

SOUTH AFRICAN LOCAL  
GOVERNMENT ASSOCIATION

**SALGA**

***PRESENTATION TO THE 7<sup>th</sup> ANNUAL SALGA NATIONAL  
COMMUNICATORS FORUM ON THE MEDIA &  
STAKEHOLDER ENGAGEMENT TRAINING PROGRAMME***

***12 DECEMBER 2023***



[www.salga.org.za](http://www.salga.org.za)

# Strategic Outcomes (2022-2027)



## INCLUSIVE SOCIO-ECONOMIC RETURN

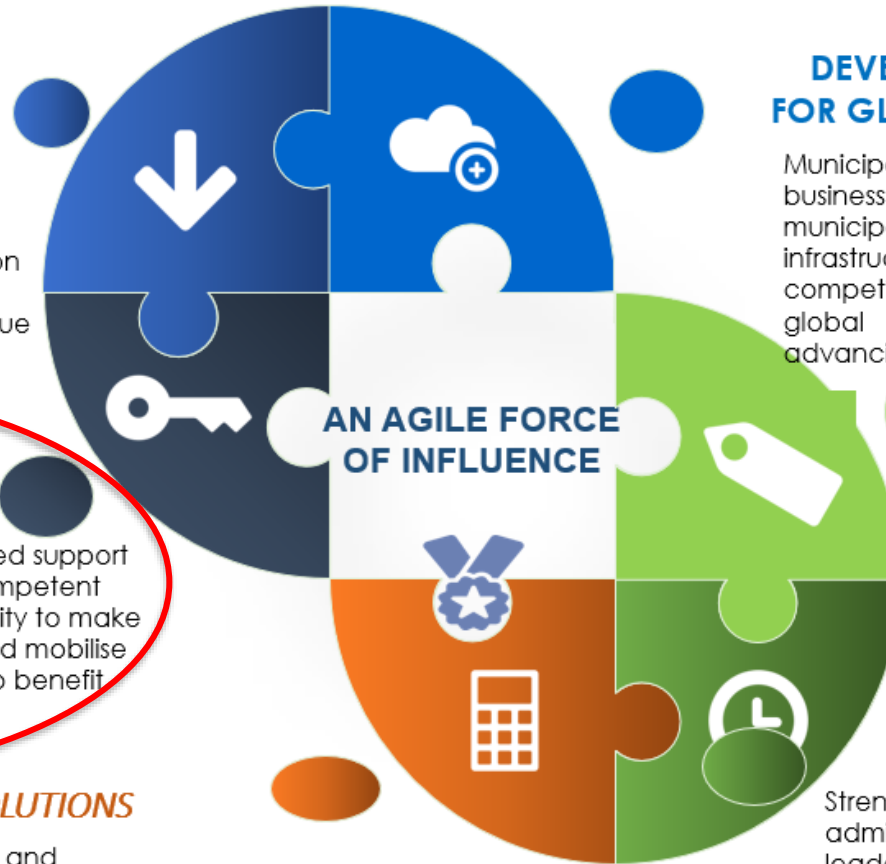
SALGA supports municipalities in appropriate financial planning, sourcing equitable and adequate share distribution from intergovernmental transfers in a differentiated approach, effective revenue collection instruments and alternative revenue streams

## CAPABLE AND REPUTABLE LOCAL GOVERNMENT

SALGA builds capacity, provides customised support and advises LG to become skilled and competent leadership that constantly builds its capacity to make policy judgements, manage coalitions, and mobilise resources and networks of local interests to benefit communities

## CUSTOMISED INNOVATIVE SOLUTIONS

SALGA digitises its planning, monitoring and evaluation processes. Standards for LG are developed into different technical categories (Redbook



## DEVELOPMENTAL GROWTH FOR GLOBAL COMPETITIVENESS

Municipalities are supported to create a conducive business climate to attract and retain investments in municipal areas, revive existing industrial infrastructure for economic viability and competitiveness and placing local government as a global investment destination. deliberately advancing rural, township and regional economies.

