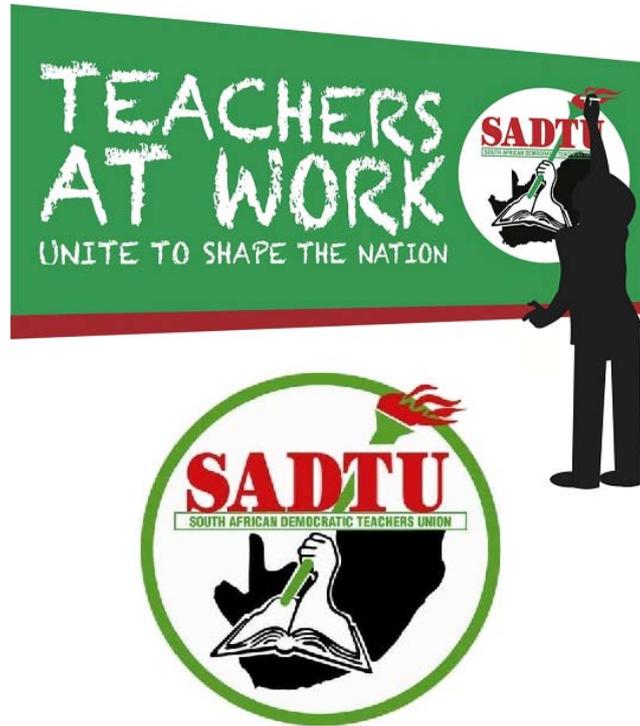


2016 Local Government Elections



Contents:

<u>Page</u>	<u>Item</u>
2	COSATU Limpopo PEC; SADTU KZN PEC
3	2014 Election Results
5	ANC Local Government Candidate Selection, 2016
9	Canvassing
17	Unpacking "Door-to-Door"
19	2016 Election Mini-manual
26	Sub-Branch Co-ordinating Teams (SBCTs)
27	COSATU and the Party On-Message with the ANC
30	National Development Plan
31	ANC Branch Manual: Networking the Community
39	From Mail and Guardian, 4 September 2015

COSATU Limpopo PEC, 14 September 2015:

2016 Local Government Election

The meeting noted that the ANC 2016 Local Government campaign is in full swing and COSATU fully participates in all election structures all over the province.

- Work together with the ANC to complete the ward profiles in the all ward
 - Assist the ANC in revisiting issue raised by communities in the last elections with an intention to give feedback on the progress made.
 - Encourage members of COSATU to be part of the BET VD and street coordinators
 - Mobilization for the election must form part of each and every activity of the federation
 - That the federation must fight for the selection of quality and credible candidates for the 2016 Local Government Elections.
-

SADTU KZN PEC, 14 September 2015:

On Local Government Elections (Extracts)

The PEC noted that the local government elections are just around the corner. The meeting after long deliberations resolved that for 2016 elections SADTU must run an election programme that would ensure that ANC remains victorious.

The PEC was disturbed by the divisions and instabilities in the regions of the ANC. SADTU is raising these concerns because her belief is that it is only the ANC-led Alliance that has the capacity to look after and implement the National Democratic Revolution which is the transformation agenda of South Africa.

We think that there are people who believe that it is time to loot, and the way they are dangerous is that they don't care who is behind their programme as much as they are assisted to ascend to power and dish tenders whilst people are suffering.

The PEC noted the insults directed to some leaders of the Alliance and call upon the Alliance to deal with these tendencies. It cannot be correct that there are people who are determined to destroy the people's movement by insults using vulgar language to the Chairperson of the ANC, the Secretary of the Party; this is an affront to the people of the country and the province who had put trust in these leaders.

ANC National Results by Province

2014 and 2009

Source: [IEC](#) via [News24](#)

Percentages

	<u>2014</u>	<u>2009</u>	<u>Difference</u>
	%	%	%
<u>Overall:</u>	62.15	65.90	- 3.75
<u>Gains:</u>			
Northern Cape	63.88	61.10	+ 2.78
KwaZulu Natal	65.31	63.97	+ 1.34
Western Cape	34.00	32.86	+ 1.14
Eastern Cape	70.75	69.70	+ 1.05
<u>Losses:</u>			
Free State	69.71	71.90	- 1.19
North West	67.79	73.84	- 6.05
Mpumalanga	78.80	85.81	- 7.01
Limpopo	78.97	85.27	- 7.30
Gauteng	54.92	64.76	- 9.84

SA by Province (National) 2014

ANC, DA and EFF

Source: [IEC](#) via [News24](#)

Totals:

Registered Voters: 25 388 082

Votes Cast: 18 654 771

Valid Votes Counted: 18 402 497

	<u>ANC</u>		<u>DA</u>		<u>EFF</u>	
	<u>249 seats</u>		<u>89 seats</u>		<u>25 seats</u>	
	<i>Share</i>	<i>Votes</i>	<i>Share</i>	<i>Votes</i>	<i>Share</i>	<i>Votes</i>
<u>Overall</u>	62.15%	11 436 921	22.23%	4 091 584	6.35%	1 169 259
<u>Provinces:</u>						
Limpopo	78.97%	1 202 905	6.60%	100 562	10.27%	156 488
Mpumalanga	78.80%	1 091 642	10.04%	139 158	6.15%	85 203
Eastern Cape	70.75%	1 587 338	15.87%	356 050	3.78%	84 783
Free State	69.71%	721 006	16.24%	167 972	7.89%	81 559
North West	67.79%	763 804	12.59%	141 902	12.53%	141 150
KwaZulu Natal	65.31%	2 530 687	13.35%	517 461	1.97%	76 384
Northern Cape	63.88%	278 540	23.36%	101 882	5.06%	22 083
Gauteng	54.92%	2 522 012	28.52%	1 309 862	10.26%	471 074
Western Cape	34.00%	737 219	57.26%	1 241 424	2.32%	50 280

The above table accounts for almost 91% of all votes cast.

All other parties polled less than 2.40% overall (IFP). 10 small parties share 37 seats.

About the ANC Local Government Candidate Selection Process for 2016

Introduction

The ANC document on the ANC Local Government Candidate Selection Process is not officially out. We may be concerned that these rules have not been properly released, but are already circulating. If some know the procedure, while others do not, then they could be disadvantaged. These brief notes will indicate what is in the document, so as to equip members to lobby for its early release. These are not instructions as to how to proceed. For that you must obtain the official document. But time is short.

Deadline

The document we have seen gives the last date for BGMs as 11 October 2015, less than two months from now. The lists should be finalised by the NEC on 15 December.

Contents

The first approximately half of the 16-page document are devoted to saying what the ANC wants and expects from councillors, and describing the principles behind the selection process. The well-known document called "Through the Eye of a Needle" is summarised. These broad requirements and principles are important and educational, but we will not cover them here. We will only indicate the process described.

The second part deals with the **Candidate Nomination and Selection Structures**, and the powers that each structure has. For example, "Nomination may only be made by BGMs".

The third part deals with the **Ward Candidate** Nomination Process, and the fourth part deals with **PR Candidates** Nomination.

The short, final part is called "**Management and Timeframe for the Candidate Selection Process**", which is where the deadlines are laid down.

