



COMMUNICATION ACTION PLAN

Overberg District Municipality | 2026 – 2027

REVIEWED 28.09.2026

1. EXECUTIVE SUMMARY

This Communication Action Plan outlines a strategic roadmap to strengthen internal and external communication within the Overberg District Municipality. Its purpose is to enhance transparency, encourage active citizen participation, improve awareness of services, and build a trusted municipal brand.

This Action Plan implements the ODM Communication Strategy and Communication Policy. It is an annual plan that must be integrated with the approved IDP, budget and SDBIP, and must include responsible officials, timeframes, SMART indicators, research, monitoring and corrective action.

Key Strategies Include:

- Implementing multi-channel communication platforms
- Enhancing public access to municipal information
- Strengthening internal communication mechanisms
- Promoting participatory governance

2. SITUATION ANALYSIS

2.1. Current State

- **Strengths:** Communication guidelines in place; Established municipal website; Active social media presence; Dedicated Communication official.
- **Weaknesses:** Lack of Communication staff; Budget constraints; Inconsistent messaging; Limited reach in rural areas; Outdated website.
- **Opportunities:** Expanding digital communication; Improving public feedback mechanisms; growing youth population online.
- **Threats:** Misinformation and fake news; Negative public perception; Lack of public awareness; Language barriers.

3. OBJECTIVES AND MESSAGING

3.1. Objectives

The Communication Plan for the 2026-2027 Financial Year will seek to achieve the following objectives:

- Enhance community engagement and service delivery awareness
- Strengthen municipal transparency and accountability
- Foster internal communication and staff cohesion
- Fulfil the municipality's role as the first source of information on municipal matters
- Establish a result-orientated guide for the municipality's communications marketing framework
- Enhance two-way communication between the Municipality and its stakeholders
- Ensure accessible, plain-language and multilingual communication across all appropriate channels.
- Maintain accurate, secure and responsive website and social-media communication, including records retention and misinformation response.
- Prepare and test crisis communication arrangements, including rapid approval, verified holding statements and employee communication.
- Use research, environmental scanning and monitoring data to evaluate communication results and implement corrective action.

3.2. Messaging

In order for the municipality to foster a culture of active two-way communication, it is important that messages are effectively communicated from the council and the municipality to the community and other stakeholders through the appropriate channels.

Messages will be directly related to the specific activity being communicated.

4. COMMUNICATION ACTION PLAN 2026 / 2027

ACTIVITY	OBJECTIVE	FREQUENCY	AUDIENCE	CHANNEL	BUDGET / RESOURCES
MUNICIPAL COMMUNICATIONS					
Internal Newsletter	Share municipal news, updates and relevant information to keep employees informed.	Monthly	Staff Councillors	Email Intranet	Research
External Newsletter	Share information and report on current news related to the municipality.	Quarterly	Staff Councillors District Stakeholders	Email Website Intranet	Research
Public Notices	Inform the public about significant legal, regulatory, or business matters that may affect them.	When required	Public District Stakeholders	Notice Boards Website Social Media Media Publications	Printing Advert Costs
Media Releases	Announce newsworthy information to the public and media, aiming to generate media coverage, control the narrative, and increase municipal brand awareness.	When required	Public District Stakeholders	Website Social Media Newsletters	Research Camera
Social Media	Share information, enhance engagement with stakeholders, and promote municipal awareness.	Regularly	Public District Stakeholders	Facebook Twitter	Mobile Data
Website	Inform, engage, and serve the community by providing easy access to information and services.	Regularly	Public District Stakeholders	ODM Website	N/A
WhatsApp Groups	Share important news, alerts, and announcements with stakeholders and staff/management.	When required	Staff Councillors District Stakeholders	WhatsApp	Mobile Data
Crises Communication	Provide accurate, timely, and consistent information to all stakeholders while coordinating response efforts and facilitating recovery.	When required	All Stakeholders	Email Website Social Media WhatsApp	Mobile Data
INTERGOVERNMENTAL RELATIONS					
Management / Staff Meetings	Share information, address challenges, plan projects, and ensure alignment with the municipality's goals and objectives.	When required	Staff Management	Email	Officials' time
Council Meetings	Make decisions in the best interest of the community, implement policies, approve budgets, and enact regulations.	Quarterly	Councillors Management	Email Hard Copies Website Media Publications	Printing Advert Costs
Portfolio Committee Meetings	Provide oversight and support to specific areas of municipal operations and make recommendations to ensure efficient and effective service delivery.	Quarterly	Councillors Management	Email Hard Copies	Printing

