

THE PERFORMANCE AGREEMENT

Entered into by and between
the City of Ekurhuleni
“the Employer”

Duly represented by the City Manager of City of Ekurhuleni

and
“the Employee”

HoD: Communications Marketing and Tourism

for the Financial Year:
1 July 2026 - 30 June 2027

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ENTERED INTO BY AND BETWEEN:

The **City of Ekurhuleni** herein represented by **Kagiso Michael Lerutlain** in her capacity as City Manager (hereinafter referred to as the **Employer**)

And

Phakamile Mbengashe, employee of the **City of Ekurhuleni** (hereinafter referred to as the **Employee**).

WHEREBY IT IS AGREED AS FOLLOWS:

1. INTRODUCTION

1. The **Employer** has entered into a contract of employment with the **Employee** in terms of section 56 of the Local Government: Municipal Systems Act 32 of 2000 as amended ("the Systems Act"). The **Employer** and the **Employee** are hereinafter referred to as "the Parties".
2. Section 56 of the Systems Act, read with the Contract of Employment concluded between the parties, requires the parties to conclude an annual performance agreement.
3. The parties wish to ensure that they are clear about the goals to be achieved, and secure the commitment of the **Employee** to a set of outcomes that will secure local government policy goals.
4. The parties wish to ensure that there is compliance with the relevant sections of the Systems Act.

2. PURPOSE OF THIS AGREEMENT

The purpose of this Agreement is to -

1. comply with the provisions of Section 57(2)(a),(3A) and (4c) of the Act (as amended) as well as the employment contract entered into between the parties;
- 2.2 specify national and local key performance areas (KPAs'), key performance indicators (KPI's) and objectives and targets defined and agreed with the employee and to communicate to the employee the employer's expectations of the employee's performance and accountabilities in alignment with the Integrated Development Plan (IDP), Service Delivery and Budget Implementation Plan (SDBIP) and the Budget of the municipality;
- 2.3 specify accountabilities as set out in a performance plan, which forms an annexure to the performance agreement;
- 2.4 monitor and measure performance against set targeted outputs;
- 2.5 use the performance agreement as the basis for assessing whether the employee has met the performance expectations applicable to his job;
6. in the event of outstanding performance, to appropriately reward the employee; and
- 2.7 give effect to the employer's commitment to a performance-orientated relationship with its employee in attaining equitable and improved service delivery.

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3. COMMENCEMENT AND DURATION

1. This Agreement will commence on **1 July 2026** and will remain in force until **30 June 2027**. Thereafter a new Performance Agreement, Performance Plan and Personal Development Plan shall be concluded between the parties for the next financial year or any portion thereof, if applicable.
2. The parties will conclude a new Performance Agreement and Performance Plan that replaces this Agreement at least once a year by not later than 31 July of each successive financial year.
3. This Agreement will terminate on the termination of the **Employee's** contract of employment for any reason.
4. The content of this Agreement may be revised at any time during the above-mentioned period to determine the applicability of the matters agreed upon.
5. If at any time during the validity of this Agreement the work environment alters (whether as a result of government or council decisions or otherwise) to the extent that the contents of this Agreement are no longer appropriate, the contents shall immediately be revised.

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4. PERFORMANCE OBJECTIVES

1. The Performance Plan (Annexure A) sets out-
 - 4.1.1 The performance objectives and targets that must be met by the **Employee**; and
 - 4.1.2 The time frames within which those performance objectives and targets must be met.
2. The performance objectives and targets reflected in Annexure A are set by the **Employer** in consultation with the **Employee** and based on the Integrated Development Plan (IDP), Service Delivery and Budget Implementation Plan (SDBIP) and the Budget of the **Employer**, and shall include key objectives; key performance indicators; target dates and weightings.
 - 4.2.1 The KPA's describe the main tasks that need to be done.
 2. The KPI's provide the details of the evidence that must be provided to show that a key objective has been achieved.
 3. The target dates describe the timeframe in which the work must be achieved.
 4. The weightings show the relative importance of the key objectives to each other.
3. The **Employee's** performance will, in addition, be measured in terms of contributions to the goals and strategies set out in the **Employer's** Integrated Development Plan.

