



DRAFT B-BBEE MAC SECTOR COUNCIL COMMUNICATION POLICY

1. BACKGROUND/INTRODUCTION/OVERVIEW

- 1.1. The B-BBEE MAC Sector Council (Council) is established in terms of section 9 (1) of the B-BBEE Act of 2003 as amended, with a mandate to oversee and monitor the implementation of the MAC Sector Code. The responsibilities of the Council including but not limited to:-
 - 1.1.1. Advise the organs of state on all matters relating to B-BBEE in the MAC Sector
 - 1.1.2. Monitor and review the implementation of the MAC Sector Code (Code) and all matters related thereto in the MAC Sector.
 - 1.1.3. Be responsible for the development and fostering of common standards and code of ethics in the implementation of MAC Sector Code in the industry and compliance with B-BBEE legislation and Codes of Good Practice.
 - 1.1.4. Issue guidance notes on the interpretation and application of the MAC Sector Code
 - 1.1.5. Prepare an annual review which outlines progress and evaluates new areas of intervention, and submit the report to the DTIC for publication.
 - 1.1.6. Engage with government, the public sector, the B-BBEE Advisory Council and other regulatory agencies to promote the implementation of the MAC Sector Code.
 - 1.1.7. The B-BBEE Act of 2003, Codes of Good Practice published on 16 May 2015, the Council Constitution, its Terms of Reference and the MAC Sector Code of 2016 regulate the Council's activities.

2. PURPOSE OF THE POLICY

- 2.1. The purpose of this policy is to provide clear mandate and guideless to be adopted in terms of the Council's communications with its stakeholders, be they Government, Sector and community stakeholders.

3. POLICY OBJECTIVES

- 3.1. To create a consistent, honest, professional and purposeful approach to the Council's communication with its stakeholders.
- 3.2. To create an environment of integrity, trust and reliability in the manner which the Council communicates with its stakeholders.
- 3.3. To ensure that stakeholders are kept abreast of key issues relating to the review and monitoring of the implementation of B-BBEE in the MAC Sector.

4. SCOPE OF THE POLICY

- 4.1. This policy applies to all B-BBEE MAC Sector Council matters relating to the review and monitoring of the implementation of the B-BBEE MAC Sector Code.

5. CODE OF CONDUCT

- 5.1. Every communication between the Council/Councillors and stakeholders shall be confined within the mandate of the Council.
- 5.2. Councillors shall not use the Council communication platforms for self-promotion or the promotion of personal business and interests.
- 5.3. Councillors shall not use the Council communication platforms to express their political views and /or affiliations.
- 5.4. No Councillor shall use the public platform or stakeholder engagement platforms to disagree with the decision or position taken by the Council on any matter.
- 5.5. All Council communication shall abide by the Constitution and the Code of Conduct of the Council.
- 5.6. The Council shall only communicate Government policy in so far as it relates to the interpretation, monitoring and implementation of the Code.

6. COMMUNICATION PLATFORMS

- 6.1. The Council shall use the following communication platforms to interact with stakeholders:
 - 6.1.1. The Council Website

- 6.1.2. Written correspondence signed by either the Chairperson, Head of Secretariat or any delegated official or Councillor by virtue of their area of responsibility.
- 6.1.3. The DTIC, on matters regarding notices relating to the Code.
- 6.1.4. Email, by responding to invitations and issuing invitations and responding to queries from stakeholders.
- 6.1.5. Radio, regarding interviews or notices to stakeholders or the general public
- 6.1.6. WhatsApp, specifically through WhatsApp platforms created for information sharing among Councillors.
- 6.1.7. Facebook
- 6.1.8. Twitter.

7. COMMUNICATION ROLES AND RESPONSIBILITIES

7.1. Chairperson

The Chairperson will be the Chief Communicator for the Council. The Chairperson may delegate these responsibilities to the Deputy Chairperson or Chairpersons of Committees whenever necessary.

The Chairperson, together with the Chairperson of the Communication and Stakeholder Engagement Sub-Committee will be responsible for defining the annual communication priorities and themes for Council events, the objectives and related requirements. This will be done in consultation with the Executive Committee and the Council.

7.2. The Head of Secretariat

The Head of Secretariat is the spokesperson for the Council on strategic and operational issues. The Head of Secretariat will ensure that:

- 7.2.1. The annual communications plan is in line with the Council communication objectives and priorities.
- 7.2.2. The integration of the communications function within the Council's decision-making processes.
- 7.2.3. The integration of strategic communication planning in the overall planning of the Council.
- 7.2.4. All queries or requests for engagements relating to the implementation of the Code are properly directed to the Sub-Committee Chairperson dealing with the specific area of the Code.

