

## CIRCULAR 24/ 2017

**FROM : XOLILE GEORGE**  
**CHIEF EXECUTIVE OFFICER**

**TO : THE EXECUTIVE MAYOR**  
**THE MAYOR**  
**THE SPEAKER**  
**CHIEF WHIPS**  
**HEADS OF PORTFOLIO / MAYORAL COMMITTEES**  
**THE CITY / MUNICIPAL MANAGER**

**DATE : 04 OCTOBER 2017**

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### **NOTIFICATION REGARDING CALL FOR ENROLLMENT APPLICATIONS INTO THE MUNICIPAL LEADERS MEDIA AND STAKEHOLDER ENGAGEMENT PROGRAMME (MSEP)**

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#### **1. INTRODUCTION AND BACKGROUND**

The South African Local Government Association under the auspices of SALGA Centre for Leadership and Governance (SCLG), launched the Municipal Leaders Media and Stakeholder Engagement Programme (MSEP) during the Council of Speakers event convened in Durban from 16-17 August 2017. The MSEP is a credit bearing skills programme aligned to the National Qualifications Framework level four (4) consisting of three (3) unit standards totalling twenty (20) credits, registered as a skills programme with LGSETA.

The MSEP is aimed at capacitating 1400 beneficiaries consisting of Speakers of Councils, Executive Mayors / Mayors, Deputy Executive Mayors / Deputy Mayors, City / Municipal Managers in all municipalities. MSEP takes its lead from the SALGA's leadership model which prioritises stakeholders for impactful leadership at local level. The MSEP brings together professional experts and academic practitioners, local media personalities in a dynamic blended learning programme with a focus on practical skills which features a simulated 'live' panel discussion which is going to be recorded as part of participants' portfolio of evidence. Upon successful completion of the programme delegates will receive certificates of competence.

The proposed training dates for the programme for Free State, Limpopo and North West is from 23 -25 Oct 2017 and other province will be confirmed in due course. The implementation of the programme is to be completed by March 2018.

## 2. PROGRAMME STRUCTURE AND OUTLINE

PROGRAMME CONTENT			
Name of Unit Standards	SAQA ID 120391	SAQA ID 120394	SAQA ID 244190
<b>Title</b>	Apply leadership skills to relationship management	Apply communication principles, strategies & processes in a leadership role	Utilise advocacy & lobbying skills to represent municipal interests in intergovernmental structures and processes
<b>Credits</b>	<b>8</b>	<b>6</b>	<b>6</b>
<b>Learning Objectives</b>	<ul style="list-style-type: none"> <li>Explain leadership strategies to deal with managing a variety of role players</li> <li>Create an optimum advice environment</li> <li>Enhance institutional accountability and managing relations with stakeholders &amp; Communities</li> <li>Demonstrate an understanding of the varying dynamics in managing relationships</li> <li>Develop a sound communications strategy to enhance relations with key stakeholders and communities</li> </ul>	<ul style="list-style-type: none"> <li>Explain communication processes and the role of the leader in this process</li> <li>Identify &amp; utilise appropriate communication tools &amp; strategies</li> <li>Utilise information technology to enhance communications</li> <li>Develop strategies to overcome barriers to communication</li> <li>Apply the theories, principles &amp; models of communication to a leadership role within a specific context</li> <li>Apply the principles of effective communications in media relations</li> </ul>	<ul style="list-style-type: none"> <li>Explain the key concept of advocacy &amp; representing LG interests in intergovernmental processes &amp; structures;</li> <li>Explain the basic approaches to advocacy</li> <li>Explain the elements of effective influencing policy &amp; legislative processes affecting LG</li> <li>Explain the main intergovernmental &amp; policy processes at national &amp; provincial level affecting LG;</li> <li>Utilise lobbying techniques &amp; skills to support councillor functions and roles</li> </ul>

## 3. PROGRAMME DELIVERY APPROACH

Time Period	Activity
Prior	Pre-work - Formative Assignments will be sent 3 weeks Prior. To be completed by Candidates and sent back prior to training sessions commencing (Compulsory)
Day 1 & Day 2	<ul style="list-style-type: none"> <li>120394 - Apply communication principles, strategies and processes in a leadership role</li> <li>120391 - Apply Leadership Skills To Relationship Management</li> <li>244190 - Utilize advocacy and lobbying skills to represent municipal interests in inter-governmental structures and processes.</li> </ul>
Day 3	<ul style="list-style-type: none"> <li>Practical Media Interactive Sessions;</li> <li>Sessions with Media Experts – effectively addressing and communicating with the relevant players in media. Candidates completed POEs to be collected by end of the session on 3<sup>rd</sup> Day</li> </ul>

The primary purpose of this circular is to request the assistance of municipalities to invite eligible delegates to confirm their attendance on the attached **Annexure A** enrolment form.