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5. PERFORMANCE MANAGEMENT SYSTEM

1. The **Employee** agrees to participate in the performance management system that the **Employer** adopts or introduces for the **Employer**, management and municipal staff of the **Employer**.
2. The **Employee** accepts that the purpose of the performance management system will be to provide a comprehensive system with specific performance standards to assist the **Employer**, management and municipal staff to perform to the standards required.
3. The **Employer** will consult the **Employee** about the specific performance standards that will be included in the performance management system as applicable to the **Employee**.
4. The **Employee** undertakes to actively focus towards the promotion and implementation of the KPAs (including special projects relevant to the employee's responsibilities) within the local government framework.
5. The criteria upon which the performance of the **Employee** shall be assessed shall consist of two components, both of which shall be contained in the Performance Agreement.
 - 5.1 The **Employee** must be assessed against both components, with a weighting of 80:20 allocated to the Key Performance Areas (KPAs) and the Leading and Core Competency requirements (LCCs) respectively.

5.2 Each area of assessment will be weighted and will contribute a specific part to the total score.

5.3 KPAs covering the main areas of work will account for 80% and LCCs will account for 20% of the final assessment.

6. The **Employee's** assessment will be based on his performance in terms of the outputs / outcomes (performance indicators) identified as per attached Performance Plan (**Annexure A**), which are linked to the KPA's, and will constitute 80% of the overall assessment result as per the weightings agreed to between the **Employer** and **Employee**:

Key Performance Areas (KPA's)
Municipal Infrastructure Development and Service Delivery
Municipal Institutional Development and Transformation
Local Economic Development (LED)
Municipal Financial Viability and Management
Good Governance and Public Participation

7. The Leading and Core Competencies (LCCs) will make up the other 20% of the **Employee's** assessment score. All LCCs are deemed to be essential and critical for the **Employee's** job and will therefore form part of the employee's performance agreement. See Annexure A.2 of this agreement for the Leading and Core Competency requirements of the HOD.

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6. EVALUATING PERFORMANCE

3.1 The Performance Plan (Annexure A) to this Agreement sets out -

6.1.1 The standards and procedures for evaluating the **Employee's** performance; and

6.1.2 The intervals for the evaluation of the **Employee's** performance.

6.2 Despite the establishment of agreed intervals for evaluation, the **Employer** may in addition review the **Employee's** performance at any stage while the contract of employment remains in force.

6.3 Personal growth and development needs identified during any performance review discussion must be documented in a Personal Development Plan as well as the actions agreed to and implementation must take place within set time frames.

6.4 The **Employee's** performance will be measured in terms of contributions to the goals and strategies set out in the **Employer's** IDP.

6.5 The annual performance appraisal will involve:

6.5.1 **Assessment of the achievement of results as outlined in the performance plan:**

(a) Each KPA should be assessed according to the extent to which the specified standards or performance indicators have been met and with due regard to ad hoc tasks that had to be performed under the KPA.

(b) An indicative rating on the five-point scale should be provided for each KPA.

6.5.2 **Assessment of the LCCs:**

(a) Each applicable competency should be assessed according to the extent to which the specified standards have been met.

(b) An indicative rating on the five-point scale should be provided for each competency.

(c) This rating is to be multiplied by the weighting given to each competency during the contracting process, to provide a score.

6.5.3 **Overall rating**

An overall rating is calculated by using the applicable assessment-rating calculator. Such overall rating represents the outcome of the performance appraisal.

6.6 The assessment of the performance of the **Employee** will be based on the following rating scale for KPA's and CCRs:

Terminology	Description	Rating
Outstanding performance	Performance far exceeds the standard expected of an employee at this level...	5
Performance significantly above expectations	Performance is significantly higher than the standard expected in the job...	4
Fully effective	Performance fully meets the standards expected in all areas of the job...	3

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Terminology	Description	Rating
Not fully effective	Performance is below the standard required for the job in key areas...	2
Unacceptable performance	Performance does not meet the standard expected for the job...	1

6.7 For purposes of evaluating the annual performance of the HoD, an evaluation panel constituted of the following persons must be established:

1. Municipal Manager;
2. Chairperson of the performance audit committee or the audit committee in the absence of a performance audit committee;
3. MMC for Finance;
4. Municipal manager from another municipality; and
5. Manager responsible for human resources of the municipality must provide secretariat services to the evaluation panels referred to in sub-regulation. (Regulation 27(4)(f) of Regulation 805).