## EFFECTIVE NETWORKS AND IGR

Strengthen the role of SALGA in representing the interests of LG within the cooperative government system and in supporting its members to fulfil their developmental agenda obligations

## SALGA – AN AGILE FORCE OF INFLUENCE

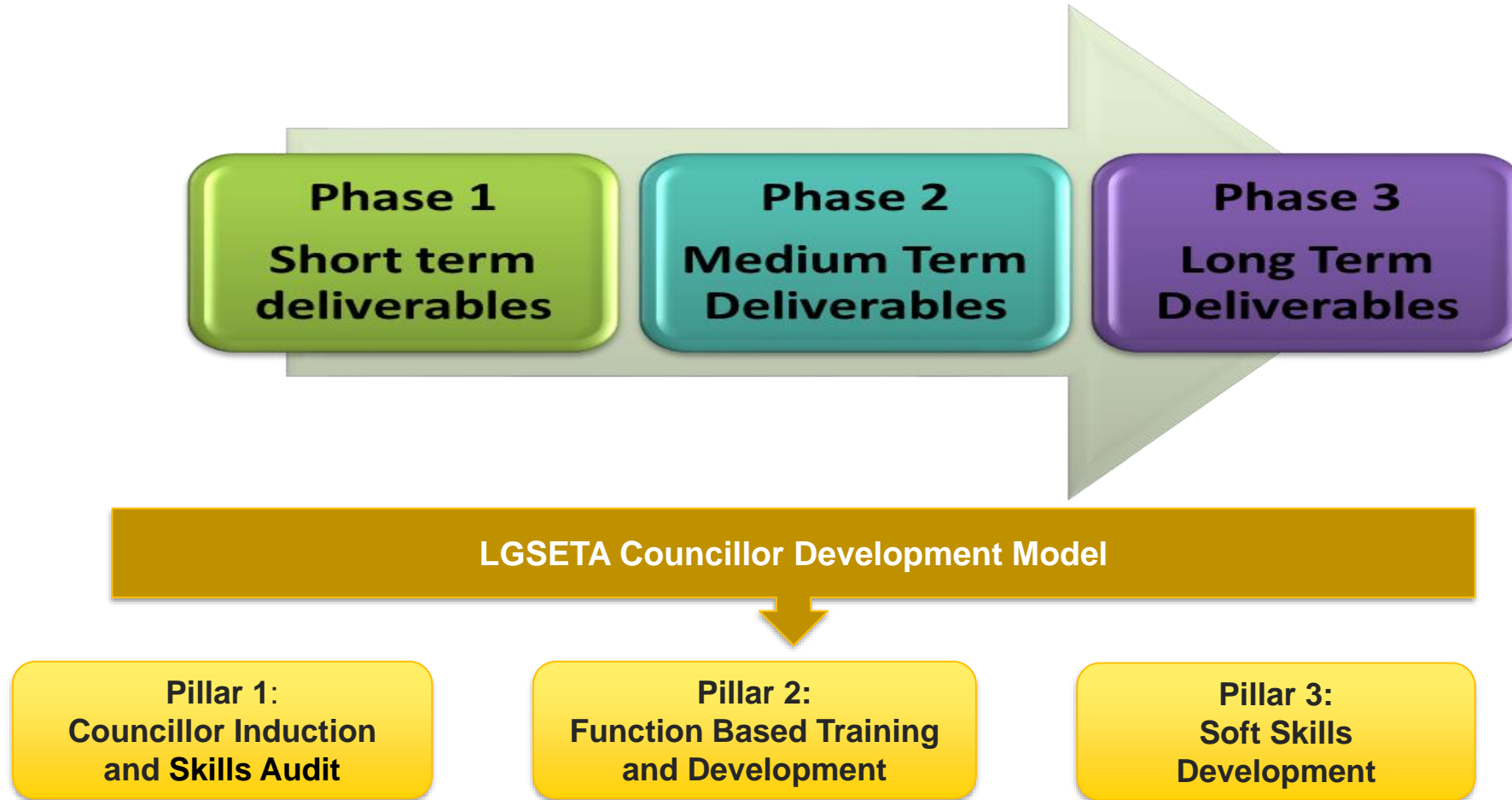
Strengthening SALGA's capacity (political and administrative) through development of leadership to grow the mindset to become a comparative local government advisory body.

## SALGA LEADERSHIP COMPETENCY MODEL



In 2016, SALGA developed a 4 dimensional; Leadership Competency Model that succinctly outlines the core leadership competencies that “ideal municipal leaders” should exhibit. The purpose of the model is to assist councillors with identifying developmental areas to enhance their leadership and governance competencies.

