

## 9. COMMUNICATION

Communication is especially crucial where a “multi-disciplinary” team is setting out to achieve a common objective in a coordinated fashion, such as the RHP. Successful implementation of your RHP *will depend on an efficient and reliable flow of information* between the various participants. Ironically, despite technological advancements such as email and cellular phones, communication is often taken for granted or neglected, leading to misunderstandings and a range of avoidable problems.

Attention should be given to the intended flow of communication, tools available to inform those involved, language and what needs to be communicated to or by whom. It is also important to use the medium of communication which is best suited to the situation at hand, given budget and technological constraints.

The two major forms of communication are internal (e.g. between members within your provincial RHP, such as the PIT and PMT) and external (e.g. to/from your provincial RHP to/from external stakeholders and interested and affected parties). In addition, communication between your RHP and adjacent RHP initiatives should also be included in your RHP communication strategy to coordinate monitoring activities of shared catchments.

### 9.1 INTERNAL CHANNELS OF COMMUNICATION

This includes the important issues of day-to-day communication essential for coordinating the PMTs monitoring activities and circulating minutes of PIT meetings to all your RHP participants. Important channels of internal communication include:

- \$ National RHP NCT/NCC to/from Provincial Champion
- \$ Provincial Champion to neighbouring Provincial Champion
- \$ Provincial Champion to/from PIT
- \$ PIT to/from PMT.

### 9.2 EXTERNAL CHANNELS OF COMMUNICATION

This aspect should address the flow of information to and from your RHP and external “clients” of the programme. These include:

- \$ RHP Champion or PIT to/from funding organisations
- \$ PIT members to/from their respective organisations
- \$ PIT to/from relevant River Fora or Catchment Management Agencies
- \$ PIT to/from interested and affected parties.

**NOTE:**

See sections on liaison, promotion and marketing and reporting for more details.