7. SCHEDULE FOR PERFORMANCE REVIEWS

1. The performance of each **Employee** in relation to his / her performance agreement shall be reviewed on the following dates with the understanding that reviews in the first and third quarter may be verbal if performance is satisfactory:

First quarter : July – September 2026

Second quarter : October – December 2026

Third quarter : January – March 2027

Fourth quarter : April – June 2027

7.2 The **Employer** shall keep a record of the mid-year review and annual assessment meetings.

7.3 Performance feedback shall be based on the **Employer's** assessment of the **Employee's** performance.

7.4 The **Employer** will be entitled to review and make reasonable changes to the provisions of Annexure "A" from time to time for operational reasons. The **Employee** will be fully consulted before any such change is made.

7.5 The **Employer** may amend the provisions of Annexure A whenever the performance management system is adopted, implemented and / or amended as the case may be. In that case the **Employee** will be fully consulted before any such change is made.

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8. DEVELOPMENTAL REQUIREMENTS

8.1 The Personal Development Plan (PDP) for addressing developmental gaps is attached as Annexure B.

9. OBLIGATIONS OF THE EMPLOYER

9.1 The Employer shall –

- 9.1.1 Create an enabling environment to facilitate effective performance by the employee;
- 9.1.2 Provide access to skills development and capacity building opportunities;
- 9.1.3 Work collaboratively with the **Employee** to solve problems and generate solutions to common problems that may impact on the performance of the **Employee**;
- 9.1.4 on the request of the **Employee** delegate such powers reasonably required by the **Employee** to enable him to meet the performance objectives and targets established in terms of this Agreement; and
- 9.1.5 make available to the **Employee** such resources as the **Employee** may reasonably require from time to time to assist him to meet the performance objectives and targets established in terms of this Agreement.

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CONSULTATION

10.1 The **Employer** agrees to consult the **Employee** timeously where the exercising of the powers will have amongst others –

10.1.1 A direct effect on the performance of any of the **Employee's** functions;

10.1.2 Commit the **Employee** to implement or to give effect to a decision made by the **Employer**; and

3. A substantial financial effect on the **Employer**.

10.2 The **Employer** agrees to inform the **Employee** of the outcome of any decisions taken pursuant to the exercise of powers contemplated in 10.1 as soon as is practicable to enable the **Employee** to take any necessary action without delay.

11. MANAGEMENT OF EVALUATION OUTCOMES

11.1 The evaluation of the **Employee** 's performance will form the basis for rewarding outstanding performance or correcting unacceptable performance.

11.2 A performance bonus of between 5% to 14% of the all-inclusive annual remuneration package may be paid to the **Employee** in recognition of outstanding performance to be constituted as follows:

11.2.1 A score of 130% to 149% is awarded a performance bonus ranging from 5% to 9%; and

11.2.2 A score of 150% and above is awarded a performance bonus ranging from 10% to 14%.

11.3 In the case of **unacceptable performance** , the **Employer** shall –

11.3.1 Provide systematic remedial or developmental support to assist the **Employee** to improve his or her performance; and

2. After appropriate performance counselling and having provided the necessary guidance and/ or support as well as reasonable time for improvement in performance, the **Employer** may consider steps to terminate the contract of employment of the **Employee** on grounds of unfitness or incapacity to carry out his or her duties.

12. DISPUTE RESOLUTION

12.1 Any disputes about the **nature of the employee's performance agreement** ,

whether it relates to key responsibilities, priorities, methods of assessment and/ or salary increment in the agreement, must be mediated by –

In the case of managers directly accountable to the municipal manager, the

executive mayor or mayor within thirty (30) days of receipt of a formal dispute from the employee; whose decision shall be final and binding on both parties.

12.2 Any disputes about the **outcome of the employee's performance evaluation** ,

must be mediated by-

In the case of managers directly accountable to the municipal manager, a

member of the municipal council, provided that such member was not part of the

evaluation panel provided for in sub-regulation 27(4)(e), within thirty (30) days of receipt of a formal dispute from the employee; whose decision shall be final and binding on both parties.

