



Government Communication and Information System

# ANNUAL REPORT TO CITIZENS

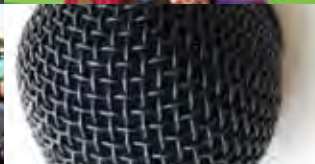
2014/15

The pulse of communication excellence in government



government  
communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



**BUDGET VOTE**  
The Pulse of Communication  
Excellence in Government





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# 2014/15 ANNUAL REPORT TO CITIZENS



# 1. WHO ARE WE?

The GCIS was formally established in 1998 in terms of section 239 of the Constitution of the Republic of South Africa of 1996 and as a strategic unit in The Presidency in terms of section 7 of the Public Service Act, 1994 (Act 103 of 1994). The organisation is mandated to coordinate, guide and advise on government communications, including media liaison, development communication and marketing. It works to achieve integrated, coordinated and clear communications between government and South African citizens to enable public involvement in the country's transformation.

## The work of the GCIS is further informed by:

- The Constitution of the Republic of South Africa of 1996;
- The Public Finance Management Act (PFMA), 1999 (Act 1 of 1999), as amended;
- International bilateral and multilateral agreements;
- National Treasury's Framework for Strategic Plans and Annual Performance Plans; and
- The Medium Term Strategic Framework (MTSF) 2009 – 2014.

## Vision

The pulse of communication excellence in government.

## Mission

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

## Values

Value	Meaning and behaviour associated with the value.
Professionalism	<ul style="list-style-type: none"><li>• The organisation strives to operate at the highest level of professionalism in all business dealings at all times.</li><li>• Professionalism is embodied in friendly, polite and business-like behaviour. It drives a person's appearance, demeanour and professional interactions, providing others with a positive first impression.</li><li>• Officials should be courteous and honest, behaving responsibly when dealing with clients and representing the organisation.</li><li>• Officials should demonstrate a level of excellence that goes beyond the department's normal work and official requirements.</li></ul>
Diversity	<ul style="list-style-type: none"><li>• The department contributes to democracy and equality by promoting a safe, positive and nurturing environment for everyone.</li><li>• Officials should recognise and respect that each person is different. This difference can refer to race, ethnicity, gender, gender preference, age, religious beliefs, socio-economic status or other ideologies.</li><li>• Officials should strive to understand and embrace each other's points of view, beyond simple tolerance, giving everyone the opportunity to express themselves. This attitude should extend to the public.</li></ul>

<b>Openness and transparency</b>	<ul style="list-style-type: none"> <li>• The organisation should always communicate openly, disclose all relevant information and be accountable for its actions.</li> <li>• Officials should be straightforward and honest in their dealings at all times.</li> </ul>
	<ul style="list-style-type: none"> <li>• Officials should provide colleagues and clients with access to accurate, relevant and timely information.</li> <li>• The department recognises that transparency and accountability are essential for good governance.</li> </ul>
<b>Innovation</b>	<ul style="list-style-type: none"> <li>• The department strives to be receptive to new ideas and adopt a flexible approach to problem solving. Officials are encouraged to think beyond the norm.</li> <li>• Officials are encouraged to help each other address issues that cannot be addressed by a person working in isolation.</li> </ul>
<b>Honesty and integrity</b>	<ul style="list-style-type: none"> <li>• Officials should exercise honesty in all their business dealings and strive to protect the department's integrity at all times.</li> <li>• Officials should commit to the actions they have undertaken on behalf of their clients.</li> <li>• The department strives for equity, fairness and good ethics in its decision-making and expects its officials to do the same with one another.</li> <li>• The department honours its commitments to build a foundation for trust.</li> </ul>

## 2. WHAT DO WE DO?

The following branches conduct the work of the GCIS:

### Programme 1: Administration

Provide overall management and support for the department.

### Programme 2: Content Processing and Dissemination

Provide strategic leadership in government communication to ensure the coherence, coordination, consistency, quality, impact and responsiveness of government communication.

### Programme 3: Intergovernmental Coordination and Stakeholder Management

Implement development communication through mediated and unmediated communication and sound stakeholder relations and partnerships.

### Programme 4: Communication Service Agency

Provide media bulk-buying services and media production for the entire national government.

## 3. WHO IS IN CHARGE?

The Minister of Communications, Ms Faith Muthambi, is the Executive Authority for the GCIS. The Deputy Minister of Communications is Ms Stella Ndabeni-Abrahams. The department has an Acting Director-General (DG), Mr Donald Liphoko, who is the Accounting Officer.