So these are the main sections of the document:

1. *General Requirements and Principles (6 pages, not further described here)*
2. **Selection Structures (2 pages)**
3. **Ward Candidate Nomination Process (4½ pages)**
4. **PR Candidates Nomination (2½ pages)**
5. **Management and Timeframe for the Candidate Selection Process (½ page)**

Candidate Nomination and Selection Structures

1. **BGM.** All members of the branch in good standing are eligible to vote for nomination of ward and PR candidates. Nomination may only be made by BGMs; if a BGM fails to quorate three times, a nomination may be made by the third meeting with a note attached that the meeting failed to quorate
2. **Ward Screening committee, and ward selection committee.** Six ANC members plus one representative from each of the Alliance partners and SANCO from structures that are active in the ward. Interviews candidates, and together with the RLC deployee, selects the ward candidate, after the community meeting.
3. **Regional List Committee (RLC).** Set up by the REC and comprising 6 ANC members with no direct interest in the outcome of the candidate selection process plus one representative from each of the Alliance partners and SANCO. Takes responsibility for organising the list conferences at local municipal and regional level.
4. **Municipal and district/metro PR list conferences:**
Municipal: The regional list committee plus branch chairs and secretaries in each municipality plus COSATU, SACP and SANCO chair and secretary from the sub-region.
Metro/District: The RLC plus all branch chairs and secretaries in the region, plus the COSATU, SACP and SANCO chair and secretary from the region. PR lists are presented by the regional list committee and decided and ordered at this conference and forwarded to the PEC, according to the given process.
5. **A Provincial List Committee (PLC)** set up by the PEC convened by the Provincial Secretary, and comprising 6 ANC members with no direct interest in the outcome of the candidate selection process plus one representative from each of the Alliance partners and SANCO. Oversees the work by regional list committees and selection conferences. The first point of appeal for branches or members who feel that the process was not fair or had an undesirable outcome. They make decisions on appeals.
6. **The PEC** has to ratify all PR lists and ward candidates that are produced by the process in this document. It may make changes.
7. **A National List Committee** set up by the SG and comprising 6 senior ANC members with no direct interest &c. plus one representative from each of the Alliance partners and SANCO, makes the rules and oversees the process, hears final appeals and presents final lists to the NEC
8. **NEC** ratifies all final lists

Ward Candidate Nomination Process

Main processes: Nomination by the branch; Screening and short-listing by the screening committee; Community meeting where shortlisted candidates answer questions; Selection by the selection committee; Ratification by the PEC.

Branch nomination meeting

Nominations will be made at duly constituted quorate Branch General Meetings that must include the participation of leagues and alliance members in their capacity as ANC branch members at which a delegated regional list committee or provincial list committee member is present to oversee proceedings.

The branch shall nominate a minimum of four candidates who have the capacity and track record to represent the people of that ward and lead development the area. Each candidate must be supported by at least 10% of members present. Half the candidates must be women. All nominees should present a CV and be interviewed.

Community meeting to answer questions

All nominees shall be presented to a broader meeting of the community that comprises members of the ANC branch, Alliance, MDM and ANC supporters registered as voters in the ward, overseen by the ward screening committee and members of the regional list committee who make up the selection committee.

The community meeting should be chaired by a person that is deployed by the RLC. Each nominee must be presented to the community meeting and asked the same three or four questions and given the same amount of time to respond.

All attending the community meeting may also question nominees and make comments about them. A maximum of two questions per nominee maybe entertained so as to minimise unfair advantages. The selection committee must note and take into consideration the responses of the community meeting in order to make a determination about who the most suitable nominee is.

Selection of ward candidates

The selection committee selects the best two candidates according to wishes of the ward and the community meeting, capacity of the nominee, and gender. The names of the first and second candidates are then submitted to the Provincial List Committee (PLC) in writing with reasons to motivate for their appointment as ward candidates. The PLC explains its decision to the BEC of the local branch within one week.

PR Candidates Nomination

All branches may submit a maximum of six nominees for consideration on the municipal PR list. Each nominee must have the support of at least half the members present at the BGM constituted for both ward and PR nomination. Nominees for the PR list do not necessarily have to reside in the ward. All ward candidate nominees names may also be submitted to the regional list committee for consideration in the PR list conference for the respective municipality/sub-region.

Screening and selection of PR candidates

Screening of PR candidates should be done by the **RLC** with the involvement of the branch chairs and secretaries in the municipality (subregion) or in metro areas, the involvement of zonal chairs and secretaries. This structure should be called the **Municipal or Metro/District PR Conference**.

It considers capacity, representivity, track record, motivations and experience. Every second name must be female.

A **Regional (for Metro) or Zonal/sub-regional list conference** is then called where the municipal PR list is voted on. The RLC sends a draft list to the Provincial List Committee (PLC) for every municipality in the region. The PEC ratifies or rejects the list. If it is rejected reasons must be given in writing to the RLC and provided by them to branches. An NEC meeting approves or amends all PR lists.

Management and Timeframe (*Draft, "subject to SG changes"*)

*All BGMs, including Alliance and SANCO reps who are ANC members must take place by **11th October 2015**. All nomination screening processes at ward/branch level and broader community consultation must take place no later than **31st October 2015**.*

*Regional list committees plus branch reps must submit draft PR lists to the PLC by **16th November 2015**. Provinces must finalise candidate lists by **20th November 2015** and send them back to branches.*

*Objections must be made to the PLC by **30th November 2015** and objectors must be informed of decisions by **5th December 2015**. They may appeal to the NLC by the **10th December 2015**. The decisions on candidates and appeals processes of the national list committee are final.*

*The NEC will ratify or amend lists on **20th December 2015**.*



ANC Election Campaign 2014

Canvassing

(Door-to-door work)

Contents:

- 1 Contents**
- 2 Canvassing**
- 3 Door-to-door in more detail**
- 4 Training Your Volunteers**
- 7 Voter education during door-to-door work**
- 8 Electoral Code of Conduct**

This booklet is adapted from parts of the ANC Election Campaign 2014 Volunteers' Manual, compiled by the Education and Training Unit (ETU).

ETU web Site: <http://www.etu.org.za/>

Canvassing

(Door-to-door work)

Voters must be at the centre of all campaign action. Our most important task in each phase of the campaign is to reach voters and communicate with them. All campaign action must aim to get to voters and persuade them to come and vote for the ANC on election day.

In strong ANC areas our voters are unlikely to vote in numbers for any other party. The main threat is that ANC voters will not vote on election day because of apathy or disillusionment. In these areas our campaign must aim to make sure that people who voted for the ANC in the past, do so again. We will only achieve this if we reach voters directly, discuss their concerns and explain what the ANC is doing to address them.

In areas where we have never won a majority of the votes, our main aim is to change the choice voters make. These different types of areas need different methods. Personal contact is the best way of keeping our voters loyal and winning over new voters and canvassing from door to door is our most important campaign tool.

The purpose of door-to-door work is to meet the voters to find out who they support and to persuade them to vote for the ANC. If they are ANC voters we must make sure they have IDs and are registered on the right voters roll.

On Election Day we must use our record system to find and mobilise every single ANC voter.

Door-to-door work is only useful if clear records are kept so that we can use the records to:

- Register unregistered voters.
- Send leaders to persuade weak and undecided voters or invite them to house meetings and other events (organise a house meeting or small meeting within days of blitzing and area and invite voters you visit to attend)
- **Make sure all our voters come to vote on Election Day.**

There are different record-keeping systems for different areas, depending on whether they are strong ANC areas or contested areas [*see pages 19 and 20*].

