



# government communications

Department:  
Government Communication & Information System  
REPUBLIC OF SOUTH AFRICA

## COMMUNICATION APPROACH

### PRESIDENTIALIMBIZO

30 September 2014

**“Together we move South Africa forward”**

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## 1. BACKGROUND

- 1.1. Izimbizo are an unmediated communication platform that provides Political principals an opportunity to assess first hand, progress on government's priority programmes. Izimbizo can be described as a two-way sharing of information – a dialogue between government and people.
- 1.2. The approach principally heightens engagements between Members of the Executive and citizens through maintaining sustained and on-going communication platforms.
- 1.3. The adoption of the Izimbizo as a mechanism for communication between government and its citizens bears testimony to the Democratic Government's commitment to transparent and accountable service delivery, and where challenges are encountered, to listen to these and bring solutions. Thus the Izimbizo approach promotes participatory democracy where people can voice their concerns, opinions and suggestions to their representatives, which they elected into office.
- 1.4. In line with this approach, Cabinet resolved that members of Executive would undertake at least ten (10) Public Participation engagements (now re-defined as Izimbizo) with the public per year. Both the President and Deputy President have various Izimbizo as part of their overall outreach approach.
- 1.5. Over the administrative period of 2009-2014, the President introduced two forms of public engagement, the **Siyahlola Presidential Monitoring** programme and the **Presidential Infrastructure Delivery** programme. These programmes are still continuing in the current administrative cycle. The Siyahlola Presidential Monitoring programme is an issue specific progress monitoring aligned to the key priorities of government. The Presidential Infrastructure programme focuses solely on the implementation of the government infrastructure delivery programme.
- 1.6. The President is re-introducing the Presidential Imbizo, to increase the scope of issues for the public engagement session. The Presidential Imbizo will have a strong service delivery focus, this would involve a walkabout at the selected venue to showcase various government service delivery initiatives. Members of the public will be invited to raise a wide variety of issues they wish to discuss with the President. Government will also prepare itself to

respond on these issues; hence the Presidential Imbizo has strong national, provincial and local government participation.

1.7. Aftercare and progress monitoring is going to be deeply embedded in the planning process for the Presidential Imbizo so that the various national and provincial departments can be held accountable for the implementation of any follow-up activities and the honouring of commitments made to members of the public.

1.8. The Imbizo will follow the government theme **“Together we move South Africa forward”**. It will amplify the rallying theme of partnership and working together to transform the country into a better place for everyone to live in.

## **2. INTRODUCTION**

- This communications framework will assist to frame all communication activities of the Presidential Imbizo.

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## **3. CONTEXT**

3.1. The Presidential Imbizo will be implemented against the backdrop of a new administration following successful national and provincial elections on 7 May 2014 and State of the Nation Address.

3.2. This communication framework would be implemented against the backdrop of the 20 Years of Freedom campaign (27 April 2014 to 27 April 2015) where the country celebrates its achievements of the past 20 years since the advent of democracy in 1994; and the Heritage Month Campaign which promotes that South Africans from all walks of life celebrate their rich diversity and Tell Stories that Move South Africa Forward.

3.3. The National Development Plan and Vision 2030 promotes multi-sectoral collaboration between all sections of society and effective leadership by government on matters affecting the country and its people. The Presidential Imbizo is a unique participatory platform in the South African context and given its ability to foster public participation and meaningful dialogue between elected public representatives and communities, is key in realising the principles of the National Development Plan.

3.4. The Presidential Imbizo is scheduled to take place during Heritage Month and within the context of 20 Years of Freedom celebrations; under the theme “

**Celebrating 20 Years of Democracy: Tell Your Story that Moves South Africa Forward**". The 2014 Heritage Month, through the guidance of the Presidency and the Department of Arts and Culture will take the nation down memory lane by creating platforms in which South Africans, in all walks of life, will be encouraged to tell their stories as part of paying homage to freedom and democracy that was achieved in 1994. There has been a request by the Provincial Steering Committee led by the Office of the Premier that part of the programme should infuse the celebration of struggle heroes in Imbali Township acknowledging their contribution to 20 Years of Freedom.