## 4. OUR CURRENT STANDARDS AND HOW WE MET THEM

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

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

### 4.1 Provision of communication support to national departments

Provided support to departments and clusters by developing 154 key messages for government spokespersons and government departments to inform government communications on a range of topics and issues. Other content documents produced were fact sheets, questions and answers, briefing statements, speech notes and leaflets. Established, maintained and strengthened working relationships with key government communicators for the five priorities. Provided communication support to all national departments.

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

There were 43 functional communication forums in which 555 meetings were held to strengthen intergovernmental relations. Held 39 cluster meetings with Heads of Communication (HoCs) from national departments. During these meetings the GCIS



and HoCs plan, implement and review cluster and priority communication plans together.

### 4.3 Consultation arrangements with customers.

The department continued to provide platforms for citizens to interact with government and be able to access government information. Political principals implemented 326 Public-Participation Programme (PPP) events and 2 238 development communication projects were conducted. Some 746 marketing events for Thusong Service Centres and integrated mobile units were also implemented to ensure that communities have access to government information and services. Conducted 2 506 community and stakeholder visits through distribution and environmental assessments.

#### 4.1 Performance against 2014/15 desired service standards

Main services	Beneficiaries	Current standard	Desired standard	Actual achievement against standards
Provide communication support to national departments	HoCs	16 key messages, fact sheets and other content documents developed in consultation with line departments and aligned to the government message.	20 key messages, fact sheets and other content documents developed in consultation with line departments and aligned to the government message.	<p><b>Key messages developed:</b></p> <ul style="list-style-type: none"> <li>Developed 154 key messages for government spokespersons and government departments to inform government communications on a range of topics and issues.</li> </ul> <p><b>11 fact sheets were developed during the financial year:</b></p> <ul style="list-style-type: none"> <li>Stats SA Report: "Poverty Trends in South Africa: An examination of absolute poverty between 2006 and 2011"</li> <li>National and provincial elections</li> <li>State of the Nation Address (SoNA)</li> <li>Audit Outcomes of Local Government</li> <li>MTSF launch</li> <li>Millennium Development Goals</li> <li>Local Government Turnaround Strategy</li> <li>Integrated Urban Development Framework</li> <li>Nigeria tragedy</li> <li>PFMA of 1999 of provincial audit outcomes</li> <li>2015 Pre-SoNA Fact Sheet.</li> </ul> <p><b>Other content documents developed:</b></p> <ul style="list-style-type: none"> <li>Produced opinion pieces on a range of topics and issues for placement in the media.</li> </ul>



Provide communication support to national departments	HoCs	Communication support provided to 30% of departments	Communication support provided to 60% of departments	Provided communication support to all national departments (100%).
Provide communication support to national departments	HoCs	Up-to-date relevant information in line with theme months, provided through access to internet connection using computers in the Information resource centres (IRCs), dissemination of information and government products through the IRCs and outreach programmes.	Up-to-date relevant information in line with theme months, provided through access to internet connection using computers in the IRCs, dissemination of information and government products through the IRCs and outreach programmes.	Updated the GCIS and DoC websites and revamped <a href="http://www.gov.za">www.gov.za</a> website with information in line with the theme month. Launched Apps for use on mobile phones for <i>Vuk'uzenzele</i> (November) and <a href="http://www.gov.za">www.gov.za</a> (February). Implemented daily posts in line with theme months on GCIS social media accounts. Content was published daily on social networks including: Facebook, Twitter and Flickr.
		No standard	Client service approach adopted	Held one Government Communicators' Forum (GCF) and two Internal Communicators' Forums (ICFs) to maintain and strengthen working relationships with key government communicators. Initiated monthly ICF information sessions from November 2014.



		No standard	Clusters to maintain an open and transparent relationship with HoCs	<p>The GCIS manages the communication clusters to integrate, coordinate and align the work of communications to government priorities. Cluster coordinators maintained and strengthened the GCIS relationship with HoCs:</p> <ul style="list-style-type: none"> <li>• Contacted HoCs daily on various issues such as rapid response, upcoming campaigns, cluster communication programmes, policies, etc.</li> <li>• Held 39 cluster meetings with HoCs from national departments. During these meetings the GCIS and HoCs plan, implement and review cluster and priority communication plans together.</li> </ul> <p>Clusters have other mechanisms to liaise with and share information amongst communicators, such as the GCF website, regular email communiqués and a bulk SMS service.</p>
		No standard	Provision of accurate information about communication opportunities and how to access them	<p>2 506 community and stakeholder liaison visits were done through distribution; environmental assessments; communication strategising; Thusong Forum meetings; newsletters, etc. 326 <i>izimbizo</i> events were supported by political principals in provinces and at local government level. 127 radio programmes and live link-ups were produced and transmitted. Produced and distributed 11 editions of the <i>Vuk'uzenzele</i> newspaper.</p>