# 2021-2026 Councillor Development Implementation Phases



# 2023-27 SCLG Programmes Full Catalogue

On the 14 July 2023, SALGA convened the SALGA Centre for Leadership and Governance (SCLG) 2023-2027 Programmes Catalogue Relaunch Campaign Event which aimed to:

- a) formally introduce the SCLG programmes catalogue to a municipal and stakeholders wide audience;
- b) reconfirm SALGA's resolve to be at the forefront of capacity building in local government through enhancing access to information about tailored capacity building programmes available to our member municipalities and reiteration that SALGA is committed to the professionalisation of the local government sector through leadership development;
- c) Unveiling of the enhanced Leadership Village which includes programme implementation calendar, multimedia videos, flyers; marketing functionality, communication Tools, interactive Councillor Skills Profiling Tool and Related Services; &
- d) to re-affirm our continuous partnerships with current fraternal stakeholders such COGTA, National Treasury, AGSA, National School of Government, LGSETA, various SETAs and Institutions of Higher Learning and implementation partnerships for the 2023-2027 period.

The SCLG 2023-2027 programmes catalogue is found on this link:

<http://www.salga.org.za/mcg/SCLG%20Catalogue%20Relaunch%20%20v53%2020230710%20final.pdf>

The relaunch was convened under the theme ***“Professionalising Local Government Through Leadership Development”***.

The SALGA Centre for Leadership and Governance (SCLG) was established in 2015 & launched at the SALGA National Members Assembly (NMA) in 2016. The SCLG drives a development agenda through active reflection and thought leadership programmes which aims to:

- Promote the transformation of local government as a workplace,
- Develop learning organisations characterised by systematic problem solving, experimentation with new approaches, learning from own and past experiences, learning from the experiences and best practices of others and an organisation that transfers knowledge quickly and efficiently;

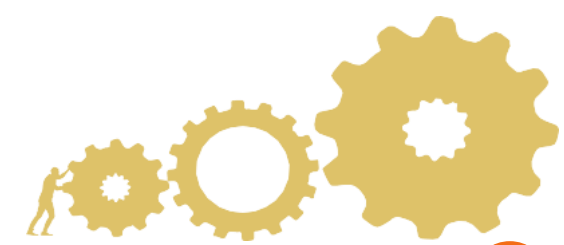
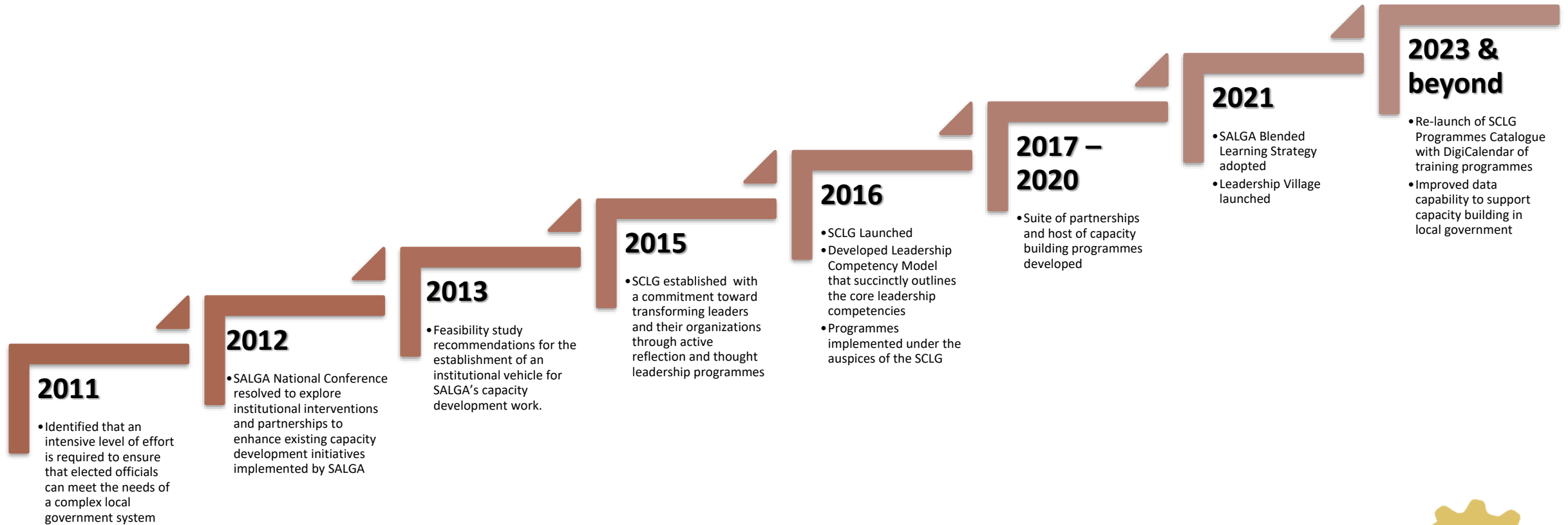
The SCLG implementation model is anchored on 3 pillars namely: learning, reflection and sharing supported by a footprint delineated into 3 programme thematic areas namely:

