



THABAZIMBI LOCAL MUNICIPALITY

DRAFT INTERNAL COMMUNICATION STRATEGY

2016 - 2017

An internal communication roadmap for Thabazimbi Local Municipality

with Action Plan

“Together we move South Africa forward”

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1. INTRODUCTION

Thabazimbi Municipality is located in the South-western part of Limpopo Province, situated in Waterberg District. 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 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 and shares borders with North West and the Republic of Botswana. It has Marakele National park, which is a subsidiary of National Parks board. The municipality currently constitutes of 355 staff components reporting in 6 directorates located in 6 scattered buildings. There are 3 satellite offices which are located in Northam, Rooiberg and Leeupoort.

2. BACKGROUND

The development of the Internal Communication strategy has been mandated by the Communication and Public Participation strategy, 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 2016/17, SOPA 2016/17, SODA 2016/17 and SOMA 2016/17. This will be a tool to improve Thabazimbi Municipality internal communication to be efficient and effective in delivering messages to the internal audience.

The strategy also takes cue from the Thabazimbi Municipality Integrated Development plan 2016/17(IDP). A successful implementation of the strategy will go a long way towards building internal public confidence in the municipality, turning around negative public perceptions and mobilize communities to join hands.

This internal communication 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

3. OBJECTIVES

- To educate and inform the services and programmes rendered by other sections
- To manage the flow of information internally within the municipality.
- To disseminate internal communiqués effectively and timeously.
- To centralize communication messages.
- To educate and inform the internal publics about services and opportunities presented by government in the municipality.
- To share internal information amongst staff members and different units/programs
- To develop municipal officials to be ambassadors of the municipality.
- To enhance communication between the municipality and its stakeholders internally and externally.
- To integrate all municipal plans or programs for dissemination of coherent messages.
- To provide feedback on all municipal programs.
- To communicate through indigenous languages.

4. ENVIRONMENT ANALYSIS

There is Political stability in Thabazimbi Local Municipality. The 2016 Local Government Elections brought about the new political leadership in the Municipality. Thabazimbi Municipality is composed of 12 wards and 23 councillors.

The economically active populations (EAP) are people who are aged between 21 and 65, and are able and willing to work.

The Municipality has the Local Labour Forum consisting of SAMWU, IMATU, Management and Councillors. The union in majority is SAMWU. There is a stable relationship between the unions and management. In terms of equity, female members are in minority, while male members are in majority across all levels.

Over the last two years, municipality experienced a high labour turnover due to lower wages, lack of accommodation as well as a high cost of living. The majority of workers are low earners (general workers). The staff component consists of skilled workers and a high number of unskilled workers.

The municipality has a legal unit, which advises council, and develop policies and By Laws which governs the day to day operation of the municipality. The internal staff component has confidence in the municipality and they are with good perception and willingness to deliver services and are punctual in signing attendance registers.

Thabazimbi Municipality administratively has got Section 57 managers who report directly to the Municipal Managers. Divisional Heads report to Section 57 managers. Manager Corporate Services facilitates internal staff public participation process upon approval of the Municipal Manager.

The Communication Unit provides a platform for communication between employees and management and take part in all internal strategic meetings/ forums/committees of the municipality. The Head of Communications sit and observe in all municipal strategic meetings management/ committees/ forums and portfolios). The staff component has got access to local newspapers and messages through emails and notice boards.

5. CHALLENGES

- Poor integration of inter departmental programmes within the municipality.
- Areas with limited network coverage.
- Inadequate budget for internal communication activities including branding, signage, internal communication tools and channels.
- Uncoordinated internal communication platforms.

6. MESSAGES AND THEME

CORE MESSAGES

“Together we move South Africa forward”

SUB THEMES

“Working together to provide sustainable services”

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

7. MESSENGERS, AUDIENCE AND CHANNEL:

MESSENGERS, AUDIENCES, CHANNELS AND OUTCOMES

MESSENGERS	AUDIENCES	CHANNELS	COMMUNICATION OUTCOME
<p>6.1 Primary messengers</p> <ul style="list-style-type: none"> • Mayors <p>6.2 Secondary messengers:</p> <ul style="list-style-type: none"> • Municipal Manager • Head of Communication • Managers (Section 57) 	<p>Audience targeted:</p> <ul style="list-style-type: none"> • Internal employees • Union Representatives 	<p>Channels used:</p> <ul style="list-style-type: none"> • Meetings • Intranet • Briefings • Notice boards • Emails • Faxes • Electronic Newsletters • Brochures • Magazines • Posters • Social 	<p>Planned communication outcomes:</p> <ul style="list-style-type: none"> • Positive image of the municipality • Strengthen stakeholder discussions and inputs • Internal brand positioning • Product

		media <ul style="list-style-type: none"> • Forums • TV's • Telephones • Projectors • Staff addresses • Radio's • Intercoms 	profiling and staff learning
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8. PHASED COMMUNICATION APPROACH

This Internal Communication Programme will annually follow the Government Communication Cycle.

The 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 phased approach:

TASK	COMMUNICATION ACTION	RESPONSIBILITY	TIMEFRAME
PHASE 1	Develop internal communication strategy	Communication unit and departments	May 2016
PHASE 2	Adoption of communication strategy	Management and Council	June 2016
PHASE 3	Monitoring and implementation of the internal communication strategy	Communication unit and all departments	July 2016 – April 2017
PHASE 4	Evaluation of internal Communication strategy	Communication unit and departments	May – June 2017

9. STRUCTURES AND PROCESSES

The following structures and processes shall prevail:

Internal communication forum consisting of Representatives from various divisions and chaired by the Communications Manager. Upon finalization, Communication Unit will draft Communication Strategy and present it to the internal communication forum for input prior submitting it to the municipal manager for approval.

10. PROGRAM OF ACTION JULY 2016- JUNE 2017

The internal communication program of action is informed by Communication and Public Participation strategy program of action as follows:

MONTH	ACTIVITY	DATE	OBJECTIVE	OUTCOME	RESPONSIBILITY	REMARKS
JULY	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	
	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						
	Heritage Day	To be confirmed.	To encourage local community to participate in heritage.	To promote cultural diversity.	Manager in the Office of the MM	
OCTOBER						
	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						
	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	World Aids Day Build-ups.	01/12/2016	To keep public informed about the policies and programs of government through	To have educated and informed community	Office of the Mayor; Manager in the	

			bi-lateral with stakeholders as well as registering community views for government attention.	as far as this pandemic is concerned.	Office of the Mayor 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	Back to school campaign.	To be confirmed	To motivate poor and underperforming schools and	To have an improved and increase	Office of the Mayor	

			congratulate the best performing schools within the municipality.	number of performing schools.		
FEBRUARY	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	
MARCH						
	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						
	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 Forum	To be confirmed	To inform communities about	To have increase	Office of the Mayor	

			municipal programmes.	participation in all municipal programmes.	All Sector Departments	
MAY						
	SOMA	To be confirmed	To inform the community about the programme of the municipality.	Communities will be informed of the programmes and plans of the Municipality.	Office of the Mayor	
JUNE	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	

11. MONITORING AND EVALUATION

Monitoring and evaluation of the internal communication programmes shall be conducted monthly by Communication unit. Relevant internal Structures shall be established to monitor the implementation of these strategy objectives.

The strategy implementation report to be incorporated into the management report on a monthly basis. The Municipal Manager will sign-off all communication information products, events before implementation.