



SOUTH AFRICAN LOCAL  
GOVERNMENT ASSOCIATION

**SALGA**

*Inspiring service delivery*

# **National Communicators Forum 2017**

## **Marketing, Communication and Stakeholder Relations**

# Introduction - Who we are

- The Marketing, Communications and Stakeholder Relations (MCS) function is located within the Office of the CEO. It is multi-disciplinary function responsible for the strategic profiling of SALGA and the sector
- The function's objectives are to:
- Provide communication support to Local Government through PR and media relations
- Create awareness and profile SALGA and Local Government

# SALGA MANDATE

### Vision

To be an association of municipalities that is at the cutting edge of quality and sustainable services.

### Mission

To be consultative, informed, mandated, credible and accountable to our membership, and provide value for money.

### Values

Responsive, Innovative, Dynamic and Excellence.

**SALGA Mandate**

**Lobby, Advocate & Represent**

**Employer Body**

**Capacity Building**

**Support & Advice**

**Strategic Profiling**

**Knowledge & Information Sharing**

Transform local government to enable it to fulfil its developmental mandate.

Lobby, advocate, protect and represent the interest of local government at relevant structures and platforms.

Act as an employer body representing all municipal members and, by agreement, associate members.

Build the capacity of the municipality as an institution as well as leadership and technical capacity of both Councillors and Officials.

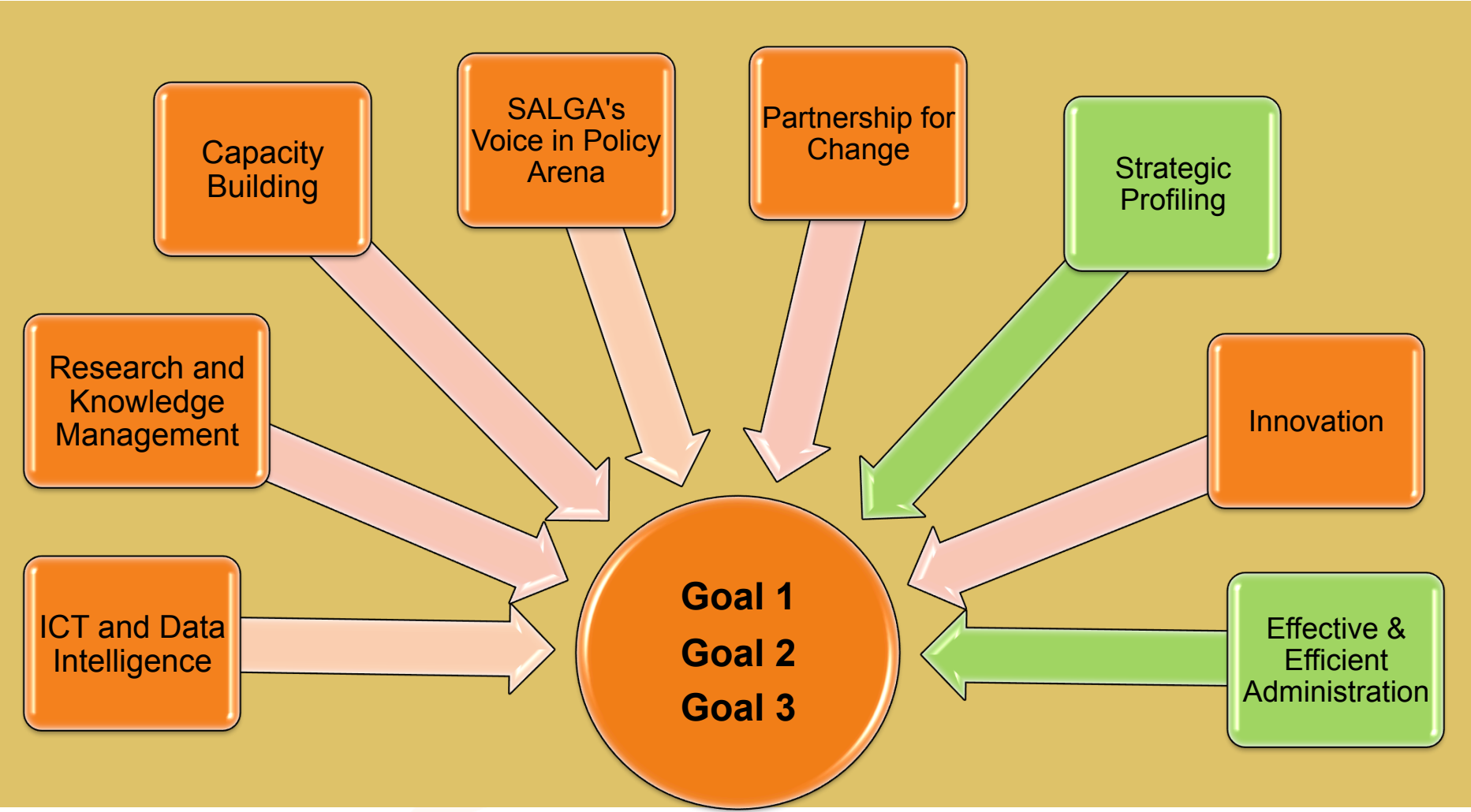
Support and advise our members on a range of issues to assist effective execution of their mandate.

**Build the profile and image of local government within South Africa as well as outside the country.**

Serve as the main hub of local government knowledge and intelligence and to facilitate peer learning within the sector

# The Voice of Local Government

# STRATEGIC ENABLERS



# OUR SERVICE OFFERING

## Marketing

- Advertorials: Print, on-line, Radio and Outdoor (Paid for Media)
- Website placement and content management
- Internal and external support: Events management, graphic designs, publication production
- Brand management: facilitate adherence to the CI manual

## Communication

- Media advisory services on projects
- Press Conferences (content dependant)
- Social Media (Facebook, Twitter, Instagram, You-Tube and Flicker)
- Media monitoring and rapid response
- Strategic partnerships with various media houses
- Create awareness on digital screens
- Disseminate information using E-notice
- Profile programmes in the internal newsletter
- Offer multimedia services (graphics, photography and videography)
- Disseminate information using The Voice magazine

## Stakeholder Relations

- Identify strategic partnerships and facilitate engagements platforms
- Identify potential sponsorships
- Develop and disseminate stakeholder framework for assistance in identifying potential sponsors and partnerships

# MEDIA LANDSCAPE

- Changes in the media landscape have dramatically altered the practice of communications. Media has been faced with challenges globally as print advertising has forced a trimming of budgets.
- Internet search engines have grown to become the most trusted source of news and information and people are happy receiving valuable content directly from organisations. This has provided huge opportunities for communicators.
- As Local Government communicators, there is a growing need to have a multichannel approach where communication is integrated across all channels, both internally and externally. Digital media presents a huge opportunity for us, but we need quality and relevant Local Government content to compete online. With that said, the challenge for us remains that often there are so many different messages, it is hard to know where to begin.

# 2017 *This Is What Happens In An Internet Minute*



# 2017/18 Planning

- Communications
  - Analyse the effectiveness of current communication channels
  - Collaborate with provinces to select and target specific news angles to create positive awareness around LG and SALGA
- Stakeholder Relations
  - Engage stakeholders with the intension of establishing strategic partnerships for long term
- Brand Management
  - Develop and implement a profiling plan for SALGA and Local Government locally and internationally (including strategic media partnerships)
  - Collaborate with provinces to create marketing and communication toolkits such as policy documents and guidelines





**Thank  
You!!!**

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