ACTIVITY	OBJECTIVE	FREQUENCY	AUDIENCE	CHANNEL	BUDGET / RESOURCES
District Forums & Committees	Foster cooperation, coordination and alignment in the local government sphere to achieve common goals, improve service delivery, and address shared challenges.	Quarterly Bi-Annually	Staff Councillors District Stakeholders	Email Hard Copies Newsletters	Travelling
Provincial Forums & Committees	Facilitate and promote effective intergovernmental relations and alignment between different levels of government through consultation and coordination.	Quarterly Bi-Annually	Staff Councillors District Stakeholders	Email Newsletters	Travelling Accommodation
MUNICIPAL REGULATIONS & PROCEDURES					
Policies & Plans	Establish a framework for effective local governance, service delivery, and community development by adopting and implementing regulations to ensure democratic and accountable government.	Quarterly	Staff Councillors	Email Hard Copies Website Newsletters	Printing
Budget Process	Set priorities and prepare a framework for budget allocation to meet the developmental and service delivery objectives of the municipality.	Annually	All Stakeholders	Website Hardcopies Media Publications Social Media	Printing Advert Costs
Integrated Development Plan (IDP) - Review / Amendment	Assess changing circumstances and performance measures against the approved 5-year Strategic Plan.	Annually	All Stakeholders	Website Hardcopies Media Publications Social Media	Printing Advert Costs
Service Delivery & Budget Implementation Plan (SDBIP)	Develop a SDBIP for the implementation of the Budget and IDP.	Annually	All Stakeholders	Website Hardcopies Media Publications Social Media	Printing Advert Costs
Annual Report	Provide a record of the activities of the municipality and report on performance in service delivery and budget implementation for the previous financial year.	Annually	All Stakeholders	Website Hardcopies Media Publications Social Media	Printing Advert Costs
Tenders	Ensure a fair, transparent, and cost-effective procurement process for the acquisition of goods and services.	When available	Public	Website Social Media Media Publications Notice Boards	Printing Advert Costs
Vacancies	Ensure the municipality can effectively deliver services to its residents and achieve its developmental goals.	When available	Public	Website Social Media Media Publications Notice Boards	Printing Advert Costs

ACTIVITY	OBJECTIVE	FREQUENCY	AUDIENCE	CHANNEL	BUDGET / RESOURCES
PROGRAMS AND PROJECTS					
Infrastructure Development	Improve the quality of life for residents by investing in essential infrastructure and services like roads and emergency services.	Annually	All Stakeholders	Email Website Social Media	Project Costs Officials' time
Local Economic Development	Stimulate local economic growth, alleviate poverty, and redistribute resources and opportunities to the benefit of all residents.	Annually	All Stakeholders	Email Website Social Media	Travelling Officials' time
Social Development	Address social needs, foster social inclusion, and build a caring and self-reliant society through integrated and sustainable programs.	Annually	All Stakeholders	Email Hardcopies Newsletters	Travelling Printing Officials' time
Training Programs	Enhance the skills and knowledge of employees, enabling them to perform their duties effectively and efficiently while supporting the municipality's overall goals.	Annually	Staff	Email Hardcopies Newsletters	Travelling Printing Officials' time
AWARENESS AND MARKETING CAMPAIGNS					
IDP Awareness / Public Participation	Raise awareness in terms of the IDP and public participation process	Bi-annually	Staff Councillors District Stakeholders	Email Hardcopies Newsletters	Travelling Refreshments
Roadshows	Facilitate consultation and engagement with municipal staff and relevant stakeholders to share information, gather feedback, and address any concerns or issues related to service delivery.	When required	Staff Councillors District Stakeholders	Email Hardcopies Newsletters	Travelling Printing Officials' time
Open Days	Enhance community engagement and transparency by interacting with residents and stakeholders by showcasing services, projects and activities.	When required	Staff Public District Stakeholders	Email Website Social Media	Travelling Officials' time
Fire & Disaster	Prepare communities to effectively respond to and recover from disasters by increasing their knowledge and understanding of potential hazards and risks.	When required	All Stakeholders	Email Social Media Hardcopies	Travelling Printing
Health & Safety	Enhance the well-being of the community by proactively addressing potential risks and promoting safe behaviours.	When required	All Stakeholders	Email Social Media Hardcopies	Travelling Printing

5. COMMUNICATION CYCLE 2026 / 2027 (NATIONAL, PROVINCIAL, REGIONAL)

In its endeavor to ensure that it achieves its communication objectives, the Municipality may seek to expand its communication efforts by sharing additional activities and events, such as official holidays and various observances.