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13. GENERAL

13.1 The contents of this agreement and the outcome of any review conducted in terms of Annexure A may be made available to the public by the **Employer**.

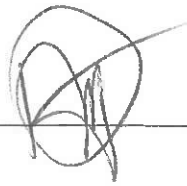
13.2 Nothing in this agreement diminishes the obligations, duties or accountabilities of the **Employee** in terms of his contract of employment, or the effects of existing or new regulations, circulars, policies, directives or other instruments.

Thus done and signed at Germiston on this the 30 day of July 2026

AS WITNESSES:

1. 

EMPLOYEE



2. 

AS WITNESSES:

1. 

EMPLOYER (CITY MANAGER)





ANNEXURE A

PERFORMANCE PLAN

for

Phakamile Mbengashe

HoD: Communications Marketing and Tourism

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Content

1. Purpose of the Agreement
2. Responsibilities of the HoD: Communications Marketing and Tourism
3. Appraisal Outcome Summary
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 1. Key Performance Areas
 2. Core Competency Requirements/Core Managerial Competencies
5. Declaration Statement for Measurement
6. Signatories
7. Personal Development Plan

Source of information: Approved 2026/2027 SDBIP and other strategic documents.

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1. PURPOSE OF THE AGREEMENT

The performance plan defines the Council's expectations of the **HoD: Communications Marketing and Tourism**. The performance plan detailed in Section 4.1 is in response to Section 56 of the Municipal Systems Act, as amended, i.e. the performance plan is based on the municipality's Integrated Development Plan (IDP).

2. RESPONSIBILITIES OF THE HOD: Communications Marketing and Tourism

The Head of Department in his/her capacity as the head of the department is responsible for the following :

- Effective management of the department which includes human resources management, strategy management, operations management and governance management as it relates to all delegations.
- Political support and advice to political structures and political office bearers.
- Development of monitoring and reporting system for the department.
- Development and implementation of measures to achieve departmental results management of the interface between political offices and department.
- Facilitating participation by the local community in the affairs of the municipality.
- Provide strategic support to the office of the City Manager.
- Law making as it relates to the department and implementation of the municipality's by-laws and other legislation.
- Development and implementation of departmental strategy.

The Head of Department in his/her capacity as the head Accounting Officer of the department is responsible for the following :

- Management of the financial administration of the department, and must for this purpose take all reasonable steps to ensure that the resources of the entity are used effectively, economically and transparently.
- Management of assets and liabilities on behalf of the municipality.
- Management of supply chain as relates to demand management, procurement of goods and services in line with relevant policies and legislation.
- Budget management which includes budget formulation and implementation in line with adopted priorities in the IDP.
- Development and implementation of departmental resource plan.
- Financial governance as related to financial report and accounting.

3. APPRAISAL OUTCOME SUMMARY AS PER THE 2026-2027 SDBIP

Key Results	Key Performance Indicators	Annual Target	Quarter 1	Mid-Year Review/ Appraisal	Quarter 3	Year-End Appraisal
City's identity and branding	1.D Number of internal communication campaigns and initiatives implemented annually to advance ethical leadership, employee wellness, policy compliance, and professional public administration practices.	12	3.0000	3.0000	3.0000	3.0000
Stakeholder participation	2.D Number of integrated marketing campaigns executed to support mayoral outreach programmes, revenue enhancement, and service delivery awareness	12	3.0000	3.0000	3.0000	3.0000
Improve the City's brand	3.D Number of domestic and international destination marketing campaigns executed to position Ekurhuleni as a preferred destination to Live, Work and Play	8	2.0000	2.0000	2.0000	2.0000

