

Community Leadership & Advocacy

1. Overview

This skills programme equips participants with the knowledge and practical skills required to promote community participation, advocate for community issues, apply effective communication and conflict management techniques, and deliver quality public services in accordance with the Batho Pele principles. Participants will be able to engage stakeholders, facilitate community participation, support ward committee processes, manage conflict constructively, and contribute to responsive, accountable and people-centred service delivery within local government and public sector environments.

2. Programme Outcome:

- Identify community concerns and issues requiring advocacy and intervention
- Plan and implement advocacy and lobbying initiatives
- Identify and engage relevant stakeholders
- Apply communication and interpersonal skills in ward committee functions
- Facilitate effective meetings and community participation
- Apply conflict management techniques within community and ward committee environments
- Explain the role of ward committees in municipal governance and decision-making
- Demonstrate an understanding of municipal performance management
- Apply the Batho Pele principles within their work environment
- Promote ethical, accountable and customer-focused public service delivery
- Improve communication, stakeholder engagement and community relations

Qualification:	Certificate of Completion
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0208
SAQA US:	119517, 242891, 113955
NQF Level:	3
Credits:	26
Entry Requirements:	Communication & Mathematical Literacy at NQF Level 2
Training Options:	Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location. Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(119517 US):** Advocate and lobby community issues
- **(242891 US):** Apply communication, interpersonal and conflict management principles in Ward Committee functions, processes
- **(113955 US):** Apply the Batho Pele principles to own work role and context

4. Topics

Module 1: Community Advocacy and Stakeholder Engagement

- Introduction to community development and advocacy
- Principles of advocacy and lobbying
- Identifying community needs and priorities
- Researching and analysing community issues
- Stakeholder identification and analysis
- Building partnerships and community networks
- Advocacy planning and campaign development
- Lobbying techniques and influencing decision-makers
- Communication strategies for advocacy
- Community mobilisation and public participation
- Advocacy tools, resources and communication channels
- Monitoring and evaluating advocacy programmes

Module 2: Communication, Facilitation and Conflict Management in Ward Committees

- Introduction to ward committees and local government
- Roles and responsibilities of ward committees
- Communication functions within ward committees
- Effective verbal and written communication techniques
- Active listening and interpersonal communication
- Community consultation and engagement
- Principles of facilitation
- Planning and facilitating productive meetings
- Municipal performance management
- Ward committee participation in council decision-making
- Accountability and governance
- Conflict identification and resolution techniques
- Negotiation and mediation skills
- Building positive community relationships

We trust that the above is in order and look forward to hearing from you for Implementation

Module 3: Batho Pele Principles and Public Service Excellence

- Introduction to Batho Pele
- Overview of the Eight Batho Pele Principles
- Consultation
- Service Standards
- Access to Services
- Courtesy and Professional Conduct
- Providing Information
- Openness and Transparency
- Redress and Complaint Handling
- Value for Money
- Applying Batho Pele principles in daily work
- Ethics and professionalism in public service
- Improving customer service and citizen satisfaction
- Case studies on effective service delivery
- Continuous improvement in public sector performance

5. Target Market

This programme is suitable for:

- Ward Committee Members
- Community Development Practitioners
- Community Liaison Officers
- Public Participation Officers
- Local Government Officials
- Municipal Employees
- Public Sector Employees
- Community Leaders
- Civil Society and NGO Representatives
- Development Practitioners
- Public Service Supervisors
- Individuals seeking to develop careers in local government, community development and public administration

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6. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding
- **Practical Assignments:** Hands-on tasks related to course topics
- **Workplace Assignments and Logbook:** Application of skills in real-world settings

Successful participants will receive a certificate of completion.

7. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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