



Item A12. 30.09.2024

COMMUNICATION STRATEGY 2024/2025

GF Ruiters: Manager: IDP & Communications

(Ref.: 13/3/8/7 & 16/7)

PURPOSE

The purpose of this report is to present to Council the Revised Communication Strategy for the Overberg District Municipality.

BACKGROUND

The Communication Strategy is aligned to and supports Council's strategic goals and the 5-year IDP and provides the framework for communication planning in support of the Municipality's overall objectives. In other words, it sets the tone and direction so that all communication activities, products, and materials work in harmony to achieve the desired objective.

The Communication Strategy for the Overberg District Municipality is to be reviewed on an annual basis. Council adopted the Communication Strategy on 03.12.2012.

PROGRESS

The Communication Strategy is reviewed annually to consider changes in legislation and trends in communication. Amendments have been made in this regard.

Changes applied as follows:

Pg	Revisions
1	Review date/s of Communication Strategy updated
6-7	<ul style="list-style-type: none"> ▪ Area size: 12,239km² to 12,240.8km² (MERO 2023/24) ▪ Population figures – 359,446 (MERO 2023/24)
12	Communications Manager to Communication Officer
13	Internal & External Newsletter information updated
15	Review date of Action Plan updated: 2024/2025

The attached document serves as the review for the 2024/2025 financial year.

LEGISLATIVE FRAMEWORK

Sections 27 and 29 of the Local Government: Municipal Systems Act, 2000 (Act 32 of 2000)

FINANCIAL IMPLICATIONS

None



ATTACHMENT

- Revised Communication Strategy 2024/2025

The item served before the Portfolio Committee of Strategic services held on 9 September 2024.

RESOLVED : (Proposed by Ald. H Coetzee and seconded by Cllr. S Fourie)

- 1) Cognisance was taken of the amendments to the Communication Strategy for the Overberg District Municipality.
- 2) Council adopts the revised Communication Strategy for 2024/2025.

CERTIFIED A TRUE EXTRACT FROM THE MINUTES OF THE COUNCIL MEETING HELD ON 30 SEPTEMBER 2024.



R BOSMAN
MUNICIPAL MANAGER