

DEPARTMENT OF WATER AFFAIRS AND FORESTRY
Recreational Water Use Manual
 Guidelines

Subject:	Communication and Capacity Building Strategy for Recreational Water Use.
Purpose:	To document the Department of Water Affairs and Forestry's communication interventions regarding the use of water for recreational purposes.
Authority:	National Water Act, 1998 (Act No. 36 of 1998) and Departmental Communication Strategy.
Approval:	Director: Water Abstraction and Instream Use, July 2007.
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1. INTRODUCTION

"The Government Communication and Information Services' (GCIS) has a communication strategy that sets the framework for government communication each year. Taking serious account of their key programmes, departments are expected to follow this framework in determining their communication strategies and plans" (GCIS, 2005:09). According to the GCIS communicator's handbook the Government Departments' actions must be informed by an understanding of the working environment, of who the Department is trying to reach, what they are thinking, and how they are best reached. In this regard the Department of Water Affairs and Forestry's (DWAFF) Water Abstraction and Instream Use component Environment and Recreation (E&R) has identified a need to communicate with various target audiences to make them aware of the Department's efforts to control and manage the use of water for recreational purposes in accordance with Recreational Water Use (RWU) of the National Water Act (Act No 36 of 1998) [NWA].

The main aim of this Communication Strategy and Action Plan is to introduce, clarify and discuss the RWU communication tools and initiatives that have been put in place in order to increase awareness and the use of these initiatives to inform and educate the target audiences of E&R's business. This is aligned and fulfils the objectives of the GCIS and in turn DWAFF's Chief Directorate: Communication Services (CD: CS). Furthermore this strategy and action plan is positioned as a review and revision of the First Edition of a Communication Strategy for the RWU policy implementation programme as outlined by the policy document.

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2. COMMUNICATION OBJECTIVE, PURPOSE AND INTENDED OUTCOMES

The overall objective of the RWU Communication Strategy as outlined in the First Edition is to put in place communication channels and via these channels to transfer important messages relating to the use of water for recreational purposes to a range of target audiences. Ultimately this Strategy is to enable the change of perceptions and attitudes relating to the Department's RWU policy, and to stimulate responsibility amongst water users.

In terms of the NWA the RWU policy contribute to the attainment of the NWA principles such as:

- promoting equitable access to water;
- redressing the results of past racial and gender discrimination;
- promoting the efficient, sustainable and beneficial use of water in the public interest;
- facilitating social and economic development; and
- protecting aquatic and associated ecosystems and their biological diversity.

Currently very little control or regulation exist in the recreation industry pertaining to the use of water for recreational purposes. This water use is still largely regarded as being for the elite and caters more for the protection of their business interests.

According to the first RWU Communication Strategy edition perceptions, attitude and behaviour, such as the one mentioned above, take a long time to change, and will only change in the presence of relevant awareness and understanding.

Therefore, the initial centre of attention of the RWU Communication Strategy is to over time create the climate of belief and understanding in the Department's commitment and involvement in attaining NWA principles which will ultimately result in positive changes to attitudes, perceptions and behaviour.

As a result the purpose of this Strategy is to:

- inform target audiences of the resource material available to them in order to create awareness and understanding of this water use;
- educate water users and those that impact on water quantity and quality about their involvement and participation in the management of this water use; and
- finally to build capacity amongst the target audiences so as to instil a sense of responsibility and accountability for the manner in which the use is undertaken.

The intended outcome is thus to see the resource material being of value and good use by the various target audiences to attain the objectives of the NWA i.e. controlling or regulating and managing the use of water for recreational purposes appropriately.

3. COMMUNICATION THEMES

The core themes are based around the objectives, purpose and intended outcomes of this Communication Strategy. The RWU Policy has 8 policy statements with related objectives that have been set to assist the Department in achieving its purpose:

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- *Water and associated resources* are protected, conserved, developed, managed, controlled and utilised in an environmentally sound and equitable manner based on integrated resource management plans developed in association with all stakeholders;
- The use of water for recreational purposes will be *safe*, both from a resource as well as industry perspective;
- The use of water for recreational purposes is appropriately *authorized*;
- The use of water resources for recreational purposes shall *benefit* and contribute to the sustainable livelihood of *communities*;
- The objectives of the NWA and the policy and implementation programme pertaining to the use of water for recreational purposes will be *communicated* and stakeholders appropriately empowered through *capacity building* initiatives;
- Appropriate *institutions* are established and effective co-operative *linkages* developed to ensure among other the sustainable management of the use of water for recreational purposes;
- The use of water for recreational purposes and its regulation comply with all relevant *legislative requirements*;
- The use of water for recreational purposes is *monitored, evaluated and audited* in terms of both performance and compliance, and *information* pertaining to this use is *managed* in a user friendly; and
- effective manner in order to promote the sustainable utilisation and management of water resources.