Key Results	Key Performance Indicators	Annual Target	Quarter 1	Mid-Year Review/ Appraisal	Quarter 3	Year-End Appraisal
Improve the City's brand	4.D Number of Compliant Signage and Public Touchpoint Projects Completed	4	1.0000	1.0000	1.0000	1.0000
Improved stakeholder engagement	5.D Number of strategic advertising and media placement initiatives implemented annually to support statutory notices, municipal reputation management, revenue enhancement and promote service delivery achievements.	12	1.0000	1.0000	1.0000	1.0000
Improve the City's brand and identity	6.D Number of structured media relations engagements and media briefings implemented annually to communicate City programmes, respond to public-interest media matters, and strengthen the City's relationship with the media.	4	3.0000	3.0000	3.0000	3.0000
Improved the City's brand and identity	7.D Number of proactive strategic communication campaigns and multimedia content initiatives implemented annually to advance service delivery awareness, reputation management, and the City's strategic objectives.	4	3.0000	3.0000	3.0000	3.0000
Improve the City's brand and identity	8.D Number of statutory documents (including annual budgets, adjustments budgets, annual reports, and supply chain management contracts above a prescribed value) published on the municipal website	4	1.0000	1.0000	1.0000	1.0000
City's identity and branding	9.D Number of strategic tourism partnerships and events implemented to enhance destination marketing and township tourism development	4	1.0000	1.0000	1.0000	1.0000
City's identity and branding	10.D Completion of a comprehensive municipal brand audit and brand perception assessment to evaluate the City's identity, reputation, visibility, and strategic positioning.	1	0.0000	0.0000	0.0000	1.0000
City's identity and branding	11.D Development and approval of the City's Tourism Brand Identity and Destination Marketing Framework by the end of the financial year.	1	0.0000	0.0000	0.0000	1.0000
City's identity and branding	12.D Percentage expenditure on the department's capital budget.	95	0.0000	0.0000	45.0000	95.0000
Improved financial management	LED1.11 Percentage of total municipal operating expenditure spent on contracted service providers physically residing within the municipal area	4	5.0000	8.0000	12.5000	15.0000
Improved financial management	FM1.12 Total Operating Expenditure as a percentage of Total Operating Expenditure Budget	90	10.0000	20.0000	20.0000	40.0000
Stakeholder management	CMT 1: Number of strategic stakeholder engagement sessions held with business and communities to promote IDP development, strategic municipal programmes and public participation.	4	1.0000	1.0000	1.0000	1.0000
City branding and identity	CMT 2: Number of Integrated media monitoring and social media performance reports produced annually to assess media coverage, public sentiment, emerging issues and digital engagement.	4	1.0000	1.0000	1.0000	1.0000
Create a high performing organisation	Percentage conclusion of performance management activities in line with PM policy (All performance agreements (PAs) signed and reviews conducted for all direct reports within stipulated timeframes)	100	0.0000	0.0000	0.0000	100.0000
Improved compliance levels of the department	Percentage of departmental contracts managed in compliance section 116 (3) of MFMA. (Contracts must be in place drafted or vetted by CLS; contract performance periodically monitored; variations approved following BAC processes)	100	0.0000	0.0000	0.0000	100.0000

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Key Results	Key Performance Indicators	Annual Target	Quarter 1	Mid-Year Review/ Appraisal	Quarter 3	Year-End Appraisal
Risk Management	Percentage implementation of Risk Mitigation strategies.	80	0.0000	0.0000	0.0000	80.0000
An ethical, clean political leadership and administration	Percentage implementation of the AG recommendations specific to the Department	100	0.0000	0.0000	0.0000	100.0000
An ethical, clean political leadership and administration	Percentage implementation of the Internal Audit recommendations specific to the Department	100	0.0000	0.0000	0.0000	100.0000
Improve good governance	Percentage declaration of financial interests by all Senior Managers and higher	100	0.0000	0.0000	0.0000	100.0000

