



THABAZIMBI LOCAL MUNICIPALITY

“Together we move South Africa forward”

COMMUNICATION AND PUBLIC PARTICIPATION STRATEGY

2016 - 2021

*A five year communication and public participation roadmap
for Thabazimbi Local Municipality*

*with
Programme of
Action*

TABLE OF CONTENTS

1. INTRODUCTION	3
2. BACKGROUND	3
3. STRATEGY OBJECTIVES	4
4. ENVIRONMENTAL ANALYSIS	5
5. CHALLENGES	5
6. MESSAGES AND THEME	5
7. MESSENGERS, AUDIENCE AND CHANNEL	6
8. PHASED COMMUNICATION APPROACH	6
9. IMPLEMENTATION OF STRATEGY	7
10. STRUCTURES AND PROCESSES	7
10.1 STRUCTURES	7
10.2 PROCESSES	8
10.2.1 ACTION PLAN:	8 - 20
11. PROGRAM OF ACTION JULY 2016- JUNE 2017	21 - 25
12. MONITORING AND EVALUATION	25

1. INTRODUCTION

Thabazimbi municipality is located in the South-western part of Limpopo Province, situated in Waterberg District. The municipality shares borders with North West and the Republic of 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 .It includes Thabazimbi, Northam, Leeupoort, Rooiberg, Rooibokraal and Dwaalboom rural towns. It is a very peaceful place to live in and malaria free. The game lodges scattered around the area helps to promote the issue of environmental sustainability.

Mining operations in Thabazimbi started in the 1930's when iron and steel were discovered in the area. Thabazimbi was proclaimed as a town in 1953. Iscor Steelworks used to draw much of their raw materials from Thabazimbi Kumba Resources until the mine was closed in 2016. Apart from Iron Ore, Thabazimbi Municipality is surrounded by Platinum producing mines such as Northam Platinum Mine (Zondereinde), Anglo American Mine (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 and Mamba Cement Mine at Koedoeskop, Chronimet mine(Skilpadnest).

2. BACKGROUND

Since 1994 the government has put in place policies and legislative frameworks that seek to promote participatory in governance. This communication and public participation strategy is informed by the following legislative framework:

- Constitution of the Republic of South Africa Act, 1996 (Act 108 of 1996).
- Copyright Act, 1978 (Act No 98 of 1978).
- Electronic Communications and Transactions Act, 2002 (Act No 25 of 2002).
- Electronic Communications Act, 2005 (Act No 36 of 2005).
- Government Communicators Handbook 2014/17.
- Limpopo Province Language Policy 2011.
- Media Development and Diversity Agency Act (Act No. 14 of 2002).
- Minimum Information Security Standards (MISS).
- Municipal Finance Management Act – 2003
- Municipal Property Rates Act, 2004
- Municipal Systems Act No. 7 of 2011 as amended.

- Municipal Structures Act No 1 of 2003 as amended.
- National Development Plan :Vision 2030
- National Policy Framework for Public Participation ,2007
- Promotion of Access to Information Act ,2000
- Protection of Disclosure Act,(Act No 26 2000)
- Public Finance Management Act, 1999 (Act No 2 of 1999).
- Spatial and Land Use Management Act (Act No 16 of 2013).
- The White Paper on Local Government, 1998
- Promotion of Administrative Justice Act, 2000 (Act No 3 of 2000)
- White Paper on Transforming Public Service Delivery, 1997

The strategy will be implemented based on the 9 point plan:

1. Resolving the energy challenge
2. Revitalising agriculture and the agro-processing value chain
3. Advancing beneficiation or adding value to the mineral wealth
4. More effective implementation of a higher impact Industrial Action Policy Action Plan (IPAP)
5. Encouraging private-sector investment
6. Moderating workplace conflict
7. Unlocking the potential of SMMEs, cooperatives, townships and rural enterprises
8. State reform and boosting the role of state-owned companies, information and communications technology infrastructure or broadband roll-out, water, sanitation and transport infrastructure
9. Operation Phakisa, which is aimed at growing the ocean economy and other sectors.

