



government
communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

DEVELOPMENT COMMUNICATION ACTIVITY NAME	SoNA Activation
DATE OF THE EVENT	20 June 2019
VENUE & AREA	Cape Town Station and Grand Parade in Cape Town, Western Cape

SYNOPSIS: The first State of the Nation Address (SoNA) of the sixth democratic administration will be held on 20 June 2019 at 19:00. It marks the start of the new administration after the successful conclusion of the country's general elections. President Cyril Ramaphosa will deliver the address under the theme: *"Let's grow South Africa Together as we celebrate 25 years of freedom"* to a joint sitting of the two houses of Parliament. The address will be broadcast live across a number of television and radio stations.

Government Communication and Information System (GCIS) under the leadership of the Minister in the Presidency Mr Jackson Mthembu conducted a community mobilisation activation, engaging with commuters at the Grand Parade, taxi rank and Cape Town station.

The Minister and GCIS officials encouraged commuters travelling by train, taxi and bus, as well as hawkers to watch SoNA delivered by the President of the Republic of South Africa through SABC television and radio stations. The address which takes place on the cusp of the country celebrating 25 years of freedom and democracy, will be delivered within the context of the current strides made by government to respond to the various challenges facing the country. Minister Mthembu, together with GCIS officials, volunteers and other stakeholders distributed SoNA leaflets, *Vuk'uzenzele* newspapers and other government information materials.



Minister in the Presidency Mr Jackson Mthembu had face to face engagements with train commuters in the early hours of the morning, on the day of SoNA in Cape Town. Community members were free to raise questions to the Minister for immediate response.



Left Pic: The community members were keen to receive information from GCIS information table, while other officials were doing distributing material. **Middle picture:** The Minister engaging with commuters. **Right picture:** The GCIS team with volunteers took a photo with Minister Jackson Mthembu after the activation.



Media had an opportunity to engage with the Minister at the end of the activation. The Minister was interviewed by Community Radio Stations and ETV at Grand Parade.

Captured by: Sikelela Zokufa