

Provincial and Local Liaison (PLL) on the right track

By Henk Zeeman: GCIS, Free State

On Sunday, 9 October 2016, the top management of PLL, under the guidance of Acting Deputy Director-General: Intergovernmental Coordination and Stakeholder Management, Michael Currin, met with provincial directors to assess the first six months of the 2016/17 financial year.

The meeting was used to conduct an indicator-based assessment of the provinces' performance during the period under review and also to determine if targets were met and whether objectives were achieved. The presentations by the provincial directors showed that PLL is still on the right track in terms of delivering on its mandate to provide leadership and guidance to government communicators in the provinces. One of these highlights was the support that the GCIS extended to the induction of newly elected ward councillors in strategic government communications.

Other important areas addressed during the meeting included how provinces amplify Cabinet statements to build appreciation for government's programmes and projects, especially those concerning the economy and employment, and the performance in new categories of direct communication platforms. The latter involves PLL refining its work in order to mitigate the significant budget cuts experienced by the GCIS. By refining and intensifying its direct communication platforms, the GCIS has maintained its presence in communities and remained visible. This was achieved at a lesser cost. The meeting also conducted an overview of provincial activities during the annual Thusong Service Centre Week, which took place in September.

The discussions provided an opportunity for provinces to learn from one another and also gave direction on what needs to be done in the next six months. One of the important priorities that were identified was the conclusion of the councillor induction, which will be addressed by end of the year. Currin concluded by expressing his appreciation for the work done but also made everybody aware that the next semester would be more challenging.



