



Strategic Plan for the Medium-Term Period: 2010-2013

Presented by Themba Maseko, CEO: GCIS



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Presentation outline

1. Introduction
2. Corporate strategy 2010-2013
3. Programme of action
4. GCIS programmes & medium-term output
5. Budget per Programme over 3 years
6. Information management & technology plans



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1. Introduction

Breadth & complexity of Govt's developmental agenda & need to focus public opinion/sentiment on progress SA is making in creating a better life for all - creates clear demand for a proactive, agile & well-coordinated programme of communication

Strategic guidance & ensuring communication of country's vision by communicating progress on visible implementation of govt programmes

To achieve maximum communication on developmental priorities – GCIS to ensure functioning & effective communication systems in all spheres of govt

- GCIS, IMC, depts to profile the opportunities of our country's hosting of the 2010 FIFA World Cup

1. Introduction

GCIS is responsible for providing strategic leadership & coordinating a govt communication system that ensures that the public is informed about govt policies, plans and programmes

SA is marketed abroad through the IMC to assess perceptions with positive & negative impact of country's potential to attract greater levels of tourism, trade & investment

Oversees the MDDA to ensure development of media diversity in country & strengthening democracy

- Ensuring depts have functioning communication units
- Strong & well-resourced communication units across government



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Strategic Plan for 2010-2013: aligned to revised govt priorities & outcomes approach

1. Introduction

Review of the GCIS & govt-wide communication system

Highlights

- Training Ministers on handling the media
- Better planning for communications
- Communication cycle was reviewed

GCIS will develop a Government Communications qualification, which will ensure a trained cadre of Communicators



1. Introduction

Communication issues

Feedback: Recommendations of Portfolio Committee 10, 17 June 2009

Recommendations	Status
a) More coordinated & coherent communication between various centres of communication	<ul style="list-style-type: none"> ○ Govt communications framework presented to depts ○ Govt co-ordinating forums to achieve better planning
b) Creation of coordination forum	<ul style="list-style-type: none"> ○ GCIS will provide framework. Rollout of govt-wide communication initiative in support of LG Turnaround Strategy
c) Communication units in Municipalities	<ul style="list-style-type: none"> ○ Training plan in place.
d) Training programme for Municipalities	

Functioning of Thusong Service Centres

Recommendations	Status
a) Conduct review to identify weaknesses & put corrective actions in place	<ul style="list-style-type: none"> ○ Review conducted by NT recommending the relocation to COGTA. Cabinet resolved that repositioning be undertaken.
b) Members to provide feedback to GCIS	<ul style="list-style-type: none"> ○ Relocation pending repositioning

Feedback: Recommendations of Portfolio Committee 10, 17 June 2009

1. Introduction

Role of GCIS in advertising

Recommendations	Status
a) To look at non expensive ways of communicating messages and to guide departments accordingly	<ul style="list-style-type: none">○ GCIS does offer advice & communication guidance to all depts on this matter.○ Roadshows are undertaken to ensure govt depts understand the work of GCIS

Access to information

Recommendations	Status
a) Feedback required	<ul style="list-style-type: none">○ Tracker research indicates information needs for people.○ Letters written to editor with feedback○ Approach to imbizo revamped

Presidential Hotline

Recommendations	Status
a) Finalise proposal on hotline	<ul style="list-style-type: none">○ Project has been launched

1. Introduction

Feedback: Recommendations of Portfolio Committee 10, 17 June 2009

16 Days of Activism for No Violence Against Women and Children

Recommendations	Status
a) Role of GCIS is critical even though it is coordinated in another dept	o GCIS services & expertise are available to support communication efforts for 16 Days of Activism Campaign

IMC: Board, strategy, role of Arts & Culture, & focus

Recommendations	Status
a) Restructuring board to include role players	o Done
a) Need African focus	o IMC acknowledges importance & African focus included in IMC strategy
b) Establish partnership with sports bodies to mobilise South Africans	o IMC represented on international relations & security cluster
c) Tourism to focus on the African Market	o IMC flighted its 2010 World Cup TV commercial, featuring 9 iconic African destinations in the lead to Confederations Cup & before the World Cup.