3. STRATEGY OBJECTIVES

- To profile Thabazimbi Local Municipality and its projects.
- To educate and inform the community in local languages about services and opportunities presented by municipal / government programme.
- To promote community participation in all municipal / government programme.
- To ensure access to government and municipal information by communities.
- To enhance communication between the municipality and its stakeholders internally and externally.
- To integrate all public and private stakeholders plans or programmes for dissemination of coherent messages.
- To provide feedback on all government programmes.
- To promote public confidence, interest, build and secure partnerships and enhance the municipal image.
- Strengthen relationship with the media.

- To enhance Communication Platforms.

4. ENVIRONMENTAL ANALYSIS

There is Political stability in Thabazimbi Local Municipality. The 2016 Local Government Elections brought about the new political leadership in the Municipality. Thabazimbi Local Municipality is composed of 12 wards. Of the 12 wards, 8 ward councillors are from ANC, 2 DA and 2 EFF and 11 PR councillors. As a result of coalition by both DA, EFF, TRA and FF Plus, decision was taken to forward the Mayor who happens to be a member of TRA and the Speaker and Chief Whip from DA respectively. Currently the municipality is under Administration Section 139(1) b.

The economically active populations (EAP) are people who are aged between 18 and 65, and are able and willing to work (STATS, SA). Unemployment rate is at 20%.

Economically, Thabazimbi Municipality relies on Mining, Agriculture and Tourism.

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

There are no community radio in Thabazimbi. The municipality is having Die Kwevoel online and Bushvelder Platinum Weekly as local media. 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, and City Press.

5. CHALLENGES

- Poor integration of government programmes from National and Provincial Levels.
- Insufficient budget allocation and human resources.
- Inadequate communication platforms, e.g. poor network coverage.
- Poor relationship between ward committees, ward councillors and community development workers.
- Lack of adequate feedback to communities.
- Lack of proper branding of municipal offices.
- Municipality offices scattered in town.

6. MESSAGES AND THEME

CORE MESSAGES

“Together we move South Africa forward”

SUB THEMES

“Working together to provide quality service to the people of Thabazimbi”

7. MESSENGERS, AUDIENCE AND CHANNELS AND OUTCOMES

MESSENGERS	AUDIENCES	CHANNELS
<p>7.1 Primary messengers</p> <ul style="list-style-type: none"> • Mayor <p>7.2 Secondary messengers:</p> <ul style="list-style-type: none"> • Councillors • Municipal Managers • Head of Communication • Managers (Section 57) • Community Development Workers • Community Liaison Officers 	<p>Audience targeted:</p> <ul style="list-style-type: none"> • General Public • Stakeholders • Employees 	<p>Channels used:</p> <ul style="list-style-type: none"> • Outreach programmes • Publications • Mass Media • Social media • Forums and Committees • Meetings and Workshops • Website • Noticeboards

8. PHASED COMMUNICATION APPROACH

The Five Year Communication Programme will annually follow the Government Communication Cycle. The five year plan shall start in July 2016 and end in June 2021 in line with the following monthly themes : **July** –*Moral regeneration month*; **August** - *National Women’s month* ; **September**- *Heritage and Tourism Month*; **October** - *Transport and Social Development Month*; **November** *National Awareness on violence against women and children month*; **December** *National reconciliation month*; **January** *Back to School Month*; **February** *Safety and Security Month* ; **March** *Human Rights Month*; **April** - *Freedom month*; **May** - *Workers’ month*; and end with **June** - *National Youth ’ month*; This process will repeat itself annually. Implementation of the strategy shall follow the phased approach:

TASK	COMMUNICATION ACTION	RESPONSIBILITY	TIMEFRAME
PHASE 1	Development of Communication and Public Participation strategy and action plan	Communication and Public Participation units and internal and external departments	May 2016

PHASE 2	Adoption and approval of the strategy by the council	Communication and Public Participation units and internal and external departments	June 2016
PHASE 3	Monitoring and implementation of the strategy	Communication and Public Participation units and internal and external departments	July 2016 – June 2021
PHASE 4	Review of the strategy and action plan	Communication and Public Participation units and internal and external departments	May – June 2017

