

# THABAZIMBI MUNICIPALITY



## COMMUNICATION STRATEGY 2014/15

## **COMMUNICATION STRATEGY** **THABAZIMBI MUNICIPALITY**

### **INTRODUCTION**

Thabazimbi municipality is located in the South-western part of Limpopo Province, situated in Waterberg District. The municipality is 320 km from Polokwane and 260 from Johannesburg. It shares borders with North West and Botswana. Thabazimbi is known as mountain of iron which is the Tswana name for this peaceful productive town, referring to the highly lucrative iron ore reef first discovered in 1919.

*The Municipality has Marakele National park, which is a subsidiary of National Parks board and in the same standard as the Kruger National Park and Mapungube. The game lodges scattered around the area helps to promote the issue of environmental sustainability.*

*It was mined since 1930's when iron and steel production started. The town was proclaimed in 1953. Today Iscor Steelworks in Tshwane still draw much of their raw material from Thabazimbi Kumba Resources (Iron Ore Mine). Apart from Iron Ore the Thabazimbi Municipality is surrounded by Platinum producing areas such as: Northam Platinum Mine, Anglo i.e. Amandelbult and Swartklip Mines.*

*Other Minerals produced in the area include Andalusite, which is mined by Rhino Mine, and Lime stone for the production of cement by Pretoria Portland Cement (PPC) at Dwaalboom.*

*Boundaries of Thabazimbi Municipality include areas such as Thabazimbi, Northam, Leeupoort, Rooiberg, Rooibokraal and Dwaalboom. It is a very peaceful place to live in and malaria free.*

### **BACKGROUND**

*The establishment of the Communication strategy has been mandated by the Constitution of RSA, Act 108 of 1996, Municipal Systems Act of 2000, the Access to Information Act of 2000, Municipal Structures Act of 1998, the National Development Plan for 2030, SONA 2015/16, SOPA 2015/16, SODA 2015/16 and SOMA 2015/16. This will be a tool to improve government communication internally, externally efficiently, and effectively.*

*A successful implementation of the strategy will go a long way towards building public confidence in the municipality, turning around negative public perceptions and mobilize communities to join hands.*

### **Strategy Objectives/ Communication Objectives**

- To educate and inform the community about services and opportunities presented by government in the municipality.
- To promote community participation in all government/municipal programmes
- To ensure access to government and municipality information by communities
- To popularise and promote IDP and LED.
- To enhance communication between the municipality and its stakeholders internally and externally.
- To educate and inform the community about policies and programmes.
- To integrate all Government plans or programmes for dissemination of coherent messages.
- To provide feedback on all government programmes
- To communicate through indigenous languages.

## **ENVIRONMENT ANALYSIS**

- **Political**

There is Political stability in Thabazimbi Municipality. The 2011 Local Government Elections brought about the new political leadership in the Municipality. Thabazimbi Municipality is composed of 12 Wards. Of the 12 wards, 11 ward councilors are from ANC, 1 DA and 1 PR councilors. The Mayor and the Speaker are members of the dominating party. The Mayor, the Speaker, Chief Whip and 1 EXCO member are full time councilors representing the dominating party.

### **Economic**

The economically active populations (EAP) are people who are aged between 15 and 65, and are able and willing to work. Someone who is 14 or 67 is not considered economically active; they are unable to work, legally and practically.

There is a considerable EAP decrease every year.

The female population shows a remarkable increase (2.83%) per annum whilst the male population shows the opposite.

The Mining sector is the greatest employer (7.8% increase average per annum) than all the employment sectors existing within the Municipal area, followed by Agriculture sector.

Electricity, Transport and Finance sectors are the least employers of all formal sectors.

Trade is a dominant sector among all other informal sectors, followed by Construction.

The indication from the above table is that more people especially Blacks, are engaged in unskilled labour jobs (e.g. mining, agriculture & households).

Lack of tertiary education facilities contributes towards the inadequate skills amongst the Black population.

- **Social**

Education plays a pivotal role on community development, providing basic skills for development, creativity and innovative abilities within individuals. Constitution of SA provides that everyone have a right to education but Education profile of Thabazimbi is another area of concern such that approximately 9027 of the population in 2007 comprised of matriculants who can be classified as semi-skilled. Some factors could be drop-outs due to extreme poverty, child headed families, teenage pregnancy etc.