7.3. Chairpersons of Council Sub-Committees

The Chairpersons of Council Sub-Committees shall:

- 7.3.1. Provide input to the communication priorities of the Council, through the Communications and Stakeholder Engagement Sub-Committee
- 7.3.2. Interact with stakeholders regarding sections and elements of the Codes that apply to their areas of responsibilities.
- 7.3.3. Identify any other communication areas and priorities not included in the annual communication plan.

7.4. Chairperson of the Communication and Stakeholder Engagement Committee

The Chairperson shall ensure that:

- 7.4.1. The Stakeholder Engagement Framework (Framework) is aligned to the Communication Policy.
- 7.4.2. The Council's communication with stakeholders is aligned to the Policy and framework and report to the Council, any anomalies or deviations in this regard.
- 7.4.3. The Policy and Framework are regularly reviewed to adapt to the existing to the environment in the communications and MAC Sectors.
- 7.4.4. The Annual Communication Plan incorporates communication priorities identified by all Sub-Committees.

8. PROCEDURES AND REGULATIONS

- 8.1. The following procedures and regulations shall govern the implementation of the communication policy
 - 8.1.1. All communication directed to Councillors by virtue of their status of the Council shall be regarded as communication to the Council. Such communication will therefore be shared with the Council through the Head of Secretariat.
 - 8.1.2. Any request directed to the Councillor by virtue of their status as the Councillor shall be regarded as a request to the Council and directed to the Head of Secretariat who will subsequently, interact with the Council and obtain guidance before responding to the request. If such a request is of an operational nature the Head of Secretariat may respond immediately without consulting the Council.
 - 8.1.3. All communication relating to the Code shall be issued by the DTIC through the Line Ministry.

8.2. Media Relations

- 8.2.1. Taking into consideration the fact that the Council is a small organisation with a very specific and narrow mandate, it will therefore not have the need to establish a fully-fledged communication unit or appoint a communications officer.
- 8.2.2. All Media queries relating to the work of the Council shall be directed to the Chairperson (or the delegated representative) for a response.
- 8.2.3. The Head of Secretariat shall in advance identify media stakeholders through which Council communication with stakeholders can be channelled, as part of their stakeholder mapping process.
- 8.2.4. Interviews with the media shall be conducted with the Chairperson or delegated representative.

8.3. Internal Communication

- 8.3.1. Internal communication shall be implemented through different mediums including, but not limited to e-mails, WhatsApp, Facebook, Twitter, notice boards and Intranet.
- 8.3.2. Internal communication shall be used for information sharing and urgent notices and other issues that might be considered as relevant to advance the work of the Council.
- 8.3.3. Communication through social media should not replace formal communication as an audit trail of all Council communication may be required for official purposes.
- 8.3.4. All internal communication mediums should be used for official purposes.
- 8.3.5. All internal communication should adhere to the provisions of the Council's Code of Conduct.

8.4. External Communication

- 8.4.1. External communication shall be implemented through print media, radio, Facebook, Twitter and any other communication medium identified for the effective delivery of the message.
- 8.4.2. External communication should adhere to the provisions of Section 7 as well as the Code of Conduct of the Council.

8.5. Procurement of Communication Services

- 8.5.1. The procurement of Communication Services and related products and equipment shall be in accordance with a competitive process and in adherence to the approved Procurement Policy of the Council.

8.6. Corporate Image

- 8.6.1. The CSE Sub-Committee (or delegated authority) will be responsible for the corporate image of the Council.
- 8.6.2. Any proposal on the review and adaption of the corporate image of the council shall be approved by the Council.
- 8.6.3. The corporate image of the Council shall include, but not limited to the following: letterheads, business cards, look and feel of the offices of the Council as well as branding and promotional material.

8.7. Language Policy

- 8.7.1. The Council shall use English as the official language of communication with stakeholders.
- 8.7.2. Councillors may however use the official language of a particular geographical area when it is deemed necessary to effectively communicate a particular message targeted at specific stakeholders.

8.8. The Council Website

The Council Website serves as a window for stakeholders regarding the work of the Council. For the website to be an effective communication medium, it will need to meet the following criteria:

- 8.8.1. Regularly updates.
- 8.8.2. Accessibility to all stakeholders, including people with disability.
- 8.8.3. Have a designated person responsible for maintenance, tracking, and referral of queries to the Council. This could also be important to ensure that the website is interactive.

9. REVIEW OF THE POLICY

- 9.1. This Policy shall be reviewed every two years or when necessary.