9. Implementation of the strategy shall encompass these activities:

POWERS AND FUNCTIONS PER DEPARTMENT	RESPONSIBILITY
Integrated Development Planning for the municipality as a whole.	Municipal Manager's Office
Refuse removal, refuse dumps and solid waste; Cemeteries and crematoria; Firefighting services and disaster management; and Air pollution	Social and Community Services
Municipal roads which form an integral part of road transport system for the district area as a whole; Bulk water supply and Bulk supply of electricity	Infrastructure and Development
Building control, town planning and local economic development.	Planning & Economic Development
Revenue management and billing, debt collection, financial reporting and expenditure management.	Finance Department
Human resources management, fleet management, information technology, administration and council and legal services.	Corporate Services

10. STRUCTURES AND PROCESSES

10.1 STRUCTURES

The following structures and processes shall prevail:

Communication and Public Participation units should revive Local Communication Forum consisting of all sector departments and stakeholders.

Ward Committee Forum inclusive CDWS chaired by the Speaker

10.2 PROCESSES

Communication and public participation activities shall be in line with the IDP process as follows:

10.2.1 ACTION PLAN: TIME FRAME AND RESOURCES/FOR ALL THE PHASES




Thabazimbi Municipality		Waterberg District Municipality		CoGHSTA				OTP							
FIRST QUARTER ACTION PLAN		JULY, AUGUST, SEPTEMBER 2016)													
IDP	PHASE O: PREPARATION	RES	KEY DEADLINE	JULY				AUGUST				SEPTEMBER			
	Planning Activities 0/1- 0/14			1	2	3	4	1	2	3	4	1	2	3	4
	0/1 Preparation of IDP/Budget/PMS Process Pan.	Divisional Head IDP, Divisional Head Budget and Treasury & Divisional Head PMS	1 st -4 th week July 15												
	0/2 TLM 1 st and 2 nd Management Meeting.	All Managers, All Divisional Heads, Chief Internal Auditor, PMS Co-ordinator, Communication Officer	1 st & 4 th week July 15												
	0/3 TLM 1 st MPAC Meeting.	MPAC Committee	2 nd week July 15												
	0/4 WDM 1 st IDP/PMS Management Committee Meeting on Draft Framework/Process plan.	Divisional Head IDP & WDM	1 st -4 th week July 15												
	0/5 TLM 1 st EXCO Meeting.	EXCO	4 th week July 15												
	0/6WDM 1 st Rep Forum on Framework.	Divisional Head IDP, PMT, EXCO & WDM	4 th week Aug 15												
	0/7 Notice to the public of the adoption of Process Plan.	Divisional Head IDP	3 rd -4 th week Sept 15												
	0/8 TLM 2 nd IDP/Budget Steering	All Managers, All	4 th week Oct 15												

Conclude initial consultation and review, establish direction and policy, confirm priorities, identify other financial and non-financial budget parameters including government allocations to determine revenue envelope, and financial outlook to identify need to review fiscal strategies.	AO,MM	4 th week of Sept 14														
Implement budget and IDP time schedule of key deadlines	AO, MM	4 th week of Sept 14														

Critical Notes: National and Provincial Departments prepare Adjustment Estimates - September 2015

	Thabazimbi Municipality		Waterberg District Municipality		CoGHSTA		OTP
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TABLE 6: SECOND QUARTER ACTION PLAN (OCTOBER, NOVEMBER, DECEMBER 2016)

IDP	PHASE 2: STRATEGY Planning Activities 2/1- 2/15	RES	KEY DEADLINE	OCTOBER				NOVEMBER				DECEMBER			
				1	2	3	4	1	2	3	4	1	2	3	4
	2/1 TLM 4 th Management Meeting	All Managers, All Divisional Heads, Chief Internal Auditor, PMS Co-ordinator, Communication Officer	1 st & 4 th week Oct 15												
	2/2 WDM 2 nd IDP/PMS	Divisional Head IDP	2 nd week Oct 15												

