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HATFIELD  
Pretoria



## Government Communication and Information System

*The pulse of communication excellence in government*

# ANNUAL REPORT TO CITIZENS 2012/13



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A photograph of a man in a white shirt speaking into a microphone. The image is in a warm, golden-brown color palette. The man is shown in profile, looking towards the left of the frame. The background is blurred, showing other people in a crowd.

## Government Communication and Information System

*The pulse of communication excellence in government*

# REPORT TO CITIZENS 2012/13



2012/13

ANNUAL REPORT TO CITIZENS:  
2012/13 FINANCIAL YEAR

# I. LEGISLATIVE AND CONSTITUTIONAL MANDATE

## I.1 Legislative mandate

The Government Communication and Information System (GCIS) was established in May 1998 following the dissolution of the South African Communication Service by Cabinet. The department was established largely on the basis of recommendations contained in the report of the Task Group on Government Communications (Comtask Report: 1996: 58). It functions as a strategic unit in The Presidency in terms of section 7 of the Public Service Act, 1994 (Act 103 of 1994).

The primary responsibility of the GCIS is to provide a coherent, responsive and cost-effective communication service to all government programmes.

Government's mandate requires that its communication be expanded to enhance access to information that enables the public to participate in the country's transformation and better their own lives; that it should bring the realities of our emergent and thriving democracy to the attention of the international community; and promote the renaissance of Africa, including regional integration and implementation of people-centred development programmes.

## I.2 Constitutional mandate

In executing its functions and in line with its founding legislation, the GCIS complies with the Constitution of the Republic of South Africa, 1996, with specific reference to the following sections:

- I.2.1 Section 41: cooperative governance values
- I.2.2 Section 195: basic values and principles governing public administration
- I.2.3 Sections 231: international agreements.



### 1.3 Vision

To be the pulse of communication excellence in government.

### 1.4 Mission

To provide professional services, set and influence adherence to standards for an effective government communication system, drive coherent government messaging and proactively communicate with the public about government policies, plans, programmes and achievements.



## 2. PUBLIC ACCESS TO GOVERNMENT INFORMATION

The main service of the GCIS is to provide accurate and timely government information to the citizens of South Africa through mediated and unmediated communication methods. The department uses different platforms to meet the information needs of various target audiences. The GCIS provides this service as a constitutional right to the citizens of South Africa wherein Section 195(g) of the Constitution of the Republic of South Africa, 1996, stipulates that to foster transparency the public should be provided with information that is timely, accurate and accessible.

### 3. KEY SERVICES

The GCIS has informed the public about government policies, programmes, plans and achievements through the following products and platforms:

#### 3.1 Thusong Service Centres (TSCs)

The TSCs are mainly used to market government services to the public. The GCIS conducted 3 588 community and stakeholder liaison interactions to inform the public – especially in rural communities – about government policies, plans, programmes and achievements. Additionally, 3 010 development communication projects against the annual target of 2 460 were implemented across the nine provinces.

A total of 519 TSC marketing events were conducted. The TSC Programme was marketed through adverts in the Sowetan, Daily Sun and 28 community newspapers, as well as the national phone-in programme through 52 community radio stations.

### 3.2 Public-Participation Programme

The GCIS coordinated public participation programmes between political principals and communities. In the reporting period, political principals undertook 304 Public-Participation Programme events which provided two-way interactions with communities on government programmes, policies, plans. These sessions also solicited inputs and feedback from the communities, thus enabling government to improve its programmes and plans.

### 3.3 Media engagement

The department effectively explored communication opportunities that targeted grassroots communities. A total of 93 media briefings/statements were issued through the South African Broadcasting Corporation's African language stations and community media. These included post-Cabinet media briefings to communicate Cabinet decisions. In addition, the department implemented 356 media engagements. To build, maintain and improve relations with the media, the Minister held doorstep media briefings. Two media briefings were also held after the 2013 State of the Nation Address and July Lekgotla to communicate government's plans.

