

Blouberg Municipality



COMMUNICATIONS STRATEGY

STATUS: As approved by Council on the
29 May 2025

1. MUNICIPAL VISION

A participatory Municipality that turns prevailing challenges into opportunities for growth and development through optimal utilization of available resources.

2. MUNICIPAL MISSION

To ensure the delivery of quality services through community participation and the creation of an enabling environment for economic growth and job creation.

3. MUNICIPAL MOTTO

Kodumela moepa thutse which translates "Preseverance is the mother of Success.

4. OVERALL APPROACH OF THE COMMUNICATION STRATEGY

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

- The Constitution of the Republic of South Africa, 1996
- Local Government: Municipal Systems Act, 32 of 2000;

- Promotion of Access to Information Act, 2 of 2000; and
- Intergovernmental Relations Framework 13 of 2005.
- Government Communicators Handbook

The Strategy provides practical communication projects and targets to be pursued during the 2021-2026 term of Council and is amenable to regular amendments to ensure achievement of the objectives of the Communication within the dynamic local government environment.

5. OBJECTIVES OF THE STRATEGY

The Strategy seeks to:

- 5.1 Encourage public participation in government process and policies
- 5.2 Develop and maintain correct public perception on government services
- 5.3 Publicize the Blouberg Local Municipality programmes
- 5.4 Create and elevate the level of awareness of our audiences of all municipal services
- 5.5 Promote, maintain and enhance the positive image of the municipality
- 5.6 Encourage communication between the municipality and sector departments including amongst others; community based organizations, the Traditional Authorities and other important stakeholders
- 5.7 Promote access to information through dissemination
- 5.8 Inform, educate and enlighten communities about new developments
- 5.9 Positively influence media coverage
- 5.10 Inform communities on achievements, challenges and future plans for the municipality
- 5.11 Enhance the public participation programme.

6. ENVIRONMENTAL ANALYSIS

6.1 Geographic Location

Blouberg Municipality is situated approximately 85 km North West of Polokwane, the capital city of Limpopo Province. It has 135 settlements, 575 75 households with only two semi-urban – Senwabarwana and Alldays. Most of the rural areas are under traditional authorities. The municipality borders Molemole, Musina, Makhado, Lephalale and Mogalakwena municipalities and covers an area of 5054 sqkms with a population of 192 109. NODAL POINTS: Senwabarwana(Retail hub) Alldays(Mining Town), SERVICE POINTS: Eldorado(Administration),Tolwe(Farming Town),Laanglagte(Gateway Port), Inveraan(Administration), Harriswish (Mining Area), Cooperspark(Administration).

6.2 Political Environment Landscape

The Municipality's political structure (Council – highest decision making body) consists of 44 councillors representing different political parties as follows

- African National Congress (33)
- Economic Freedom Fighters (7)
- Congress of the People (2)
- Democratic Alliance (1)
- Abantu Batho Congress(1)

The Council has an Executive Committee that consists of eight (8) members of which six belongs to the governing party, one to the EFF and one to COPE. Five Councillors have been designated fulltime, via the Mayor; the Speaker; the Whip of Council, Chairperson of Infrastructure Development Portfolio Committee and Chairperson of Finance Portfolio Committee.

6.3 Cultural Diversity

Blouberg Local Municipality comprises different language groups living under different Traditional Authorities. The Municipality has established a good relationship with the tribal authorities. There is a Mayor-Magoshi Forum as well as a forum to facilitate communication and cooperation with communities living in areas outside the jurisdiction of Magoshi. These forums meet quarterly to address matters of mutual interest as well as strengthen communication between the parties.

The population comprises of a significant number of Sepedi speaking people. A small number of the Afrikaans, English, Tshivenda and Xitsonga speaking people are also found in the municipality.

6.4 Public Mood

The majority of people do have confidence in the municipality with regard to development especially in communities that used to have nothing but now have basic services like electricity in their areas, modern preschools, and multi-purpose community centres and among other infrastructure development. They believe with time a lot can be done to better their lives. Nevertheless there are people who still have a negative perception about government as a whole and do not understand or make any effort to familiarize themselves with processes of local government. We have also through Customer Care section designed a questionnaire in a bid to acquire feedback from our community members.

6.5 Media Analysis

Most people rely on radio for information and updates on what is happening within the municipality. Instead of reacting on media queries we have develop a new approach of being pro-active. The Communication Division has developed a good working relationship with community radio stations, Blouberg FM and Mohodi FM, the SABC News, provincial SABC radio station Thobela particularly Hlokwa-La-Tsela, Capricorn FM (Regional Commercial radio station) and Energy FM where information on municipal projects and other good stories are submitted in a bid to solicit positive coverage. It is safe to say that the municipality has been receiving fair media coverage. To nurture this relationship it is

imperative of the municipality to proactively feed the media with timely and reliable service delivery information.

