitting in Strategic meetings. e.g Management meeting and Exco meeting
- 4.8 There is no Communication unit according to Municipal Communication Handbook and SALGA guidelines.
- 4.9 Negative media publicity from the media houses that tarnish the image of the municipality

5. THEMES AND MESSAGES

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

Municipality
Pay off line: A RE BELEGANENG

6. MESSENGERS, AUDIENCE AND CHANNELS

6.1 Messengers

6.1.1 Primary Messenger: Mayor

6.1.2 Secondary Messengers: Councilors Municipal Manager Spokesperson of the municipality/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)

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 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:

MONTH	ACTIVITY
July 2018	Mandela Month / popularization of IDP
August 2018	Women's Month
September 2018	Heritage month /Tourism
October 2018	Elderly and Transport Month
November 2018	Children's Month, 16 days of Activism
November 2018	Yellow Arm Lilly
December 2018	World Aids day / Arrive Alive
December 2018	Nyabela commemoration
January 2019	Back to school Month
February 2019	STI/Condom week
March 2019	Human rights month

MONTH	ACTIVITY
April 2019	Freedom Month /IDP/Budget
May 2019	Workers' Month
June 2019	Youth month

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.