### 3.4 Support to government communication campaigns

In setting and influencing adherence to government communication standards, the department developed 37 communication strategies for government departments and provided inputs into 24 communication strategies. Furthermore, it provided government departments and clusters with 50 types of content such as key messages, fact sheets, questions and answers, briefing statements, speech notes and leaflets against the target of 16 projects.



### 3.5 Daily news

Daily news updates on key government programmes and activities were implemented. A total of 359 electronic and print products were designed.

### 3.6 Community radio programmes

A total of 205 radio programmes and link-ups were produced against the target of 114. The GCIS, through the Media Development and Diversity Agency, promoted media diversity and development.

## 4. GCIS LOCATION

The GCIS is located within The Presidency and reports to the Minister in The Presidency: Performance Monitoring and Evaluation as well as Administration, Mr Collins Chabane. The Acting Chief Executive Officer (CEO) of the GCIS is Ms Phumla Williams, who is also the Cabinet Spokesperson.

## 5. SERVICES AND RESULTS

Three areas underpinned the main services provided by the GCIS to its clients:

- Consultation arrangements with clients.
- Provision of communication support to national departments.
- Coordination of communication forums across all spheres of government to strengthen intergovernmental relations.

### 5.1 Consultation arrangements with clients

The department continued to provide platforms for citizens to interact with government and be able to access government information. Political

principals implemented 304 Public Participation Programme events and 3 004 development-communication projects were undertaken by the department at the provincial and local sphere of government. A total of 513 marketing events for TSCs and integrated mobile units were also implemented to ensure that communities have access to government information and services. A total of 3 695 community and stakeholder visits were conducted through distribution, environmental assessments and 1 582 213 government communication materials were distributed to provincial and local communities.

### 5.2 Provision of communication support to national departments

The GCIS supported departments with the development of content such as key messages, fact sheets, questions and answers, briefing statements, speech notes and leaflets. The department further established maintained and strengthened working relationships with key government communicators on the five key priorities. Cluster supervisors were the first points of contact with national departments on issues emerging from the media, and on the implementation of key communication campaigns and projects.

### 5.3 Coordination of communication forums across all spheres of government to strengthen intergovernmental relations

The department participated in 45 functional district communication forums across the nine provinces, and coordinated and participated in six metro communication forums out of a service standard of four metro communication forums. These forums are used to cascade government messages to ensure that there is coherence and that government speaks with one voice.





The main services, customers and achievements for the 2012/13 financial year are outlined below:

Main services	Actual customers	Potential customers	Service Standards	Actual achievements against standards
<b>Consultation arrangements with customers.</b>	Government departments and the public.	Government departments and the public.	Create the following platforms for citizens to interact with government and access information: <ul style="list-style-type: none"> <li>• Izimbizo/ Public Participation Programme.</li> <li>• TSCs.</li> <li>• Outreach programmes.</li> </ul>	Political principals implemented 304 Public Participation Programme events.  Implemented 3 004 development-communication projects and 513 marketing events for TSCs and integrated mobile units. Took part in phone-in radio programmes at 52 community radio stations.  Conducted 3 695 community and stakeholder visits through distribution, environmental assessments and Thusong forum meetings. A total of 1 582 213 government communication materials were distributed to provincial and local communities.
<b>Provide communication support to national departments.</b>	Heads of communication.	Heads of communication.	Develop 16 key messages, fact sheets and other content documents.	Provided support to departments and clusters for over 50 types of content – key messages, fact sheets, questions and answers, briefing statements, speech notes and leaflets.
			Generate key messages, fact sheets and other content documents aligned to government messages.	Provided support to departments and clusters for over 50 types of content – key messages, fact sheets, questions and answers, briefing statements, speech notes and leaflets.
			Develop key messages in consultation with line departments.	Provided support to departments and clusters for over 50 types of content – key messages, fact sheets, questions and answers, briefing statements, speech notes, and leaflets.
			Provide communication support to 50% of departments.	Provided communication support to national departments and clusters on key government campaigns, including communication strategies, key messages, fact sheets, and questions and answers.