7. Internal Communication

Internally information is disseminated through staff meetings, Senior Management Meetings, Local Labour Forum; website, and emails, and pasting of information on municipal notice boards. An improvement can be made to consolidate and improve the way information is disseminated internally by establishing intranet and internal newsletter

8. External Communication

To externally disseminate information, the municipality make use of website, External Newsletter, Ordinary Council and Executive Committee Meetings and Outreaches, Ward Committee meetings, Traditional Authorities, print and electronic media as well as social media.

Blouberg is predominantly rural with a high level of illiteracy. There are 137 settlements with Senwabarwana and Alldays being the only semi – urban. There are quite a number of villages without cellular network coverage, mainly in Ward 01 and 13. Working partnership with network service provider MTN saw the number of villages without network coverage reduced.

The semi-urban areas are the only settlements where residents access both the provincial newspapers. Such as Review, Capricorn Voice, Polokwane Observer and national newspapers such as Sowetan, Citizen, Daily Sun, Star, Saturday Star, Mail & Guardian, Sunday Sun, City Press, Sunday Times & Sunday World.

Information dissemination through electronic media is available through Thobela FM (Sepedi SABC Radio) Energy FM (Community Radio stations) Jacaranda FM (Commercial National Radio) Capricorn FM (Commercial Provincial Radio) Mohodi Community Radio (Local Community Radio) and Blouberg FM (Local Community Radio). A newly launched commercial local newspaper, **Extra News**, provides a new and exciting platform which the municipality is looking forward to positively tap on.

9. Satellite Offices

In order to ensure hustle free accessibility of municipal services, the Municipality has six satellite offices in Alldays, Eldorado, Tolwe, Raweshi, Inveraan and Laanglagte respectively. The Satellite Offices are best placed to assist the Municipality's communication endeavours and will be utilized to disseminate and avail information on all municipal services; plans and performance.

10. Public Participation

Blouberg is rated amongst the best municipality in terms of Public Participation. The strengthening of Ward Committees and relations with traditional leaders goes a long way towards achievement of a better, educated and well informed Municipality. The

municipality has successfully hosted 20 Annual Ward Committees' Conferences without fail.

Through the ward committees the municipality is able to communicate and get feedback from the community on issues related to service delivery, successes and challenges. The strengthening of ward committees play a major role in changing the negative perception the community has about the municipality.

Council took a decision to have a public participation after every Council and Executive Committee meetings, as they rotate throughout the villages. Since the implementation of the resolution, the Municipality has realized that there is a great level of understanding amongst residents on how government works. At the same time people continue to show an interest in the affairs of the Municipality and also their rights as citizens of Blouberg as they come in big numbers and make informed contributions during these outreaches.

11. Intergovernmental Relations

Implementation phase of most projects is done at the municipal level. The failure or success of any project pinpoints on the municipality as the local sphere of government and a foot soldier of democracy. It is therefore imperative for both the provincial and national spheres of government to collectively work with the Municipality and participate in the Integrated Development Plan(IDP)programmes of the institution. We continuously interact with our sister departments through the use of fora. Sector Fora on water, disaster, housing, energy; roads; waste and environmental management; etc. are a communication platform wherein issues that affect involved parties are discussed in length and find their way through to the Municipal IDP. Invitations will be extended to departments to attend all our Council and EXCO outreach to provide feedback on issues raised by community members related to their departments. The municipality has also recently established an IGR FORUM that represents various government departments and agencies offering their services in Blouberg.

12. Communication tools

12.1 Newsletter - Though predominately rural, it has been our priority to ensure that our newsletter reaches the whole community of Blouberg. We have an effective distribution list that ensures each village has access to these newsletters, through the use of shops, taxi ranks, Schools, Traditional Authorities, Clinics, Provincial departments Police Stations etc. The list is reviewed annually and we print 2500 copies. Though not easily quantifiable we realized the newsletter does serve its purpose of informing and educating. The level of participation and the response that we get from our people is really encouraging and it is clear indication that the newsletter serves its purpose.

12.2 Cell phones - Most of our people rely on Cell phones. We communicate mostly with our stakeholders through the use of cell phones. Though there are some areas with no network coverage, cell phones are reliable. The SMS system is cost effective and more reliable. However, some parts of the municipality now enjoy uninterrupted network coverage through the intervention of MTN. The Communications Division is in a continuous communication with the Independent Communications Authority of South Africa (ICASA) to assist in engaging network providers for cell phone coverage.

