

COMMUNICATION POLICY

The following policy is as a result of extensive research on the need and viability of developing such, which will act as a guiding document towards the proper structuring of events, information gathering and disseminating.

1. POLICY STATEMENT

The Msukaligwa Municipality commits itself to a communications policy approach and strategy that will incorporate a vision underpinned by a set of key principle and objective, as elaborated below. This policy is informed by the need to empower all communities in general but in particular the formerly disadvantaged communities through the promotion of a fair, balanced and responsible reporting, dissemination and distribution of news material and public information in the province as we as in the whole country.

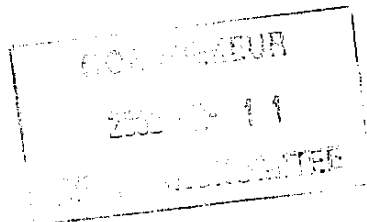
More importantly our Departmental vision will be to achieve the following:

- a. Promote and uphold cultural diversity and equity.
- b. Incorporate within the activities of its communication structures, use of Local languages.
- c. Consideration of communication needs of all communities, especially the disadvantaged and the disabled communities.
- d. Disseminate and distribute vital public messages and information.
- e. Ensure continued community participation and communication of information concerning community participation.

This is enshrined in terms of section 18 of the Municipal Systems Act of 2000.

2. VISION

The ideal and vision of every South African is that an equal, democratic, free and fair society, in which everyone irrespective of colour, religion, age gender, culture, ethnicity and political views, will have an opportunity to realize their potential in every field of human endeavour. Our communication activities and its institutions therefore have a critical role to reflect and promote this vision as vigorously as possible.

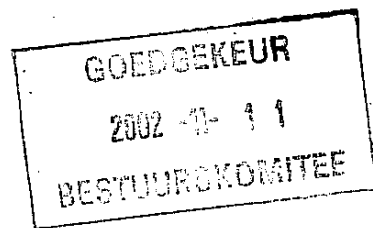


3. PRINCIPLES

In order to realise our vision of a free, fair and equal democratic society, a set of important ideals and principles have been enshrined in the constitution. These include:

- Freedom of speech, the press, religion and association and assembly, and all other rights as enshrined in the Bill of Rights.
- Equality before the law.
- Individual rights (guaranteed under the bill of rights).
- Representation and participation in process of Governance.
- Accountability.
- Non-racialism, non-sexism and gender equality.
- Open and transparent Government.
- Right of access to information held by the state.

- Balanced, honest, fair and responsible dissemination of information.



It should be the duty of Marketing Department to conduct their responsibilities in a manner that observes and respects the above principles.

Media institutions as well as communications structures at all tiers of Government also have an obligation to promote and entrench social and political values conducive to these constitutional principles. It is therefore vital for the Marketing Department, through its communication policy, to develop policies and strategies geared towards entrenching these ideals and principles.

4. KEY OBJECTIVES

Marketing Department will endeavour to achieve a number of key aims and objectives through its communications policy.

The key objective of the Marketing Department is to

The Building of Marketing Department capacity to communicate with the community.

The process of disseminating vital information on Government social policies, services and programmes is critical Municipal policy objective is to be achieved. This can only be if the Marketing Department place communication at the centre of all its activities. The level of

institutional capacity available in the department as well as its institutions is therefore critical. It is thus an important priority of the Marketing Department to build capacity through the establishment of proper communications policies that will support the Municipalities Department, and other institution to undertake communication activities.

Educating and empowering the public

All members of the public have to be regularly made aware of the political and administrative decisions that could affect their lives. The Marketing Department therefore commits itself therefore to using its communications policy as a tool of public education through informing people of their rights and benefits as well as services offered by the Municipality. The Marketing Department communications policy will also be a tool to generate public consensus around social policies and mobilise the people behind common objectives.

Improving communication between Government And Public

It is the key objective of Marketing Department to promote better relations between the Government and members of the public. A better process of communication between our Municipality and its leaders on the one hand, and members of the public and stakeholders on the other, will improve the quality of Governance.

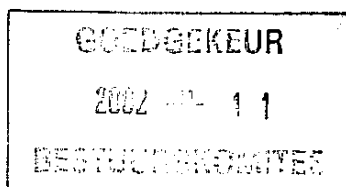
Promoting Transformation

All the communication activities of the Marketing Department will be geared towards entrenching the theme of social and policy transformation. Public messaging and information therefore have to be underscored by the need to promote the importance of transformation from the sad historical legacy oppression and in equality to democratic equality and freedom.