School curriculum should be responsive to economic need. The 9 879 young people within the Thabazimbi Municipality are currently not attending school. Very few people within the Municipal area attends Colleges, Technikons, Universities and adult education Centre.

- **Institutional arrangement**

The Thabazimbi Municipality lack higher educational institutions like universities, Technikons and colleges, however there is technical school at Amandelbult.

The Municipality is still behind in terms of establishment of Thusong Service Centre whereby people can access integrated services closer to them. However, there is some proposal of establishing one in Northam.

- **Legal**

The municipality has legal unit, which advises council, and develop policies and By Laws

which governs the day to day operation of the municipality..

- **Public Mood**

Communities continue to have confidence in the municipality; however, there is still a perception about lack of service delivery and accountability.

- **Media**

Media statements will be released on a weekly basis to build up the image of the Municipality. There are is no community radio in Thabazimbi. The municipality is having Die Kwevoel, Rise-n Shine, Limpopo News and Bushvelder Platinum Weekly as local media. The municipality is also having quarterly newsletter. .

Other media accessible within the municipal boundaries include Thobela FM, Motsweding FM, Sowetan, Daily Sun, The Star, Beeld, Citizen, New Age, Sunday Sun, Sunday World, Sunday Times, Platinum Weekly and City Press.

- **The strategic Emphasis**

**The implementation of the turnaround strategy by the municipality has played an important role in improving communication to the communities.**

- **Communication challenges**

- Insufficient budget allocation.
- Poor integration of government programmes created by parachuting of programmes from National and Provincial Levels of government.
- Areas with limited network coverage.

## **Messages and theme**

### ***National Message***

“Together we move South Africa forward”

### **Provincial theme:**

“Together we move South Africa forward”

### **Local Government (COGHSTA) Theme:**

“Local Government is everybody’s business. Be part of it”

### **District theme.**

“Working together to provide sustainable services”

### **Local theme**

“Working together to provide quality service to the people of Thabazimbi”(On themes please verify with GCIS)

## **Messengers, audience and channel:**

### **Primary Messenger:** The Mayor

The Mayor is the face of the Municipality forwarded by the ruling party to the electorate. As the champion of the manifesto and lead-candidate that sold the ruling party’s vision to the electorate, he is the leader of all councilors that campaigned for the current council. The National Communication Strategy is particular that the Mayor is the principal communicator and all other levels of communicators may do so on his behalf upon his delegation.

### **Secondary Messenger:** Municipal Manager

The Municipal Manager may respond to queries directly to the council, the media and in all PPP platforms as the head of administration.

### **Tertiary Messengers:** Municipal Spokesperson / Head of Communication

Managers (Section 57); Councilors; Community Development Workers and Community Liaison Officers  
This level of communicators may act upon delegation of the primary communicator.

### **Channels and media of communication**

The foundations of a positive image are built within an organization, not outside it. For this reason it is important that the people who work for a particular organization have a positive image of it. Their attitudes, whether positive or negative, will directly or indirectly rub off on those who come into contact with the organization.

***The following are channels and medium of internal communication:***

#### **INTERNALLY**

- Meetings
- Intranet
- Briefings
- Notice boards
- Emails
- Faxes

#### **EXTERNALLY**

The success of the external communication strategy hinges on the acceptance of two important principles, namely that municipality employees work for the residents of Thabazimbi and that the public has a right to know and to be consulted on matters that affect their lives. Residents need to feel their needs, views and concerns are taken seriously by both the municipal management and the elected public representatives.

***The following channels for external communication are identified:***

#### ***Means of communication***

- Meetings
- Community outreach programs
- Newsletter
- Direct mail and e-mail.

- By word of mouth.
- Print and electronic media
- Notice Boards
- Loud hailing
- Radio
- Social Media(facebook, twitter etc)

### **Structures**

LGCFs- HOC supports meetings chaired by the Local Communication Manager.  
Municipal Communicator’s Forum- Meetings are attended bi monthly

### **Processes**

- Upon finalization, the Draft Communication Strategy will be sent to the Management committee for appraisal and endorsement.
- The Strategy will then be sent to the GCIS for assessment and alignment to the National Strategy and Communication Programme.

