



## Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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### COURSE BROCHURE

# Municipal Advocacy and Lobbying for Inter-Government Relations

Business, Commerce and Management Studies / Public Administration

Unit Standard 244190 · NQF Level 3 · 6 Credits · 3 Days

## COURSE OVERVIEW

This course equips municipal officials and councillors with the advocacy and lobbying skills necessary to effectively represent municipal interests within inter-governmental structures and processes. Participants will learn to navigate the complexities of inter-governmental relations, build strategic alliances, and influence policy decisions to benefit their municipalities.

|                 |                                           |
|-----------------|-------------------------------------------|
| Category        | Business, Commerce and Management Studies |
| Subfield        | Public Administration                     |
| Unit Standard   | 244190                                    |
| Accreditation   | SAQA Accredited · NQF Level 3 · 6 Credits |
| Duration        | 3 days                                    |
| Training Method | Online, On-Campus, In-House               |
| Certificate     | Issued via AATICD LMS – verifiable online |

## LEARNING OUTCOMES

- Apply advocacy and lobbying techniques to represent municipal interests in inter-governmental forums.
- Analyze inter-governmental structures and processes to identify opportunities for influencing decision-making.
- Evaluate the impact of advocacy strategies on municipal service delivery and development.
- Design a lobbying plan that aligns with municipal strategic objectives.
- Implement communication strategies to build coalitions and support for municipal positions.
- Demonstrate ethical conduct and transparency in all advocacy and lobbying activities.

## WHO SHOULD ATTEND

- Municipal managers, councillors, and officials responsible for inter-governmental relations, as well as anyone involved in advocating for municipal interests at provincial or national level.

## COURSE OUTLINE

### Day 1: Foundations of Municipal Advocacy and Inter-Government Relations

- Overview of the South African government structure: national, provincial, and local spheres
- Constitutional provisions for inter-government relations (Chapter 3 of the Constitution)
- The Intergovernmental Relations Framework Act (2005)
- Defining advocacy and lobbying in the municipal context
- Principles of cooperative governance and mutual respect
- Roles of key stakeholders: councillors, officials, community organisations, and private sector
- Ethical considerations in lobbying: transparency, accountability, and conflict of interest
- Case studies: successful municipal advocacy campaigns

### Day 2: Strategies and Tools for Effective Advocacy and Lobbying

- Steps in developing an advocacy strategy: issue identification, goal setting, target analysis, messaging
- Stakeholder mapping and relationship building
- Communication techniques: framing, storytelling, and media engagement
- Leveraging inter-government forums: MINMECs, technical committees, and bilateral meetings
- Using research and data to strengthen lobbying efforts
- Negotiation and conflict resolution skills
- Monitoring and evaluation of advocacy activities
- Practical exercise: drafting a lobbying brief for a municipal priority

### Day 3: Applied Advocacy and Integration with Municipal Governance

- Aligning advocacy with Integrated Development Plans (IDPs) and budget cycles
- Engaging with sector departments and parliamentary committees
- Tools for tracking and reporting advocacy outcomes
- Case studies: municipal successes and challenges in inter-government lobbying
- Ethical decision-making in complex lobbying scenarios
- Building a culture of advocacy within the municipality
- Final group presentation: advocacy strategy for a real or simulated municipal issue
- Course wrap-up and action planning

## ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **6 NQF credits** at **NQF Level 3**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 17,900.00        | R 17,900.00 |
| 1         | In-House             | R 23,300.00        | R 23,300.00 |
| 1         | On-Campus (Pretoria) | R 26,800.00        | R 26,800.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 12 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 10 Aug 2026 | 12 Aug 2026 | On-Campus | Cape Town, South Africa |
| 11 Aug 2026 | 13 Aug 2026 | On-Campus | Durban, South Africa    |
| 11 Aug 2026 | 13 Aug 2026 | On-Campus | Dubai, UAE              |
| 12 Aug 2026 | 14 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 12 Aug 2026 | 14 Aug 2026 | On-Campus | Mauritius               |
| 17 Aug 2026 | 19 Aug 2026 | On-Campus | Durban, South Africa    |
| 17 Aug 2026 | 19 Aug 2026 | On-Campus | Dubai, UAE              |

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

## HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit [www.aaticd.co.za](http://www.aaticd.co.za), open the page for this course (Unit Standard 244190) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to [apply@aaticd.co.za](mailto:apply@aaticd.co.za) – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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