IMPROVING INTERNAL COMMUNICATION

Internal information flow within the departments constitutes an essential component of the Municipal Government policy. Thus the Marketing Department's Internal communication efforts shall seek to empower all to ensure a meaningful participation in the enhancement of a sound and preference administration.

- o Internal communication strategies shall but seek to replace the line function activities within department, but shall seek to enhance these activities.



- Improving marketing strategies to promote the Province.
- The Marketing strategy of Msukaligwa Municipality shall seek to establish partnerships with relevant stakeholders within and outside the Province, Region and towns it represents.
- The Marketing department shall design and implement, marketing and public relation strategy aimed at the various publics within the country abroad.
- Department marketing strategies shall be in line with District, Provincial and national marketing strategies.

5. COMMUNICATION POLICY

Media Liaison

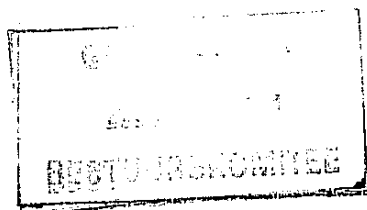
The following are the functions to be performed:

- Co-ordination of marketing statements and media relations.
- This will be the exclusive functions of the Marketing Department in consultation with the Municipal Manager, Mayor and Speaker.
- Publication of our Municipal Newsletter, in line with Exco 984/08/2002.

Community Liaison

The following functions are to be executed:

- Liaison with community organisations and all Local stakeholders.
- Informing the community on developmental, social economic and political matters.
- Liaison with the parastatals and other organs of civil society.
- Co-ordination of community liaison activities, such as rallies and community Forums.
- Participate in any exhibition within is part of the marketing and public relations strategy of the Municipality.



Departmental Services

- Shall be responsible for the co-ordination of all medial production of our Municipal department as per the communications best practice.
- Shall be responsible for the co-ordination of media liaison activities of our Municipality.
- As the department flourishes, it is expected of it to render desktop audiovisual services, stratiergically positioning our Municipal area nationally and internationally.

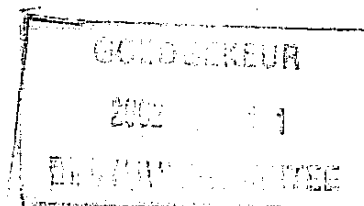
Information Services

- Shall be responsible for all research into the performance of our Municipal communication activities.
- Render a news monitoring and clipping service for the Municipality.
- Shall be responsible for the managing of the Municipality's Web Site.
- Shall be responsible for communication policy development, implementation, monitoring and control.
- Promote and financially support the establishment of Local publicity association, tourism association and community marketing initiatives and facilitate to market, to co-ordinate and financially support and administer tourism initiatives.
- Provide adequate Marketing material like brochures, promotional booklets and advertising, provision of signage for Marketing purposes and information dissemination.
- Market and promote specific Local attractions and events and disseminate information in this regard.
- Provision and maintenance of tourism sites and attractions.

6. CO-OPERATIVE GOVERNANCE

Our department will ensure that there is:

- Co-ordination of activities with other departments.
- Consult and get mandate on matters of common interest.
- Assist and support one another.
- Interdepartmental Communication.

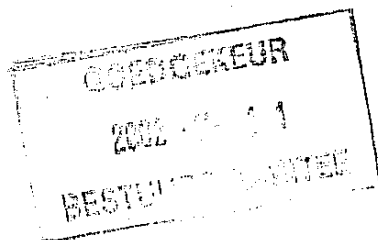


7. COMMUNICATION PROGRAMMES AND CAMPAIGNS

- o The Marketing Department shall endeavour to provide sufficient support to enables the undertaking of the Municipality's communication-related programmes such as public awareness campaigns, publicizing policies and programmes, information leaflets and news letters, etc.
- o The Marketing Department shall at all times, in carry out their public communication responsibilities, observe the need to use Local languages, and meeting the communication needs of the disabled, and the distribution of vital public messages and information campaigns.

8. IMPLEMENTATION, MONITORING AND EVALUATION

The Marketing Department shall be responsible for the development; implementation, monitoring, control, co-ordination of all communication related matters and that all our Municipal Departments shall be responsible for ensuring the contents/provision of this policy document are implemented.



MSUKALIGWA MUNICIPALITY

A - R E P O R T

20TH ORDINARY EXCO

11 NOVEMBER 2002

2/2/9/1

06/11/11/2002
LM 1089/11/2002

COMMUNICATION POLICY

Marketing &
Communication

RECOMMENDATION

1. That Council approves the Communication Policy as developed by the Marketing & Communication Department.