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	ACTIVITY	RES	KEY DEADLINE	OCTOBER				NOVEMBER				DECEMBER			
PMS	Compile assessment of municipality's performance against performance objectives for revenue and votes: Quarterly assessment of IDP Implementation for 2014/15.	MM, PMS Coordinator	2 nd week of Oct 14												
	1 st quarterly PMS Audit Report to MM and Audit Committee.	Divisional Head PMS	3 rd week of Oct 14												
	Draft Annual Report.	Divisional Head PMS, MM	1 st week of Nov 14												
	Council approve Annual Performance Report.	MM, Divisional Head PMS	4 th week of Nov 14												
	Community input into 2015/16 Annual Report.	MM, Divisional Head PMS	2 nd week of Dec 14												
BGT	Commence preparation of departmental operational plans and SDBIP aligned to strategic priorities in IDP and inputs from other stakeholders including government and bulk service providers and (NER).	AO,MM	1 st week of Oct 14												
	Conclude first budget draft & policies for initial council resolution.	AO, MM	4 th week of Oct 14												
	Commence community and stakeholder consultation process, review inputs, financial models, assess impacts on tariffs and charges and consider funding decisions including borrowing. Adjust estimates based on plans and resources. Further council and management discussion and debate.	AO,MM	1 st week of Nov 14												

Finalise inputs from bulk resource providers and (NER) and agree on proposed price increases.	AO,MM	1 st week of Dec 14												
Review whether all bulk resource providers have lodged a request with National Treasury & SALGA seeking comments on proposed price increases of bulk purchases.	AO,MM	1 st week of Dec 14												
Finalise first draft of departmental operational plans and SDBIP for review against strategic priorities.	AO, MM	1 st week of Dec 14												

Critical Notes: National and Provincial Departments finalizes MTEF's

	Thabazimbi Local Municipality		Waterberg District Municipality		CoGHSTA		OTF
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TABLE 7: THIRD QUARTER ACTION PLAN (JANUARY, FEBRUARY, MARCH 2017)

IDP	PHASE 3: PROJECT Planning Activities 3/1- 3/18	RES	KEY DEADLINE	JANUARY				FEBRUARY				MARCH			
				1	2	3	4	1	2	3	4	1	2	3	4
	3/1 TLM 6 th Management Meeting.	All Managers, All Divisional Heads, Chief Internal Auditor, PMS Co-ordinator, Communication Officer	4 th week Jan 16												
	3/2 TLM Strategic Planning Session	EXCO, Officials, Stakeholders	4 th week Jan 16												
	3/3 TLM 6 th MPAC Meeting.	MPAC Committee	2 nd week Jan 16												
	3/4 WDM Strategic Planning Forum.	WDM, TBZ Managers, EXCO, Div. Head IDP, Stakeholders	4 th week Feb 16												
	3/5 WDM 3 rd Monitoring &	Div. Head IDP, PMT,	3 rd week Jan 16												

	ACTIVITY	RES	KEY DEADLINE	JANUARY	FEBRUARY	MARCH
PMS	2 nd Quarterly review of PMS action Steps	MM, Divisional Head PMS	2 nd week of Jan 15			
	2 nd Quarterly PMS Audit Report to MM and Audit Committee.	Divisional Head PMS	2 nd week of Jan 15			
	Mid – Year Performance Report.	MM				
	Submit Annual Report to AG, Provincial Treasury and CoGHSTA.	MM	1 st week of Feb 15			
	Develop Draft 2015/16 SDBIP.	MM, Divisional Head PMS	2 nd week of Feb 15			
	Submit the Draft SDBIP to Council.	MM, PMS Coordinator	3 rd week of March 15			
	Consolidation of expenditure forecasts on the IDP.	Divisional Head PMS	3 rd week of March 15			
BGT	Submission of all outstanding 2014/15 personnel budget figures.	Management Team	1 st week of Jan 15			
	Compilation of 2014/15 Adjustment Budget Template.	CFO	4 th week of Jan 15			
	Review of Budget related policies.	CFO	2 nd week of Feb 15			
	Submission of all outstanding operating 2014/15 Adjustment Budget figures.	Management Team	2 nd week of Feb 15			
	Completion of 2014/15 Adjustment Budget.	CFO	1 st week of Jan 15			
	Submission of final 2015/16 IDP projects to CFO.	Divisional Head IDP	2 nd week of Feb 15			
	Completion of 2015/16 Operating Expenditure Budget.	CFO	3 rd week of Feb15			