Main services	Actual customers	Potential customers	Service Standards	Actual achievements against standards
			Adopt client service approach.	Established, maintained and strengthened working relationships with key government communicators for the five priorities.
			Ensure that clusters maintain open and transparent relationships with heads of communication.	Established, maintained and strengthened working relationships with key government communicators for the five priorities.  Cluster supervisors are the first contact with departments on issues emerging from the media and key campaigns.
			Provide accurate information about communication opportunities and how to access them.	Established, maintained and strengthened working relationships with key government communicators for the five priorities.  Cluster supervisors are the first contact with departments on issues emerging from media and key campaigns.
			Resolve queries within three days and escalate where necessary.	Established, maintained and strengthened working relationships with key government communicators for the five priorities.  Cluster supervisors are the first contact with departments on issues emerging from media and key campaigns.
<b>Provide communication support to national departments.</b>	Provincial and local government.	Provincial and local government.	Coordinate three extra functional district communication forums, making a total of 37.	Participated in 45 functional district communication forums across government.
			Coordinate four metro communication forums.	Coordinated and participated in six metro communication forums.



## 6. IMPROVING OUR KEY SERVICES

- 6.1 The GCIS is continually exploring ways to effectively communicate with the public on print and electronic media, and development communication. The department produced two additional newsletters, *My District Today*, aimed at provincial and district communicators and *Government Dialogue*, for public servants.
- 6.2 The department experienced an increase in adhoc campaigns, which led to the overachievement in the number of development communication campaigns and community liaison visits implemented during the 2012/13 financial year.
- 6.3 The Rapid Response service, which monitors the media daily, has subsequently led to an increase in the number of media engagements, with most government departments implementing some of the recommendations of its daily meetings.
- 6.4 The multimedia [SANews.gov.za](http://SANews.gov.za) website with varied content and twice-a-day streaming radio news updates was enhanced during the 2012/13 financial year.
- 6.5 The department continued to facilitate engagements between the South African National Editors Forum and government.



## 7. ORGANISATION AND STAFFING: RACIAL AND GENDER COMPOSITION AS AT 31 MARCH 2013

The staff breakdown according to the salary bands is as follows:

### SENIOR MANAGEMENT SERVICE (SMS) 13 TO 16

	INDIAN		AFRICAN		COLOURED		WHITE		TOTAL	GENDER			
	M	F	M	F	M	F	M	F		MALE	FEMALE	BLACK	WHITE
CEO									0				
DCEO				2					2		100%	100%	
CHIEF DIRECTORS	1	1	4	6	2		1		15	53,3%	46,6%	93,3%	6,7%
DIRECTORS		5	11	10	1	2	5	2	36	47,2%	52,7%	80,5%	19,4%
<b>Subtotal</b>	1	6	15	18	3	2	6	2	53	47%	53%	85%	15%
<b>PERCENTAGES</b>	1,8%	11,3%	28,3%	33,9%	5,6%	3,7%	11,3%	3,7%		47%	53%	85%	15%
<b>TOTAL</b>	13,1%		62,2%		9,3%		15%						
<b>DISABLED</b>	0	0	0	0	0	0	0	0	0				

	TARGET	CURRENT
INDIAN	2,8%	13,1%
AFRICAN	74,8%	62,2%
COLOURED	10,3%	9,3%
WHITE	12,1%	15%
DISABLED	2%	0%

## MIDDLE MANAGEMENT (DEPUTY DIRECTOR) I1 TO I2

	INDIAN		AFRICAN		COLOURED		WHITE		TOTAL	GENDER		BLACK	WHITE
	M	F	M	F	M	F	M	F		MALE	FEMALE		
DEPUTY DIRECTORS	2	4	23	31	4	0	4	13	81				
<b>TOTAL</b>	2	4	23	31	4	0	4	13	81	33	48	64	17
<b>PERCENTAGES</b>	2,4%	4,9%	28,3%	38,2%	4,9%		4,9%	16%		40,7%	59,2%	79%	20,9%
<b>TOTAL</b>	7,3%		66,5%		4,9%		20,9%						
<b>DISABLED</b>					1			1	2	1,2%	1,2%	1,2%	1,2%