However, this Strategy mainly gives effect to the following four themes in particular (discussed in detail under item 4 below) with an aim to achieve the policy statements:

- Safety;
- Resource Management Plans (RMPs);
- Linkages/Partnerships; and
- Capacity building.

4. COMMUNICATION APPROACH AND MECHANISMS

According to the GCIS (GCIS, 2005:11) a communication campaign should always have its own voice, discussing:

- *Who speaks for it?*
- *To whom?*
- *In what ways? Through which channels?*

To reinforce this statement the first RWU Communication Strategy edition outlines the triad for the communication process as follows:

- *A communicator*- this pertains to personnel giving effect to the DWAF's RWU Policy function, thereby attempting to communicate with an individual or group;
- *A message*- the content of the information, transmitted in such a way that the receiver finds it relevant; and
- *A receiver*- the person or group who receives the message from the communicator; other terms used for the word "receiver" in communication strategies are target audience/s.

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Communication objectives are achieved by influencing someone either to take action or not to take action. The person or group to be influenced becomes the target audience/s, including both an internal (personnel of DWAF, its Ministry and Regional Offices) and external target audience.

4.1 Who Speaks?

In this Strategy the speaker/communicator is DWAF's Directorate Water Abstraction and Instream Use component E&R, either itself or through partnerships with other organisations.

4.2 To Whom? (Target Audience)

During the drafting of the RWU Policy workshops were conducted to provide input, from that end the sectors listed below were identified as the target audience (the internal audience comprises of DWAF business units and the external audience includes):

- **Resource managers**, including Water Management Institutions, Biospheres and Conservancies and Conservation Authorities;
- **Recreational industry**, including Developers; Development Consultants and Real Estate Agents; Tourism Associations; Tourism Product Owners; Sport and Adventure Associations;
- **Affected communities**, including Local communities and community non-governmental organisations; Youth; Socio-environmental educators; and
- **Policy developers (authorities)**, including Local Government; Local and Provincial Tourism Authorities; Departments of Agriculture, Education, Environmental Affairs and Tourism, Land Affairs, Sport and Recreation, Health, Safety and Security, Transport, National Treasury, Public Works, and Trade and Industry

4.3 In what Ways? Through which Channels?

E&R will communicate DWAF's RWU Policy imperatives to the target audience/s listed above in the ways and channels as set out in Table 1.

5. ACTION PLAN 2007/08

An action plan for the financial year 2007/08 is detailed in Table 2.

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Table 1: Communication Approach and Mechanisms

THEMES	MESSAGES	OUTPUT	MEDIUM	TARGET AUDIENCE
Safety	<ul style="list-style-type: none"> The safe use of water is promoted Compliance with industry norms and standards is ensured 	Water Safety Posters	<ul style="list-style-type: none"> Swimming South Africa (SSA) partnership DWAF business units meetings/visits/special events/launches/exhibitions/ Group Sessions e.g. seminars/conferences/public meetings Other external stakeholders e.g. Water Management Institutions 	<ul style="list-style-type: none"> Resource Managers Recreational Industry Affected Communities
		Water Resource Safety Guidelines	<ul style="list-style-type: none"> SSA partnership DWAF business units meetings, electronic emails, Group Sessions e.g. seminars/conferences/public meetings, DWAF website 	<ul style="list-style-type: none"> Resource Managers Policy Developers
RMPs	The manner, purpose and extent to which water resources are used safely are appropriately regulated, controlled and managed	<ul style="list-style-type: none"> RWU policy document and brochures RMP Brochure RWU ecological impacts poster 	<ul style="list-style-type: none"> DWAF business units meetings/visits/special events/launches/open days/exhibitions Group Sessions e.g. seminars/conferences/public meetings, DWAF website PSC Meetings, Water Users Associations; and SSA partnership 	All
Linkages/Partnerships	Functional linkages are established to ensure co-operative governance and effective sharing of	Print Media Articles	<ul style="list-style-type: none"> In-house newsletters or bulletins: <i>SHOTHA</i> / <i>Hlathi-Manzi</i>, DWAF website 	All

