



Item A13. **30.09.2024**

COMMUNICATION ACTION PLAN 2024/2025

GF Ruiters: Manager: IDP & Communications

(Ref.: 16/7/6)

PURPOSE

To present the 2024/2025 Communication Action Plan to Council for approval.

BACKGROUND

The Communication Action Plan implements the Communication Strategy and serves as the framework from which communication programmes and campaigns are developed, i.e. communication projects.

The action plan contains objectives that are realistic, precise, measurable, and is expressed in a clear, simple, specific, easy-to-understand timetable.

The action plan is also directly aligned to Council's strategic goals and the IDP review and must be adopted annually.

PROGRESS

A Communication Action Plan has been prepared for the 2024/2025 period. It is confirmed that all communication activities and interventions have been aligned with the approved 5th Generation Integrated Development Plan (IDP) for 2022/23 - 2026/27.

LEGISLATIVE FRAMEWORK

Section 28 of the Local Government: Municipal Systems Act, 2000 (Act 32 of 2000)

FINANCIAL IMPLICATIONS

None

ATTACHMENT

- Communication Action Plan 2024/2025

The item served before the Portfolio Committee of Strategic services held on 9 September 2024.

RESOLVED : (Proposed by Ald. H Coetzee and seconded by Cllr. S Fourie)

- 1) Council approves the 2024/2025 Communication Action Plan.

**CERTIFIED A TRUE EXTRACT FROM THE MINUTES OF THE COUNCIL MEETING HELD
ON 30 SEPTEMBER 2024.**



**R BOSMAN
MUNICIPAL MANAGER**

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