

GREATER GIYANI MUNICIPALITY

Communication Sub-Directorate



ADOPTED

2010/2011 COMMUNICATION STRATEGY

Vision: A municipality where environmental sustainability, tourism and agriculture thrive for economic growth.

“Working together we can do more”

1. BACKGROUND

Greater Giyani Municipality was established in 2000 based on the Constitution of the Republic of South Africa and the Local Government Municipal Structures Act 117 of 1998. Its area of jurisdiction is situated in the northern part of Mopani District Municipality at approximately 170 km from Polokwane. The eastern part of Greater Giyani Municipality borders the Kruger National Park, making it a true gateway to the world's popular haven of wildlife.

The municipality is one of the five (5) local municipalities falling within Mopani District Municipality in Limpopo Province. The other four local municipalities in Mopani are Greater Tzaneen, Greater Letaba, Ba-Phalaborwa and Maruleng.

The municipality covers approximately 2967, 27KM² with only one semi-urban area being Giyani town. It is demarcated into 30 wards and has 60 councillors. It has 10 traditional authority areas comprising of 91 villages. Giyani town is the largest centre of population concentration, employment opportunities, shopping and recreation facilities.

There are three main languages spoken within the municipality i.e. Xitsonga, N-Sotho and Venda. The majority of the people living within the municipality are youth and with a high level of unemployment (**Greater Giyani Municipality 2009/2010 Integrated Development Plan**).

The strategy entails operational events plan of for the financial year 2010/2011 and alignment of the Medium Term Strategic Framework (MTSF 2009-2014), such implies that this strategy will serve until 2014 but annual review shall be done on the action plan.

There are various pieces of legislations and documents that give credence to this Communication Strategy:-

- **Constitution of the Republic of South Africa Act, 1996 (Act 108 of 1996) and in particular Chapter 2 which outlines the bill of rights, and Chapter 7 which points the tone of communication for local government.**
- **Local Government: Municipal Systems Act, 2000(Act 32 of 2000).**
- **Local Government: Municipal Structures Act, 1998 (Act 117 of 1998).**
- **Promotion of Access to Information Act, 2000 (Act 2 of 2000).**
- **Intergovernmental Relations Framework Act, 2005 (Act 13 of 2005).**
- **Government Communicators Hand Book**
- **Batho Pele Principles**
- **National Communication Strategy**

This communication strategy is also guided by the State of the Nation Address (SONA) on the 11 February 2010, State of the Province Address (SOPA) and the Municipal Budget Speech by the Mayor.

2. OBJECTIVES

- To improve communication between the municipality and its stakeholders.
- To create a knowledgeable and well informed society.
- To ensure effective public participation to harness partnership.
- To promote and market the municipality.
- To promote media relations.
- To manage the perception of the community.
- To promote intercultural communication.
- To enhance culture of communication within the municipality.
- To provide assurance to the community that the municipal services is their continuous benefit and will in line with constitutional mandate be provided to them.
- To ensure sustainability of public confidence in the municipality's ability to deliver its promise through popularization of the new programme of action and appreciation of the services provided in the two terms of local government and acknowledging the challenges thereof.

3. ENVIRONMENTAL ANALYSIS

3.1 Political

The Greater Giyani Municipality is constituted by Six Political Parties of which the ANC is the ruling party. The seats for the political parties in Council are as follows:

Name of the Party	Number of Seats in Council
ANC	51
XP	3
ACDP	2
UDM	2
ADC	1

DA	1
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There is a political stability, political parties tolerate each other in Council and at times consensus do exist.

3.2 Public mood

The public mood is positive and a kin interest to support the municipality shown by the public though observation during the IDP/Budget process and various campaigns conducted.

Though concerns were raised on slow pace of basic service delivery, mainly on water provision, the municipal response time on sewerage burst, lack of land for further development, conditions of roads, mushrooming of illegal occupations of land around the CBD and township and general lack of customer care by municipal employees remains key concerns.

