

THABAZIMBI LOCAL MUNICIPALITY



DRAFT COMMUNICATION STRATEGY 2015/16

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. There is FET build in Thabazimbi.

- **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

ACTIVITY	DATE	OBJECTIVE	OUTCOME	RESPONSIBILITY	REMARKS
JULY 2015					
Mandela Day 2015 67 minutes of community service	15/07/2015, Cleaning campaigns as contributions to Mandela Day at Thabazimbi hospital.	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.	Dept. of Correctional Services All Stakeholders	
AUGUST 2015					
National Breast Feeding Week	1-7 August 2015.	To educate community on health issues.	To have informed and caring community.	Dept of Health Thabazimbi hospital	
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 Special Projects Officer NGO/CBO Sector Departments	
Thabazimbi Show	To be confirmed	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.	TLM PED/LED	

SEPTEMBER 2015					
Rabies Awareness and Vaccination	1-30/09/2015	To educate and inform community on animals and crop related issues.	To have informed and knowledgeable community.	Dept. of Agriculture	
Back Week	2-6/09/2015	To educate community on health issues.	To have informed and caring community	Dept of Health Thabazimbi hospital	
Pharmacy Week	1-8/09/2015	To educate community on health issues.	To have informed and caring community	Dept of Health Thabazimbi hospital	
National Parks week	To be confirmed	To encourage local community to visit parks.	To promote nature conservation.	Marakele National Parks	
World Oral Health Day	12/09/2015	To educate community on health issues.	To have informed and caring community	Dept of Health Thabazimbi hospital	
Animal Production Information Day	16/09/2015	To educate and inform community on animals and crop related issues.	To have informed and knowledgeable community.	Dept. of Agriculture	
Retina Week	21-27/09/2015	To educate community on health issues.	To have informed and caring community	Dept of Health Thabazimbi hospital	
Information Day	22/07/2015	To educate and inform community on animals and crop related issues	To have informed and knowledgeable community.	Dept. of Agriculture	
Stroke Week	23/09-03/10/2015	To educate community on health issues.	To have informed and caring community	Dept of Health Thabazimbi hospital	
Corrections Week Cleaning Campaign	27/09/2015 at Thabazimbi hospital	To have clean environment.	Clean environment	Dept. of Correctional Services All Stakeholders	

LGCF Meeting	To be confirmed.	To discuss communications plan and development.	To monitor and report on communication plans.	All LGCF members	
OCTOBER 2015					
National Nutrition Week	9-15/10/2015	To educate community on health issues.	To have informed and caring community	Dept of Health Thabazimbi hospital	
Information Day	14/10/2015	To educate and inform community on animals and crop related issues.	To have informed and knowledgeable community.	Dept. of Agriculture	
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 All Sector Departments	
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 Dept. of Education	

NOVEMBER 2015

LGCF Meeting	To be confirmed	To discuss communications plan and development.	To monitor and report on communication plans.	All LGCF members	
Diabetes Day	14/11/2015	To educate community on health issues.	To have informed and caring community	Dept of Health Thabazimbi hospital	
16 Days of activism • Popularising the core messages through water bills, website, local newspapers and newsletter.	25-10/12/2015	To mobilize communities to act against abuse of women and children.	To have more informed community.	All sector departments SPO	
Animal Production Farmers Day	26/11/2015	To educate and inform community on animals and crop related issues.	To have informed and knowledgeable community.	Dept. of Agriculture	

DECEMBER 2015

World Aids Day Build-ups.	01/12/2015	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.	Dept of Health Thabazimbi hospital All sector departments	
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 Special Projects Officer All sector departments NGOs	
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.	All sector departments SPO	
Festive Season message	12/12/2015	To wish all municipal residents good and safe festive holidays.	To ensure that all have an accident free holidays.	Office of the Mayor	

JANUARY 2016

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 Dept. of Education	
LGCF Meeting	To be confirmed	To discuss communications plan and development.	To monitor and report on communication plans.	All LGCF members	

FEBRUARY 2016

SONA	To be confirmed	To informed community about the programme of government.	Communities will be informed of the programmes and plans of the government.	GCIS	
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	
Feedback Session with Farmers and Planning year ahead.	25/02/2015	To give feedback on all plans and programmes implemented and to plan ahead.	To have informed and knowledgeable community.	Dept. of Agriculture	

MARCH 2016

LGCF Meeting	To be confirmed	To discuss communications plan and development.	To monitor and report on communication plans.	All LGCF members	
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 2016

Thabazimbi Game and Tourism Expo	To be confirmed.	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.	Office of the Mayor TLM PED All Sector Departments	
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 All Sector Departments	
IDP Rep Forum	To be confirmed	To inform communities about municipal programmes.	To have increase participation in all municipal programmes.	Office of the Mayor All Sector Departments	

MAY 2016					
LGCF Meeting	To be confirmed	To discuss communications plan and development.	To monitor and report on communication plans.	All LGCF members	
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 2016					
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 Special Projects Officer All stakeholders	

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