#### 4. SUBMISSION OF APPLICATIONS AND CLOSING DATE

Kindly return completed form together with a certified copy of the relevant ID to [msep@salga.org.za](mailto:msep@salga.org.za) by close of business on **17 October 2017**. For any telephonic enquiries, do not hesitate to call Thobile Mhlongo or/and Tebogo Kgosana at 012 369 8000.

Yours sincerely,



**XOLILE GEORGE**  
**CHIEF EXECUTIVE OFFICER**



**LGSETA**  
CREATING GREATER IMPACT

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## MUNICIPAL LEADERS MEDIA AND STAKEHOLDER ENGAGEMENT PROGRAMME

# Learner Enrolment Form

1. Complete In Black Pen Only
2. Attach all relevant documentation as per the checklist
3. Complete One Form Per Intervention Per Learner

### Type of Learning Programme

Skills Programme (Unit Standard Based)	X	Complete Section A To E & G
Skills Programme (Non-PIVOTAL – not Unit Standard Based)		Complete Section A To E
Adult Education Training (AET)		Complete Section A To E & H
Recognition Of Prior Learning (RPL)		Complete Section A To E
Internship		Complete Section A To D & F
Work Integrated Learning (WIL)		Complete Section A To D & F
Bursaries		Complete Section A To D & F

### Section A : Learner Details

First Name	
Surname	
ID Number	
Date Of Birth	
Age	
Equity :	<input type="checkbox"/> African <input type="checkbox"/> Indian <input type="checkbox"/> Coloured <input type="checkbox"/> White <input type="checkbox"/> Other ( <i>Specify</i> )

<b>Nationality</b>		
<b>Disability (Specify The Nature Of The Disability If Applicable)</b>		
<b>Gender:</b>	<b>Male</b> <input type="checkbox"/>	<b>Female</b> <input type="checkbox"/>
<b>Citizen Status:</b>	<b>South Africa</b> <input type="checkbox"/>	<b>Other</b> <input type="checkbox"/> <b>Dual (Sa Plus Other)</b> <input type="checkbox"/>
<b>Physical Address</b>		
<b>Postal Address</b>		
<b>Province :</b>		
<input type="checkbox"/> <b>Gauteng</b>	<input type="checkbox"/> <b>Mpumalanga</b>	<input type="checkbox"/> <b>Free State</b>
<input type="checkbox"/> <b>Western Cape</b>	<input type="checkbox"/> <b>North West</b>	<input type="checkbox"/> <b>Eastern Cape</b>
<input type="checkbox"/> <b>Kwa-Zulu Natal</b>	<input type="checkbox"/> <b>Limpopo</b>	<input type="checkbox"/> <b>Northern Cape</b>
<b>Municipality :</b>	<b>Area:</b>	
<b>Urban</b> <input type="checkbox"/>	<b>Rural</b> <input type="checkbox"/>	
<b>Tel Number</b>		<b>Fax Number:</b>
<b>Cell Number</b>		
<b>Email Address</b>		
<b>Name of Programme Entering</b> <i>(i.e. Qualification Name)</i>		
<b>Commencement Date :</b>	<b>Refer to the Funding Agreement commencement date</b>	
<b>Termination Date :</b>	<b>Refer to the Funding Agreement termination date</b>	
<b>Highest Grade Completed</b> <i>(e.g. Grade 10 ,11,12)</i>		
<b>Title Of Highest Qualification and Level</b>		
<b>Additional Amount Paid By Company ( If Applicable)</b>		

**Section B: Parent or Guardian Details**  
(to be completed if learner is a minor – i.e under 18 years)

<b>First Name</b>	
<b>Surname</b>	
<b>ID Number</b>	
<b>Physical Address</b>	
<b>Postal Address</b>	
<b>Contact Number</b>	
<b>Email Address</b>	