3.3 Media

The media remains instrumental in holding the government accountable in many respects, the emphasis being on local government as the sphere that directly delivers services to the people. The media continues to watch closely the Comprehensive rural development at Muyexe.

The media is positive and respond to most of our media releases and that if they got the story from outside sources, they do consult the municipality to get our view which is in lie with the principle of fairness and impartiality expected from the media.

The municipality receives positive relations with the following electronic media i.e. Munghana Lonene FM and Capricorn FM. In terms of print media Daily Sun, SOWETAN and City Press are mainly used by our people.

It should however be noted that lack of funds on advertisement on mass media affects the municipality negatively when negotiating slots to inform the communities about municipal programmes.

In relation to the official newsletter of the municipality i.e. RITO it remains key in the dissemination of information to residents of Greater Giyani.

The municipality also has a website, however it should be noted that the lack of an office and tools such as a computer to the communication unit hampers the updating of the website.

There is a serious need for a local radio station which will cover the Greater Giyani jurisdiction. That proposal has been submitted to the municipality by private groups in relation to this.

3.4 Social

Greater Giyani population is estimated at 237,433 (**Stats S.A: 2001**), of which Africans are at 99.75% and the majority being the Tsonga Speaking people.

The majority of the people are in the age group 5 to 24 years did attend school in 2001 (74.4%). It is notable that 22.6 % of the population in this age bracket do not attend any educational institutions; possible factors contributing to this may be the accessibility of schools and poverty hampering people's ability to afford educational institutions. High level of illiteracy (internally –amongst the Employees of the Municipality and externally).

Prevalence of diseases such as malaria, TB and HIV/AIDS are noticed. In relation to the needs of the people the current government has prioritized issues that government seeks to address, those of which we are expected to consistently monitor the implementation thereof and communicate achievements or challenges to the people. Few amongst others are;-

- a) Creation of decent work & sustainable livelihoods
- b) Education
- c) Health
- d) Rural Development, food security and land reform
- e) Fight against crime and corruption

3.5 Economic

The economic activity that mostly takes place both formal/informal are: small-scale agriculture (maize, vegetables, tomatoes, and beef), services, transport and retail development (GGM Local Economic Development Strategy). There are however, a number of factors impacting negatively on the economic growth such as geographical location (distance to markets), shortage of skills, poor infrastructure, climatic conditions and diseases (HIV & malaria). The municipality has potential for tourism and conservation development due to the existing natural heritage sites.

A high rate of economic growth mainly at the Giyani CBD and potential for further growth is envisaged in comparison to the growth during apartheid era.

4. COMMUNICATION CHALLENGES

- Poor usage of language that is understandable to the communities residing within the municipality.
- Challenge of monitoring outreach programmes and feedback.
- Lack of multi use of communication media.
- Disinterest of active participation and interest in government programmes
- Lack of a fully fledged communication unit, only the Senior Communication Officer employed.
- Failure to reach out and communicating with all residents of Greater Giyani about municipal programmes.
- Lack of budget for communication programmes.
- Lack of proper internal communication system.

5. THEMES AND MESSAGES

CORE MESSAGE

Working together we can do more.

KEY AREAS

- ❖ Alleviation of poverty through Economic Growth
 - To increase our revenue base through attraction of investors.
 - Promote the Development of Local Economic Program.
 - To facilitate the establishment of Small, Medium and Micro enterprises and corporative (s).
 - Updating of the Valuation Roll and enhancement of culture of payment of municipal rates.
 - Promote a healthy environment conducive to attract investors.
- ❖ The municipality stands to renew and enhance our diversified cultural tourism.