	TARGET	CURRENT
INDIAN	2,8%	7,3%
AFRICAN	74,8%	66,5%
COLOURED	10,3%	4,9%
WHITE	12,1%	20,9%
DISABLED	2%	2,4%

## JUNIOR MANAGEMENT (ASSISTANT DIRECTOR) 9 TO 10

	INDIAN		AFRICAN		COLOURED		WHITE		TOTAL	GENDER		BLACK	WHITE
	M	F	M	F	M	F	M	F		MALE	FEMALE		
ASSISTANT DIRECTORS	0	1	50	45	2	4	2	4	108				
<b>TOTAL</b>	0	1	50	45	2	4	2	4	108	54	54	102	6
<b>PERCENTAGES</b>		0,9%	46,2%	41,6%	1,8%	3,7%	1,8%	3,7%		50%	50%	94,4%	5,5%
<b>TOTAL</b>	0,9%		87,8%		5,5%		5,5%						
<b>DISABLED</b>			1	0				1	2				

	TARGET	CURRENT
INDIAN	2,8%	0,9%
AFRICAN	74,8%	87,8%
COLOURED	10,3%	5,5%
WHITE	12,1%	5,5%
DISABLED	2%	1,8%

## OTHER LEVELS I TO 8

	INDIAN		AFRICAN		COLOURED		WHITE		TOTAL	GENDER		BLACK	WHITE
	M	F	M	F	M	F	M	F		MALE	FEMALE		
LOWER RANKS	0	2	78	123	7	9	3	7	229				
<b>TOTAL</b>	0	2	78	123	7	9	3	7	229		141	219	10
<b>PERCENTAGES</b>	0	0,8%	34%	53,7%	3%	3,9%	1,3%	3%		38,4%	61,5%	95,6%	4,3%
<b>TOTAL</b>	0,8%		87,7%		6,9%		4,3%						
<b>DISABLED</b>			3	2			1	1	7	1,7%	1,3%	2,1%	0,8%

	TARGET	CURRENT
INDIAN	2,8%	0,80%
AFRICAN	74,8%	87,5%
COLOURED	10,3%	7,3%
WHITE	12,1%	4%
DISABLED	2%	3%

## SUMMARY FOR THE WHOLE ORGANISATION AS AT 1 MARCH 2013

	INDIAN		AFRICAN		COLOURED		WHITE		GENDER		RACE	
	M	F	M	F	M	F	M	F	MALE	FEMALE	BLACK	WHITE
ABLED	3	13	162	215	15	15	14	23	194	266	423	37
DISABLED			4	2	1		1	3	6	5	7	4
<b>TOTAL</b>	<b>3</b>	<b>13</b>	<b>166</b>	<b>217</b>	<b>16</b>	<b>15</b>	<b>15</b>	<b>26</b>	<b>200</b>	<b>271</b>	<b>430</b>	<b>41</b>
	16		383		31		41		471			
<b>PERCENTAGES</b>	3,3%		81,1%		6,5%		8,7%		42,4%		57,5%	
			91,2%				8,7%					

### EMPLOYMENT EQUITY TARGETS

	TARGET	CURRENT
INDIAN	2,8%	3,3%
AFRICAN	74,8%	81%
COLOURED	10,3%	6,5%
WHITE	12,1%	8,7%

<b>DISABLED PERSONS</b>	<b>2%</b>	<b>2,3%</b>
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### EMPLOYMENT EQUITY TARGETS FOR WOMEN

	TARGET	CURRENT
INDIAN	1,4%	2,7%
AFRICAN	37,4%	46%
COLOURED	5,15%	3,1%
WHITE	6,05%	5,5%

<b>TOTAL</b>	<b>50%</b>	<b>57,3%</b>
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# CONTACT DETAILS

