Molemole Municipality

Communication Strategy 2025/2026

VISION

A developmental people driven organization that serves its people

MISSION

To provide essential and sustainable services in an efficient and effective manner.

VALUES
- Honesty
- Integrity
- Confidentiality
- Accountability
- Transparency
- Democratic participation by the community members

Contents

1. MUNICIPAL AREA AND DEMOGRAPHIC PROFILE

Molemole Municipality is predominantly rural, with two small towns; Mogwadi and Morebeng and is one of four local municipalities within the Capricorn District Municipality, with a population of 127 130 people, the majority of its population black people. The Municipal head office is 60kms to the north of Polokwane, with a population density of 31.9 persons per square kilometer. The Municipality has a total of 16 Wards, with at least 48 registered villages, clustered into Western and Eastern parts.

2. POLITICAL COMPOSITION

The council is made up of 32 Councillors including the Mayor, Speaker and Chief Whip. There are six (6) EXCO members, sixteen (16) Ward Councillors and ten (10) PR Councillors.

3. INTRODUCTION

If we want our community to trust and believe in the Municipality, we need constant and effective communication. We need to communicate proactively and not only reactively. Communication with our stakeholders is key to service delivery programme.

If we as a Municipality do not communicate the relevant issues and provide the community with accurate and correct information, they will listen to anything and anybody.

Molemole municipality's work revolves around collection and dissemination of data about services like: water provision, electricity, refuse removal, performance of the municipality, notices of outreach programmes, tender adverts as well as vacancies.

Various communication channels are used to disseminate municipal plans and performance reports as required by legislation.

4. LEGISLATIVE FRAMEWORK

This Strategy seeks to implement the National Communication Policy, which is founded on the national legislative and policy framework, including but not limited to:

Municipal Systems Act, 2000	Promotion of Access to Information Act, 2000 (Act of 2000)
Sections 18 (2): When communicating information the municipality must take into account (a) Language preferences and usage in the municipality, and; (b) the special needs of people who cannot read or write.	This Act operationalizes sections 8 and 32 of the Constitution. It aims to foster a culture of transparency and accountability and to promote effective access to information to protect an individual's rights

Municipal Systems Act, 2000	Promotion of Access to Information Act, 2000 (Act of 2000)

Section 4:
A municipal council has, within its capacity, the right to:
✓ Provide without favour and prejudice, democratic and accountable government
✓ Encourage the involvement of the community
✓ Consult the community on the level, quality and range of services and the delivery options
✓ Provide members of the local community equitable access to the services to which they are entitled
	The Act applies to the records of public and private bodies, regardless of when the record came into existence (Section 3):
	✓ A record held by an official is regarded as a record of the institution (Section 4)
	✓ A requester must be given access to records of a public body if he or she complies with procedures and if there is no ground for refusal in terms of Chapter 4 of the Act
	✓ Some information can be technical: if in doubt, the official must consult.
	✓ The information officer of a public body is responsible for the administration of the Act in a public body.
	✓ An information officer is defined in Section 1 as the Chief Executive Officer. Therefore, in a municipality it is the Municipal Manger.
	✓ A public body must designate such number of deputy information officers as may be necessary to ensure reasonable access.
	✓ Within six months, the information officer must compile a manual in at least three official languages, containing:
	   • A description of the structure and its functions;
	   • Addresses and telephone numbers

The Constitution of the Republic of South Africa	Bill of Rights	Intergovernmental Relations Framework Act, 2005 (Act 13 of 2005)
Section 152 (1)(e): In setting out of the objects of local government, it states that municipalities must "encourage the involvement of communities and community organizations in matters of local government".	The right to freedom of expression, the right to receive information and the right of access to information, which includes access to any information held by the State.	This Act establishes a framework for national, provincial and local governments to promote and facilitate intergovernmental relations (IGR) and provides for mechanisms and procedures to facilitate the settlement of intergovernmental disputes.
Section 160 (7): "A municipal council must conduct its business in an open manner, and may close its sittings, or those of its committees, only when it is reasonable to do so".		Through the work of IGR forums, implementation protocols can be developed to advance the work areas of government, especially in terms of assisting the various spheres of government in implementing policies but also to ensure that the various spheres can implement their constitutional obligations effectively.