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THEMES	MESSAGES	OUTPUT	MEDIUM	TARGET AUDIENCE
	management responsibilities regarding the sustainable management and use of water resources for recreational purposes		<ul style="list-style-type: none"> • Newspapers : The Star, Sunday Times, Argus, Pretoria News etc • Other publications: THE TEACHER • SSA Partnership 	
		DWAF/SSA Partnership	Broad water safety communication & awareness campaign through print and electronic media: newspapers, schools and communities, events/competitions, websites, promotional material such as t-shirts, caps etc	All
		Database of linked communication initiatives	Various depending on the key activity	<ul style="list-style-type: none"> • Policy Developers • Affected communities
Capacity building	Stakeholders and role-players are empowered by ensuring sufficient communication and capacity building regarding recreational water use	RWU Manual capacity building seminars	Training courses, Groups sessions e.g. seminars/ conferences/public meetings, DWAF website	<ul style="list-style-type: none"> • Policy Developers • Resource Managers

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Table 2: Action Plan for 2007/08

OUTPUT	TASKS	RESPONSIBILITY	DATE	RESOURCES	REMARKS	BUDGET
RWU policy document and brochures	Determine required copies by target audience and compile distribution strategy where necessary	S Mkatswha (SM) (E&R)	July 2007-	Support and cooperation by relevant DWAF business units; support and guidance from CD:CS; and constant liaison with stakeholders	Might need funds for printing with increasing demand	R30 000.00
Water Resource Safety Guidelines	Draft background information document for introduction and circulation at 1) the RWU Manual capacity building seminar; and various media identified in item 4 above to create awareness and communicate deliverable	SM (E&R)	July 2007-	Support and cooperation by relevant DWAF business units	-	-
Database of linked communication initiatives	Compile database	SM (E&R)	July-Sept 2007	Support and guidance from CD:CS	-	-
	Communication and linking with other stakeholders and their initiatives by providing and/or exchanging material for events/exhibitions/conferences	SM (E&R)	Oct 2007-March 2008	Support and cooperation by relevant DWAF business units; support and guidance from CD:CS	-	-
RWU Manual	Compiling and finalising manual components; and	L Fick (LF), G Mosupye (GM) & SM (E&R)	April 2007-	Support and cooperation by relevant DWAF business units	Living documents placed on DWAF intra & internet	-
	Facilitating and coordinating capacity building seminars	LF (supported by GM & SM)	July-Dec 2007	Support and cooperation by relevant DWAF business units	4 seminars to be held	VdP?

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OUTPUT	TASKS	RESPONSIBILITY	DATE	RESOURCES	REMARKS	BUDGET
DWAF/SSA Partnership	Technical and scientific support as per annual business plan activities	LF, GM & SM (E&R)	April 2007-March 2009	Annual budget; Support and cooperation by relevant DWAF business units	SSA implements and runs all programme, E&R supporting role	R350 000.00
Resource Management Plans (RMPs)	Technical and scientific support	GM & LF (E&R)	Ongoing	Support and cooperation by relevant DWAF business units	Graphic design and printing to be linked to E&R project ToR	R10 000.00
	Compile RMP brochure for capacity building through information dissemination, PSC meetings and consultation with other stakeholders	LF-content SM-graphic design and printing	July 2007-			
Water Safety Posters	Distribute/courier posters as per requests from regional Offices	Candice Williams-CW (CD:CS)	Ongoing	Support from SM (E&R)	-	-
	Determine requirement no for various linked communication initiatives	SM (E&R)	Oct 2007-Mar 2008	-	Might need funds for printing with increasing demand	-
Articles	Writing articles for publishing in in-house newsletters to inform internal audience of new/existing project developments	LF, GM & SM (E&R)	Ongoing	Support and cooperation by relevant DWAF business units; support and guidance from CD:CS	Project specific, ad hoc-if/when need arise (may be budget related)	-