- To promote cultural tourism centers
- Promote indigenous and cultural activities.
- Encourage the effective implementation tourism strategy and usage of Information and Tourism Center.
- Promote the utilization of Cultural Heritage site.
- To promote the indigenous food (Mopani Worms, Marula etc.).
- ❖ The municipality stand to renew and enhance agricultural activities.
 - Through exhibition and marketing.
 - Encourage members of the community to engage on sustainable agricultural activities.
 - To promote awareness on environmental protection.
 - To promote awareness on caring of for stock.
 - To encourage youth to take studies in agriculture.
- ❖ The municipality strives to provide accessible and affordable services.
 - To educate the public on free basic services and accessibility thereof.
 - To encourage public participation in Council structures e.g. IDP Rep Forum etc.
 - To promote awareness on services rendered by the municipality, as well as service standards.
 - To communicate the achievement of the municipality in relation to service delivery.

6. MESSENGERS

Primary messenger

- The mayor shall be the primary messenger in that he/she can only delegates to other members/ secondary messengers.

Secondary messengers

- The Speaker
- Members of the Executive Committee
- Councillors
- Municipal Manager
- Spokesperson
- Traditional Leaders
- Ward Committee Members
- CDW`S

7. TARGET AUDIENCE

- ❖ The strategy seeks to broadly understand the nature of its target to ensure that the message is clearly crafted and the means of communication directly delivers the message to the targeted groups or individual. The following are identified as the target audiences.

EXTERNAL AUDIENCES

- NGO`s
- Faith based Organizations
- Business Community
- Traditional Leaders
- Community Based Organizations
- Media Personnel
- TAC
- Political Organizations
- Farmers & Farm workers
- Orphans
- Indigents
- Institutions of learning
- People living with disabilities
- Broader Community
- Public Servants
- Traditional Healers
- Professionals

INTERNAL AUDIENCES

- Councillors
- Employees of the municipality
- Ward Committees
- Community Development Workers
- Traditional Leaders

8. COMMUNICATION CHANNELS

- ❖ The municipality will strive to ensure that various communications mediums are utilized in quest of reaching of reaching the target audience, the following are key communications :-

8.1 Outreach Programmes

- Outreach programmes (Izimbizo, EXCO meet the people, ward councilors report meetings, public participations etc).
- That there is a need for EXCO to continuously meet the people.
- There is a need for effective monitoring tool in order to give feedback to the community.

8.2 Communication with internal stakeholders

- One notice board should be designated at the municipal foyer for internal notices.
- The notice board should be updated timeously.
- Departmental meetings should be held amongst employees and be used as information sharing.
- Website and Intranet
- SMS

8.3 Mass Media

- Media
- Billboards
- Loud hailing
- News letters
- Promotional materials
- Newspapers
- Website
- Leaflets
- Telephone
- Word of Mouth
- Izimbizos
- Public Participations
- Public Participations Forums
- Municipal Events

- Invitations

8.4 Thusong Centres

There are two thusong centres (i.e. Zava and Makhuva) which aims at bringing government services to the people and as centres for dissemination of information.

9. PHASED COMMUNICATION PROGRAMME

PHASE 1

ACTIVITY	REPONSIBILITY	TIME FRAME
Finalizing the first draft	Senior Communication Officer	25 March 2010
Distributing the draft to Internal Stakeholders	Senior Communication Officer	29 March 2010
Distributing the Draft to External Stakeholders	Senior Communication Officer	
Consolidating inputs	Senior Communication Officer	
Submission of the final draft to the Provincial Core Team.	Senior Communication Officer	
Submission to Executive Committee	Municipal Manger	
Submission to Council for Adoption as part of the addendum to IDP	Municipal Manager	
Circulation of the Communication Strategy.	Senior Communication Officer	Immediately after adoption.

PHASE 2

ACTIVITY	RESPONSIBILITY	TIME FRAME
Developing communication strategy for a particular activity	S.C.O	On going
Briefing with Internal and External Stakeholders	S.C.O	On Going
Convening the LGCF	S.C.O and GCIS	On Going

PHASE 3

ACTIVITY	RESPONSIBILITY	TIME FRAME
Review of Communication Strategy	S.C.O, Councillors & LGCF	Last quarter of 2010/2011 financial year

- ❖ The successful implementation and realization of objectives of this communication strategy will depend more on effective implementation and adherence to the stipulated phases as enshrined above.