Door-to-door work can be done in two ways:

Blitzes – where a big group of volunteers and some candidates spend the day going door-to-door in one area. Blitzes can be best used in areas where we are strong and can visit voters just once, or in areas where we are very weak and have to bring in reinforcements to blitz an area. For blitzes you need pamphlets to leave behind.

Street door-to-door work – where each volunteer is given one street to look after and the same person goes door-to-door until all voters are covered. The volunteer identifies the undecided voters and if they cannot win them over, the list is given to the VD team leaders and candidates for follow up visits. Door-to-door work is best used in areas where there are many weak or undecided voters who need proper follow-up work.

Use candidates and councillors when branches do door-to-door work blitzes. High profile candidates should be used very strategically and you should always let the press know. Candidates also help to motivate our own volunteers if they participate in door-to-door work. When candidates do door-to-door work they must introduce themselves to the voters as ANC candidates.

Training and deploying door-to-door teams

Try to set up a door-to-door team for every voting district, with a coordinator or team leader who keeps the records and the voters roll. The team can split the area into streets and each one can take a few streets to look after, or they can work as a team and target one street at a time.

The same team can be used for each phase of the campaign. The work they will do changes in each phase:

- **Now**: Popularise the manifesto and mobilize for final registration of voters.
- **Election week**: Mobilise for Election Day.
- **Election Day**: Get voters to the voting station.

Training Your Volunteers

It is important to train and brief door-to-door volunteers properly. They may be the only ANC members that a voter ever has a chance to talk to. Run workshops to prepare door-to-door volunteers. Make sure the workshop helps them to understand:

How to behave with voters.

Discuss do's and don'ts of conduct with voters. Make sure volunteers act respectfully and do not embarrass the ANC.

What are the most important problems in the area and the most important government achievements?

Go through the key problems that affect people and make sure volunteers understand what the ANC government has done or plans to do about them.

ANC policies on key issues.

All volunteers should know the basics of ANC policies on issues like economic development, jobs, youth employment, crime and corruption, education, health, HIV and Aids, housing and land. Identify other policy areas that are important in your area and cover them as well.

The ANC election message and manifesto.

Explain the key parts of the manifesto and message to all volunteers.

How to use the record-keeping system.

Teach volunteers how to use the record keeping system you decide on.

Basic voter education for first time voters

Make sure volunteers can explain how voting works

Remember: A badly behaved or misinformed ANC volunteer can put voters off supporting the ANC.

Use role plays where people act out the roles of voters and ANC volunteers for training volunteers and always send inexperienced people out to first work with more experienced people.

Hold regular meetings after door-to-door work for canvassers to discuss voter concerns and questions. Discuss the best way of answering difficult questions that come up. Try to deploy people to the same area each time so that they get to know the voters and can make proper follow-up on any questions voters have.

Door-to-door work records

Remember that we need to keep records of our door-to-door work so that we can analyse and use the results. There are two different types of records we should keep for different areas – contested areas and strong ANC areas

Contested areas

Branch Election Teams must decide what is the best way of keeping records for door-to-door work in areas where voters are potential ANC voters or undecided. Here we need to have a clear record of individual households and the undecided voters who live there so that we can send canvassers and candidates to work on persuading them. Also identify ANC voters so we can mobilise them on election day.

It is best to use Street Sheets or House Sheets to keep records for door-to-door work. Make your own cards or forms and keep them in shoe boxes that are sorted according to streets or blocks in your area.

Below is an example of a house sheet in a contested area. Write each voter’s name and then make ticks in the columns next to their name:

HOUSE SHEET

Street _____ House number _____ Phone number _____

<i>Voters Name</i>	<i>Strong ANC</i>	<i>Weak ANC</i>	<i>Undecided</i>	<i>Against (for which party?)</i>	<i>Registered</i>	<i>Comments</i>
1.						
2.						
3.						
4.						
5.						

	<i>First Visit</i>	<i>Second Visit</i>	<i>Third Visit</i>	<i>Fourth Visit</i>
<i>Canvasser’s Name</i>				
<i>Date of visit</i>				
<i>Follow-up needed</i>				

Voter education during door-to-door work

A very effective way of doing voter education is during door-to-door work where you visit voters at home and ask them directly if they need any information or have any questions about the elections.

When you do door-to-door work you will only have a few minutes to explain the importance of voting and the voting process. Make sure you know your facts so that you can use your time well.

When you speak to voters, make sure you cover at least the following facts:

- On Election Day you must go to the voting station closest to you where you registered as a voter. If you have a registration sticker in your ID it has the voting district number on it.
- Once you get to the voting station you will have to show your identity document. The officials will use a scanner (Zip-Zip) to check that you are on the roll. An official will look at your identity document and then cross your name off the voters' roll.
- They will then check your hands to see if you have voted before and if your hands are unmarked they will mark your hand with a special ink to make sure that you cannot vote again under a different name or ID.
- You will then be given two ballot papers – one for the national election and one for the provincial election. Take the ballot papers into the voting booth. You must make a cross in the box next to the name and the symbol of the political party that you support. No-one can see who you are voting for.
- If you cannot read or write look for the symbol of the party you support with the photograph of its leader and make your cross next to that. You can also ask an official to help if you need assistance.
- When you finish voting, fold the paper in half and go to the ballot boxes where you must put the papers in the correct ballot boxes.
- No-one will know who you voted for. There is no way that anyone can find out afterwards which ballot paper belongs to which person as your name and identity number does not appear on the ballot paper. Your vote is your secret.

Make sure that you show the voter an example of a ballot paper and how to make a cross. Remind them where they should go and vote in that area.

Electoral Code of Conduct

The same Code of Conduct applies as in all previous elections. Political parties that break the Code can be fined, stopped from working in an area, or have their votes in an area cancelled. The individuals who break the Code or commit other offences under the Electoral Act can be fined or jailed.

In the ANC we expect all our candidates, members and supporters to stick to the Code of Conduct. Anyone who breaks it will commit a crime and can be prosecuted. The ANC may also be punished for an individual member or supporter's behaviour if it can be shown that we did not urge our supporters to abide by the Code and did not take all reasonable steps to stop them from breaking the Code. In serious cases the ANC Disciplinary Committee will also take action against members who break the Code.

Here are the main Do's and Don'ts of the Code of Conduct:

Do:

- encourage all your members and supporters to be tolerant of other parties,
- condemn political violence,
- support the right of all parties to campaign freely,
- inform the proper authorities of all planned marches and rallies,
- actively work with all IEC structures,
- co-operate with the police in their investigation of election crime and violence.

Do not:

- use any kind of violence or threats against anyone who supports another party,
- remove or destroy any other party's property, posters or pamphlets,
- disrupt another party's public meeting,
- stop other parties from door-to-door work or campaigning in your area,
- threaten or stop people who want to attend meetings of other parties,
- force people to join your party, attend meetings or donate money,
- spread false rumours about another party,
- use violent language or urge people to use violence against any party or person.

ETU web Site: <http://www.etu.org.za/>

Unpacking “Door-to-Door”

There are many different kinds of “door-to-door.”

In all cases, records need to be kept.