Other legislation affecting this strategy are as follows:

- The National Communication Strategy Framework 2014-2019
- The Social Media Policy Guidelines 2011
- Municipal Finance Management Act, 2003 (Act 53 of 2003)

5. PRINCIPLES OF THE COMMUICATION STRATEGY

- Communication should be a combined effort of senior management, officials and Councillors and not just an isolated few within the Municipality.
- The Strategy provides practical communication projects and targets to be pursued during the 2025/2026 financial year and is open to regular amendments to ensure achievement of the objectives of the Communication within the dynamic local government environment.
- The intensification of outreach campaigns and more use of platforms such as Council Outreaches, Thusong Services Centre, Ward Committees and Social Media is critical for local government

- The strategy seeks to identify and define the municipality's communication stakeholders and role-players, its functional communication structures and processes, challenges and the aims.
- This document sets out strategies to improve and also create a positive image of Molemole Municipality.
- It is also based on Chapter 4 of the Municipality Systems Act that the municipality must create conditions for communities to partake in its affairs.

6. OBJECTIVES OF THE POLICY

- Influence media agenda.
- Inform and encourage participation of stakeholders
- Encourage internal communication.
- Promote public participation.
- Market Municipal activities
- Promote information flow.
- Inform the public and encourage public participation in government processes and policies
- Encourage participation between the municipality and sector departments.
- Promote dissemination and access to information
- Promote, maintain and enhance positive image of the municipality.
- Knowing the needs of the people.

7. THE INTEGRATED DEVELOPMENT PLAN

- Communications is inherently central to the IDP process as citizens are defined by law to be part of the municipality and to actively participate in municipal planning, budgeting, drafting of by-laws and policies, and monitoring of performance of the municipality – all of which entails extensive communication between all the stakeholders.
- The IDP process therefore requires strong and clear channels of communication, with particular emphasis on quality feedback mechanisms from residents, in order to develop an IDP that is credible in both the drafting process and its content.
- Accordingly, the municipality has a duty to facilitate public involvement by providing meaningful opportunities for participation process and to take measures to ensure that people have the ability to take advantage of such opportunities.

8. ROLE OF COMMUNICATION IN PUBLIC PARTICIPATION

Public participation through communication is the ongoing, planned, structured and organised use of communication in the promotion of development, working towards changing the attitudes and/or behavior of the public, through the dissemination of reliable information and through encouraging the active and conscious participation of the broad public in the process.

There is an intricate interrelatedness between communication and participation, whereby communication is both a prerequisite for effective participation and an ongoing, parallel process.

Most often, public participation implies broad-based communication, the provision of accurate and reliable information to the public. The effectiveness of any participation process is fundamentally linked to the institutional capacity of the Municipality to maintain an effective communication system. Successful participation is dependent on good communication.

The high frequency of service delivery protests the country has experienced clearly demonstrates the extent to which channels of communication between government and communities have broken down.

A primary contributor to this is the marked absence of communication between Councillors and residents. The consequence of not providing communities with these essential and appropriate communication channels causes frustrations that lead communities to react to the silence.

The failure on the part of municipalities to adopt effective complaints-handling mechanisms and customer care strategies only further amplifies this communication and accountability problem.

Community members are more likely to respond to a municipality which is accountable to them and which takes the time to explain why their needs and service delivery expectations are not being satisfied.

9. COMMUNICATION STRATEGY AS TOOL TO PROMOT BATHO PELE PRINCIPLES

9.1 Consultation

All stakeholders should be consulted of the nature, quantity and quality of the services to be provided in order to determine the needs and expectations of the end users. Molemole Municipality Stakeholders can be consulted through the following:

- Stakeholder and Citizen forums;
- Customer satisfaction surveys;
- Focus groups
- Workshops and summits;
- Road shows;
- Imbizo
- Exhibitions; and
- Joint management meetings with service partners.