10. STRUCTURES AND COMPETENCIES

- ❖ For effective communication and co-ordination, the below listed structures are critical in process of disseminating information.

STRUCTURES	CORE COMPETENCIES
GGM Local Government Communicator's Forum	Co-ordinate and monitor Municipal communication plan
Internal Communicators Forum	Composed of all municipal Personal Assistants to coordinate internal activities
Ward Committees	To Enhance participatory Democracy in Local Government
IDP Rep. Forum	To check whether the project proposals are in line with the priorities and strategic guideline.
LED Rep. Forum	Consultative and input making on policy directives
Mayor- Traditional Leaders Forum	Focus on Municipal Developmental Agenda
Youth Council	Advocating Youth Programme

Women's Forums	Advocating Women's Programme
Disabled Forums	Advocating Programmes for people living with disabilities
Gender Forums	Advocating Gender Programmes
Business Forums/ Chamber	Advocating Local Business Interest
Political Parties	Championing Various Political Ideologies & Programmes
Faith based	Championing the interest of faith based denominations
Sport Council	Advocating various Sporting Activities
Community Policing Forums	Ensuring Safety of the people

11. ACTION PLAN

- ❖ Major developments and municipal programmes will require cross-sectoral communication of which the following below nodal communication activities requires corporation from sector departments and stakeholders concerned.

ACTIVITY	RESPONSIBILITY	TIME FRAME	RESOURCES
Promotion of IDP , Budget & Property Rates	<ul style="list-style-type: none"> Finance Portfolio Committee 	July 2010	Logistics
Elderly Month	<ul style="list-style-type: none"> Office of the Mayor 		
Library Awareness Day	<ul style="list-style-type: none"> Department of Sport, Arts & Culture 		
Provincial EXCO Meet the people (Muyexe)	<ul style="list-style-type: none"> Office of the Premier 		
Women's Day	<ul style="list-style-type: none"> Office of the Statue of Women Commission on Gender Equality 	August 2010	Logistics

	<ul style="list-style-type: none"> • Gender Unit 		
Heritage Month	<ul style="list-style-type: none"> • Dept. Sport, Art & Culture • Promotion of Heritage and Tourism Sites 	September 2010	Logistics
Arbor Week	DWA		
Imbizo Focus Week	<ul style="list-style-type: none"> • Office of the Mayor • GCIS • All Sector Departments 	October 2010	Logistics
IDP & Budget Consultation for the Next Financial Year	<ul style="list-style-type: none"> • IDP Coordinator & Office of the Speaker 		
16 Days of Activism Against Women & Children Abuse	<ul style="list-style-type: none"> • Office of the Mayor • OSW • CGE 	November 2010	Logistics
International AIDS Day	<ul style="list-style-type: none"> • Office of the Mayor 	December 2010	Logistics
International Day for people living with disability	<ul style="list-style-type: none"> • Disability Unit 		
Nghunghunyani Day Anniversary Celebration	<ul style="list-style-type: none"> • Municipality & Traditional Leadership 		
Message of Goodwill	<ul style="list-style-type: none"> • Office of the Mayor 		
Arrive Alive Campaign	<ul style="list-style-type: none"> • Roads & Transport Portfolio Committee 		
Matric Results	<ul style="list-style-type: none"> • Office of the Mayor 		

