



HARRY GWALA DEVELOPMENT AGENCY (PTY) LTD
[REG. No: 2011/001221/07]

POLICY: COMMUNICATION POLICY

Administrative Responsibility:	Chief Executive Officer
Implementing Department / Departmental Unit	Office of the CEO/Communications personnel

POLICY DOCUMENT CONTROL

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PREAMBLE

WHEREAS Local government's mandate requires that its communication should enhance access to information that enables public to participate in the country's transformation and in bettering their own lives

WHEREAS a Municipal entity communicates in two ways: internally to staff and externally to the public as well as a range of relevant stakeholders, such as government departments, businesses, specialized groups, investors, and tourists. It is therefore important for the municipal entity to create internal communication processes that create a cohesive culture and build on a good reputation of the Agency. Poor internal communications can adversely affect external communications as it can lead to confusion and a non-productive staff.

This policy seeks to assist the Development Agency in delivering well-coordinated, effectively managed, and responsive communication to meet the needs of the public. The intention is to provide guidelines in the process of informing and educating the people of the Harry Gwala District and beyond in clear, simple, and understandable terms using languages spoken in the .

1. INTERPRETATION OF THE POLICY

1.1. Except to the extent to which the context may otherwise require, this Policy shall be construed in accordance with the following provisions of this sub-paragraph:

1.1.1. Any word or expression importing any gender shall include the other gender.

1.1.2. Words importing the singular also include the plural, and *vice versa*, where the context requires.

1.1.3. The following words shall have the meanings hereby assigned to them –

"CEO" shall mean the Chief Executive Officer of the Harry Gwala Development Agency

"HGDA" shall mean the Harry Gwala Development Agency

"RSVP" shall mean répondez s'il vous plaît; please reply (used at the end of invitations to request a response).

2. OBJECTIVES OF THE POLICY

2.1 To assist the municipal entity in providing the public with timely, accurate, clear and complete information about its policies, programmes, services, and initiatives.

2.2 To ensure that the municipal entity's communication caters to all official languages.

prevalent within the district.

- 2.3 To continuously ensure that the Agency is visible and accessible to the Public.
- 2.3 To ensure that the Agency's communication messages reach the widest audience with diverse needs.
- 2.4 To ensure that the entity's communication messages reach marginalized groups in the municipality. Marginalized groups include those defined by socioeconomic factors and also geographical locations.
- 2.5 To ensure that the municipal entity consults with the public, listen to, and take into account people's interests and concerns when establishing priorities, developing policies, and planning programmes and services in relation to the Development Agency's mandate.
- 2.6 To continue to build public trust and confidence in the integrity of the Municipal entity and government as a whole.
- 2.7 To ensure that communication is integrated and coordinated.

3. GUIDING PRINCIPLES OF THIS DOCUMENT

- 3.1. This Communication Policy seeks to ensure that the HGDA;
- 3.2. Shall acknowledge the importance of communications as a strategic management.
- 3.3. Shall demonstrate that the HGDA is committed to a transparent and effective relationship with its internal and external stakeholders and will do so by a process of consultation and information dissemination.
- 3.4. Shall communicate activities that are cost-effective and procured within these guidelines and conform to the HGDA's procurement policies.
- 3.5. The Office of the CEO has the responsibility to ensure that all communications activities, including procurement of services are done in accordance with these policies and procedures.

4. APPLICATION AND AUTHORITY

- 4.1 This communication policy is applicable to all Board members and HGDA officials of the HGDA.

- 4.2. Authority on communication issues vests with the CEO as Chief Communicator of the Harry Gwala Development Agency and also the who is the Accounting Officer and the Head of Administration.
- 4.3. Heads of Departments must ensure that there is compliance with the communication policy in terms of communication relevant to their departments.
- 4.4. Heads of Departments shall be responsible for the communication function of the HGDA, thereby ensuring better coordination and effective communication and that the HGDA speaks with one voice.
- 4.5. It is expected of all staff members to be loyal towards the HGDA and communications activities to be conducted in such a way to reflect commitment.
- 4.6. This policy is intended to ensure that the HGDA engages in a coordinated manner with regards to communications and communicates in a standardized way with unified messages. Adherence to the policy will result in a coherent image for the HGDA and government in general.
- 4.7. The communication policy falls within the scope of internal communications and it will be communicate accordingly.
- 4.8. This communication policy will be evaluated every year to determine that all aspects of it are still valid and forms part of the information that is provided to new staff members.

5. **EVENTS MANAGEMENT**

- 5.1 The events management committee will be required to complete the communications projects template for all their projects, it should be easy to keep track of impending events and to plan proactively. At the very least, the Office of the CEO must be advised at least three weeks in advance of any major event that is planned and must be involved right from the start in the planning process.
- 5.2. The Corporate Services department will be responsible for the planning of event including the following: Advertising, Press statement, Media briefing, Mobilization of communities, Posters, Brochures/ Pamphlets, Speech, Invitations, Photography, Promotional material, Branding.

6. **PUBLIC RELATIONS REGULATIONS**

- 6.1 HGDA shall undertake the facilitation of communication with the general public.
- 6.2 It is important to promote two-way communication and to obtain feedback so that the HGDA conveys relevant information that meets the needs of the communities.
- 6.3 Different means of communications are used to communicate with stakeholders.