3.5. The first Presidential Imbizo is taking place in a province that is committed to proactive engagement with its citizens through the institutionalised Operation Sukuma Sakhe approach that encourages government departments to work in a coherent and integrated manner in addressing the challenges of poverty in KwaZulu Natal. The Provincial EXCO undertakes izimbizo to various districts on a regular basis. Each Member of Executive Council (MEC) is assigned a particular district; in this case the MEC responsible for Umgungundlovu District is MEC for Finance, Ms Belinda Scott.

3.6. Imbali Township is located in the South- West of Pietermaritzburg, in the 1980s it became the site of some of the worst political conflict in the Natal Midlands. The township has 6650 households for Imbali is 6650 and its population is 30157. This is according to 2011 Census report. The township is the last destination where the late former President Dr Nelson Mandela last delivered his speech at Manaye Hall in 1961 before he got captured by police in Howick. It is also a starting point for 42 KM Mandela Marathon race which was initiated by the uMgungundlovu DM to honour former President Mandela's contribution in the liberation struggle.

#### **4. STRATEGIC EMPHASIS**

4.1. The following are key areas of emphasis:

4.1.1. Government is committed to engaging with South Africans from all walks of life in order to understand the challenges they face and to address these challenges speedily, in a coordinated manner that promotes open interaction between government and the people.

4.1.2. The Presidential Imbizo is a platform where the public should engage with the President on a wide spectrum of issues that affect them, people should not feel constrained in this type of engagement.

4.1.3. **Recognising that South Africa is a better place to live in now, than it was 20 years ago.**

- Leaders of government and all South Africans are encouraged to qualify and quantify the degree to which life in South Africa has changed for the better since 1994 with emphasis that in order to move the country forward we have to work together - everyone to play their part in implementing the National Development Plan so that we achieve Vision 2030.

4.1.4. **National Development Plan and Vision 2030**

- Efforts should be directed at **encouraging participation** by all sectors; promoting **awareness of plans for the next 20 years and mobilizing South Africans to take active part in the 2030 vision:** our future, make it work; and **build citizen driven patriotism.**
- The National Development Plan highlights that the physical and social environment in which we are born and grow up in is one of the most important determinants of every person's wellbeing and life chances.

4.1.5. **Medium-Term Strategic Framework which provides a basis for Government's Programme of Action.**

- The Medium-Term Strategic Framework (MTSF) 2014-2019 provides the strategy and framework for Government's Programme of Action.
- The Presidential Imbizo should continue to amplify and expand details of government's plans for this administration, and elaborate on the Government's Programme of Action.
- The Presidential Imbizo is ensuring the implementation of MTSF Outcome 9 which is a Responsive, Efficient and Accountable Local Government System. Through this outcome government is committed to the delivery of basic services to communities such as water, sanitation and housing and to building the capacity of local government to respond to the needs of the people effectively and efficiently.

#### 4.1.6. **Emphasising Government's theme: "Together we move South Africa forward".**

- This is a rallying theme promoting partnership and transforming the country into a better place for all to live in.
- Government is calling on all South Africans to join hands as directed by the theme, Together we move South Africa forward, The collective action, active citizenship and joint participation, is the nature of Imbizo.
- The Presidential Imbizo requires massive community social mobilisation and coordination efforts to ensure involvement by **everyone** irrespective of who they are; their background, class, race, gender, etc. The theme therefore encourages social cohesion, which is one of the pillars of the National Development Plan.
- Umgungundlovu District is the second largest district in KwaZulu Natal province
- It has a population in excess of 1 million
- 85 % of the district population is considered indigent

