
MEDIA RELEASE

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SALGA convenes Local Government Communicators in Durban to 'Bring Local Government Closer to the People'

The South African Local Government Association (SALGA), in partnership with EtheKwini Metro, is hosting the second National Communicators Forum (NCF) from 25-26 July 2017 in Durban, KwaZulu-Natal.

The NCF will bring together Heads of Communications from Municipalities, Heads of Communication from Provincial Departments responsible for Local Government, Heads of Communication from Cooperative Governance and Traditional Affairs National, SALGA Provincial Communicators' and Marketers, SA Cities Network, Government Communicators Information Systems, Department of Communications and Department of Telecommunications and Postal Services.

Minister of Communications, Hon Ayanda Dlodlo, will deliver a keynote address at the forum.

In line with the theme of the gathering, "Bringing Local Government Closer to the People", the forum seeks to provide a platform for Municipal Communicators to deliberate on the progress and challenges facing Local Government and further discuss ways on how effective communication can bring about lasting and sustainable solutions to enhance service delivery - through peer learning and sharing of best practices.

Key to the NCF agenda, among others, is the Auditor General Municipal Audit Outcomes for 2015-16, results of Financial and Non-Financial census for municipalities by Statistics South Africa and discussions on the South African media landscape.

SALGA CEO Xolile George said: "Our ultimate goal is to support municipal communicators in their important role to inform and educate citizens, and to provide a platform for sharing of municipal innovations and good practices in relation to communications that will inform improvements in the sector. The meeting will also present the opportunity to collectively engage with key stakeholders in addressing issues affecting Local Government."

The inaugural SALGA National Communicators Forum (NCF) was hosted by SALGA in March, at the CSIR International Convention Centre in Pretoria.

SALGA is aware that if Local Government is serious about improving the lives of the people, communication should be reprioritized as a machinery method that connects civil servants and the people they supposed to serve.

Other important stakeholders expected to participate at the NCF include, the South African National Editors Forum, National Community Radio Forum, South African Broadcasting Corporation, among others. The NCF will also present a great opportunity for the media to network and interact with municipal communicators.

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