- 6.3.1 Radio
- 6.3.2 Television

- 6.3.3 Newspapers
- 6.3.4 Magazines
- 6.3.5 Roadshows
- 6.3.6 Exhibition
- 6.3.7 Workshop
- 6.3.8 Website
- 6.3.9 Facebook
- 6.3.10 WhatsApp Groups

6.4 All Public Relations activities must be recommended by the Heads of Departments and approved by the CEO of the Harry Gwala Development Agency.

6.5 Invitations of guests and stakeholders shall emanate from the office of the CEO

6.6 Heads of Departments shall be responsible for the identification of guests/stakeholders, monitoring of RSVPs shall be the responsibility of the office of the CEO and respective departmental head.

7. **MEDIA RELATIONS**

7.1. The Office of the CEO is the HGDA's first line of contact with the media and is responsible for coordinating all media relations. The following procedures have to be followed with regards to media relations.

7.2. All media queries should be routed to the Heads of Departments and be responded to within two hours via the office of the CEO.

7.3. If the Heads of department cannot provide the necessary information within the prescribed two-hour period, they should advise the communications unit of same and provide time frames when the information will be available. On receipt of the information the Communication personnel will then draft the press statement in consultation with the Head of the department, which will then be submitted to the media.

7.4. All controversial media queries will immediately be brought to the attention of the Chairperson of the Board by the HGDA the CEO, who can opt to respond in consultation with the of the Chairperson of the Board.

7.5. HGDA shall have the following people who are officially allowed to speak with the media on behalf of the Agency:

- Chairperson of the Board
- CEO
- Or any delegated person by the two above.

8. **CRISIS COMMUNICATION**

8.1 As crisis communication plan is both necessary and a challenge on its own.

The crisis communication plan as defined in the Business Continuity strategy will be developed by Internal Audit and reviewed by the Company Secretary.

Without such a plan government can succumb to indecision when a crisis occurs. A crisis is a difficult period of actual or perceived damage to an institution, unit, or individual, triggered by a sudden event or a rapidly developing problem. A crisis may affect safety or security, financial stability, reputation, or the general ability to conduct business. All spheres of government should not be without a crisis communication plan. Crises can be turned from disasters into opportunities to project corporate strengths.

8.2 The HGDA CEO, as a Chief Communicator shall be the main spokesperson during the crisis.

8.3 Communications shall go in the form of press briefings, press releases, and telephonic interviews.

8.4 HGDA shall have ongoing briefings until the crisis is managed and resolved, and avoid duplicated messages.

9. MASS COMMUNICATION REGULATIONS

9.1 Heads of Departments shall undertake all duties related to mass communication through written correspondence or letter signed by the CEO.

9.2 When communicating with masses, the Heads of Departments shall utilize the following channels;

- 9.2.1 Notices on the paper
- 9.2.2 IDP and Budget Consultation Meetings
- 9.2.3 Board meetings
- 9.2.5 HGDA Newsletter and Brochure
- 9.2.5 Website
- 9.2.6 Bulk messaging

10. PROCUREMENT OF COMMUNICATION MATERIALS

10.1 Communication materials include any type of publication, newsletter, magazine, brochure, audio-visual material, and any other material intended to convey to the public information. Supply Chain Management Unit has the responsibility of ensuring that communication products and services, including that of services providers are acquired in a fair and equitable manner. The SCM Unit must be consulted on procurement processes for communication.

11. WEBSITE

11.1 The Agency's Internet site serves as its window to the public. The Corporate Services Unit and the Office of the Chief Executive Office have the responsibility of placing and removing material from the Agency's website. It is the responsibility of individual Units to provide information for their web pages. The creation of links on the Agency website

and or acceptance of a link of the Agency website to another website will only be done after the approval of the CEO.

12. LANGUAGE AND TRANSLATIONS

12.1 The Constitution of South Africa provides that municipalities must take into account the language usage and preference of a community. The two primary languages used in the Harry Gwala District Municipality and its entity are isiZulu and English, therefore, all important and/or mandated communication must be published in these two languages. The audience will determine the choice of language used in communication.

13. COPYRIGHT

13.1 The Agency owns all publicity material and information it has paid for or created. Consequently, the reproduction of any such material requires the approval of the Agency. Copyright to the Agency allows the Agency the freedom to allow others to use the material without paying fees to the original producer. It also gives the Agency the authority to prevent misuse of the material by the producer or anyone else.

14. LEGISLATIVE FRAMEWORKS

- 14.1 Local Government Municipal Structures Act 117 of 1998
- 14.2 Local Government Municipal Systems Act 32 of 2000
- 14.3 Promotion of Access to information Act 2 of 2000
- 14.4 Local Government Communicators Handbook
- 14.5 National Development Plan vision 2030

15. POLICY ADOPTION

15.1 This Policy needs to be considered and approved by the HGDA Board. Has been considered and approved by the HGDA Board.

16. COMMENCEMENT

16.1. This Policy will come into effect on the date of adoption by the Board of Directors of the Harry Gwala Development Agency (Pty) Ltd.

APPROVED BY:

NAME	SIGNATURE	DESIGNATION	DATE
MS ACR Whyte		Chief Executive Officer	25 April 2024