MONTH	SUBJECT / THEME
July 2026	Preparation of IDP/Budget Time Schedule for 2027-2032; Mandela Day; World Hepatitis Day; World Youth Skills Day; World Drowning Prevention Day; World Nature Conservation Day; Winter Safety Campaign; Development of Internal Newsletter
August 2026	Women's Month; National Women's Day; Review of Communication Strategy and Action Plan; World Humanitarian Day; Winter Safety Campaign; Development of Internal Newsletter
September 2026	Local municipalities public participation meetings, sector- and ward committee engagements; Tourism Month; Heritage Day; World Tourism Day; International Day of Democracy; World Water Monitoring Day; World Cleanup Day; NAMPO Cape Expo; Voet van Afrika Marathon; Development of External Newsletter
October 2026	Local municipalities public participation meetings, sector- and ward committee engagements; International Breast Cancer Month; International Day of Older Persons; World Mental Health Day; International Day for Disaster Risk Reduction; World Food Day; School Holidays; Fire Season Commences; Development of Internal Newsletter
November 2026	Local Government Elections; Constitution of new councils; District IDP Awareness; 16 Days of Activism; National Children's Day; World Diabetes Day; Fire Safety Campaign; Development of Internal Newsletter
December 2026	Council Inaugurations*; Preparation of District Framework Plan (2027-2032); Fire Safety; Local Government Week; World AIDS Day; Local Government Week; Mayoral messages to the community; Anti-Corruption Day; International Day of Persons with Disabilities; Council Recess; School Holidays; Day of Reconciliation; Christmas Day; Fire Safety Campaign; Development of External Newsletter
January 2027	New Year's Day; Back 2 School Messages; Mid-year Budget & Performance Reports; Opening of Council; Tabling of Draft Annual Report to Council; Tabling of District Framework Plan (2027-2032); Draft 2027-2032 IDP Process Plan; Strategic planning session with Council; Development of Internal Newsletter; Fire Safety Campaign
February 2027	Publish Draft Process Plan for public comment and input; Drafting of the 2027-2032 IDP; Council Strategic Session; Publish Draft Annual Report for Comments; SONA; SOPA; World Wetlands Day; World Cancer Day; Development of Internal Newsletter; International Internet Safety Day; World Radio Day; Fire Safety Campaign
March 2027	Table Draft 2027-2032 IDP; Tabling of Draft MTREF Budget; Tabling of Oversight Report on Annual Report; Human Rights Month; Human Rights Day; World Water Day; Water Week; World TB Day; Development of External Newsletter; School Holidays; Fire Safety Campaign
April 2027	Publish Draft 2027-2032 IDP and Draft Budget for public comment and input; Local municipalities – public feedback meetings; Good Friday; Easter Sunday; Family Day; Freedom Day; State of the District Address; National Imbizo Focus Week; Earth Day
May 2027	Table Final 2027-2032 IDP for adoption; Tabling of Final MTREF Budget; Local municipalities – public feedback meetings; Worker's Month; Workers' Day; Final IDP/Budget approvals; Sanitation Week; Child Protection Week; Africa Day; World Hand Hygiene Day; International HR Day; International Day of Biological Diversity; International Firefighters' Day; Winter Season Commences; Winter Safety Campaign
June 2027	Publish a summary of Final 2027-2032 IDP; District IDP Awareness; Youth Month; Youth Day; Development of External Newsletter; Approval of SDBIP; World Environment Day; World Food Safety Day; World Oceans Day; International Archives Day; Winter Safety Campaign; Council Recess; School Holidays

6. POLICY-ALIGNMENT IMPLEMENTATION

POLICY-ALIGNMENT AMENDMENT: This schedule supplements the “Budget / Resources” column in the Action Plan.

6.1. Funding requirement and approval control

National GCP requirement: at least 3%–5% of the operational budget, excluding employee compensation and transfers, must be ring-fenced for communication according to the institution’s size and functions. ODM should use 5% as its planning target, subject to confirmation of the eligible base by Financial Services and Council approval through the MFMA budget process.

Budget formula: Eligible operational budget × 5% = proposed annual communication-function allocation.

6.2. Quarterly monitoring and reporting

The HoC must maintain a quarterly dashboard covering activities delivered, expenditure against the approved allocation, audience reach, website/social-media responsiveness, media enquiries, public feedback, misinformation responses, accessibility actions, risks and corrective actions.

Each campaign and material activity must have an identified owner, audience, message, channel, timeframe, approved budget and SMART indicator before implementation.