

Langeberg Municipality Annual Communication Action Plan

Date	Target Audience	Theme / Activity	Communication Tools	Budget	Comments
Jan	External Stakeholders: 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 Internal Stakeholders: Municipal Manager Executive Mayor Managers/Directors Councillors Speaker Personnel Ward Committees Community Development Workers	• 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	External Communication tools: 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 Internal Communication tools: Municipal Notice Boards Salary Slip Email Intranet Internal meetings Internal Newsletter Login Screens Whatsapp Groups		

Langeberg Municipality Annual Communication Action Plan

Date	Target Audience	Theme / Activity	Communication Tools	Budget	Comments
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 - 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 - Library Week - Programme for Disabled - Report Vandalism - LED Successes Story			

Langeberg Municipality Annual Communication Action Plan

Date	Target Audience	Theme / Activity	Communication Tools	Budget	Comments
		• Water Saving Campaign: "Water Celebration day" • Vegetable Gardens • Internal: Batho Pele – People first principles • Community engagements (Quarterly engagement) • IEC Election Awareness			
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 • Water Saving Campaign: Day Zero • IEC Election Awareness			
May		• Worker's Month • Teenage Pregnancy Programme • Child Protection / Awareness Programme • Performance Agreements • Identify Fraud in the workplace • Water Saving Campaign • IEC Election Awareness			
June		• Youth Month • Teenage Pregnancy Awareness • Approved Budget & Tariffs • Traffic Services • Capital Projects in Langeberg • Water Saving Campaign			

Langeberg Municipality Annual Communication Action Plan

Date	Target Audience	Theme / Activity	Communication Tools	Budget	Comments
		• PP: Community engagements (Quarterly engagement) • IEC Election Awareness • Loadshedding			
July		• Mandela Day – Bring Positive change to your community • Informal Trading • Business License assistance • Supply Chain Database • Water Saving Campaign • IEC Election Awareness • Loadshedding • Services offered by Thusong Centre			
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 • IEC Election Awareness • Loadshedding			

Langeberg Municipality Annual Communication Action Plan

Date	Target Audience	Theme / Activity	Communication Tools	Budget	Comments
Sept		- Casual Day - Heritage Day - Public Notice: Approved Process Plan - Western Cape Prestige Awards - Creche FAS Programme - Internal: Employee Wellness and Sports Day - Public IDP and Sector meeting dates / Public Participation methods for Inputs - Ward Based Planning – Risk Assessment Plan - Water Saving Campaign - Advertise IDP Process Plan - Internal: Fraud and Risk Awareness - IEC Election Awareness - Loadshedding			
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 - Matriculants Final Exam			

Langeberg Municipality Annual Communication Action Plan

Date	Target Audience	Theme / Activity	Communication Tools	Budget	Comments
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 • 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 • Matriculants Final Exam			
Dec		• 1 Dec - World Aids Day • 3 Dec - International Day for Disabled • Festive season • Road safety • Emergency numbers; • Report illegal dumping • Let your bonus work for you • Enjoy summer in the Langeberg • Christmas Carols & Lights • Ward Committee Summit • Water Saving Campaign • Office Closure			
Total					