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Thabazimbi Local Municipality



Waterberg District Municipality



CoGHSTA



OTP

TABLE 8: FOURTH QUARTER ACTION PLAN (APRIL, MAY, JUNE 2017)

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Committee meeting on Analysis.	Divisional Heads, EXCO, PMT														
4/4 Notice to the public of the Public Participation Programme.	Divisional Head IDP	2 nd week April 16													
4/5 TLM 2 nd Council Consultation Meeting on Public Participation.	All Councillors, Ward Committees & CDWs	2 nd week April 16													
4/6 TLM 2 nd Round of Public Participation.	All Wards, Councillors, Officials	2 nd –4 th week April 2016													
4/7 Public comments invited for the Draft IDP/Budget for 21 days.	Divisional Head IDP & MM	1 st -4 th week April 16													
PHASE 5: APPROVAL Planning Activities 5/1-5/11	RES	KEY DEADLINE	1	2	3	4	1	2	3	4	1	2	3	4	
5/1 TLM 10 th EXCO Meeting.	EXCO	4 th week April 16													
5/2 TLM 4 th Rep Forum on the final IDP and Budget documents for 2016/17.	Stakeholders	3 rd week May 16													
5/3 WDM 4 th Rep Forum.	Divisional Head IDP, PMT, EXCO & WDM	4 th week May 16													
5/4 TLM 4 th Council Meeting on Approval and adoption of Final IDP 2016/17.	Council	4 th week May 16													
5/5 WDM 4 th IDP/PMS Management Committee Meeting.	Divisional Head IDP & WDM	1 st week June 16													
5/6 TLM 9 th Management Meeting.	All Managers, All Divisional Heads, Chief Internal Auditor, PMS Co-ordinator, Communication Officer	1 st week June 16													
5/7 TLM 9 th MPAC Meeting.	MPAC Committee	4 th week May 16													
5/8 TLM 10 th MPAC Meeting.	MPAC Committee	2 nd week June 16													
5/9 TLM 9 th EXCO Meeting.	EXCO	4 th week June 15													
5/10 Submission of adopted IDP for 2016/17 within 10 days of	Divisional Head. IDP,	2 nd week June 16													

	approval.																	
	5/11 Notice to the Public of approval of Final IDP 2016/17 within 14 days of adoption.	Divisional Head Admin and Council Support	1 st week June 16															

	ACTIVITY	RES	KEY DEADLINE	APRIL				MAY				JUNE			
	3 rd quarterly review of PMS action Steps (Quarterly meeting of Audit Committee).	MM / Divisional Head PMS	2 nd week of April 15												
	3 rd quarter PMS Audit Report to MM and Audit Committee.	Divisional Head PMS	3 rd week of April 15												
	Community input into Organisational KPI's and Targets.	Divisional Head PMS/ MM/ IDP Manager	1 st week of April 15												
	Approved SDBIP publicised for information and monitoring purposes.	MM													

BGT	Implement changes to 2015/16 Tabled Budget from community participation process.	CFO	1 st week of May 15													
	Submission 2015/16 Final Budget to the Mayor.	CFO	1 st week of May15													
	2015/16 IDP/Budget adopted by Council	Council	2 nd week of May 15													
	Approve SDBIP.	Mayor	4 th week of June 15													
	Submit approved budget to the provincial and national treasuries	AO, MM	4 th week of June 15													

Critical Notes: Municipal Budget Finalised - April 2016
Finalize IDP Implementation Plan - May 2016