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5 PERFORMANCE PLAN

1. Key Performance Areas

KPA	Key Result Area	Key Outcomes	Weights	Activities	KPI	Baseline	Annual Target	5-Point Rating Scale	Portfolio of Evidence	Source of Evidence
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (-8.00)	City's identity and branding	Enhanced city stakeholder relations	4	Activities of internal communication campaigns and initiatives implemented annually to advance ethical leadership	1.D Number of internal communication campaigns and initiatives implemented annually to advance ethical leadership, employee wellness, policy compliance, and professional public administration practices.	3	12	1= <9; 2=9-11; 3=12; 4=13-15; 5=>15	Close-out report signed by the HOD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (11.00)	Stakeholder participation	Communications interventions implemented	4	Activities of number of integrated marketing campaigns executed to support mayoral outreach programmes	2.D Number of integrated marketing campaigns executed to support mayoral outreach programmes, revenue enhancement, and service delivery awareness	3	12	1= <9; 2=9-11; 3=12; 4=13-15; 5=>15	Quarterly close out reports on campaigns signed off by the HOD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (16.00)	Improve the City's brand	Promoting the brand through partnership association	4	Coordinate activities for the number of domestic and international destination marketing campaigns executed	3.D Number of domestic and international destination marketing campaigns executed to position Ekurhuleni as a preferred destination to Live, Work and Play	2	8	1= <5; 2=5-7; 3=8; 4=9-11; 5=>11	Quarterly close out reports approved by the HOD on all Departmental Destination Profiling Support	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (20.00)	Improve the City's brand	Brand visibility interventions implemented	10	Coordinate activities to complete complaint signage and public touchpoint projects	4.D Number of Compliant Signage and Public Touchpoint Projects Completed	4	4	1= <2; 2=2-3; 3=4; 4=5-6; 5=>6	Quarterly completion reports on all branding interventions signed off by the HOD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (34.00)	Improve stakeholder engagement	Brand visibility interventions implemented	5	Coordinate activities for the strategic advertising and media placement initiatives implemented annually to support statutory notices	5.D Number of strategic advertising and media placement initiatives implemented annually to support statutory notices, municipal reputation management, revenue enhancement and promote service delivery achievements.	1	12	1= <9; 2=9-11; 3=12; 4=13-15; 5=>15	Quarterly close out report signed by the HOD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (39.00)	Improve the City's brand and identity	Informed community, Media, Business and CoE workforce	8	Coordinate activities to implement structured media relations engagements and media briefings	6.D Number of structured media relations engagements and media briefings implemented annually to communicate City programmes, respond to public-interest media matters, and strengthen the City's relationship with the media.	3	4	1= <2; 2=2-3; 3=4; 4=5-6; 5=>6	Close out report signed off by the HOD.	SDBIP Quarterly/ annual reports as reflected in Council minutes

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KPA	Key Result Area	Key Outcomes	Weights	Activities	KPI	Baseline	Annual Target	5-Point Rating Scale	Portfolio of Evidence	Source of Evidence
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (47.00)	Improve the City's brand and identity	Informed community, Media, Business and CoE workforce	5	Coordinate activities for proactive strategic communication campaigns and multimedia content initiatives implemented annually to advance service delivery awareness, reputation management, and the City's strategic objectives.	7.D Number of proactive strategic communication campaigns and multimedia content initiatives implemented annually to advance service delivery awareness, reputation management, and the City's strategic objectives.	4	4	1= <2; 2=2-3; 3=4; 4=5-6; 5=>6	Close out report signed off by the HOD.	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (52.00)	Improve the City's brand and identity	Informed community, Media, Business and CoE workforce	5	Coordinate activities to comply with statutory documents	8.D Number of statutory documents (including annual budgets, adjustments budgets, annual reports, and supply chain management contracts above a prescribed value) published on the municipal website	1	4	1= <2; 2=2-3; 3=4; 4=5-6; 5=>6	Quarterly close out report signed by the HOD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (57.00)	City's identity and branding	Promoting the brand through partnership association	5	Coordinate activities to implement strategic tourism partnerships and events	9.D Number of strategic tourism partnerships and events implemented to enhance destination marketing and township tourism development	4	4	1= <2; 2=2-3; 3=4; 4=5-6; 5=>6	Close out report signed off by the HOD.	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (62.00)	City's identity and branding	Brand visibility interventions implemented	2	Coordinate activities for completion of a comprehensive municipal brand audit and brand perception assessment	10.D Completion of a comprehensive municipal brand audit and brand perception assessment to evaluate the City's identity, reputation, visibility, and strategic positioning.	New	1	1= -; 2=0; 3=1; 4=2; 5=>2	Close out report signed off by the HOD.	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (64.00)	City's identity and branding	Promoting the brand through partnership association	3	Coordinate activities for development and approval of the City's tourism brand identity and destination marketing framework	11.D Development and approval of the City's Tourism Brand Identity and Destination Marketing Framework by the end of the financial year.	New	1	1= -; 2=0; 3=1; 4=2-3; 5=>3	Quarterly close out report signed by the HOD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (67.00)	City's identity and branding	Improved expenditure on the Capital Budget	5	Activities for department's capital budget	12.D Percentage expenditure on the department's capital budget.	22	95	1=<90%; 2=90-94%; 3=95%; 4=96-99%; 5=100%	Dated and signed capital expenditure report	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (71.00)	Improve financial management	LED1. Growing inclusive local economies	1	Coordinate activities to appoint contracted service providers residing in COE	LED1.11 Percentage of total municipal operating expenditure spent on contracted service providers physically residing within the municipal area	1	4	1= <2%; 2=2-3%; 3=4%; 4=5-6%; 5=>6%	Signed Expenditure report on municipal operating expenditure spent on contracted services	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (74.00)	Improve financial management	FM1 Enhanced municipal budgeting and budget implementation	1	Activities of total operating expenditure as a percentage of total operating expenditure budget	FM1.12 Total Operating Expenditure as a percentage of Total Operating Expenditure Budget	22.5	90	1= <85%; 2=85-89%; 3=90%; 4=91-95%; 5=>95%	Signed Excel spreadsheet as extracted from Budget statements for the period	SDBIP Quarterly/ annual reports as reflected in Council minutes

