

RUSTENBURG

COMMUNITY POLICE FORUM



PARTNERS IN POLICING

www.rustenburgcpf.co.za

COMMUNICATION POLICY FOR RUSTENBURG CPF

TABLE OF CONTENTS

1.	INTRODUCTION	3
2.	GUIDING PRINCIPLES OF THIS DOCUMENT	3
3.	POLICY STATEMENT	3
4.	COMMUNICATION ROLES AND RESPONSIBILITIES	3
4.1	EXCO CHAIRMAN	3
4.2	EXCO VISE CHAIRMAN	4
4.3	SECTOR CHAIRPERSONS	4
5.	PROCEDURES AND REGULATIONS	4
5.1	MEDIA RELATIONS COMMUNICATIONS.....	4
5.2	INTERNAL COMMUNICATION.....	5
5.2	EXTERNAL COMMUNICATION.....	5
5.3	LANGUAGE POLICY AND TRANSLATIONS.....	5
6.	PROCEDURES AND COMPLIANCE	5
7.	RESTRICTIONS	6

1. INTRODUCTION

The CPF is committed to two-way communication, building relationships with its internal and external stakeholders and to form partnerships with the public and private sector. The purpose of this policy is to provide clear principles and guidelines for communication in the CPF. The different roles and responsibilities within the CPF's communication are made clear, what is communicated, and by whom. This policy will ensure that communication takes place in a coordinated and uniform way.

2. GUIDING PRINCIPLES OF THIS DOCUMENT

This Communication Policy seeks to ensure that the CPF acknowledges the importance of communications as a strategic management function and as an integral part of its daily functioning. It demonstrates that the CPF is committed to a transparent and effective relationship with its internal and external stakeholders and will do so by a process of consultation and information dissemination.

The CPF acknowledges that it has a responsibility to inform its internal and external stakeholders of identified issues, progress made and results achieved in addressing its mandate.

The Communication Unit has the responsibility to ensure that all communications activities, including procurement of services, are done in accordance with these policies and procedures. This requires all communication and communication-related activities to be co-coordinated and recommended by the Unit.

3. POLICY STATEMENT

It is the policy of the CPF to provide information to its internal and external stakeholders about CPF programs and services. This has to be done in an accurate, timeous, relevant and understandable manner;

- ◆ ensure that it reports its achievements with regard to its mandate;
- ◆ ensure that it is visible, accessible and answerable to the public it serves;

4. COMMUNICATION ROLES AND RESPONSIBILITIES

In order to ensure effective communication and compliance to CPF communication policy, the following roles and responsibilities are adopted:

4.1 EXCO CHAIRMAN

The EXCO Chairman is the Spokes Person for the CPF. He/she can delegate these responsibilities to any Exco member whenever required.

The EXCO Chairman (or appointed Exco Member) together with the EXCO members will be responsible for defining the annual communication priorities, objectives and requirements. This is done in consultation with the SAPS Station Management.

The EXCO Chairman (or appointed Exco Member) serves as the CPF authority on communication issues. He/she is responsible for co-coordinating all communications activities including the procurement of communication products and services.

4.2 EXCO VICE CHAIRMAN

The EXCO Vice Chairman will take on the communication responsibilities in the absence of the Exco Chairman and is also the spokesperson for the CPF on strategic and operational issues. He ensures that the annual communications strategy is in line with CPF communication objectives and reflects the CPF's priorities. The EXCO Vice Chairman ensures the integration of the communications function within the CPF's decision-making processes and the integration of strategic communication planning in the overall planning of the CPF.

4.3 SECTOR CHAIRPERSONS

Sector Chairpersons are responsible for:

Ensuring compliance with the CPF's Communication Policy and Procedures;

- ◆ Ensuring that key communication issues and priorities are identified in line with the CPF communication strategy and
- ◆ That their programs have a communication action plans, this must be done in consultation with the Exco

5. PROCEDURES AND REGULATIONS

The following Procedures and Regulations are the rules that govern the implementation of the Communication Policy.

5.1 MEDIA RELATIONS COMMUNICATIONS

- 5.1.1 The following procedures have to be followed with regards to media liaison: It is advisable that before responding to media queries, Exco Chairperson (or appointed Exco Member) to be consulted.
- 5.1.2 All media queries must be referred to the Exco Chairperson (or appointed Exco Member) who will then engage with the relevant line functionaries for an adequate response.
- 5.1.3 The Exco Chairperson (or appointed Exco Member) should ideally at all times coordinate interactions with the media, such as media conferences, briefings, letters to the media and advertising.
- 5.1.4 The Exco Chairperson (or appointed Exco Member) is responsible for media evaluation and monitoring.

- 5.1.5 Media queries are to be dealt with within the stipulated deadline or otherwise within 24 hours.
- 5.1.6 Inquiries received after hours will only be dealt with during office hours unless there is obvious urgency or instruction to do so. Inquires from the media should be in writing.
- 5.1.7 Responses are to be supplied in writing except for radio and television interviews. Media queries must be treated as top priority.
- 5.1.8 The Exco Chairman (or appointed Exco Member) will be responsible to communicate the necessary information to the different Plot Watches/Neighborhood Watches/Security Companies/Other Organizations, that are registered with the Rustenburg CPF, which are relevant to combating crime in the Rustenburg CPF Area or information that affects the relevant parties and or the Rustenburg CPF.

5.2 INTERNAL COMMUNICATION

The main purpose of internal communications is to facilitate and manage the flow of information within the CPF in order to create an informed workforce. Internal communications involves information about CPF programs, relevant human resource information, and other useful information that members may have an interest in.

5.3 EXTERNAL COMMUNICATION

The main purpose of external communications is to inform the Community of services and programs of the CPF. Different communication tools and mediums are used to communicate with the Community.

All external communication campaigns must be approved by the Exco Chairman (or appointed Exco Member).

5.4 LANGUAGE POLICY AND TRANSLATIONS

The CPF language policy is based on the Constitution and in this regard, it takes into account the language usage and preferences of the members when communicating. English are business languages for the CPF and all official notes and advertisements issued for general public information must be published in English.

6. PROCEDURES AND COMPLIANCE

This policy is intended to ensure that the CPF engages in a co-coordinated manner with regard to communications and communicates in a standardized manner with unified messages. Adherence to the policy will result in a coherent image for the CPF. This communication policy and its procedures are applicable to every member

in the CPF. The communication policy falls within the scope of internal communications and it will be communicated accordingly.

7. RESTRICTIONS

No CPF member will be allowed to distribute any CPF related information to any other group/organization without prior approval from the Exco Chairman (or appointed Exco Member).

SIGNED AT Rustenburg ON THIS 17th DAY OF June 2016

Signed :
MR. J.H.L. de Klerk
Rustenburg CPF Executive Committee CHAIRPERSON

Signed :
Mrs. N.E. Grant
Rustenburg CPF Executive Committee SECRETARY

Signed :
Mr. P.L. Nel
Rustenburg CPF Executive Committee TREASURER