

## **Terms of Reference for the Local Government Reform Communications Group**

The Local Government Reform Communications Group has been established to drive forward communications throughout the reform programme.

Communications has been established as one of the key priorities to aid a seamless transition to 11 new councils in 2011. The Public Service Commission showed the importance of communication by addressing this in their first Guiding Principle "An Effective Communication Strategy."

### **Proposed Terms of Reference of the Group**

The Group has been set up to:

- Establish clarity on communication needs and flows in preparation for local government reform.
- Explore methods and media for communicating internally and externally.
- Act as a forum for the exchange of information and ideas.

### **Structure:**

The group is comprised of representatives from:

- the 11 council clusters in local government
- each of the departments with functions transferring
- Trade Union representation and the Local Government Staff Commission (LGSC)

DOE and NILGA provide the Joint Secretariat to the group. The Joint Secretariat, in consultation with members from the Group will feed outputs from the group to the Regional Transition Co-ordinating Group and the Strategic Leadership Board for consideration and action.

The Group should facilitate two-way communication between DOE, NILGA, local government and the transferring departments.

### **Roles and Responsibilities:**

#### **Purpose of the Communications Group**

- Look at models of best practice
- Act as the link between the Group and the attendee's respective cluster/department/organisation

- Identify communication issues that require lobbying and ensure a two-way flow of communication
- Ensure local and central strategies are developed and aligned together
- Develop consistent, clear, understandable messages
- Act as an early warning system to identify if things are not working well

### **Role of the Communications Group**

- Provide each cluster/department with a voice
- Share information and best practice
- Provide feedback to and from council cluster groups, departments and respective organisations
- Implement best practice discussed in the Group

### **Role of the Joint Secretariat**

- Provide a central pool of information such as tool kits that can be easily accessed either on a website or through an identified contact person
- Provide top line information and sign posting to the Group on key dates, issues and contacts
- Ensure that information is appropriately disseminated to communications personnel in a timely manner
- Facilitate a two-way communications flow between the SLB, RTCG and the Communications Group