9.2 Service Standards

Citizens should be informed of what level and quality of public services they will receive so that they are aware of what to expect. Molemole Municipality must develop and annually review the following:

- Service Standards included in the Charter
- Publicize the adopted Service Standards in the municipal website and social media channels

9.3 Access

All citizens should have equal access to the services to which they are entitled. Molemole Municipality must ensure that all municipal services are accessible without prejudice, considering demographic aspects. The municipality must also ensure that all municipal Buildings are disability friendly. Some of the evidence for accessibility includes:

The use of better signage leading to municipal buildings:
- The name of the department or service organisation in each building.
- Proper branding inside each municipal building, enlisting types of services provided; Cost of services (if applicable); office/business hours; Telephone & fax numbers, contact persons, email and website address.
- The use of mobile offices and shared facilities such as multi-purpose community centres (MPCCs).
- Establishment and development of Contact Centres; websites and Help Desks Simplification of procedures.
- The growing use of Information and Communication Technologies (ICT) and the media for information dissemination.
- The promotion of greater use of indigenous languages.
- Conducting some community engagement initiatives outside normal business hours to accommodate the employed citizens.

9.4 Courtesy

Citizens should be treated with courtesy and consideration. Every customer should be treated with respect, without any prejudice regarding gender, age, ability, status, or race.

To ensure this, the municipality shall strive to implement the following:

- Institutionalize Batho Pele culture
- Development of a Customer Care Policy that sets out clear standards and guidelines to be followed in order to achieve better service delivery.
- Capacitating the Customer Care Unit.
  - Annual training in diversity management & customer care.

9.5 Information

Citizens should be given full, accurate information about the municipal services they are entitled to receive. Municipal servants are to provide information without contravening or confusing the POPI and PAIA regulations.

The Municipality can achieve this by implementing the following:

- Exposing all new employees to proper Orientation programme within 3 months of commencing work
- PAIA booklet made available in both English and local languages
- The dissemination of information from Strategic level to operational levels, in a traceable and credible manner.
- Display of Service Standards and tariff structure in all service points.
- Display of information flyers and booklets with all relevant municipal services, as well as all public services available.
- Ensuring that all available information is readable in indigenous languages
- Annual reports, newsletters, media releases, magazines, information posters.
- Road shows used for dissemination of information pertaining to Service Delivery
- Publishing/distributing of all major events

9.6 Openness and Transparency

Citizens should be informed on how the municipality and its departments are run, the financial implications and who is accountable.

- Regular meetings, workshops, seminars and stakeholder's forums
- Annual Reports/statements
- Media briefings
- Awareness campaigns.
- Consultative forums with partners
- Names of the Municipal Heads of Departments and Managers displayed
- The improved use of ICT e.g. updated and user-friendly websites.

9.7 Redress

If the promised standard of service is not delivered. Citizens should be offered an apology, a full explanation and a speedy and effective remedy. When complaint is made, citizens should receive a satisfactory, prompt and positive response

- Introduction of formalized mechanisms for handling complaints.
- Redress issue recorded to keep statistic and identify trends.
- Management intervention in complaints and disputes.

- Supporting the Independent complaints investigation, e.g. Premier's hotline, Presidential Hotline
- Suggestion boxes internal and external
- Fraud prevention help lines
- Disciplinary procedures for staff in support of redress to the public

9.8 Value for Money

Municipal services should be provided economically and efficiently in order to give citizens the best possible value for money.

- There must be evidence of cost cutting measures in place
- Improved internal controls on the private use of official telephones, vehicles and facilities.
- More stringent adherence to tender procedures
- Evidence of reduction of use of Consultants without compromising the quality Outcomes
- Adherence to the Public Finance Management Act.