The prerequisite for canvassing and for all door-to-door work, if it is to get results, is a record-making and record-keeping system, based on the Voters' Roll. Until you have that, you can't do canvassing or door-to-door work effectively.

Outside of election times or other specific campaigns, door-to-door corresponds to the concept of “Know Your Neighbourhood”. The work needs to be harvested in the form of a record so that it can be shared and so become collective knowledge of the ANC in the given area, and particularly at voting-district (VD) level.

Elections

Usually, there is a national voter registration drive that is synchronised with the IEC's special local registration days, when the voting stations are opened for that purpose. There may be two of these, one early, and one nearer the election.

The first registration drive is usually the first door-to-door sweep of any election campaign.

If we there are sufficient volunteers, then we can potentially knock on all doors our VD a number of times before the election happens. In that case, it is an advantage to call each time on a different errand. Not all door-to-doors are the same!

If you are calling at the same house for the second time, for example, it will be convenient to be able to say: "Last time I was doing a Public Voter Registration Campaign. This time I am here to ask you on behalf of the ANC, if you will please pledge us your vote?" (i.e. “I’m canvassing”).

In other words, we can have a perspective on the campaign.

We can plan it in parts so that it can be sustained all the way through to the Election Day. The parts need not simply be repeated. They can work towards developing a personal relationship with the voters, and gently educating them, while we are progressively collecting the information we need for our electoral campaign.

Records

The ANC's fundamental objective of electoral work are: identify our vote, maximise our vote, and then get all of our voters out on the Election Day. For all of these, records are required,

The records must be based on the Voter's Roll, as closely as possible. The Voter's Roll is the official IEC (Independent Electoral Commission) list of registered voters in each Voting District. It is published after registrations are closed. Consequently, for most of the campaign, political parties are obliged to use the Voter's Roll from the previous election, updating it themselves as best they can.

Each VD will have to assess its resources and plan accordingly.

Model Plan of Campaign

To assist this planning process, here is a model plan

1. Survey – Getting to know your neighbourhood
2. Voter registration (all)
3. Canvassing (all)
4. Canvassing (repeat for houses not yet covered)
5. Recruitment (selected addresses from canvassing returns)
6. "Celebrity" door-to-door, with candidate, MEC, MP et cetera - avoiding DA-pledged houses
7. Another voter registration drive
8. ANC leaflet blitz (all, but letterboxes)
10. Canvassing (repeat of 3., above) – for houses still not covered
11. Repeat of 5. - another celebrity door-to-door
12. All-dwelling leaflet blitz to advertise a public meeting - which would have been organised before the blitz

Feedback from any of these parts could suggest further variations.



Municipal Election 2016

An ANC victory mini-manual prepared from the 2013 ANC National Election Manual

Introduction

This booklet is prepared for political and induction schools prior to the mid-2016 Municipal Election. It is derived from the ANC's 2013 68-page A4 election manual. Some parts have been set aside. Some parts are covered in other booklets. The previous municipal election was held on 18 May, 2011. This time we are required to build machinery at Sub-Branch (Voting District) level to identify and mobilise every ANC voter and get them to the voting station on the day.

Sub-branch Coordinating Teams are described on the back page of this booklet.

The IEC

The Independent Electoral Commission (IEC) manages and supervises our elections. In every province the IEC has an office under a Provincial Election Officer. In every local council area a Municipal Electoral Officer (MEO) is appointed by the IEC to organise voting stations, voter registration and to run the elections on Election Day.

Any representative or candidate of a political party has the right to talk to voters in any public or private place. Parties can go into farms or hostels to talk to the workers who live there. If bosses refuse reasonable requests, report them to the MEO.

The Voters' Roll

The voters' roll is a list of all the voters in the country. It is broken into separate lists for each voting district. The voters' roll will close about three months before the election. Anyone who did not register by then will not be allowed to register. The compilation of the voters' roll is a process that the ANC will pay attention to, so as to assist all ANC voters to complete the process successfully. The final voters roll should be published about five weeks before the election.

Key tasks on Election Day are:

1. Get out the vote: make sure that all the ANC voters are contacted and encouraged to go to the voting station.
2. Transport: Make sure that voters get transport if they need it and offer transport to reluctant or apathetic voters.
3. Monitor the area and voting stations and deal with any crises that may come up – send organisers from your ops centre to all voting stations to check.
4. Check that volunteers are at all posts; report to Regional office every 4 hours.

Getting out the vote

We want to ensure that every ANC voter gets to the voting station to vote on Election Day. To do this we will have to set up a system where volunteers visit every house with ANC voters and check that they have gone to vote. There should be 2 categories of volunteers for this:

1. **Block coordinators** who are in charge of the street sheets and co-ordinate the work of the door-knockers.
2. **Door-knockers** who go door-to-door to remind all ANC and undecided voters to go and vote. They should use street sheets and door-to-door work records to identify these voters. If voters need transport the door-knockers must inform them about where the nearest pick-up points are and the time transport is available, or, if door-knockers have their own cars to take the voters to the voting station.

Transport

Most voting stations are within walking distance of the majority of voters. If transport is needed you need to work out the best arrangement for your area. You will need these volunteers:

1. **Coordinator** – based at the office to coordinate all drivers, taxis and volunteers.
2. **Drivers** who will either follow specific routes to pick up voters at arranged pick-up points or who will go to individual homes to fetch disabled, old or reluctant voters and take them to the voting station.
3. **Hoppers** – who go with each vehicle and jump out to fetch the voters at their homes.
4. **Pick-up point coordinators** who stay at the points and help with transport arrangements.

The best way to co-ordinate the transport is to use door-to-door work records and to find out which voters have indicated that they need transport. Try to book transport beforehand or to negotiate free transport from local taxi associations. If many voters are far from the voting station set up pick-up points and routes that will cover all the areas in that voting district and ensure that a taxi or car goes around and around to the voting station. Voting hours are usually 07h00 to 21h00.

Election day workers		
NAME	JOB	NUMBER
Election coordinator	This person will be in charge and take all final decisions on election days. Must make sure everyone does their tasks, gets reports and make reports to sub-regional office. Deploys problem solving team.	One
Organiser and problem solving team	Moves around the area in roving car, makes sure everyone is working and deals with problems in the field. Takes reports from voting station and block coordinators.	One organiser, two problem solvers
Administrator	Assists coordinator with communication and supervises catering team.	One
Transport coordinator	Deals with transport requests and problems.	One
Party agents	Make sure there is no cheating at the voting station and monitor vote-counting.	3 per voting station: 2 on duty, one off
Door-knockers	Remind voters to go and vote, check that they have IDs and know how to vote, report problems to block coordinator.	1 per street
Block coordinators	Deploy door-knockers and take reports from them. Report problems to organiser.	1 per block
Drivers and hoppers	Transport voters and check that they have IDs and know how to vote.	1 each per vehicle
Pick-up point coordinators	Sit at pick-up points and help with transport arrangements.	1 per pick-up point
Catering team	Feeds volunteers.	5-10

Voting process

1. Voter's ID scanned in queue.
2. Inside the voting station, voter's name is crossed off the voters roll.
3. Voter's hand is examined to see if it has been marked, then hand marked.
4. Voter gets ballot paper for the national elections and one for the provincial elections.
5. An official stamp is put on the back of the ballot papers.
6. The voter goes to the voting booth and makes a cross for one party on each of the ballot papers, folds the ballot papers and puts them into the correct ballot boxes.