**Learner Declaration**

*(Please Note That The Guardian Signature Is Required If The Learner Is Under 18 Years)*

1. I Declare To The Best Of My Knowledge That All Information On This Form Is True And Correct And I Understand That If It Is Not, I May Be Eliminated From Consideration In The Selection Process. If After Being Granted A Bursary, Any Falsehoods Or Omissions Are Discovered In My Application, I Understand That My Bursary Grant May Be Terminated.
2. I Undertake To Avail Myself For Participation In All Structured Learning, Practical Workplace Experience And Assessment Activities Required By The Bursary Scheme.
3. I Indemnify The LGSETA And Its Officials Against Any Claim For Illness Or Accidental Injury Sustained By Me In The Workplace And During Operations In The Attainment Of The Bursary Scheme Objectives.

<b>Name And Surname Of Learner</b>	
<b>Signature Of Learner :</b>	<b>Date:</b>
<b>Name And Surname Of Parent Or Guardian</b>	
<b>Parent Of Guardian's Signature :</b>	<i>(Only Applicable If The Learner Is A Minor)</i>

### Section C: Lead Entity

<b>Name Of Entity: South African Local Government Association (SALGA)</b>		
<b>Skills Development Levy Number (SDL) or Registration Number:</b>		
<b>SIC Code:</b>	<b>SETA You Aligned To: LGSETA</b>	
<b>Physical Address: Menlyn Corporate Park, Block B , 175 Corobay Avenue</b>		
<b>Cnr Garsfontein and Corobay Waterkloof Glen ext11, PRETORIA</b>		
<b>Designated Person's Name and Surname: Mr. Rio Nolutshungu</b>		
<b>Designation: Executive Director: Municipal Institutional Development</b>		
<b>Tel Number</b>	<b>0123698000</b>	<b>Fax Number: 0123698001</b>
<b>Email Address</b>	<b><u><a href="mailto:rnolutshungu@salga.org.za">rnolutshungu@salga.org.za</a></u></b>	
<b>Signature :</b>		<b>Date :</b>

### Section D: Host Employer

<b>Name Of Entity:</b>		
<b>Skills Development Levy Number (SDL) or Registration Number:</b>		
<b>SIC Code:</b>	<b>SETA You Aligned To:</b>	
<b>Physical Address:</b>		
<b>Designated Person's Name and Surname:</b>		
<b>Designation:</b>		
<b>Tel Number</b>		<b>Fax Number:</b>
<b>Email Address</b>		
<b>Signature:</b>		<b>Date:</b>

### Section E: Skills Development Provider

<b>Name Of Training Institute</b>			
<b>Accreditation Number</b>			
<b>Qualification Name</b>			
<b>Registration Number</b>			
<b>NQF Level</b>			
<b>Private</b> <input type="checkbox"/> / <b>Public</b> <input type="checkbox"/> <b>TVET</b> <input type="checkbox"/> / <b>HET</b> <input type="checkbox"/> <b>UOT</b> <input type="checkbox"/>			
<b>Physical Address</b>			
<b>Designated Person's Name and Surname</b>			
<b>Designation</b>			
<b>Tel Number</b>		<b>Fax Number:</b>	
<b>Email Address</b>			
<b>Signature:</b>			<b>Date:</b>

### Section F: Institution Where Qualification Was/ Is Attained

<b>Name Of Learning Institution</b>			
<b>Qualification Name</b>			
<b>NQF Level</b>			
<b>Provider: Private</b> <input type="checkbox"/> / <b>Public</b> <input type="checkbox"/> <b>TVET</b> <input type="checkbox"/> / <b>HET</b> <input type="checkbox"/> / <b>UOT</b> <input type="checkbox"/>			
<b>Physical Address</b>			
<b>Designated Person's Name and Surname</b>			
<b>Designation</b>			



<b>Tel Number</b>		<b>Fax Number:</b>
<b>Email Address</b>		

### Section G: Complete Unit Standard Details

Unit Standard Description	Unit Standard Number	Credits	LGSETA Unit Standard Y/N

### Section H: Complete Numeracy And Literacy Details

Numeracy Level	Literacy Level	Other