



---

**MAYOR'S WELCOMING REMARKS: COMMUNICATIONS  
STRATEGY REVIEWAL WORKSHOP 2013**

---

**ALL MEMBERS OF THE EXECUTIVE COMMITTEE**

**MUNICIPAL MANAGER**

**SPEAKER**

**CHIEF WHIP**

**ALL COUNCILLORS**

**MANAGEMENT AND COMMUNICATIONS UNIT STAFF**

**COMMUNICATORS FROM THE DEPARTMENT OF LOCAL  
GOVERNMENT AND TRADITIONAL AFFAIRS**

**COMMUNICATORS FROM GOVERNMENT COMMUNICATIONS &  
INFORMATION SYSTEM**

**COMMUNICATORS FROM OFFICE OF THE PREMIER**

**COMMUNICATORS FROM THE DISTRICT MUNICIPALITY**

**INTERNAL COMMUNICATIONS FORUM MEMBERS**

**GOVERNMENT DEPARTMENTS PRESENT HERE**

**COMMUNITY DEVELOPMENT WORKERS**

**NGOs AND CBOs PRESENT HERE**

**MEMBERS OF THE MEDIA (PRINT AND ELECTRONIC)**

Allow me to warmly greet you all during this Mandela Month. The 18<sup>th</sup> of July of each year South Africa commemorates the Birthday of our hero (Tata Rolihlahla Nelson Mandela), the man who sacrificed his time in prison for 27 years so that we could live in a better world, we think of his words that I quote: **“it is in our hands to make a difference”**. We plea with people to lend a helping hand to those less privileged than us.

We are gathered here today to Review the Matatiele Local Municipality Communications Strategy that was adopted by the Council and a Council Resolution was taken that, the Strategy should be reviewed annually.

**Honourable Councillors**, you will all agree with me that as the Matatiele Local Municipality we have a big role to play in making sure that our communities are well informed with government programmes to avoid unnecessary service delivery protests that we hear about on our radios and when reading newspapers. It is our responsibility as we are all gathered here today that we should strengthen how we communicate.

When President Jacob Zuma was addressing the South Africa’s heads of mission he stressed the fact that effective communication from government is very key in managing public opinions, lies and rumours and alluded that communication and marketing should be the key strategic goal. This was also emphasized by the MEC of Sports, Recreation, Arts & Culture in the Eastern Cape, Ms. Xoliswa Tom when she was launching the Bakoena Trust Fund last week here in Matatiele when she stressed the fact that communication is key for the survival of this government. She said “the Eastern Cape as a Province has achieved a lot since 1994 but we are too quiet to inform our communities about these successes.”

In this light a five year Communications Strategy for the Matatiele Local Municipality was developed and adopted by Council. A resolution was taken that the Strategy be reviewed annually as Communications Strategy is a major tool used in promoting and communicating government programmes.

This government has achieved a lot since 1994 but people are not aware of those achievements, consequently, a drastic communication strategy action plan should be developed in order to communicate these achievements and challenges.

**Programme Director,**

Communications Unit under MM's supervision took it to their power to make sure that Matatiele communities are aware of service delivery achievements in their respective Wards, the Newsletter was developed, service delivery pamphlets are being circulated, the print and electronic media is fully utilised and our Primary and Secondary messengers are conveying government messages; we need to commend this sterling job and remember that a lot still needs to be done especially as we are approaching the 2014 national elections.

The role that our media is playing to push this developmental agenda is noted. Meetings were organised to improve these relations and indeed we see drastic changes and massive improvement as the local media continues to support the Municipality in conveying those messages.

**Madame Speaker**

Government departments operating in Matatiele Local Municipality do not have communication officials or spin doctors and in that sense great achievements from those sectors are not profiled. We urge them to fully utilise resources or channels that our Municipality has so that those achievements and challenges are brought into the public's attention. Let us follow an example that the Municipality has initiated with the Department of Education where this year we witnessed a joint media briefing between the Municipality and the Department.

**Compatriots**

As we engage today let us remember that the people of our Municipality are awaiting for the information that we are keeping in our computers while it is categorised as of public interest. I would like to welcome you all to this Workshop and wish you successful deliberations for the benefit of Matatiele Community.

I thank you.