**CORE PROGRAMMES**

**CONTINUOUS  
PROGRAMMES**

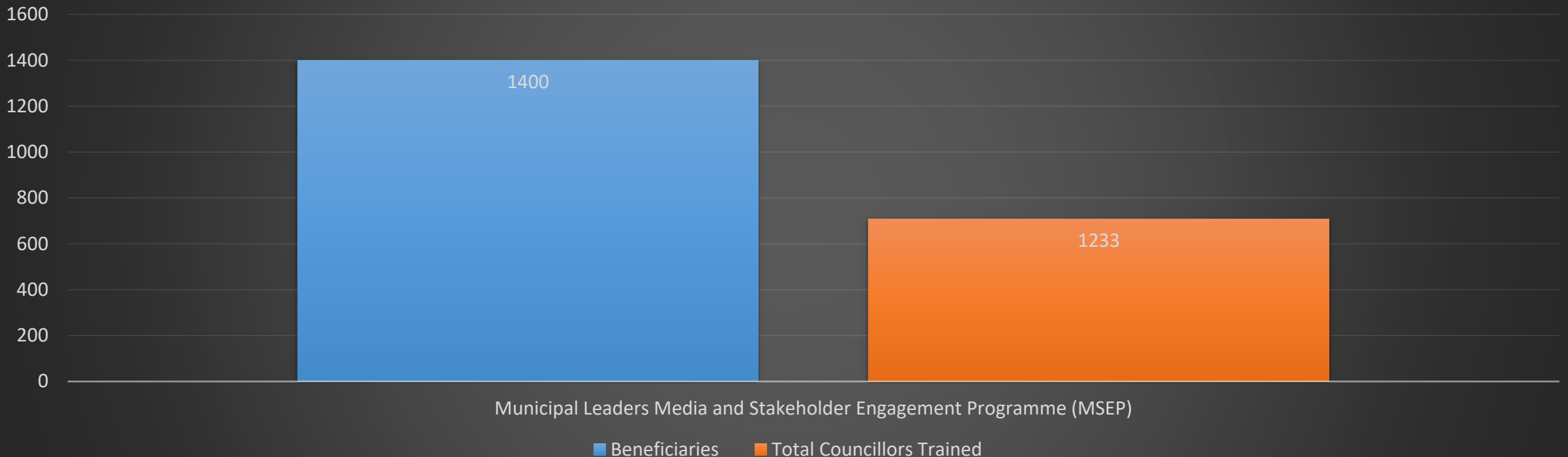
**PRODUCTS AND  
SERVICES**

# The SCLG Journey to Date



- This is the 2<sup>nd</sup> installment of the accredited MSEP which is funded by the LGSETA.
- The programme was first launched in 2017 and SALGA was contracted to train a total of **1400** participants and a total of **1233** learners were

Municipal Leaders Media and Stakeholder Engagement Programme (MSEP)





# MUNICIPAL LEADERS STAKEHOLDER AND ENGAGEMENT TRAINING PROGRAMME

*LGSETA Accredited*



**SALGA**  
Inspiring service delivery

## MUNICIPAL LEADERS MEDIA AND STAKEHOLDER ENGAGEMENT PROGRAMME

The South Africa Local Government Association (SALGA)'s mandate is to build capacity within local government.

VISIT  
SALGA LEADERSHIP VILLAGE

stakeholder

Objectives of the programme are to ensure municipal leaders:

- Gain knowledge of legislation pertaining to stakeholder management
- Comply with the code of conduct and Batho Pele Principles
- Apply communication principles, strategies and processes in a leadership role,
- Utilise advocacy and lobbying skills and facilitate co-operative governance and inter-governmental relations

## Municipal Leaders Media and Stakeholder Engagement Programme

**ENGAGE**



### SKILLS PROGRAMME OBJECTIVES

-  Gain knowledge of legislation pertaining to stakeholder management, Comply with the Code of Conduct and Batho Pele principles,
-  Apply communication principles, strategies and processes in a leadership role, Exercise emotional intelligence in a leadership role,
-  Utilise advocacy and lobbying skills, and Facilitate co-operative governance and inter-governmental relations.