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KPA	Key Result Area	Key Outcomes	Weights	Activities	KPI	Baseline	Annual Target	5-Point Rating Scale	Portfolio of Evidence	Source of Evidence
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (66.00)	Stakeholder management	A clear single brand identity	15	Coordinate activities to hold strategic stakeholder engagement sessions with business and communities to promote IDP	CMT 1: Number of strategic stakeholder engagement sessions held with business and communities to promote IDP development, strategic municipal programmes and public participation.	8	4	1 = <2; 2=2-3; 3=4; 4=5-6; 5=>6	Quarterly strategic stakeholder engagement session reports approved and signed off by the HoD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (113.00)	City branding and identity	A clear single brand identity	15	Provision for integrated media monitoring and social media performance reports produced annually	CMT 2: Number of integrated media monitoring and social media performance reports produced annually to assess media coverage, public sentiment, emerging issues and digital engagement.	2	4	1 = <2; 2=2-3; 3=4; 4=5-6; 5=>6	Quarterly Media Analysis reports approved and signed off by the HoD	SDBIP Quarterly/ annual reports as reflected in Council minutes
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (92.00)	Create a high performing organisation	Create a culture of performance within CoE	2	Facilitate performance management with all direct reports according to CoE PM Policy	Percentage conclusion of performance management activities in line with PM policy (All performance agreements (PAs) signed and reviews conducted for all direct reports within stipulated timeframes)	100.00	100	1 = <90% 2 = 90 – 99% 3 = 100% 4 = Employees on T15 and above 5 = -	Compliance Certificate signed by DH SHR&TM	Quarterly performance review records for direct reports & 1 Final assessment report
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (94.00)	Improved compliance levels of the department	Increased effectiveness on Contract Management	2	Management and monitoring of contracts in the department	Percentage of departmental contracts managed in compliance section 116 (3) of MFMA. (Contracts must be in place drafted or vetted by CLS; contract performance periodically monitored; variations approved following BAC processes)	100.00	100	1 = <90% 2 = 90-99% 3 = 100% 4 = 100% + 1 site visit/ meeting on any of the contracts 5 = 100% + 2 site visits / meetings on any of the contracts.	Compliance Certificate by CLS	1. Summary of Meetings held with service providers. 2. Picture of sites visits (where applicable)
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (95.00)	Risk Management	Management and mitigation of risk exposure in the organisation.	1	Implementation of risks mitigation strategies specific to the department	Percentage implementation of Risk Mitigation strategies.	100.00	80	1 = <70% 2 = 70 – 79% 3 = 80% 4 = 81 – 90% 5 = 91-100%	A compliance certificate from the HoD: Risk Management Services.	Quarterly risk mitigation strategies implementation report to risk committee.
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (97.00)	An ethical, clean political leadership and administration	Attainment of a clean audit report	1	Implementation of the Operation Clean Audit interventions	Percentage implementation of the AG recommendations specific to the Department	100.00	100	1 = <95% 2 = 95-99% 3 = 100% 4 = 5 = -	Audit Report approved by Council. Internal Audit compliance certificate.	AG's Management Letter.
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (98.00)	An ethical, clean political leadership and administration	Attainment of a clean audit report	1	Implementation of the Operation Clean Audit interventions	Percentage implementation of the Internal Audit recommendations specific to the Department	100.00	100	1 = <95% 2 = 95-99% 3 = 100% 4 = 5 = -	Audit Report approved by Council. Internal Audit compliance certificate.	Internal Audit Reports.
GOOD GOVERNANCE AND PUBLIC PARTICIPATION (99.00)	Improve good governance	Create a culture of declaration of financial interest	1	Promote a culture of ethical, clean political leadership and administration	Percentage declaration of financial interests by all Senior Managers and higher	100.00	100	1 = < 95% 2 = 95 – 99% 3 = 100% 4 = lower than senior managers 5 = -	A compliance certificate from Risk Management Department	Declaration Register