**Feedback: Recommendations of
Portfolio Committee 10, 17 June 2009**

1. Introduction

IMC: Board, strategy, role of Arts & Culture, & focus

Recommendations	Status
a) Review process should be inclusive of Arts & Culture	o Broadened IMC stakeholder base includes Arts & Culture. IMC is working on a domestic mobilisation initiatives, e.g. Movement for Good (social cohesion) & Brand Alignment

MDDA: Capacity & positioning

Resolution	Status
a) Look at fund raising activities b) Effectiveness of entity	In progress
a) Strengthen capacity b) Market its work	In progress
a) Investigate possibility of relocation to DoC	In progress

2. Corporate strategy 2010-2013

- Greater emphasis will be on providing communication on mandated targets for the millennium development goals
 - GCIS will lead communication on preparations for the **2010 FIFA World Cup**
 - Communication priorities constitutes the basis for the **PoA** – i.e. *continuing to build an economy that creates jobs, etc*
 - More attention will be paid on **building communication partnerships to promote a better life**



2. Corporate strategy

Vision

- Government communication that empowers & encourages public to participate in democracy & improve the lives of all

Mission

- Lead the strategic communication of govt, ensure coherence of message & open and extent channels of communication between govt and the people, towards a shared vision

Key objective

- Continuously communicate and inform the public on the policies and programmes of govt to improve their lives

2. Corporate strategy: strategies

Provide strategic leadership in govt communication

- Develop a **national strategic communication framework** that will inform and drive communication priorities linked with the electoral mandate and based on the MTSF
- Provide strategic leadership in the development and implementation of effective dept & provincial communication strategies that are aligned to the **national strategic communication framework** and driven by the priorities of govt's PoA

Strengthen & manage the govt-wide communication system for effectiveness & proper alignment

- Pay increased attention to the development of communication systems in all spheres of govt.
- Promote a learning communications system by developing an integrated knowledge and information management system
- Enhance existing coordinating forums by using them, for among other things, as strategic planning forums
- Induct and guide the establishment of communication units across govt
- Develop and implement a training programme to address the communication skills in govt

2. Corporate strategy: strategies

Learn and explore communication methods and practices to enhance communication

- Conduct communication research and surveys to explore new communication needs and understand the communication landscape
- Effective use of research to improve communication focus and understand the communication needs of the public
- Explore new platforms for communication and the impact of communication products and services in terms of access and reach
- Develop and effectively utilise govt communication products and services to better meet govt and public information needs

Lead and guide the domestic and international marketing of SA (IMC)

- Guide the IMC in the development of the country brand in line with the govt vision
- Build consensus among key stakeholders in support of the country's marketing initiative

2. Corporate strategy: strategies

Media Diversity

- The GCIS oversees the mandate of the MDDA to develop and transform media diversity

Build partnerships with strategic stakeholders in pursuit of GCIS's vision

- Build and sustain networks and strategic partnerships to enhance and support effective communication of govt policies and programmes
- Espouse a development communication approach in support of a developmental agenda
- Support the implementation of govt-wide access to information
- Encourage the transformation and diversity of media in SA
- Build and strengthen relations with the media to effectively communicate govt messages
- Encourage participatory democracy to ensure interaction with the people for them to take advantage of govt programmes and policies
- Facilitate development communication in communities

2. Corporate strategy: strategies

Operate an efficient, effective and compliant Government Communication Organisation

- Implement a human resource strategy to realise the mandate of GCIS
- Implement a focussed project management discipline and adhere to best practices for internal and govt-wide campaigns and projects
- Ensure implementation of effective strategic business planning and performance monitoring, in line with the relevant legislation
- Ensure effective and efficient use of information and communications technologies (ICTs)
- Provide an efficient and effective oversight role to the public entities
- Promoted a learning organisation by developing an integrated knowledge and information management system

3. Programme of Action

- **Communication will be informed by measureable outcomes based on 8 priorities outlined in the SoNA:**
 - Education
 - Health
 - Rural development & land reform
 - Creating decent work
 - Fighting crime
 - Local governance & human development
 - Infrastructure
 - Building a better African and a better world

Each Cluster/Sector will have a communication programme informed by milestones

4. GCIS programmes & medium-term output

Programme 1 Administration

Finance & Supply Chain Management

- Facilitation of procurement
- Financial management of GCIS

Human Resources

- Implementation of the HR Strategy with emphasis on effective recruitment, selection, induction and retention

Human Resource Development

- Management development and staff training in line with GCIS skills need
- Management of employee health and wellness

Information Technology & Management

- Implement the IT Strategy & recommendations of the GCIS Information Systems Review

Project Management Office

- Projectise GCIS business plan; strategic planning, monitoring & reporting
- Develop the Govt Communication Programme, aligned to govt priorities
- Coordinate implementation of the Knowledge Management Strategy

4. GCIS programmes & medium-term output

Programme 2 Policy and Research

Policy

- Training of political principals and government communicators
- Conceptualise and develop a credit bearing qualification for government communicators
- Inclusive economy communication campaign

Research

- Annual quantitative and qualitative research projects
- Enhance government communication through ongoing assessment of the information and communication needs of government and the public



4. GCIS programmes & medium-term output

Programme 3 Government and Media Liaison

National Liaison

- Communication strategising

Media Liaison & International Relations

- Regular media briefings
- Partnering with DIRCO, IMC & SA Tourism to ensure development of South Africa's international marketing strategy
- National & international media monitoring