Counting

Counting will happen at the voting station in almost all cases. Provisional results will be signed by party agents, announced outside the voting station when counting is finished, and then sent to the IEC through the office of the MEO. This should be a few hours after the close of voting.

ID and Voter Registration Campaign

Work must begin now to ensure that all voters have identity documents (IDs) and are registered to vote. This work is in itself necessary for the success of the ANC in the election. Therefore it is done very seriously and conscientiously. But while our volunteers and Branch members go from door to door, they must also not fail to note down who are the confirmed ANC supporters. The complete listing of the ANC voters is a long task and it is essential an essential one, if we are to be able to get our voters out on Election Day, in the process described in the previous section. This campaign has the purpose of getting voters on the roll, and also the purpose of building our record of who the ANC voters are.

Key Target Groups

- Learners, especially first time voters who will be 18 soon
- Youth in rural and urban areas, especially unemployed youth
- Elderly people
- Mine workers with South African citizenship.
- Farm-workers
- Domestic workers
- Disabled people

How to Get an ID

Applications for ID books can be made at any regional or district office of the Department of Home Affairs. But because many people can't afford to travel to these offices, the ANC must work with Home Affairs to organise that mobile units come to communities.

Many people who apply for IDs do not collect them when they are ready 2-3 months later. To overcome this problem, places like schools should be used for mobile unit visits. Learners can tell their family members to come and apply, and the Home Affairs staff can return to the school when IDs are ready, for easy distribution.

All South African citizens of 16 years and older, and all permanent residents, can be issued with an ID book. To apply, a person needs their birth certificate and two ID-size photographs.

If a person doesn't have a birth certificate then they need to prove they were born in South Africa. Their parent, senior relative or someone else who has known them since birth should complete an affidavit providing the details of their birth. Other documents they should take are a valid baptismal certificate, first school letter, clinic card or a house permit.

Voter Registration

All South African citizens over the age of 18, who are registered voters, will normally be allowed to vote in elections. On Election Day you should vote at the voting station where you registered on the voters roll and you must have a bar-coded ID. If you lose your ID you can get a temporary replacement ID called a 'Temporary Identity Certificate', which can also be used to vote with if it has not expired.

South Africa is divided into more than 20 000 voting districts – each one with its own voting station. To vote you should be on the voters roll for your voting district. On Election Day the national roll will be available on a scanner at the voting station and voters who are outside their VD will be allowed to vote through a special process.

Most voters are already registered from past elections. If you are still living in the same voting district where you registered and voted before, you do not have to register again. If you have moved, you should change your registration so you can vote at the voting station in your area.

Registration at MEO offices starts in April 2013. The main focus will be on public voter registration weekends that are likely to be held in November 2013 and January or February 2014. For voter registration we must target:

- Voters who have turned 18 since the last elections.
- Voters who have never registered.
- Voters who have moved from one voting district to another.
- Voters living in VDs where boundaries have changed

Registration works like this:

- You need a green ID book with a bar code [issued after 1986] or a temporary ID document.
- Go to the voting station on a public registration day (or the municipal office on a normal working day) and fill in a form to show that you live in the area.
- A special machine [Zip-Zip] will be available in each voting district – it can read the bar code in your ID book and automatically records the correct information about your name and ID number for the voter's roll. The machine also prints a sticker that will be pasted in your ID book to show that you have registered at that voting station.

The IEC has the whole voters' roll on one national computer and when you register the computer will check if your ID number already appears somewhere else. If it does, the computer will automatically cancel your registration at your old voting district and only accept the latest registration.

ANC Election-Campaign Structures

The main aim of our campaign is to reach voters and persuade them to vote for the ANC on Election Day. There are guiding principles for election structures:

- Structures should be set up in such a way that they promote unity in action between the ANC, the Leagues and the Alliance.
- The appropriate constitutional structures take responsibility for election work.
- At other levels, like sub-region/zone, Voting District (VD) or village levels, election teams can play a coordinating role.
- The chain of command should be as short and simple as possible. Local election coordinators (at zonal/sub-regional level) should be used to get information and resources to branch coordinators, who get it to VD coordinators. Branch coordinators should report problems and progress to LET coordinators. LET coordinators should relate to the RET or, when needed, directly to the PET.

The work of the LET and the BET

Every branch must set up a Branch Election Team, reporting to the BEC. The BET consists of the coordinator plus task team heads and VD team heads, and will do most of the actual campaign work through its team of campaign volunteers.

At zonal/sub-regional level there will be a Local Election Team to coordinate work in a municipal area and to liaise with structures at other levels as well as with Branch Election Teams. The LET coordinates and supports the campaign run by BETs, and also sets up campaign teams in areas where we do not have branches.

The Branch Election Team (BET)

Branches should form an election committee made up of the BEC plus Alliance and League secretaries to strategise and oversee the election campaign. The BEC secretary should coordinate the campaign.

Each branch can decide how best to organise volunteers to do the campaign tasks. The main tasks that need a lot of people are door-to-door work and pamphlet distribution. Branches can organise volunteers into VD or area teams, or task teams, or can keep one big team and deploy people when needed to do specific tasks.

Tasks like putting up posters, fundraising and organising meetings can be done by small groups of committed people or volunteers who are deployed to those tasks. Volunteers can be recruited from ANC, Alliance and League branches.

The Local Election Team (LET)

An LET must be set up in each local municipal area (which corresponds with an ANC sub-region or zone). Metro areas will set up regional structures and can set up LETs at sub-regional or zonal level if they need to for coordination purposes. The LET is made up of the LET coordinator plus all BET coordinators.

LET coordinators will be deployed by the provincial office. They will be public representatives or other comrades who are available to work almost full-time on the campaign without being paid. Their job is to bring together all BET coordinators and to make sure that the campaign is properly implemented in all municipal areas. They will be responsible for distributing media and other resources to branches and will also take responsibility for paying campaign funds to branches and accounting for the funds to the province.

LET coordinators will report to their region and province on progress and will ask for support where needed. LET meetings with BET coordinators must be used to plan the campaign and discuss progress and problems.

Monitor implementation

A strategy means nothing unless the action plans are implemented. An important part of the BET's work is to check that implementation is going as planned. Monitoring is an ongoing activity and cannot be left until after the campaign – we have to identify problems as soon as possible and address them. Monitoring is the responsibility of all team coordinators. There are three main ways of monitoring:

It is a good idea to use a chart to monitor progress, as in the example for door to door work below:

VD number	Number of voters on roll	Voters seen door to door	Number will vote ANC	Number voted ANC 2011	Number still undecided	New voters identified for registration
1	1205					
2	1315					
3	1112					
4	1324					

Establishment of Sub-branch Coordinating Teams (SBCTs)

The BEC must establish sub-branch structures equal to the number of voting districts (VDs) in the ward. The structures so established shall be called Sub-Branch Coordinating Teams (SBCTs) because they do not have executive powers as they are coordinating structures.