12.3 Media - We have information leaflets, posters, billboards and face to face systems that we rely on for information dissemination. Campaigns, workshops and school visits also play a major role.

12.4. Social Media – In a bid to reach the broader community especially the youth Blouberg Municipality has joined social media sites namely Facebook(Blouberg Local Municipality's) and Twitter (@BLOUBERGMUNICIP).

12.5 Website - Our website is fully functional, though not done in-house however we continuously update it with relevant information. The website is also used to market the Municipality, inform and educate people about the services, investment and tourism opportunities. The website is also used to entice people to visit our Municipality and explore the plethora our heritage. Information on the programmes, achievements, challenges, policies and by-laws of the municipality are placed on the website.

13. Challenges

Following are some of the challenges identified and to be addressed during the 2021-26 financial years and beyond

- (a) Lack of access to information and communication technologies due to rural and underdeveloped nature of the area
- (b) Lack of understanding on how local government operates
- (c) Lack of financial resources

14. Stakeholders

The Municipality has a comprehensive Stakeholder Management Plan which, if implemented, will go a long way in achieving the strategic objectives of the Municipality's Communication Policy. The following are the stakeholders to be prioritized in our communication endeavors:

14.1 Internal Stakeholders:

- (a) Council
- (b) Executive Committee
- (c) Management
- (d) Staff Members
- (e) Labour Unions
- (f) Ward Committees

14.2 External Stakeholders:

- (a) Capricorn District Municipality
- (b) Provincial and National Departments
- (c) Other Local and District Municipalities
- (d) SALGA
- (e) Media
- (f) Venetia Mine (De Beers Group)
- (g) Community Based Organizations
- (h) Organized Businesses
- (i) Traditional Authorities
- (j) NonGovernmental Organizations
- (k) Faith Based Organizations
- (l) Ratepayers
- (m) Ward Committees
- (n) Community Development Workers
- (o) Organized Labour
- (p) Sector Departments

15. Key Communications Drivers

Our key communications drivers are:

- (a) The state of the Nation's Address
- (b) The state of the Province's Address
- (c) The State of the District Address
- (d) The State of the Municipality Address
- (e) IDP Programmes
- (f) Municipal Budget
- (g) Annual Reports
- (h) Municipal Community Outreach Programmes
- (i) Projects launches, achievements and challenges

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16. SCHEDULED COMMUNICATION 2025 - 2026

The following structures and channels shall be used to send out and receive messages on Council service delivery:

ELEMENT/TASKS	DATE	RESPONSIBILITY	MESSAGES/THEMES	BUDGET
Ward Committee Meetings	Bi - monthly	Speaker		
Ward Public Meetings	Quarterly	Ward Councillor		
Ward Committees Forum	Annually	Speaker		
EXCO Outreach	Monthly	Mayor		
Open Council days	Every Council sitting	Speaker		
Exhibitions	Every feasible Government function in the Municipality.	Communications Manager		
Opinion Makers Forum	Annually	Speaker		

Official newsletter	Bi-Yearly	Communications Manager	
Press releases	Monthly and promptly when need arises	Communications Manager	
EXCO management	Every Monday	Mayor & Municipal Manager	
Media enquiries	Any time	Communications Manager Communications Officer	
Radio talk shows	Bi-monthly(Only when budget allows)	Mayor & Municipal Manager	
Suggestion boxes	Monthly	Batho Pele Co-coordinator	
Councillor meets headmen	Quarterly	Speaker	
Mayor meets Traditional Authorities	Quarterly	Mayor	
Management, Departmental & Staff Meetings	Monthly	Municipal Manager & Departmental Managers	

Period	Activity	Responsible Unit/s	Communication Platform	Venue	Budget	Date
July – September 2025 (1 st Quarter)	EXCO Imbizo	Office of the Mayor	Media Statement Public Notice Social Media, Notice boards, emails	To be announced		July
	Ordinary Council Meeting	Office of the Speaker	Media Statement Public Notice, Social Media, Email, Notice Boards, Website	To be announced		July
	Mandela Day Celebration	Office of the Mayor	Media Statement Public Notice, Social Media, Email, Notice Boards, Website	Helena Franz		18 July
	EXCO Imbizo	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced		August
	Capital Projects Launch	Office of the Mayor, infrastructure Development	Media Statement Public Notice, Social Media, Email, Notice Boards, Website	To be announced		August

Annual Ward Committees	Office of the Speaker	Media Statement Public Notice, Social Media, Email, Notice Boards, Website	To be announced	August
Women's Month Celebration	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	August
EXCO Imbizo	Office of the Mayor	Media Statement Public Notice, Social Media, Website, Email	To be announced	September
HAST Campaigns (HIV AIDS STI's, TB)	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September