Bua News

- Dissemination of government and developmental news and information to community and mainstream media



BuaNews ONLINE

www.buanews.gov.za



4. GCIS programmes & medium-term output

Programme 4 Provincial Coordination and Programme Support

Provincial Coordination & Programme Support

- Cascade national communication framework to provincial & local govt
- Strategic leadership/advice to provincial & local spheres (Local Govt Turn Around Strategy) & monitoring
- Address the communication & information needs of communities through ward liaison and direct communication methods
- Coordination of the govt Public Participation Programme across the three spheres



4. GCIS programmes & medium-term output

Programme 5 Communication Service Agency

Communication Service Agency

- Continuously communicate & inform the South African public/citizens on government policies & programmes, through content and product development
- Provide strategic leadership to govt departments in the utilisation of multi-media platforms on campaigns/projects with the provision of Marketing, Advertising & Distribution solutions
- Explore, develop & innovate communication methods and practices that enhance government messages



4. GCIS programmes & medium-term output

Programme 6 International Marketing & Media Development

International Marketing

- Building partnerships and reposition the IMC through excellence in international marketing

Media Development

- Promote local media development and diversity



Refer to separate presentations on public entities:

- International Marketing Council
- Media Development & Diversity Agency



4. GCIS programmes & medium-term output

Programme 7 Government Publication

Vukuzenzele

- Improve unmediated and direct communication by govt to the public
- Explore the use of audio media



4. GCIS programmes & medium-term output

Programme 8 Communication Resource Centre

Communication Resource Centre

- Monitor and analyse international media coverage on the country as part of GCIS' leadership in strategic communication of government



4. GCIS programmes & medium-term output

Special focus: 2010 FIFA World Cup

**2010 FIFA
World Cup**



- Government state of readiness media briefings
- Football Friday/Fly the flag campaign
- Above-the-line and below-the-line marketing
- Upcoming major events
- International roadshow to 31 Qualifying countries
- Internal communication with employee participation towards 100 Days Countdown
- Media briefings/tours/Safety simulations
- 2010 government website



5. Budget per Programme over 3 years

Programme		Medium-term expenditure estimate		
		2010/11	2011/12	2012/13
R thousand				
1.	Administration	135 697	128 870	136 236
2.	Policy and Research	19 317	18 040	16 909
3.	Government and Media Liaison	30 539	32 637	35 218
4.	Provincial Coordination and Programme Support	59 481	65 745	69 140
5.	Communication Service Agency	73 322	58 954	63 141
6.	International Marketing and Media Development	187 378	159 204	148 779
7.	Government Publication	34 334	37 456	39 379
8.	Communication Resource Centre (CRC)	6 116	6 194	6 561
Total		546 184	507 100	515 363
Change to 2009 Budget estimate		13 086	2 264	1 424

6. Info management & technology plans

	Medium-term expenditure estimate		
	2010/11	2011/12	2012/13
Total	14 779 000	17 190 000	16 561 000

- Roll-out 3G mobile connectivity into GCIS VPN - allowing access to mobile users & in remote rural areas
- WAN equipment will be upgraded as it reaches its end-of-life cycle
- Implementation of security measures
- End-of-life cycle refreshments for file, data & application servers
- Enhancements to disaster recovery plan for IT continuity

- Web infrastructure & hosting services through SITA

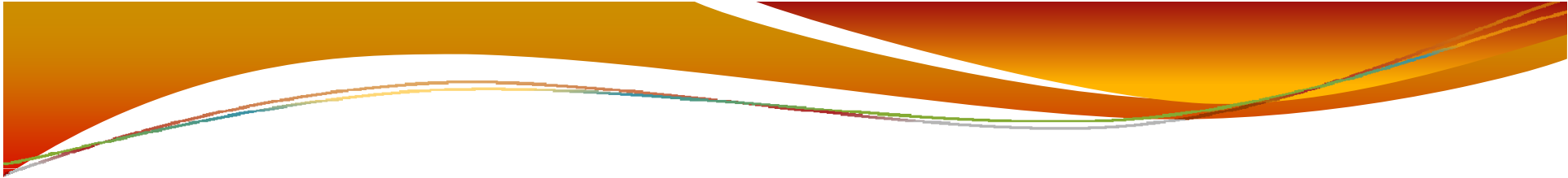


6. Info management & technology plans

- In house systems development
- Documenting processes in GCIS
- Enterprise Content Management system enhanced to automate requisition processes
- Consolidation of GCIS web infrastructure with Govt Services website at SITA



- Services website & content management system will be migrated to open source platform
- Govt Online & GCIS websites will be reviewed & improved
- Implementation of web-based social media



- End -
Thank you



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