

MSUKALIGWA MUNICIPALITY

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MSUKALIGWA MUNICIPALITY-MP 302

MSUKALIGWA COMMUNICATION REPORT:

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1. PREAMBLE

- The Communication report outlines the objectives, challenges, current state of affairs in Msukaligwa as well as success stories emerged in the Communication Environment.

2. INSTITUTIONAL ARRANGEMENT

- Communication Division is presently located in the Office of the Executive Mayor but administratively managed in the Office of the Municipal Manager.

3. COMMUNICATION ENVIRONMENTAL ANALYSIS AND MEDIA MONITORING

- The strategic functions of Msukaligwa Municipality in the communication environment were hindered and marred by the recent spate of service delivery protestations causing a volatile political climate in which the aforementioned challenges raised in certain sections of the community are currently receiving maximum attention from the entire political leadership of Msukaligwa municipality.
- The challenge of unmediated communication derails a myriad of public participation initiatives coordinated from the Office of the Speaker and the Executive Mayor as well as the Office of the Chief Whip aimed at engaging members of the public with regard to challenges of service delivery but communication plays a vital role in the dissemination of accurate information to address the challenge of unmediated communication in which public interface are of cardinal importance to restore public confidence.
- Media monitoring and environmental scanning initiatives are successfully executed through local print media, Municipal Website, Intranet and Audio media as strategically designed to shape up public perceptions in the area of service delivery along the lines of adhering to proper channels of communication protocol.

4. THE STATUS OF COMMUNICATION POLICY AND STRATEGY

- The Council approved Communication Strategy which was thoroughly edited and reviewed serves as the service delivery plan in any Financial Year to keep track with the rapidity of all the communication challenges therefore allocation of financial resources and recruitment of adequate skilled staff component will serve as the panacea to the conspicuous challenges identified year after year with

5. MUNICIPAL PROGRAMS AND ACTIVITIES

- **Mayoral Listening Outreach Program as well as other public participation programs aimed at consulting communities on the status and progress of service delivery matters went in limbo and the political leadership is still expected to decide on possible ways of reaching out to communities in which a new draft program should be designed courtesy of the Office of the Speaker in consultation with the Office of the Executive Mayor and the Chief Whip to facilitate effective communication lines between the municipality and the residents in addressing the pressing concerns of service delivery enshrined in the series of memorandums received.**
- **The Office of the Executive Mayor courtesy of Communication started a public awareness initiative in which Anti-Corruption Hotline was introduced as part of promoting civic responsibility and encouraging the public to report corruption and fraudulent activities taking place in the municipality.**
- **Msukaligwa municipality is from time to time hard at work with a string of consultative meetings as part of public participation program to reach out to communities in the reviewing of the Integrated Development Plan in every Financial Year in which socio-economic profiling of each and every Ward is vital for the Ward Development Plans in determining the early warning signs of understanding the public mood as part complying with the provisions of the proposed Ministerial Turn Around Strategy as per the vision of 2014 programs of “Many voices, One Message”.**

6. CONCLUSION AND RECOMMENDATIONS

- **It will be prudent if communication programs and initiatives in terms of packaging of accurate information dissemination, media monitoring, analysis, branding, marketing as well as publicity can be taken into cognizance by both the top management and the entire political leadership of the institution for effective service delivery and sustainable community development.**
- **Recruitment of additional skilled personnel and allocation of financial resources including the reviewing of the roles and responsibilities together with the Post Levels of the Communicators of Msukaligwa Municipality as per the provisions and guidelines of SALGA AND GCIS are a few of the positive interventions needed as the strategic element of efficient service delivery in the communication environment.**

COMPILED AND PREPARED BY: THE COMMUNICATION DIVISION OF MSUKALIGWA MUNICIPALITY IN THE OFFICE OF THE MUNICIPAL MANAGER