The SBCT shall be responsible for the following;

- Establishment and maintenance/servicing of Street Coordinators in the VD
- Establishment and maintenance/servicing of Political Education Study Circles in the VD
- Coordinating of membership recruitment, growth and maintenance in the VD. This includes membership of the Leagues and MKMVA
- Identifying problems in the community in the VD, proposing and coordinating solutions to such problems
- Dissemination of information to ANC members in the VD

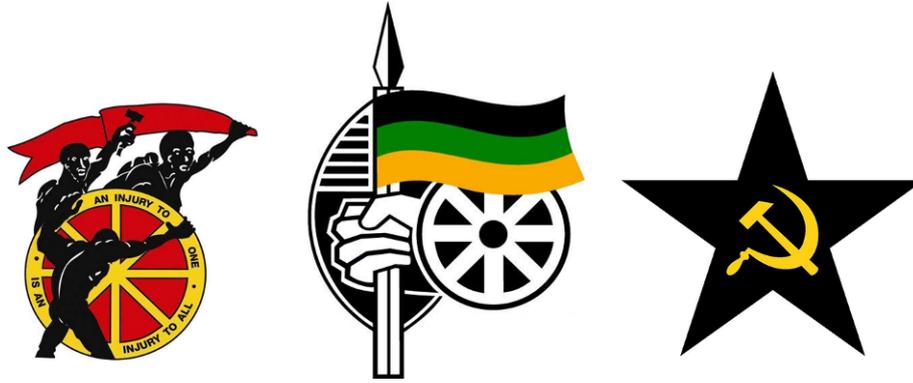
The members of the SBCT are appointed by the BEC, not elected at a meeting of members convened at VD level.

The BEC must appoint the following seven members of the SBCTs.

- Convener of SBCT, to act as the chairperson and facilitator
- Coordinator of SBCT, to act as the secretary
- Member responsible for membership recruitment and coordination
- Member responsible for political education
- Member responsible for campaigns
- Member responsible for coordination of issues on governance
- Member responsible for coordination of structures below the VD

The names of the members appointed in the SBCTs must be announced by the BEC at the BGM. This must be after consulting these individual members and their acceptance of the responsibility.

[Gauteng]



COSATU and the Party: On-Message with the ANC

In this election campaign, COSATU and the Party (SACP) have together committed ourselves to the comprehensive Manifesto and National Development Plan of our liberation Movement, the African National Congress. We invite all our members and supporters, and the whole great South African Nation, to join us. Our message is one:

Together We Move South Africa Forward!

Together, by our votes, we commit to raise employment; develop rural South Africa and achieve food security; create fully serviced human settlements; expand education and training; create comprehensive health and social security; fight corruption and crime; work for peace and progress in the world; and build the nation.

The ANC liberated South Africa from racism and apartheid. Since 1994, 5m more people are in work. Total employment is now 14m. Twice as many are at university, and twice as many are graduating. 5,000 farms have been transferred to black people, benefiting 200,000 families. 80,000 land claims have been settled, benefiting 1.8 m people. Those receiving social grants increased from 3m to 16m. Over 3.3 million free houses have been built, benefiting more than 16m people. 92% have access to potable water, compared to 60% in 1996. Access to electricity has doubled and nearly everyone has it now.

Five years

In the last five years ANC membership has more than doubled. The ANC is everywhere recognised as the only organisation that can unite the country.

In these years the ANC-led government has invested R1 trillion in infrastructure, double the rate of the previous 5 yrs. In these five years, adults with banking services grew from 60% in 2009 to more than 75%.

In these last five years, 500 informal settlements have been replaced with quality housing and basic services. The matric pass rate increased from 60.6% in 2009 to 78.2%. In the two years between 2010 and 2012, FET enrolments almost doubled from 345,566 in 2010 to 657,690. Loans and bursaries to poor students went up from R2.3bn to R8bn. Over 7m learners are now in no-fee schools. New teacher graduates doubled from 6,000 in 2009 to 13,000 in 2012. Babies born HIV+ reduced from 24,000 in 2008 to 8,200 in 2011. Average life expectancy increased by 4 more years to 60 years in 2012

Here is what we are now going to do, together:

Work:

There will be local procurement. The state will buy at least 75% of its goods and services from South African producers. It will support small enterprises, co-operatives, and broad-based empowerment. The massive roll-out of infrastructure in Energy, Transport, ICT and Water will continue. There will be a many-sided national effort to get our youth into work, including placement and internship and training incentive schemes, and 60% youth employment in infrastructure and other youth employment projects.

Together we will promote investment and access to credit, consolidate the public works programme, creating six million more work opportunities by 2019 - many of which will be of long duration. Together we will enforce measures to end abusive work practices for part-time and contract workers and those employed by labour brokers

In the Rural Areas

We will come together to support local markets and credit facilities. We will increase investment in agricultural infrastructure in support of small-holder farmers, prioritising former homeland communal areas. We are going to strengthen agricultural college education through skills development funds. We will expand the Food for All programme for procuring and distributing affordable essential foodstuffs directly to poor communities.

We will increase the number of youth participants in the National Rural Youth Service Corps from the present 14,000 to 50,000 in the next five years. We will accelerate settlement of remaining land claims and re-open the period for lodgement of claims for restitution of land for a period of five years, starting in 2014.

Human Settlements and basic services

We will provide a million housing opportunities for qualifying households in urban and rural settlements over the next five years, keeping to the same rate but now with better quality homes. We will increase affordable housing through housing allowances for teachers, nurses, police officers, office workers and others who do not qualify for RDP subsidy, yet cannot afford housing. We will work with banks, private sector organisations, co-operatives and social partners to increase provision of capital for housing. We will also establish a mortgage insurance scheme. We will connect an additional 1.6m homes to the electricity grid over the next 5yrs.

Education and Training

2 years of pre-school education are going to be compulsory. Teacher development will proceed through many different measures, and improve the quality of basic education up to the senior grade. We will build 1000 new schools and provide accommodation for 50 000 students. We will introduce compulsory community service for all graduates.

Health Care and Comprehensive Social Security for all

With the full support of COSATU and the Party we will together implement the next phase of the National Health Insurance (NHI) through a publicly funded and administered NHI Fund. 213 new clinics and community health centres and 43 hospitals will be constructed. Over 870 health facilities in all 11 NHI pilot districts will undergo major and minor refurbishments. We will strengthen and expand the free primary health care programme, train an average of 2000 new doctors per year, improve public hospital management and reduce the costs of private health care.

Together we will intensify the campaign against HIV and AIDS , and ensure that 4.6m receive their anti-retrovirals. We will make sure that all chronic medication is available and delivered closer to where patients live.

We will increase the supply of social service professionals, introduce mandatory cover for retirement, disability and survivor benefits, continue to roll out existing social grants to those who qualify and urgently finalise policy discussions on a comprehensive social protection policy that ensures no needy South African falls through the social security net

Fight Corruption and Crime

The ANC, COSATU and the Party will intensify our joint fight against corruption both in government and in the private sector. We will stop public servants from doing business and hold public officials individually liable for losses arising from corrupt actions. We will pursue action against companies involved in bid rigging, price fixing and corruption in past and current infrastructure build programmes. We will strengthen Sexual Offences and Community Affairs Units as a priority to deal with domestic violence and violence against women and children.

Poverty and equality

Long term we need to build an economy that provides decent jobs for all. This is the only way to develop the country and end poverty. Skills development and better education are the key to economic development.

In the short term we have to make sure that poor households get support and services for a better life now. We can do this. Since 1994, **on every single working day**, the ANC government delivered 600 new houses, water and electricity to 1 300 new households, 2 600 new social grant beneficiaries, 7m school meals and free education and health care for the poor. All of these measures target poor households. The total cost of all free services exceeds R3000 p/m per poor household. Together, we can do it.