		<p>Media schedules and communication strategies approved by clients</p>	<p>Media schedules and communication strategies approved by clients</p>	<p><b>Media schedules:</b> Implemented media schedules on government campaigns based on the 2014/15 GCP.</p> <p><b>Communication strategies</b> Developed 54 communication strategies aligned to the NCS and the GCP; Developed the 2015/16 GCP.</p> <p><b>The following strategies were approved by client departments:</b></p> <ul style="list-style-type: none"> <li>• The Department of Environmental Affairs approved the Operation Phakisa communication plan.</li> <li>• The Department of Rural Development and Land Reform approved the Umsinga Communication Plan.</li> <li>• The Department of Mineral Resources (DMR) approved the Intervention in the Mining Sector Strategy.</li> <li>• The Department of Trade and Industry approved the Dube Trade Port Industrial Development Zone Communication Plan.</li> <li>• The DMR approved the Shale Gas Communication Strategy.</li> <li>• The DoC approved the Digital Migration Communication Strategy.</li> <li>• The Presidency approved the Communications Framework on the Deputy President's Oversight of Eskom, South African Airways and South African Post Office.</li> </ul>
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Provide communication support to national departments	HoCs	No standard	Resolving queries within 48 hours and escalating, where necessary	284 queries were received and resolved within 48 hours and none were escalated.
Provide communication support to national departments	HoCs	No standard	Efficient and effective service	272 approved media buying campaigns were implemented. This translates to 100%. The total amount committed was R129 627 13.80 and total savings was R24 636 398.98.
Coordinate communication forums across all spheres of government to strengthen intergovernmental relations	Provincial and local government	34 functional district communication forums out of 43 district municipalities	Three additional communication forums to ensure a total of 40	There were 43 functional communication forums in which 555 meetings were held to strengthen intergovernmental relations. From 2012/13 to 2014/15 financial years, nine district communication forums have become functional.
Coordinate communication forums across all spheres of government to strengthen intergovernmental relations	Provincial and local government	Three functional metro communication forums out of eight metros	Six metro communication forums	There are still five functional metro communication forums: <ul style="list-style-type: none"> <li>• Eastern Cape: 2 – Nelson Mandela Bay and Buffalo City</li> <li>• Free State: 1 – Mangaung</li> <li>• KwaZulu-Natal: 1 – Ethekewini</li> <li>• Gauteng: 1 – Ekurhuleni.</li> </ul>

#### 4.2 Batho Pele arrangements with beneficiaries: Consultation with customers

Current arrangement	Desired arrangement	Actual achievements
Create the following platforms for citizens to interact with government and access information: <ul style="list-style-type: none"> <li>- <i>Izimbizo</i>/PPP</li> <li>- Thusong Service Centres</li> <li>- Outreach programmes</li> </ul>	Improve the following platforms for citizens to interact with government and access information: <ul style="list-style-type: none"> <li>- <i>Izimbizo</i>/PPP</li> <li>- Thusong Service Centres</li> <li>- Outreach programmes</li> </ul>	Political principals implemented 326 PPP events ( <i>Izimbizo</i> ). Implemented 2 238 development communication projects and 746 marketing events for Thusong Service Centres.

#### 4.3 Service-delivery information tool

Current/actual information tools	Desired information tool	Actual achievements
Web portals, Information centre, IRCs' websites.	Web portals, Information centre, IRCs' websites.	The <i>information@gcis.gov.za</i> was used to track the queries regarding government services. A total of 284 queries were received and resolved within 48 hours.