### **Monitoring and Evaluation**

- Local Government Communicators’ Forum is charged with the following responsibilities: monitoring implementation of the strategy against objectives; development of Communication Plans for all campaigns in the communication programme; continual assessment of the communication environment; analysis of the communication and media analysis; ensuring that messengers keep to approved messages and to provide Management and Council with regular updates on progress and challenges.

The Municipal Manager will sign-off all communication information products, events etc before implementation.

**COMMUNICATION PROGRAM**

<b>ACTIVITY</b>	<b>DATE</b>	<b>OBJECTIVE</b>	<b>OUTCOME</b>	<b>RESPONSIBILITY</b>	<b>REMARKS</b>
<b>JULY 2014</b>					
<b>Land Care event</b>	<b>16 /07/2014 at Haardekoolpan Farm (Baphalane CPA) Koedoeskop</b>	To educate community about Land Care and programmes by the Dept. of Agriculture.	To have well informed community.	<b>Dept. of Agriculture Stakeholders</b>	
<b>JULY 2014 67 minutes of community service</b>	<b>18/07/2014, Northam cleaning campaign and handover of refuse removal truck by Anglo American Union Mine</b>	To do community work in honouring the world greatest icon and international statesman, Nelson Rolihlahla Mandela (May his soul rest in peace)	Participation in Mandela day.	<b>TLM Stakeholders</b>	
<b>AUGUST 2014</b>					
<b>Women Month</b>	<b>To be confirmed.</b>	To celebrate and honour	To have honoured	<b>Office of the Mayor</b>	

<b>Celebration. Build up event for National Women's day celebration</b>		women.	women.	<b>Special Projects Officer NGO/CBO Sector Departments</b>	
<b>Thabazimbi Show</b>	<b>To be confirmed</b>	Mobilize communities to participate and to support municipal programs, to market and attract potential investors for the municipality.	To have more tourist and investors in the municipality.	<b>TLM PED/LED</b>	
<b>SEPTEMBER 2014</b>					
<b>National Parks week</b>	<b>8-12 September 2014.</b>	To encourage local community to visit parks.	To promote nature conservation.	<b>Marakele National Parks</b>	
<b>LGCF Meeting</b>	<b>To be confirmed.</b>	To discuss communications plan and development.	To monitor and report on communication plans.	<b>All LGCF members</b>	
<b>OCTOBER 2014</b>					
<b>Public Participation Programme</b>	<b>To be confirmed</b>	To broadly consult communities on service delivery.	Communities will be informed of the programmes and plans of the municipality.	<b>Office of the Mayor All Sector Departments</b>	

<b>Pre-exams well wishes and messages</b>	<b>To be confirmed</b>	To motivate learners during their exams period.	To have improved and quality results.	<b>Office of the Mayor Dept. of Education</b>	
<b>NOVEMBER 2014</b>					
<b>LGCF Meeting</b>	<b>To be confirmed</b>	To discuss communications plan and development.	To monitor and report on communication plans.	<b>All LGCF members</b>	
<b>16 Days of activism</b> • <b>Popularising the core messages through water bills, website, local newspapers and newsletter.</b>	<b>25-10/12/2014</b>	To mobilize communities to act against abuse of women and children.	To have more informed community.	<b>All sector departments SPO</b>	
<b>World Aids Day Build-ups.</b>	<b>To be confirmed</b>	To keep public informed about the policies and programs of government through bi-lateral with stakeholders as well as registering community views for government attention.	To have educated and informed community as far as this pandemic is concerned.	<b>All sector departments</b>	

**DECEMBER 2014**

<b>Children's Day</b>	<b>To be confirmed</b>	To educate the community about their rights especially children. Celebrate children's day with vulnerable and orphans.	To have well informed and educated children.	<b>Office of the Mayor Special Projects Officer All sector departments NGOs</b>	
<b>International Day for the Disabled</b>	<b>To be confirmed</b>	We care and what government has done and plans to do with challenges facing them.	To have educated and informed community as far as government programme is concerned.	<b>All sector departments SPO</b>	
<b>Festive Season message</b>	<b>12/12/2014</b>	To wish all municipal residents good and safe festive holidays.	To ensure that all have an accident free holidays.	<b>Office of the Mayor</b>	