10. KEY COMMUNICATORS

- Everyone at the Municipality is a Communicator at all times; however, an element of hierarchy and authorization must be adhered to in order to correctly coordinate the release of messages.
- To ensure consistence all communication must be authorized by the Municipal Manager

BODY	COMMUNICATION RESPONSIBILITY
MAYOR	All aspects of Council policy and programmes Matters of policy yet to be adopted/enacted Is key for all public participation unless delegated otherwise
SPEAKER	All comment relating to Council rules of order must come from the Speaker
EXCO MEMBERS	All aspects of Council policy and programmes in their portfolio May be delegated spokesperson on an issue by the Mayor
COUNCILLORS	Comment on all activity in their ward except for matters that are policy still to be adopted/enacted

BODY	COMMUNICATION RESPONSIBILITY
MUNICIPAL MANAGER	Any area of the municipal administration
	Matters of policy yet to be adopted/enacted
	Information around any legal processes the municipality might be engaged in
	Any matter that relates to the running of municipality as a whole and is not specific to existing policy, programme or activity of a specific department All Municipal communication
	All media enquiries unless delegated otherwise
COMMUNICATION OFFICER	He/she will be responsible for the coordination of media communication, media conferences, media statements and handling media queries unless indicated otherwise
	Will act on instruction of the Municipal Manager
	Media Enquiries is subject to the approval of the Municipal Manager unless indicated otherwise
	Social Media pages updates and responses as approved by the Municipal Manager
HEADS OF DEPARTMENTS	Any area of business in their cluster
	May be delegated spokespersons on an issue by the Municipal Manager
	On all aspects of their service areas
	Queries from journalists will be referred to Municipal Manager for comment/clarification/information. Comment will then go out in the name of the Municipal Manager unless indicated otherwise.
	Media inquiries is subject to the approval of the Municipal Manager

11. COMMUNICATIONS TOOLS

STAKEHOLDER CATEGORY	MOST SUITABLE TOOL OF COMMUNICATION	ALTERNATIVE TOOL
Internal/employees	Email Staff meetings Bulk SMS for urgent matters Circular Newsletter Social Media (groups)	Telephone (Supervisors)
Ratepayers board	Email Bulk sms Meetings Social media	Telephone Radio Print media
Ward Councillors And committees	Bulk sms Meeting Telephone Forum	Social media Print media Community radio
Business association	Meeting/dialogue Email Telephone Print media	Social media Radio
Sector departments	Meetings Forum Email	Bulk sms

12. KEY COMMUNICATION DRIVERS

- State of the Municipal Address
- The State of the Nation Address
- State of the Province Address
- State of the District Address
- Municipal Corporate Calendar
- IDP Programme

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Municipal Budget
- Annual Reports
- Council Outreach Programmes

13. ADDITIONAL ACTIVITIES AND EVENTS

Month	Activity	Communication Tool
June 16	National Youth Day	Social Media Pages, Municipal Website
June	Youth Development Month	Social Media Pages, Municipal Website
July 18	International Mandela Day	Social Media Pages, Municipal Website
August 09	National Women's Day	Social Media Pages, Municipal Website
September	National Heritage Month	Social Media Pages, Municipal Website
September 24	Heritage Day	Social Media Pages, Municipal Website
October	Mental illness Awareness Month	Social Media Pages, Municipal Website
November	Council Outreach Programs	Social Media Pages, Municipal Website
November 25	16 of Activism against Women and children abuse	Social Media Pages, Municipal Website
December 01	World Aids Day	Social Media Pages, Municipal Website
January	Back to School Campaigns	Social Media Pages, Municipal Website
February	SONA/SOPA	Social Media Pages, Municipal Website
March 21	National Human Rights Day	Social Media Pages, Municipal Website
March	Water Celebration Week	Social Media Pages, Municipal Website
April 27	National Freedom Day	Social Media Pages, Municipal Website
April	IDP/Budget Review	Social Media Pages, Municipal Website
May	IDP/Budget Adoption	Social Media Pages, Municipal Website

14. STATUS OF COMMUNICATIONS TOOLS IN MOLEMOLE MUNICIPALITY

1. NEWSLETTER.
- The unit is producing quarterly newsletter.

OBJECTIVES:
- To bring mutual understanding and interactive communication between the municipality and the public.