#### 4.4 Complaints mechanism

Current/actual complaints mechanism	Desired complaints mechanism	Actual achievements
<p>Should we not live up to the above commitments, complaints may be addressed telephonically or in writing to the GCIS's Hotline.</p> <p>The Hotline operates from 7:30am to 16:30pm – Monday to Friday – and is accessible through five different channels:</p> <ul style="list-style-type: none"> <li>• Calls: 012 473 0283</li> <li>• Batho Pele Hotline: 086 042 8392</li> <li>• Email: <i>information@gcis.gov.za</i></li> <li>• Letters: Chief or Deputy Information Officer, GCIS, Private Bag X745, Pretoria 2000</li> <li>• Presidential Hotline: 17737</li> </ul>	<ul style="list-style-type: none"> <li>• Calls: 012 473 0283</li> <li>• Batho Pele Hotline: 086 042 8392</li> <li>• Email: <i>information@gcis.gov.za</i></li> <li>• Letters: Chief or Deputy Information Officer, GCIS, Private Bag X745 Pretoria, 2000</li> <li>• Presidential Hotline: 17737</li> </ul>	<p>The GCIS received six complaints through the Presidential Hotline; two were successfully dealt with internally while four others were redirected to the relevant public entities (3 SABC and 1 ICASA).</p> <p>Noted the following walk-in to access information and services:</p> <ul style="list-style-type: none"> <li>• 25 396 people visited IRCs. Of these, 15 153 were in the nine provinces, 8 110 at head office and 2 133 in Parliament's IRC.</li> </ul>





## 5. HOW WE INTEND ON IMPROVING OUR SERVICES

The GCIS is continually exploring ways of effectively communicating with the public on both print and media. The department produced three additional newsletters, *My District Today*, aimed at provincial and district communicators and *Government Dialogue*, for public servants.

The department experienced an increase in the ad-hoc campaigns, which led to the overachievement in the number of development communication campaign and community liaison visits implemented during the 2014/15 financial year.

The new-look of South Africa Government website ([www.gov.za](http://www.gov.za)) was launched, combining the previous SA Government Online and Government Services website. The new website is responsive, adapting the layout automatically to the size of the device on which it is viewed. Two Apps were launched for *Yuk'uzenzele* and the SA Government website respectively, allowing quick access to selected information from the websites.

## 6. ORGANISATION AND STAFFING

Total number of employees (including employees with disabilities) in each of the following occupational bands as at 31 March 2015.

Occupational band	Male				Female				Total
	African	Coloured	Indian	White	African	Coloured	Indian	White	
Top management (levels 15 – 16)	1	0	0	0	2	0	0	0	3
Senior management (levels 13 – 14)	20	3	1	5	12	3	4	1	49
Professionally qualified and experienced specialists and mid-management	24	4	2	5	36	1	3	12	87
Skilled technical and academically qualified workers, junior management, supervisors, foreman and superintendents	102	7	0	4	134	10	1	4	262
Semi-skilled and discretionary decision making	19	0	0	0	16	1	0	1	37
Contract (senior management)	3	0	0	0	1	0	0	0	4
Contract (professionally qualified)	2	0	0	0	0	0	0	0	2
Contract (skilled technical)	11	0	0	0	10	0	0	2	23
Contract (semi-skilled)	1	0	0	0	1	0	0	0	2
<b>Total</b>	<b>183</b>	<b>14</b>	<b>3</b>	<b>14</b>	<b>212</b>	<b>15</b>	<b>8</b>	<b>20</b>	<b>469</b>

## 7. OUR BUDGET

Of the allocated budget of R425.1 million, the GCIS spent R424.7 million (99.9%), resulting in underspending of R438 000 (0.1%). The underspending was mainly due to vacant posts that were not filled. The posts will be filled in the 2015/16 financial year.

### Programme expenditure

The 2014/15 spending trend per programme is as follows:

Programme Name	2014/15			2013/14		
	Final Appropriation	Actual Expenditure	(Over)/ Under Expenditure	Final Appropriation	Actual Expenditure	(Over)/Under Expenditure
	R'000	R'000	R'000	R'000	R'000	R'000
Administration	166,227	166,937	(710)	184,458	184,457	1
Content Processing and Dissemination	87,213	86,071	1,142	82,600	82,600	-
Intergovernmental Coordination and Stakeholder Management	116,084	116,078	6	118,249	120,566	(2,317)
Communication Service Agency	55,545	55,545	-	51,910	53,290	(1,380)
<b>Total</b>	<b>425,069</b>	<b>424,631</b>	<b>438</b>	<b>437,217</b>	<b>440,913</b>	<b>(3,696)</b>





## 8. CONTACT DETAILS

### GCIS Head Office

**Physical address:** Tshedimoseetso House, 1035 cnr Frances Baard and Festival streets, Hatfield, Pretoria

**Postal address:** Private Bag X745, Pretoria, South Africa, 0001  
**Switchboard:** +27 12 473 0000/1  
**Email:** [information@gcis.gov.za](mailto:information@gcis.gov.za)  
**Website:** [www.gcis.gov.za](http://www.gcis.gov.za)