### TARGET AUDIENCE

Municipal Administrators responsible for stakeholder management  
Political office bearers responsible for stakeholder management.

### SKILLS PROGRAMME PURPOSE

To build capacity of local government leaders who are charged with a responsibility of ensuring effective and efficient stakeholder management.

### BENEFITS OF THE PROGRAMME

Learning pathway towards qualification.  
Mastery of concepts relating to stakeholder engagement.

### ACCREDITATION

Skills Programme accredited with LG SETA  
5 unit standards, 30 credits.

### CONTACT US

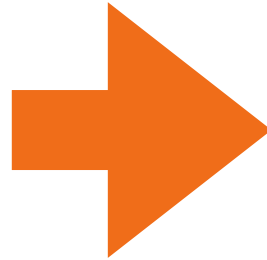
At the end of the three-day programme, Municipal Leaders would be able demonstrate the following skills and abilities:

- Identify appropriate media to suit their target audience
- Develop and manage mechanisms for interacting with the media
- Prepare and conduct media interviews
- Handle difficult media interviews across all platforms
- Apply the principles of social media to engage and promote local government agenda
- Identify digital tools to enhance content marketing
- Use social media tracking tools to evaluate social media effectiveness
- Understand, apply theories and principles of community relations
- Demonstrate an understanding of community, its dynamics and implications thereof
- Demonstrate knowledge, understanding and usage of communication components, tools and techniques
- Compile and implement stakeholder relationship management plans
- Evaluate the effectiveness of key stakeholders involved in a project

- The programme is targeted at 1000 beneficiaries consisting of the following:

## Primary Target Audience

- Executive Mayors
- Speakers of Council
- Municipal Managers



## Secondary Target Audience

- Spokespeople
- Ward Councillors



Below are the unit standards making up the skills programme:

No.	Unit Standard ID	Unit Standard Title	NQF Level	Credits
1	US 242858	Demonstrate knowledge of and apply the Public Sector Code of Conduct in own work roles and context	3	4
2	US 120394	Apply communication principles, strategies and processes in a leadership role	4	6
3	US 120305	Analyse the role that emotional intelligence plays in leadership	5	8
4	US 244190	Utilise advocacy and lobbying skills to represent municipal interests in inter-governmental structures and processes	3	6
5	US 244174	Facilitate co-operative governance and inter-governmental relations	3	6
<b>5 unit standards</b>				<b>30</b>

#### CONTACT SESSION APPROACH:

##### 1. Powerpoint Presentation

- Pre-work Activity; Case Studies; Video Clips; Workbook Activities ;Group Work; Individual Activity

##### 2. Simulation:- Media interviews /Media Panel discussions , recorded sessions playbacks and feedback

##### Continuous Assessment



# ENROLMNET PROCESS

Eligible Municipal Councillors and Officials are requested to register by adhering to the following:

- Completing the **Expression of Interest Form**, obtainable at the SCLG stand outside the foyer;
- Completing an Enrolment Form and attaching the following:
  - ID copy with no longer than 6 months of certification by the Commissioner of Oath; Only the first page of the Green ID document must be copied and certified and both sides of the smart ID must be copied and certified.
  - Certified copy of the highest level of qualifications obtained;
  - A Curriculum Vitae (CV);
- Create a user profile on the SALGA Learner Management System – Leadership Village



## EXPRESSION OF INTEREST FORM

### MUNICIPAL LEADERS MEDIA AND STAKEHOLDER ENGAGEMENT PROGRAMME

PERSONAL DETAILS	
Full Names (as per Identity Document)	
Surname	
ID Number	
Date of Birth	
Equity (Black / White / Indian / Coloured & Others)	
Nationality	
Disability	
Gender (Male / Female)	
Citizen Status (SA Citizen / Permanent Resident / Other)	
Physical Address	
Postal Address	
Province	
Municipality	
Residential Area (Township / Suburb)	
Telephone Number	
Cell Number	
WhatsApp Number	
Email Address (Work)	
Email Address (Personal / Private)	
Fax Number	
Highest Grade Completed (e.g. Grade 10, 11, 12)	
Title of Highest Qualification	

I confirm that the information provided above is correct and that I am interested in the programme.

Signature	
Date	



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***THANK YOU!***



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