- The total area covers 10 000 square kms
- The district has 7 municipalities, namely Umshwathi; Msunduzi; Mkhambathini; Impendle; Umngeni, Mpofana and Richmond.
- The Msunduzi Municipality is the largest within Umgungundlovu district. and is the capital of the Province. The confirmation of the capital status of Msunduzi has entrenched its role and position as the administrative and political hub of KwaZulu Natal. The municipality is moving in the direction of achieving Metropolitan status.
- The municipality is located along the N3 corridor which links Durban to Gauteng. The municipality covers an area of approximately 590 km<sup>2</sup> and consists of 37 wards which are predominantly urban to peri-urban in nature with areas of rural residential.
- Census (2011) indicates that levels of unemployment have declined from the high figure of 48.2% of the economically active population in 2001 to a figure of 33% in 2011. A further positive trend is the decline in the youth (15-34 years) unemployment rate which stood at 58.2% in 2001 and declined to 43,1% in 2011.
- The municipality possesses a number of economic advantages, including:
  - **Locational advantages:** the centrality of the municipality and the fact that the municipality is bisected by the N3 corridor which is the primary logistical corridor linking Gauteng with Durban harbour
  - **Natural/ Geographical Advantages:** Highly fertile land
  - **Human Capital Advantages:** Good schools and tertiary institutions; and
  - **Institutional Advantages:** Msunduzi enjoys 'Capital City' status
- In an environmental scan of the local municipality of Umsunduzi which is sourced from local media scans; interviews with municipal leadership, staff and community development workers, some issues have been identified as a challenge for the municipality broadly, and for Imbali township in particular.

- Basic water and electricity provision in the Imbali hostel area- supply of these basic amenities has been a challenge for an extended period of time
- Illegal land invasion in the Woodlands area-the municipality has taken the issue to court-however it still has the potential to create a negative image for government
- Issues identified during the pre-election campaign as being a priority for the people of Imbali area are crime; drugs; housing; water, electricity, road maintenance; grass-cutting; waste-removal; amongst others. Various spheres of government have undertakings to address these challenges; however they are most likely to suffice during the Presidential Imbizo
- Dilapidated government buildings in Imbali township such as Industrial centre in Sukuma, Imbali hostel; Imbali Youth Centre and Myezane Higher primary school- these are becoming a hive of criminal activity and posing a danger to community members
- There is a challenge of over-crowded tertiary institutions (Plessislaer FET) and DUT campus. This is resulting in lack of accommodation in student residences, and students having to stay in the township- two girl students from Plessislaer FET were raped in a house where they were renting in Imbali Unit 1.

## **5. COMMUNICATION OBJECTIVES**

- 5.1. To encourage citizen participation through a platform that promotes multi-way communication between government, people and various stakeholders
- 5.2. To encourage communication with the President of the Republic of South Africa in an open and transparent manner.
- 5.3. To demonstrate that government cares about listening to and addressing the needs of ordinary South Africans



- 5.4. To raise awareness about various government initiatives to address service delivery challenges to the people of Imbali township and South Africa in general
- 5.5. To mobilise the support of everyone to play their part and implement the National Development Plan so that the country moves forward to achieve Vision 2030.
- 5.6. To communicate the Medium-Term Strategic Framework, demonstrating the plans and programmes of government has in place to deliver on the overwhelming electoral mandate.
- 5.7. To communicate the fact that South Africa is indeed a better place to live in now than it was before 1994 and to communicate achievements made.

## **6. ENVIRONMENT AND CHALLENGES**

- 6.1. The global economic environment, rising cost of living and its impact on South Africa has had and will continue to dampen the mood of South Africans. Unemployment is high and there are insufficient economic opportunities.
- 6.2. The pace of service delivery may be slow in some areas and people living there may be despondent or frustrated; Government spreading its resources and effort too thinly resulting in many people not being reached by service delivery.
- 6.3. There has been protests linked to illegal land invasions in the area, and a general challenge with provision of adequate low-cost housing, in some cases water and electricity provision is a challenge in some areas. This may result in a perception that government is not committed to addressing these challenges.
- 6.4. Where not overtly “Hostile”, the dominant media mood is skeptical of achievements, but also there is an unwillingness to communicate many of the democratic government’s achievements.