### Minister Ms Faith Muthambi, MP

**Postal address:** Private Bag X745, Pretoria 0001  
**Street address:** Tshedimoseetso House, 1035 cnr Frances Baard and Festival streets, Hatfield, Pretoria, 0083  
**Telephone:** 012 473 0397

### Deputy Minister Ms Stella Ndabeni-Abrahams, MP

**Postal address:** Private Bag X745, Pretoria 0001  
**Street address:** Tshedimoseetso House, 1035 cnr Frances Baard and Festival streets, Hatfield, Pretoria, 0083  
**Telephone:** 012 473 0398

### Acting Director-General Mr Donald Liphoko

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### Acting Information Officer Mr Donald Liphoko

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### Deputy Information Officer Mr Keitumetse Semakane

**Postal address:** Private Bag X745, Pretoria, 0001  
**Street address:** Tshedimoseetso House, 1035 cnr Frances Baard and Festival streets, Hatfield, Pretoria, 0083  
**Tel:** 027 12 473 0000/1  
**Email:** [keitu@gcis.gov.za](mailto:keitu@gcis.gov.za)

### Parliamentary Liaison Office (Cape Town) Ms Liezel Cerf Director: Parliamentary Services

**Physical address:** Ground floor, 120 Plein Street, Cape Town  
**Postal address:** Private Bag X9075, Cape Town, 8000  
**Tel:** 021 461 8146  
**Fax:** 021 461 1446  
**Email:** [liezel@gcis.gov.za](mailto:liezel@gcis.gov.za)



<b>Office</b>	<b>Postal address</b>	<b>Physical address</b>	<b>Manager</b>	<b>Telephone</b>	<b>Fax</b>	<b>Email</b>
EASTERN CAPE	Private Bag X608 East London 5200	Union Arcade building Union Street, East London 5200	Ndlelantle Pinyana	043 722 2602	043 722 2615	<i>ndlelantle@gcis.gov.za</i>
FREE STATE	PO Box 995 Bloemfontein 9300	Shop 87, Bloem Plaza East Burger Street, Bloemfontein 9300	Trevor Mokeyane	051 448 4504	051 430 7032	<i>tshenolo@gcis.gov.za</i>
GAUTENG	Private Bag X16 Johannesburg 2000	1066 ABSA building, cnr Kerk & Loveday streets Johannesburg 2000	Peter Gumede	011 834 3560	011 834 3621	<i>peter@gcis.gov.za</i>
KWAZULU- NATAL	Private Bag X54332 Durban 4000	Sage Life House, 21 Field Street, Durban, 4000	Ndala Mngadi	031 301 6787	031 305 9431	<i>ndala@gcis.gov.za</i>
LIMPOPO	PO Box 2452 Polokwane 0700	Old Mutual Building 66 Hans van Rensburg Street, Polokwane, 0700	Thanyani Ravhura	015 291 4689	015 295 6982	<i>thanyani@gcis.gov.za</i>
NORTH WEST	Private Bag X2120 Mafikeng 2745	Nicol Centre, cnr Carrington & Martin streets, Mafikeng, 2745	Mareka Mofokeng	018 381 7071	018 381 7066	<i>mareka@gcis.gov.za</i>
NORTHERN CAPE	Private Bag X5038 Kimberley, 8300	9 Currey Street, Kimberley 8300	Marius Nagel	053 832 1378/9	053 832 1377	<i>mariusn@gcis.gov.za</i>
MPUMALANGA	PO Box 2586 Nelspruit 1200	Cnr Bell & Henshall streets Nelspruit 1200	Tiisetso Ramotse	013 753 2397	013 753 2531	<i>tiisetso@gcis.gov.za</i>
WESTERN CAPE	PO Box 503 Athlone Cape Town 7600	Kismet building Old Klipfontein Road Athlone, Cape Town 7600	Ayanda Holo	021 697 0923	021 696 8424	<i>holo@gcis.gov.za</i>

## 9. LIST OF ABBREVIATIONS/ACRONYMS

DG	Director-General
DMR	Department of Mineral Resources
DoC	Department of Communications
GCF	Government Communicators' Forum
GCP	Government Communication Programme
GCIS	Government Communication and Information System
HoC	Head of Communication
MTSF	Medium Term Strategic Framework
NCS	National Communication Strategy
IRC	Information Resource Centre
ICASA	Independent Communications Authority of South Africa
ICF	Internal Communicators' Forum
PFMA	Public Finance Management Act
PPP	Public-Participation Programme
SABC	South African Broadcasting Corporation
SoNA	State of the Nation Address





# NOTES

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## **Tshedimosetso House**

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