**JANUARY 2015**

<b>Back to school campaign.</b>	<b>To be confirmed</b>	To motivate poor and underperforming schools and congratulate the best performing schools within the municipality.	To have an improved and increase number of performing schools.	<b>Office of the Mayor Dept. of Education</b>	
<b>LGCF Meeting</b>	<b>To be confirmed</b>	To discuss communications plan and development.	To monitor and report on communication plans.	<b>All LGCF members</b>	

**FEBRUARY 2015**

<b>SONA</b>	<b>To be confirmed</b>	To informed community about the programme of government.	Communities will be informed of the programmes and plans of the government.	<b>GCIS</b>	
<b>SOPA</b>	<b>To be confirmed</b>	To informed community about the programme of government-in the Province.	Communities will be informed of the programmes and plans of the Province.	<b>Limpopo Legislature Office of the Mayor</b>	

**MARCH 2015**

<b>LGCF Meeting</b>	<b>To be confirmed</b>	To discuss communications plan and development.	To monitor and report on communication plans.	<b>All LGCF members</b>	
<b>Human Rights Day</b>	<b>To be confirmed.</b>	To educate and inform residents of opportunities available as well as their constitutional rights and obligations.	To have more informed community.	<b>All Sector Departments</b>	

**APRIL 2015**

<b>Thabazimbi Game and Tourism Expo</b>	<b>To be confirmed.</b>	Mobilize communities to participate and to support municipal programs, to market and attract potential investors for the municipality.	To have more tourist and investors in the municipality.	<b>Office of the Mayor TLM PED All Sector Departments</b>	
<b>Public Participation Programme</b>	<b>To be confirmed</b>	To broadly consult communities on service delivery.	Communities will be informed of the programmes and plans of the municipality.	<b>Office of the Mayor All Sector Departments</b>	
<b>IDP Rep Forum</b>	<b>To be confirmed</b>	To inform communities about municipal programmes.	To have increase participation in all municipal programmes.	<b>Office of the Mayor All Sector Departments</b>	

**MAY 2015**

<b>LGCF Meeting</b>	<b>To be confirmed</b>	To discuss communications plan and development.	To monitor and report on communication plans.	<b>All LGCF members</b>	
<b>SOMA</b>	<b>To be confirmed</b>	To informed community about the programme of the municipality.	Communities will be informed of the programmes and plans of the Municipality.	<b>Office of the Mayor</b>	

**JUNE 2015**

<b>Youth Month Thabazimbi Youth Information Session.</b>	<b>To be confirmed</b>	To educate and inform the community especially youth about policies and programmes of government.	To have informed youth.	<b>Office of the Mayor Special Projects Officer All stakeholders</b>	
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**Additional notes**

Most if not all these proposed, activities will be supported by a media plan, giving publicity to these events. We will recommend that the **Mayor** be the **Principal Spokesperson** and that other **Councilors** and **Managers** do so if duly mandated by the **Mayor** and briefed by the **Communications Manager**.

It is also important that regular meetings with staff takes place in the various sections as well as general meetings to be addressed by the Municipal Manager and the Mayor. A schedule of meetings will also need to be drawn to have regular consultation with identified key stakeholders.

**ABBREVIATIONS**

- CDW** : Community Development Worker
- CoGHSTA** : Department of Cooperative Governance, Human Settlements and Traditional Affairs
- DOA** : Department of Agriculture
- DoE** : Department of Education
- DCS** : Department of Correctional Services
- LEDET** : Department of Economic Development, Environment and Tourism
- DoH&SoD** : Department of Health and Social Department
- DoL** : Department of Labour
- DoJ&CD** : Department of Justice and Constitutional Affairs
- GCIS** : Government Communications and Information System
- IDP** : Integrated Development Plan

**LGCF** : Local Government Communicator's Forum  
**TLM** : Thabazimbi Local Municipality  
**MRM** : Moral Regeneration Movement  
**PED** : Planning and Economic Development  
**SASSA** : South African Social Security Agency  
**SAPS** : South African Police Services  
**SONA** : State of the Nation Address  
**SOPA** : State of the Province Address  
**SOMA** : State of the Municipality Address  
**DPW** : Department of Public Works