11. PROGRAM OF ACTION JULY 2016- JUNE 2017

MONTH	ACTIVITY	DATE	OBJECTIVE	OUTCOME	RESPONSIBILITY	REMARKS
JULY 2016	Mandela Day 67 minutes of community service.	18/07/2016	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.	All Stakeholders	JULY
	Women Month Celebration. Build up event for National Women's day celebration.	To be confirmed.	To celebrate and honour women.	To have honoured women.	Office of the Mayor, Manager in the Office of the Mayor, Special Projects Officer NGO/CBO Sector Departments	
SEPTEMBER 2016						
	Heritage Day	To be confirmed.	To encourage local community to participate in heritage.	To promote cultural diversity.	Manager in the Office of the MM	
	By Law Public	To be confirmed.	To broadly consult communities on service delivery.		Div Head Legal	

OCTOBER 2016	Participation					
	Public Participation Programme.	To be confirmed	To broadly consult communities on service delivery.	Communities will be informed of the programmes and plans of the municipality.	Office of the Mayor; IDP office	
	Pre-exams well wishes and messages.	To be confirmed	To motivate learners during their exams period.	To have improved and quality results.	Office of the Mayor	
NOVEMBER 2016						
	16 Days of activism Popularising the core messages through water bills, website, local newspapers and newsletter.	25/11/2016	To mobilize communities to act against abuse of women and children.	To have more informed community.	All sector departments Office of the Mayor, Manager in the Office of the Mayor SPO	
DECEMBER 2016	World Aids Day Build-ups.	01/12/2016	To keep public informed about the policies and programs of government through bi-lateral	To have educated and informed	Office of the Mayor; Manager in the Office of the Mayor	

			with stakeholders as well as registering community views for government attention.	community as far as this pandemic is concerned.	SPO HIV/AIDS and Disability Coordinator	
	Children's Day.	To be confirmed	To educate the community about their rights especially children. Celebrate children's day with vulnerable and orphans.	To have well informed and educated children.	Office of the Mayor; Manager in the Office of the Mayor Special Projects Officer	
	International Day for the Disabled.	To be confirmed	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.	Office of the Mayor; Manager in the Office of the Mayor Special Projects Officer	
	Festive Season message.	12/12/2016	To wish all municipal residents good and safe festive holidays.	To ensure that all have an accident free holidays.	Office of the Mayor	
JANUARY 2017	Back to school campaign.	To be confirmed	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.	Office of the Mayor	
FEBRUARY 2017	SONA	To be confirmed	To informed community about the programme of government.	Communities will be	GCIS	

				informed of the programmes and plans of the government.		
	SOPA	To be confirmed	To informed community about the programme of government-in the Province.	Communities will be informed of the programmes and plans of the Province.	Limpopo Legislature Office of the Mayor	
MARCH 2017						
	Human Rights Day.	To be confirmed.	To educate and inform residents of opportunities available as well as their constitutional rights and obligations.	To have more informed community.	All Sector Departments	
APRIL 2017						
	Public Participation Programme.	To be confirmed	To broadly consult communities on service delivery.	Communities will be informed of the programmes and plans of the municipality.	Office of the Mayor; IDP office	
	IDP Rep	To be	To inform communities about	To have	Office of the Mayor	

	Forum	confirmed	municipal programmes.	increase participation in all municipal programmes.	All Sector Departments	
MAY 2017	SOMA	To be confirmed	To informed community about the programme of the municipality.	Communities will be informed of the programmes and plans of the Municipality.	Office of the Mayor	
JUNE 2017	Youth Month Thabazimbi Youth Information Session.	To be confirmed	To educate and inform the community especially youth about policies and programmes of government.	To have informed youth.	Office of the Mayor; Manager in the Office of the Mayor Special Projects Officer	

12. MONITORING AND EVALUATION

Monitoring and evaluation of communication programmes shall be conducted through municipal performance management system. Communication and Public Participation units play an oversight role on all communication activities. Relevant Structures such as Local Communication Forum will monitor the implementation of the strategy.

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