## 7. KEY MESSAGES

**Theme: “Together we move South Africa forward.”**

Approved sub-themes and key messages will guide communication for the Presidential Imbizo and are proposed as follows:

### **7.1 Together we will ensure accelerated basic services delivery**

- Improving access to basic services such as water and electricity
- We are adopting a government-wide approach in an effort to turn around the situation to build better communities
- Focus should be on government programmes to ensure provision of low- cost housing; electricity and basic water services
- The Department of Water and Sanitation has embarked on projects to improve bulk water supply, pipe extensions and reduction of non-revenue water through replacement of old pipes and addressing illegal water connections
- The city-wide War on Leaks programme is valued at R48m and will address leak detection, replacement of old pipes, and illegal water connections
- The Department of Energy has invested funding to the value of R131 million in the past 3 years for the Copesville, Sweetwaters, and Jika Joe Transit camps. Copesville and Jika Joe areas saw an upsurge in illegal connections, and therefore government is addressing this challenge
- The Municipality of Umsunduzi in conjunction with other government departments is committed to building a Heritage site in Slangspruit, called Dlulisumlando Development Initiative- which will ensure the preservation of the rich history and heritage of liberation struggle heroes in Greater Edendale and surrounds
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### **7.2 Moving forward with speed to accelerate job opportunities and inclusive economic growth**

- Developing a vibrant local economy that creates decent jobs
- Improving quality of lives of the people through access to job opportunities
- Modernisation of Pietermaritzburg Airport
- In the past two years, KZN provincial government has provided R40 million in the form of a capital grant to upgrade the runway, terminal, apron and navigation systems
- The movement of passengers creates beneficial economic spin-offs and stimulates economic activities, such as car-hire offices and warehousing; catering and accommodation, etc
- Umsunduzi municipality has 1252 participants in the Community Works Programme- which seeks to offer small scale job opportunities to vulnerable groups in society

### **7.3 Moving forward with speed to ensure the safety and security of our people**

- The Department of Community Safety and Liaison has embarked on a School Safety Campaign, the department conducted an imbizo with affected communities and has together with the community agreed on measures to improve the situation
- The Department of Community Safety and Liaison in partnership with the Department of Education, and SAPS, local leadership, conducted a crime awareness campaign on Mehlokazulu High School in Imbali township. Community structures such as Youth Desk, Community Policing Forum, ward committees were part of the
- Government remains committed to fight the scourge of drugs; and crime that affects communities, and is upscaling the intervention campaigns to target schools and various sectors in society.

### **7.4 Moving with speed to settle our people in sustainable human settlements**

- **Vulindlela Rural Housing** project is a five year project that commenced in March 2011 and is due for completion in 2018
- The total project value is estimated at 2.3bn
- The total number of beneficiaries is estimated at 25 000
- The project will benefit 9 wards in the municipality and 25 000 units will be built
- Most of the construction materials are provided on sites by an estimated 108 cooperatives that are providing slabs; wall plates, blocks, window frames, etc
- The Department of Human Settlements in KwaZulu Natal has trained cooperatives and equipped them with necessary skills for understanding the building industry
- To date an estimated 6 854 houses have been completed
- There are 37 active human settlements projects in the municipality Government has initiated various projects to address to support the human settlement outcome
- Government has invested funding in Wirewall Rectification to change the houses that were built using wirewall technology
- The houses were built using wirewall technology. Due to problems encountered with this technology rectification was required. Rehabilitation of the houses is currently underway.
- Jika-Joe resettlement projects- part of 100 days provincial government initiatives; government has provided alternative housing structures to resettle people from informal settlements
- The Department of Cooperative Governance has initiated an urban renewal project valued at R25 million; which comprises of solar street lights;