CRITERIA
- An official newsletter is compiled and distributed across the municipality quarterly. ☐ Communities are allowed to address the municipality by articles through the newsletter.
- All letters to the chief editor are responded to.
- Data base of community structures is established and updated annually.
- Municipal communication unit attend and help communicate activities, functions and programs of community structures.
- Community structures are encouraged to contribute news to the municipal publication.

2. WEBSITE
- Municipal website is established.

OBJECTIVES:
- To forge links and professional work relation with other sectors.

CRITERIA
- The website be updated frequently.
- The website be linked with both the national and provincial government's websites as well as to website of all municipalities within the province in case where such sites exist.
- All public reports, policies and speeches of the Mayor and Municipal Manager are posted on the website.
- The website address be printed on all the municipal publication, newsletter, promotional material and business cards

4. SOCIAL MEDIA
- Municipal Facebook and Twitter accounts established and funded via the Communications office to be utilised to disseminate Municipal information and activities across the internet

OBJECTIVES:
- Establish a social media presence as well as promote Municipal presence on the World Wide Web.

CRITERIA:
- Twitter and Facebook accounts to be updated only by the Communications Department

Updates to be done as and when required, with news and or information of Municipal activities.
- Social media links and handles to be printed on Municipal Communication

15. COMMUNICATION CYCLE

July – September

- Popularization of the IDP and Budget through the interviews with the Mayor and budget publications in local papers
- IDP report back meetings
- Communication of Municipal Activities with the Mayor on local radio stations
- Mayoral Imbizo

October – December

- Financial Statements and Annual Reports
- IDP Review First Phase
- Festive season messages to stakeholders – Arrive Alive
- Mayoral Imbizo
- Good luck Message of matriculants and all other students

January – March

- IDP Community Consultations
- Service Delivery Reports
- Easter Holiday Messages (Arrive Alive)

April – June

- Budget Speech
- State of the Municipal Address
- Budget and IDP Outline with the Mayor
- Youth month activities interview with the Mayor

16. STAKE HOLDER RELATIONS

The main stake holders for media relations division are journalists. It is important that the municipality strengthen relations with the media so that it gets positive publicity and to understand what municipality is all about. This will be done through:

Media tours

- Touring of municipal projects so that journalists have first-hand information on the progress of projects.
- Touring Municipal facilities and projects that are completed

17. QUARTERLY PRESS BRIEFINGS ON MUNICIPALITIES

The Municipality is to invite journalists from various Media Houses to brief them on progress made in the Municipality with regards to Project Visits as well as other service Delivery related issues, thereby giving the media and municipality an opportunity to gain information as well as forge better relationships.

Based on funds availability this should occur once a quarter or as and when the Municipality has pressing matters. Media to be invited:

Newspapers (Provincial and National)
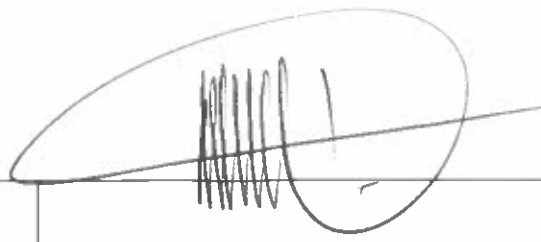Radio Stations (Community and Regional)

18. SHORT TITLE

This policy shall be called the Communication Strategy of Molemole Local Municipality.

19. COMMENCEMENT OF THE POLICY

The policy will take effect from the 1st July 2025 and shall be reviewed annually to consider the changes in legislation and trends in communication

20. APPROVAL

SIGNATURE	
SURNAME AND INITIALS	Councillor M.E Paya
DESIGNATION	Hon. Mayor
COUNCIL RESOLUTION NUMBER	OC/29/05/2025/4.3.1
COUNCIL DATE	29 May 2025