

Langeberg Municipality Annual Communication Action Plan

Date	Target Audience	Theme / Activity	Communication Tools	Budget	Comments
Jan	<u>External Stakeholders:</u> Citizens Account Holders NPO's/NGO Local Business Schools Farmers/Farm workers Media Visitors/Tourists Property Developers Investors Provincial and National Government District Municipality Local Law Enforcement Authorities SALGA Suppliers Contractors Labour Organisations <u>Internal Stakeholders:</u>	"Back to School" Mid-Year capital projects progress report Audit outcomes for Langeberg Awareness information on Disaster Management (eg. emergency numbers, fire and flood safety) Water Saving Campaign Annual Report open for comments / & Approved advert Internal: Batho Pele – People first principles Annual Ward operational plan and Ward Committee meeting dates Know your ward committee and Induction event Promote the SMS database and encourage database registration	<u>External Communication tools:</u> Print media advertisements Radio: • Interview slots • Jingles Call on-hold phone message Facebook and Twitter Video Clips Bulk sms Citizen Engagement App Email Email signatures Website Newsletter Ward committee members Knock and drop post boxes Public meetings / Presentations Account notices Loud hailers Billboards / Street lamppost signs Broshures / flyers Posters • Municipal and Traffic Offices, Libraries, Schools, Clinics, Thusong Centre, Shops <u>Internal Communication tools:</u> Municipal Notice Boards Sallary Slip Email Intranet Internal meetings Internal Newsletter Login Screens	R80 000 R10 000 R150 000 R160 000 R450 000 R8 000 R50 000 R50 000	

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	Municipal Manager Executive Mayor Managers/Directors Councillors Speaker Personnel Ward Committees Community Development Workers		Whatsapp Groups		
Feb		Join our SMS database Insure houses against Fire and Natural Disaster Promotion of complaints management and feedback mechanism? (24/7 Customer Call Centre at your service) The pound by law for public inputs			

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		Zoning Scheme regulation Spatial Development amendment in conjunction with IDP Pre paid water and electricity with reference to vendor access Top risk management and mitigation Clearing of rivers in various town as EPWP projects How to access municipal services? Fire and Flood Season Water Saving Campaign Who is the communications Department – (Protocol) Internal: Batho Pele – People first principles Internal: Fraud and risk awareness articles			
March		“Human Rights Day” the call for proposal, tender / quotation process should be communicated to public/ registration of SMME on database – very easy via flow diagram			

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		“Library Week” freedom of access to information as a basic human right Programme for Disabled Report Vandalism EPWP Successes Water Saving Campaign: “Water Celebration day” Vegtable Gardens Internal: Batho Pele – People first principles Community engagements (Quarterly engagement)			
April		“Easter Season” Substance abuse programme Public Participation Advertise Budget, IDP and Budget related Policies tabled in Council – open for comment Ward based meetings for inputs Ward Committee Summit: Water Purification Recycle for a better tomorrow			

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		Budget in a Nutshell (Poster Format) Water Saving Campaign: Day Zero			
May		"Worker's Month" Teenage Pregnancy Programme Child Protection / Awareness Programme Performance Agreements Identify Fraud in the workplace Water Saving Campaign			
June		"Youth Month" "23 rd Teenage Pregnancy awareness Day" Men's Programme Advertise approved Budget tariffs in media Traffic Services New Financial year ahead – annual Budget (capital project in Langeberg) Water Saving Campaign PP: Community engagements (Quarterly engagement)			

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July		Mandela Day – Bring Positive change to your community Informal Trading Business License assistance Join our Supply Chain Database Water Saving Campaign IEC - Election process			
Aug		Women's Day Event Grant in Aid applications are invited, Bursary applications are invited Know your ward committee, Ward Councillor and Municipal Manager and Mayor campaign? Water Saving Campaign PP: Community engagements (Quarterly engagement) Awareness campaign – What is a ward committee			

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Sept		"Casual Day" "Heritage Day" Public Notice: Approved Process Plan Western Cape Prestige Awards Creche FAS Programme Internal: Employee Wellness and Sports Day Water Savings Services offered by Thusong Centre Transnet Phelophepa Health Care Train Public IDP and Sector meeting dates / Public Participation methods for Inputs Ward based planning – Risk Assessment Plan Water Saving Campaign Have a workshop with Ward Committees and Councillors on the effective use of communication Develop a distinct Business2Business and Corporate communication strategy aimed at investors and local business in the area			

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		Advertise IDP Process Plan Internal: Fraud and Risk Awareness			
Oct		Phase 1 (IDP and Budget Engagements) Awareness on why and how to participate in the IDP process? Public Meetings for IDP inputs Ward Committee workshops/inputs Ward based plan review Langeberg Farmworker of the year competition Programme for the elderly 1 Oct - International Day for the Elderly Water Saving Campaign			
Nov		16 Days of Activism Programme Review IDP Public Meetings and Budget Water Saving Campaign Holiday Programme for Kids 3 Nov - National Children's Day Seda Global Enterprise Development?			

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		Internal: Medical Aid Scheme's visit Municipality Office Closure dates Official photographs of the Mayor, Council and Municipal Manager to be mounted in all public reception areas PP: Performance and evaluations assessments			
Dec		1 Dec - World Aids Day 3 Dec - International Day for Disabled Well wishes to Matriculates for final exams "Festive season" - Road safety; - Emergency numbers; - spending wisely Report illegal dumping Let your bonus work for you Enjoy summer in the Langeberg area Christmas Carols & Lights Ward Committee Summit Water Saving Campaign			

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		Office Closure			
Total				R 958 000	