Arbor Day Celebration	Community Services	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September
Kibi Heritage Day Celebration	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September

Bahananwa Heritage Day Celebration	Office of The Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September
Kibi Heritage Day Celebration	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September
Makgato Heritage Day Celebration	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September
Mamadi Heritage Day Celebration	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September

Oct/Dec 2025(2nd quarter)	EXCO Imbizo	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	September
	EXCO Imbizo	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	October
	Council Outreach	Office of the Speaker	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	October
	EXCO Imbizo	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	November
	EXCO Imbizo	Office of the Mayor	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	December

Handing over of Projects	Office of the Mayor, Infrastructure Development	Social Media, Notice Boards, Website	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced		
Cleaning Campaigns	Community Services	Media Statement Public Notice, Social Media, Notice Boards, Website	Media Statement Public Notice, Social Media, Notice Boards, Website	To be announced	Operational	December
Festive Road Safety Campaigns	Community Services	Media Statement Public Notice, Social Media, Notice Boards, Website	Media Statement Public Notice, Social Media, Notice Boards, Website	Senwabarwana	Operational	December
Off-Season Games	Office of the Mayor	Media Statement Public Notice, Social Media, Notice boards ,emails	Media Statement Public Notice, Social Media, Notice boards ,emails	To be announced		December

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Mayor's Imbizo	Office of the Mayor	Media Statement Public Notice Social Media, Notice boards ,emails	To be announced	Quarter 2
<p>Mayor's Imbizo</p>	<p>Office of the Mayor</p>	<p>Media Statement Public Notice Social Media, Notice boards ,emails</p>	<p>To be announced</p>	<p>Quarter 2</p>



January – March 2026 (3 rd Quarter)	Back to school Campaigns	Office of the Mayor	Media Statement Public Notice Social Media, Notice boards ,emails	To be announced		January
	Athletics	Office of the Mayor	Media Statement Public Notice Social Media, Notice boards ,emails	To be announced		January
	Council Outreach	Office of the Speaker	Media Statement Public Notice Social Media, Notice boards ,emails	To be Announced		January
	Council Outreach	Office of the Speaker	Media Statement Public Notice Social Media, Notice boards ,emails	To be announced		March
	EXCO Imbizo	Office of the Mayor	Media Statement Public Notice Social Media,	To be announced		March

			Notice boards ,emails			
Council Meeting Annual Report Public Hearing	Office of the Mayor, Department of the Municipal Manager	Media Statement Public Notice, Social Media, Notice boards ,emails	To be announced			March

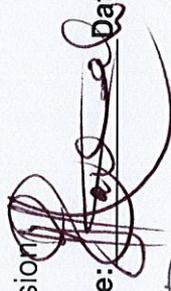
						March
Human Rights Day Celebrations	Office of Mayor National Calendar	Media Statement Public Notice, Social Media, Notice boards ,emails				March
Public hearing on Annual Report	Office of the Speaker	Media Statement Public Notice, Social Media, Notice boards ,emails	Four municipal clusters			March
Road safety campaigns	Community Services	Media Statement Public Notice Social Media,				

April – June 2026 (4 th Quarter)	Adoption of Draft IDP/ Budget for 2025/26 Council Meeting	Speaker	Notice boards ,emails			May
	2025/6 IDP/Budget consultations	Office of the Municipal Manager	Media Statement Public Notice Social Media, Notice boards ,emails			April
	Road Safety Campaigns	Community Services	Media Statement Public Notice, Social Media, Notice boards ,emails			April
	Freedom Day Celebrations	Office of the Mayor	Media Statement Public Notice, Social Media,			April
	Worker's day	Office of the Mayor, National Calendrer	Media Statement Public Notice, Social Media, Notice boards ,emails			May

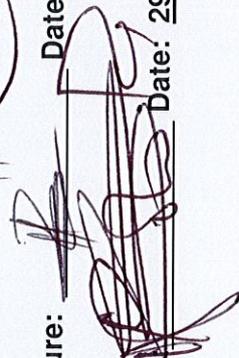
Youth Day Celebration	Office of the Mayor, National Calendar	Media Statement Public Notice, Social Media, Notice boards ,emails		June
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POLICY APPROVAL

This Strategy is formulated by Communication Division

Authorised by Director: Corporate Services Signature:  Date: 29-05-2025

Recommended by Portfolio Committee on Corporate Services:

Signature:  Date: 29-05-2025

Approved by Municipal Council: Signature:  Date: 29-05-2025