

MEDIA STATEMENT

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Metsimaholo Local Municipality Triumphs at National Awards as Communications Team Crowned Most Proactive and Responsive in South Africa

Metsimaholo Local Municipality has emerged as a national leader in public communication after its Communications Team was named **Most Proactive and Responsive Team (Local Municipality)** at the prestigious SALGA National Communicators Awards.

The award was presented during the 9th National Communicators Forum, hosted at the Cape Town International Convention Centre from 25 to 27 February 2026. The event brought together metropolitan, district and local municipalities from across the country to celebrate excellence in government communication.

This marks the **first time** that Metsimaholo Local Municipality entered the national awards, and the result was nothing short of historic.

Dr Gino Alberts, Communication Manager, described the recognition as deeply meaningful.

“For us, this award is more than a trophy; it is an affirmation of our commitment to transparency, accountability and ethical public communication,” said Dr Alberts.

“This was the very first time that Metsimaholo Local Municipality entered the SALGA National Communicators Awards, and to emerge as winners is both humbling and inspiring. It confirms that consistent, professional and responsive communication at local government level truly matters.

We do not take this recognition lightly. It reflects the long hours, strategic planning and unwavering dedication of a team that understands that communication is not an afterthought, it is a constitutional responsibility.

Dr Alberts emphasised that residents are at the centre of the municipality’s communication strategy.

“As a municipality, we firmly believe that residents have the right to know what is happening in their municipality. They are not bystanders; they are stakeholders. They contribute through rates and service

payments, and they deserve timely, accurate and accessible information about service delivery, governance matters and development initiatives.

Transparent communication strengthens trust, builds public confidence and enhances participatory democracy.”

Being recognized as the most proactive and responsive team affirms the municipality’s approach to sharing information timeously, responding to media enquiries with professionalism, and engaging communities openly, even during challenging circumstances.

“Credibility is built not only when things go well, but especially when institutions communicate honestly during difficulties,” Alberts added.

Executive Mayor, Cllr Jack Malindi, congratulated the Communications Team, commending their professionalism and dedication. He noted that the award reflects the municipality’s broader commitment to accountable governance and community-centred service delivery.

Municipal Manager, Mr Basi Motloung, echoed the mayor’s sentiments, expressing pride in the team’s hard work and unwavering dedication to ensuring residents remain informed about municipal programmes, governance matters and service delivery developments.

The municipality emphasized that the award belongs not only to the Communications Unit, but to the entire institution.

Effective communication, the leadership noted, requires cooperation across departments, leadership that values transparency, and an organizational culture rooted in public accountability.

“This recognition strengthens our resolve,” concluded Dr Alberts. “It challenges us to raise the bar even higher. We remain committed to improving our communication platforms, expanding community engagement, and ensuring that no residents feel excluded from the flow of municipal information.

For us, this achievement is not a destination, it is motivation. We will continue to work diligently, professionally and ethically to serve the people of Metsimaholo with integrity.”

**ISSUED BY: COMMUNICATIONS UNIT
METSIMAHOLO LOCAL MUNICIPALITY**