National Development Plan

The NDP aims to eliminate income poverty before 2030. We will reduce the proportion of households with monthly income below R419 per person from 39% to zero.

The National Development Plan addresses key challenges

Too few people are in work. The quality of school education for black people is poor. Infrastructure like power, roads, rail, communication, water and sanitation is poorly located, inadequate to serve all and under-maintained. Apartheid spatial planning hampers inclusive development. The economy is unsustainably resource-intensive. The inherited public health system cannot meet demand for quality services, which are consequently uneven and often of poor quality. Corruption levels are too high, and South Africa remains a divided society.

NDP is a plan to increase employment from 13m in 2010 to 24 m in 2030; raise average income from R50 000 in 2010 to R120 000 by 2030; and increase the share of national income of the bottom 40% of people from 6% to 10% of national income.

All of the commitments we will jointly make when we cast our vote for the ANC on 7 May are in keeping with the NDP. It is a commitment for more than the 5-year term.

The NDP is our plan to create full employment, eliminate poverty and reduce inequality by 2030. The NDP is complemented by medium term government programmes: National Growth Path, Industrial Policy Action Plan, Infrastructure Development Plan, Skills Development and small business development. Together these plans will increase the skills of our work force, build modern industry including small businesses, add value to raw materials before export, build jobs in more industries here rather than importing products, invest billions in infrastructure projects that create jobs, grow the economy and meet the basic needs of our people.

Our message and slogan – **Together We Move South Africa Forward** – is consistent with the ANC's unity-in-action in the struggle years, in the Mandela years, and all the way up to the present moment. Consequently, we now have an opportunity to move forward in a way that is more favourable than ever before.

The African National Congress is still the only organisation that can unite the nation.

COSATU and the Party are on-Message with the ANC:

Together We Move South Africa Forward!



ANC Branch Manual 2010

Extract

SECTION 3: WORKING IN THE COMMUNITY

This section concentrates on the work branches should be doing in the community. It covers the following:

1. Understanding your constituency and doing a community profile
2. Outreach work with your constituency
 - Meetings and direct contact with voters
 - Outreach to sectors
 - Networking

Understanding your constituency and doing a community profile

Branches can only be successful if they understand the communities and the people they have to organise. You can only be effective if you go to the people you want to organise, learn from them, understand their conditions and work for change at a pace that they can accept.

You probably think that you know your constituency well and have many opinions about what people see as their problems and what their attitudes are. Remember that leaders and activists often see the world differently from ordinary people. It is very important that you do research to really find out what people see as their problems, how they see solutions and what their attitudes are to change.

Key things you should find out

There are many ways to do a community profile. It is best to write down everything you find out and to update it regularly. A community profile should be a branch resource and the BEC should always look at it before planning programmes or campaigns for the year. It will help you to make sure you address the correct issues in your area.

Here is a broad list of the types of things you may want to know. It is divided into three:

- The people in your ward and the problems they experience
- What exists in the ward - the physical environment
- Community life - what else is happening in the community

The people in your ward and the problems they experience

Use meetings, interviews and official sources to find out as much as you can about:

- People's practical needs and problems - concentrate on issues like housing, water, electricity, roads, transport, health services, education, social grants, child care and facilities.
- Issues that worry or concern them - these could be things like crime, violence, youth and HIV/AIDS, etc.
- Their hopes for the future - what changes do they long for and what basic improvements do they want in the area.
- Their attitudes towards, and opinions about plans and proposals from government, especially local government.
- Facts and figures about age groups, gender, employment status and income

2. What exists in the ward - the physical environment

Make a list of what exists, what the problems are and what is planned for the future.

Look at things like:

- Types of housing
- Basic services like water, sanitation and electricity
- Schools
- Roads
- Health services: hospitals, clinics, ambulance
- Firefighting services
- Police services
- Postal and telecommunication services
- Sport, parks and other recreational facilities
- Municipal facilities (paypoints and service centres)
- Shops, Markets and Banking Facilities
- Factories and other places of employment
- Places of Worship
- Community Halls
- Transport services

Community Life - What else is happening in the Community

Make a list of all the organisations you can think of. Ask any organisations you meet to give you contact details for others they know of. Use the form at the end of the community profile to capture the details.

Think of the following:

- Political Organisations
- School Governing Bodies
- Community Policing Forum
- Civic Organisations
- Religious organisations
- Youth organisations
- Women's organisations
- Business organisations – including taxi and hawkers' associations, etc.
- Burial societies, stokvels and other credit and saving organisations
- MP or MPL constituency offices
- Traditional leaders; Traditional healers
- Sport and cultural clubs
- Shebeens and other social spots
- Gangs, crime, taxi rivalries and loan sharks

How to collect information about your constituency

Now that we have an understanding of what information you need to understand your ward, we will look at how you go about getting this information. You can get information from official sources, through community meetings or by doing interviews and research yourself.

Official sources

- Schools and Crèches can provide enrolment figures as well as gender breakdowns
- Hospitals and clinics can provide details of admissions and details of the major health problems facing the community
- The local Police Station can provide crime statistics
- The Municipality can provide details on:
 - Registered voters from the voters roll
 - Plans to develop the area
 - Payment levels for services
 - Backlogs in the provision of services
- If the council has completed its Integrated Development Plan it may be able to provide fairly accurate details on population size, employment status and plans to develop the area.
- You can visit the website of the Municipal Demarcation Board at www.demarcationboard.org.za. There is a breakdown of information from the last population census for each Local Council Area.
- Check with both non-governmental and government agencies for any studies conducted in the community you work in.
- Ask community development workers, councillors and ward committees in your area for information

Community meetings

Community meetings can be called to hear the views of people on a particular issue. For example, a meeting of the community could be called to discuss the proposed upgrade of an informal settlement. The meeting can hear the plan of the council and the views of the community.

Doing your own research

Most people do not attend meetings and if you want to get reliable information on people's needs, attitudes or views, you will have to go to them and ask. When you do research by going door-to-door with a set of questions, it is called a survey. You do not have to visit everyone, but must see enough people to get a representative sample of the views in the community.

Outreach work with your constituency

This section deals with:

- Meetings and direct outreach to people in your areas
- Outreach to organisations and sectors
- Networking

Community outreach work means staying in touch and communicating with the people in your area. This work is best done through other organisations since most people belong to churches, clubs, etc. When you stay in touch with organisations in an ongoing way, it is called networking. When you target a sector, for example churches, for outreach work, it is called sectoral outreach.

You should also try to reach people more directly - through pamphlets, information tables, house and street meetings, forums, etc. This is called direct contact.

People should be at the centre of our branch work since the ANC branch and the ward councillor are the face of the ANC in the area. Most people make no difference between ANC and government and see local ANC leaders as representatives of the people. All activities must aim to get to them, hear their concerns, assist with their problems, report and consult on government programmes and to persuade them to vote for us on Election Day. Personal contact is the best way of keeping our supporters loyal and winning over new support.

Councillors, MPs and MPLs should be used to help communicate our message to the people. People want to meet the leaders who represent them in government and MPs, MPLs and councillors win attract more people to our events.