Message	<ul style="list-style-type: none"> • Dept. Of Education 		
Back to School Campaign	<ul style="list-style-type: none"> • Office of the Mayor • Dept. of Education 	January 2011	Report & Logistics
SONA	<ul style="list-style-type: none"> • GCIS • Office of the Premier • Municipality 	February 2011	Logistics & Mobilization
SOPA	<ul style="list-style-type: none"> • GCIS • Office of the Premier • Municipality 		
Wetland Celebration	<ul style="list-style-type: none"> • Provincial Government 		
Mayoral Imbizo			
Human Rights Day	<ul style="list-style-type: none"> • HRC • Municipality 	March 2011	Logistics
National Water & Sanitation Week	<ul style="list-style-type: none"> • DWAF 		
Arrive Alive Campaign	<ul style="list-style-type: none"> • Portfolio Committee Roads & Transport • Office of the Mayor 		
Good Message Friday	<ul style="list-style-type: none"> • Social Portfolio Committee 		
Readathon Week			
Freedom Day	<ul style="list-style-type: none"> • National & Provincial Offices 	April 2011	Logistics

Imbizo Week	Focus	<ul style="list-style-type: none"> • Office of the Mayor • Sector Departments 		Logistics
IDP & Budget Consultative Meetings		<ul style="list-style-type: none"> • IDP Coordinator • Office of the Speaker 		Log
Learner Support Programme		<ul style="list-style-type: none"> • Office of the Mayor 	24 April 2011	
World Book Day		<ul style="list-style-type: none"> • Social Portfolio Committee 		
SOMA		<ul style="list-style-type: none"> • Office of the Mayor 	May 2011	Municipal Reports & Logistics
Workers Day		<ul style="list-style-type: none"> • Labour 		
IDP & Budget Approval		<ul style="list-style-type: none"> • Office of the Speaker 		
Youth Month		<ul style="list-style-type: none"> • Youth Unit • Youth Commission • Youth Council 	June 2011	Logistics
Africa Day		<ul style="list-style-type: none"> • National Event 		
Mayor's Tournament		<ul style="list-style-type: none"> • Office of the Mayor 		

12. COMMUNICATION ACTION PLAN: 2009 TO 2014

This communication strategy also draws the broader electoral mandate to be the key priorities of which the municipality together with sector departments, parastatals and government agencies strive to achieve. The ten (10) manifesto priorities are as follows:-

Manifesto Priority	MTSF Priorities	COMMUNICATION ACTIVITY	TIME FRAME
1.Economic Growth & Transformation of the economy	<p>Ensure the local economic growth by creating decent work and sustainable livelihood.</p> <p>Transforming traditional agricultural activities to be economical.</p> <p>Effective utilization of natural resources to benefit people of Greater Giyani</p> <p>Uplifting our tourism areas.</p>	Undertake awareness on local economic opportunities that exist within Greater Giyani	Ongoing
2. Education	Strengthening of skills and human resource base	Avail information to the public in relation to bursaries, learnerships and internship through Thusong Centres & and other means of communication.	On going
3.Health	Improve Health Profile of the local people	<p>Awareness campaigns on health and Hygiene.</p> <p>Inform the community on the danger of littering.</p>	On going
4. Rural development ,land, agrarian and food security	Comprehensive rural development, land and agrarian reform and food security	Communicating the achievements, success and impact on the implementation of the Comprehensive rural development mainly because Muyexe is chosen as a pilot under the Greater Giyani Municipality.	On going
5. Crime	Intensify the fight against crime & corruption	Working together with safety cluster to undertake Awareness campaigns in the fight against crime	On going
6. Social	Forging partnership with the social partners to deal with social ills and construction of social infrastructure	Awareness on the importance of working together with social partners.	On going
7. Cohesive and caring society	-	Awareness on the achievements of the municipality as a way to point out that we care and to enhance peaceful and developmental society	On going
8. Sustainable resource management	-	-	-
9.African Advancement and International cooperation	-	-	-
10. Strengthening democratic institution	Enhance public participation.	<p>Undertake awareness to the community on the importance of their participation on municipal programme.</p> <p>Ensures that information and addresses of government institutions, parastatals and agencies are available to the community for them to obtain government services.</p>	On going

13. MONITORING & EVALUATION

- Through the revival of Local Government Communication Forum which will includes members of the already existing editorial team and sector departments it will create a platform at which the implementation of the strategy will be monitored and evaluated.
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Year of Action