ANNEXURE A.2 COMPETENCIES = 20% OF PERFORMANCE AGREEMENT (Regulation 21 of 2014, of the Systems Act, Act No 32 of 2000)

Competency	Total Weighting
Analysis and Innovation	8.00
Batho-Pele-Principles(Some already covered under the Competencies)	4.00
Change Leadership	8.00
Communication	8.00
Financial Management	8.00
Governance Leadership	8.00
Knowledge & Information Management	8.00
Moral Competence	8.00
People Management	8.00
Planning and Organising	8.00
Program and Project Management	8.00
Results and Quality Focus	8.00
Strategic Direction and Leadership	8.00

6. Declaration Statement for Measurement

The Head of Department hereby declares to be aware of the contents of this performance agreement and to do all that is legally possible to achieve the intended results and to be held accountable for work done in the municipality. Where baselines do not exist the second quarter results will be used as a baseline. You will also be held responsible for work done in the departments and in other inter departmental enterprise teams that you form part thereof.

1. 6. Signatories

Signature of the Employer: _____

Signed and accepted by (full names) Kagiso Michael Lerutla (position)
City Manager, duly representing the City of Ekurhuleni "the Employer".

Date: 30/07/2026

Signature of the Employee: _____

Phakamile Mbengashe

Signed and accepted by (full names) Phakamile Mbengashe (position)
HOD: Comms, Marketing & Tourism, the employee of the City of Ekurhuleni.

Date: 30/07/2026

Note: Please initial every page

P.M
12/26

ANNEXURE B: PERSONAL DEVELOPMENT PLAN**PERSONAL DEVELOPMENT PLAN (PDP)**

NAME & SURNAME:	Phakamile Mbengashe
EMPLOYEE NUMBER:	
DEPARTMENT:	Communications Marketing and Tourism
DESIGNATION:	
DIRECT SUPERVISOR / MANAGER:	Kagiso Michael Lerutla
FORMAL QUALIFICATIONS: GRADE 12 CERTIFICATES – 120 CREDITS DIPLOMAS DEGREES HIGHER DEGREES	
SHORT COURSES AND SKILLS PROGRAMMES FOUND COMPETENT	

LEARNING AND DEVELOPMENT REQUIRED

SHORT TERM : (Less than 3 Months: 2 Interventions per Financial year)

Financial Year	Identify specific Learning and Development programmes or courses	Type of learning:	Due date (by when)	Duration of Training
		Formal Training / Skills Programme		
		Short Course		
		Mentoring and / or Coaching		
		Internship/ Learnership / Apprenticeship		
		Guidance and Instruction.		
		Degree/ Bursary; Exchange Program		

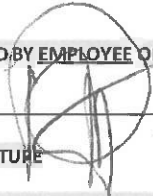
Authentication and agreement:

SIGNED BY SUPERVISOR ON DATE: 30/07/2026 AT: (PLACE): Germiston



SIGNATURE

SIGNED BY EMPLOYEE ON DATE: 30/07/2026 AT: (PLACE): Germiston



SIGNATURE

Copies to (1) Employee (2) Training Coordinator in the Department and (3) HR Representative (4) PM Practitioner

HOD: Communications Marketing and Tourism Performance Agreement for the 2026/2027 FY

Jan P.M.