When you organise an event always think of the following questions:

- How can we reach new groups and not just strong ANC supporters?
- Will the event give us good publicity or directly reach lots of people?

We now deal with different methods that can be used for events and outreach.

Meetings and direct outreach to people

There are many different types of public meetings you can organise. It is important to think about your target group and the funds available before you decide what type to use. The most expensive type is a rally where you need lots of people, transport, a stage and an expensive sound system. Rallies are best for motivating strong ANC supporters – they are not very useful for informing or reporting to people, consulting your community or winning over new support. If you want to organise a large event like a rally, get support from the region. The checklist below applies to all public meetings

CHECK-LIST FOR ALL PUBLIC MEETINGS

- Decide target group
- Decide type of meeting
- Plan programme
- Get venue
- Confirm speakers
- Brief speakers
- Publicise event -posters and publicity
- Organise transport
- Organise sound
- Organise security and marshals
- Organise catering
- Organise decorations
- Organise ANC table
- Pay all accounts

Report-back meetings

All people in your ward should be invited to regular report-back meetings. If the ward committee in your area is organised and holds regular report-back meetings, you do not have to organise them. The ward councillor should briefly outline the key council plans and programmes for the area. Officials who can answer questions and describe progress, should also attend the meeting. These meetings should also be a place where people can raise problems and concerns, Take note of all important issues that come up and find a way to report back to the people who raised them, MPs and MPLs should also be involved in report back meetings

Fundraising dinners, banquets, parties, etc.

Fundraising events need a very professional approach - people are paying and must be impressed and entertained enough to want to give us money again. Try to target a specific group of people who share common concerns.

Steps:

1. Decide on a target group and send out attractive invitations with a number and date by when people should reply. If you have a high-profile speaker, issue the invitations in their name – e.g. "President Jacob Zuma invites you to come and meet the ANC parliamentarians and councillors for the Nokeng area."
2. Follow up the invitations with a phone call.
3. Get a decent venue which can accommodate everyone comfortably.
4. Organise catering and drinks, hire the necessary equipment.
5. Invite the press and supply them with the programme; do not make them pay.
6. Get speakers and brief them properly. Organise some entertainment if appropriate. Allow enough time on your programme for people to ask questions and to chat to MP/MPLs and leaders.
7. Decorate the venue and organise ANC information tables.
8. Confirm your speakers on the day of the event and make sure they know how to get there and have the necessary transport. They should be there before the event is meant to start.

Outreach to organisations and sectors

Ongoing outreach work is the most important task for branches. You have to stay in touch with what is happening in your community. The branch should actively participate in important meetings and forums that affect development in the community. In many cases it is not easy for the ANC to get direct access to members of organisations and it is better to use the ward councillor - for example to speak to schools or workers at their place of employment.

Here are a few tips for outreach to organisations and sectors:

Attending meetings

The ward councillor and members of the BEC should try to attend all important public, civic, local development forum and community police forum meetings. It is a very visible way of showing interest in the community.

Meeting organisations leaders

Develop a systematic plan to meet all the key people and organisations identified on your contact sheets and to discuss their problems and programmes with them. The ward councillor should also visit government departments and key civil servants to assess their service delivery in the area. Write to them to ask for appointments. Most organisations and civil servants will gladly meet with a ward councillor.

Inspections

Organise site visits for the ward councillor, MECs, MP/MPLs and government officials to inspect problems in the community. These could be things like: school registration day, areas where waste is dumped, support groups for people living with AIDS, clinics, flooded areas, etc,

Intervening on local issues and development

The branch should participate in local campaigns, take local issues up at other levels of government and get involved in solving local problems. Work with other organisations that are already active in the area. It is very important to get involved in local development projects and to use your influence to get things moving.

Co-operating with other spheres of government

Work closely with provincial and national politicians and officials so that you can access other resources to solve local problems. Not all problems are dealt with by local government and you cannot always use the ward councillor.

An example is a local school that has no textbooks – this should be referred to provincial government.

Helping welfare and other organisations

Assist with fundraising events and other activities of welfare and other community organisations. Use the influence of the ward councillor to assist these organisations with access to business people, funders and government support.

Targeting a sector

Use the sheets on organisations in your area to help you target a specific sector for outreach work -for example all high schools, all churches, and specific welfare organisations.

There are different ways to organise work in a sector:

- Use the contact person and ask them to invite a branch leader or the ward councillor to come and address their organisation.
- Write and offer the services of the ward councillor for any events or meetings they would like. (be careful to not make promises you cannot keep)
- Invite leaders to a small meeting with the ANC leaders and the ward councillor to discuss their concerns -for example all religious leaders or school principals.
- Organise a discussion forum on, for example, economic development and invite all traders and hawkers
- Target a sector for work and find out all the events they have planned -make sure branch members attends their events -for example church fete, opening of school hall, etc.

Networking

Networking means staying in touch with organisations and key individuals who can affect your work or make it easier. Networking can serve many purposes and can help you to:

- Build partnerships with civil society
- Build alliances that will strengthen your work
- Stay in touch with developments in your area
- Get access to information that will help your work
- Influence other organisations to take up and support your issues
- Influence individual decision-makers

Systematic networking

Networking should be an ongoing and systematic part of your work. It is important to build up a system that can be used for networking. It is best to gather all the names of organisations and individuals, their contact details and their areas of interest. Then you should divide these lists into categories or topics.

You should think about all the different sectors in your community and put in the ones that you should network within each sector you will then have to list the relevant organisations or individuals. For example under the health sector you may want to list the clinic, the municipal health committee, the local Red Cross society and local doctors.

Examples of sectors are:

Political groups or parties	Unions	Religious
Education	Health	Welfare
Business	Credit clubs	Sport
Burial societies	Service organisations	Cultural

Networking works best if you have individual contact people you work with in each organisation. It will also help you if this individual who understands your work and is sympathetic to your issues.

Meet with the leaders of these organisations and make sure they are represented on forums and in consultation meetings. Have consultation meetings with their members to discuss their problems and campaigns. When you develop your communication strategy for a campaign, make sure that information goes directly to these organisations.

From the Mail and Guardian, Johannesburg, 4 September 2015:

Extracts:

Although most of the country's cities and towns, especially in rural areas, remain safe bets for the ANC, a number of critical councils are at play.

In Tshwane, last year's general election saw ANC support plummet to just 50.96%, and in Johannesburg the ANC vote came in at 53.63%.

In Nelson Mandela Bay, a stronghold of the rebel National Union of Metalworkers of South Africa (NUMSA) that was recently expelled from the COSATU fold, recent by-elections saw the United Democratic Movement unexpectedly secure ward seats.

But the ANC is fighting back, and many factors suggest that it could yet reverse its fortunes in battleground cities.

The M&G reported in April that the ANC's draft guidelines for municipal elections include potential questions for public interviews such as what the prospective candidate has done for the community, what they see as the main problems the ANC must address, how the candidate would contribute to strengthening the council if elected and what skills the candidate would bring to the council.

The ANC still has numerous advantages over the competition.

The cities likely to be the most contested next year differ widely from one another and ward by ward, suggesting that over-arching national strategies may be less important than hyperlocal campaigns at the level of individual streets.

With its extensive network of branches and its large membership pool, the ANC will be able to knock on more doors and organise more micro-events than all the other parties combined.

SADTU REC Induction Workshops, 2015

2016 Local Government Elections

