



EXTRACT FROM THE COUNCIL MINUTES HELD ON 28 SEPTEMBER 2026

Item A9. 28.09.2026

COMMUNICATION STRATEGY 2026/2027

GF Ruiters: Manager: IDP & Communications

(Ref.:16/7/5)

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.

PROGRESS

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

Noteworthy changes applied are indicated in red. The revised strategy also contains a 'Policy Alignment Amendment' section with recommended amendments/additions which aligns with the revised National Government Communication Policy as well as the National Communication Strategic Framework. However, those amendments will be implemented when the ODM reviews its Communication Policy for the 2027-2032 period.

The attached document serves as the review for the 2026/2027 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 2026/2027

This item served at the Strategic Services Portfolio Committee Meeting held on 14 September 2026, and it was recommended as follows to Council:

RESOLVED: (Proposed by Ald. H Coetzee and seconded by Cllr. T Els)

- 1) Council takes cognisance of the amendments to the Communication Strategy for 2026/2027.
- 2) Council adopts the revised Communication Strategy for 2026/2027 financial year.

**CERTIFIED A TRUE EXTRACT FROM THE MINUTES OF THE COUNCIL MEETING
HELD ON 28 SEPTEMBER 2026.**



**R BOSMAN
MUNICIPAL MANAGER**