## **8. MESSENGERS**

### **8.1. Primary**

- The President
- The Deputy President
- All Cabinet Ministers
- Deputy Ministers
- Premier
- MECs
- Mayor- Umgungundlovu
- Mayor-Umsunduzi
- Cabinet Spokesperson

### **8.2. Secondary**

- Directors-General
- Heads of Departments
- Municipal Managers (Umgungundlovu & Umsunduzi)
- Traditional leadership
- Heads of Communication

## **9. STAKEHOLDERS INVOLVED**

- All Government Departments
- Province of KwaZulu Natal
- Municipalities
- Traditional Leadership
- Civil Society formations
- Business Formations
- Media

## **10. MEDIA PLAN**

NB. An interview schedule will be developed to feature national, provincial and community broadcast and print media to focus on the Presidential Imbizo (pre-during and post) activities. While the Office of the Premier- KwaZulu Natal, COGTA and the GCIS will develop an overarching media plan for the event, individual Ministries and Departments should develop individual media liaison engagements for the Ministers in preparation for the event. The Presidential Imbizo should be linked to media interviews in the relevant locality, particularly community media and consciously, community radio programmes on interviews.

## **11. PHASED COMMUNICATION APPROACH**

### **11.1. Phase One: Content/Product Development & Partnerships (8- 12 September 2014)**

- Develop an overall communication framework; Develop and distribute messages to government communicators (national, provincial, local, internal) and other stakeholders.
- Development and approval of artwork by the Presidency and the national office of GCIS
- Media plan: develop a media plan; establish partnership with various media houses including SABC for Live Broadcast.
- Launch communication and mobilization campaign.
- Media monitoring initiated (mainstream and community).

### **11.2. Phase Two: Awareness and Mobilisation (15-26 September 2014)**

- Media liaison: media briefing, interviews, opinion pieces, speeches, advisories, statements (see detailed communication plan).
- Print: advertising to create awareness and mobilise people to attend the event.
- Products distribution: mobilisation poster/leaflet & awareness poster.
- Radio (Mainstream): flighting of adverts to mobilise people to the local events and raise awareness.
- Strong use of community media, especially radio and print.
- Social media: use of social media platforms to mobilise people and to raise awareness about the Presidential Imbizo.
- Websites: Information published on Government websites.
- Distribution of messages – to government communicators (national, provincial, local, internal) and other stakeholders.

### **11.3. Phase Three (During the Presidential Imbizo)**

- Media liaison: interviews, opinion pieces, speeches, statements.
- Mainstream and community media: coverage
- Community mobilisation / stakeholder invitation to the event, programmes and activities The “Basket Approach” to the Presidential Imbizo will be followed as per the Cabinet approved Protocol and Principles. Some of the activities scheduled to take place are door-to-door household visits, a walkabout to service delivery stalls at the venue, community engagement, mainstream and community media engagement.
- Television (news coverage by SABC, ETV, ANN7 current affairs, including live broadcast).
- Strong use of community media, especially radio, TV and print.
- Social media: use of social media platforms to publicise the cleaning and beautifying activities.

## **12. STRUCTURES AND PROCESSES**

- A sub-team of communication has been established for the Presidential Imbizo to implement a communication strategy and action plan for the Presidential Imbizo. It is led by the Office of the Premier-supported by GCIS, the Presidency; COGTA, the District and Local municipalities and other relevant departments.
- The sub-team of communication will report to the bigger Provincial Steering Committee which is chaired by the Director- General at the Office of the Premier, Kwa-Zulu Natal
- The communication framework should be submitted to the Presidency for approval before implementation.
- The Branding toolkit must be circulated to the Office of the Premier and provincial GCIS office timeously to enable the commencement of procurement offices and effective mobilisation. The Protocol and Principles of Izimbizo should be clearly followed in implementing the Presidential Imbizo. Special consideration needs to be given to the fact that the Presidential Imbizo follows the prescripts of Intergovernmental Relations Coordination and as such relevant structures at national, provincial and local levels should work together to ensure a successful event.