## 8. CONTACT DETAILS

### 8.1 GCIS Head Office

<b>Ms Phumla Williams</b> <b>Acting Chief Executive Officer</b>	
Physical address:	Tshedimosetso House, 1035 Frances Baard Street, Hatfield, Pretoria
Postal address:	Private Bag X745, Pretoria, South, 0001
Switchboard:	012 473 0000
Telephone number:	012 437 0245
Email:	precian@gcis.gov.za

### 8.2 Parliamentary Liaison Office (Cape Town)

<b>Director: Ms Liezel Cerf</b>	
Physical address:	Ground floor, 120 Plein Street, Cape Town, 8000
Postal address:	Private Bag X9075, Cape Town, 8000
Telephone no:	021 461 8146
Fax no:	021 461 1446
Email:	liezil@gcis.gov.za

### 8.3 Provincial Offices

<b>Eastern Cape Provincial Office</b> <b>Provincial Director: Mr Ndlelantle Pinyana</b>	
Physical address:	Ground floor, Union Arcade Building, Union Street, East London
Postal address:	Private Bag X608, East London, 5200
Telephone no:	043 722 4903/2602/2609
Fax no:	043 722 2615
Email:	ndlelantle@gcis.gov.za

<b>Free State Provincial Office</b> <b>Provincial Director: Mr Tshenolo Mokeyane</b>	
Physical address:	Shop 87, Sanlam Plaza, 21 East Burger Street, Bloemfontein
Postal address:	PO Box 995, Bloemfontein, 9300
Telephone no:	051 448 4506/5/4
Fax no:	051 430 7032
Email:	tshenolo@gcis.gov.za

<b>Gauteng Provincial Office</b> <b>Provincial Director: Mr Peter Gumede</b>	
Physical address:	1066 Absa Building, cnr Kerk and Loveday streets (entrance Kerk Street), Johannesburg
Postal address:	Private Bag X16, Johannesburg, 2000
Telephone no:	011 834 3560
Fax no:	011 834 3621
Email:	peterg@gcis.gov.za

**KwaZulu-Natal Provincial Office**  
**Provincial Director: Mrs Ndala Mngadi**

Physical address:	Sage Life House, 21 Field Street, Durban
Postal address:	Private Bag X54332, Durban, 4000
Telephone no:	031 301 6787/8
Fax no:	031 305 9431
Email:	ndala@gcis.gov.za

**Limpopo Provincial Office**  
**Provincial Director: Mr Thanyani Ravhura**

Physical address:	Old Mutual Building, 66 Hans van Rensburg Street, Polokwane
Postal address:	PO Box 2452, Polokwane, 0700
Telephone no:	015 291 4689
Fax no:	015 295 6982
Email:	thanyani@gcis.gov.za

**Mpumalanga Provincial Office**  
**Provincial Director: Mr Tiisetso Ramotse**

Physical address:	Medsen Building, Ground floor, 14 Henshall Street, Nelspruit
Postal address:	PO Box 2856 Nelspruit, 1200
Telephone no:	013 753 2397
Fax no:	013 753 2531
Email:	tiisetso@gcis.gov.za

**North West Provincial Office**  
**Provincial Director: Mr Mareka Mofokeng**

Physical address:	Nicol Centre, corner Carrington and Martin streets, Mahikeng
Postal address:	Private Bag X2120, Mahikeng, 2745
Telephone no:	018 381 7068/71
Fax no:	018 381 7066
Email:	mareka@gcis.gov.za

**Northern Cape Provincial Office**  
**Provincial Director: Mr Marius Nagel**

Physical address:	7-9 Currey Street, Kimberley
Postal address:	Private Bag X5038, Kimberley, 8300
Telephone no:	053 832 1378/9
Fax no:	053 832 1377
Email:	mariusn@gcis.gov.za

**Western Cape Provincial Office**  
**Provincial Director: Mr Ayanda Hollow**

Physical address:	Kismet Building, 14 Old Klipfontein Road, Athlone
Postal address:	PO Box 503 Athlone, 7600
Telephone no:	021 697 0923
Fax no:	021 696 8424
Email:	ayanda@gcis.gov.za

The report will also be available on the GCIS website, [www.gcis.gov.za](http://www.gcis.gov.za)

# NOTES

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