

Government Communications (GCIS) Strategic Plan and Budget (2008-11)

*Briefing to the Portfolio Committee on
Communications, 06 May 2008*



government
communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Presentation outline

GCIS strategic plan and budget

I. Introduction

II. Review and plans for 2008

- Building communication partnerships
- Expanding access to opportunities
- Promoting continental institutions and programmes
- Enhancing the government communication system

III. Budget and establishment

- Budget
- Representivity
- Information technology and management

IV. Conclusion

I. INTRODUCTION

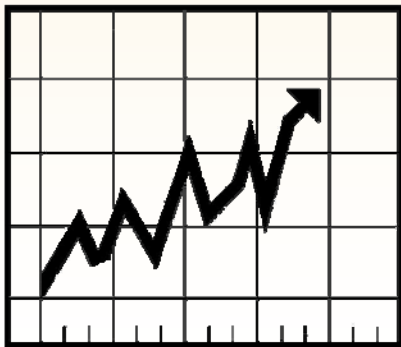
GCIS strategic plan for period 2008 to 2011

Priorities of GCIS for 2008/2009 to 2010/2011

- ① Communication on mandated targets for 2014 [Millennium Development Goals]
- ② AsgiSA targets
- ③ Hosting the 2010 FIFA World Cup™
- ④ Five-year strategic agenda for local government



Greater emphasis in first year of MTEF will be given to
Communication support to the APEX priorities



Increases received to 2008-2011 MTEF baseline funding will assist GCIS and its agencies in accelerating the implementation of set out priorities

II. REVIEW AND PLANS FOR 2008

Accelerate implementation of priorities

⊙ **Fiscal year – last term:**

→ *Halving poverty and unemployment by 2014*

**Four (4) communication priorities
identified by GCIS**

- ① Building communication partnerships
- ② Expanding access to opportunities
- ③ Promoting continental institutions and programmes
- ④ Enhancing government communication system

Building communication partnerships

Continued building and sustenance of partnerships

Communication partnerships



Taking take the country to a
**faster development
trajectory** with a **growing
economy** that **benefits all
our people**



Building communication partnerships

Partnership Against AIDS

GCIS has promoted national Partnership Against AIDS since its launch in 1998 –various task teams established including **Communication Task Team** [convened by GCIS & Soul City]

HIV and AIDS and STI

Strategic Plan
for South Africa (NSP)

POCKET VERSION

2007 - 2011

Simplified version of the National Strategic Plan (NSP) for 2007-2011

- 1 Translated into 10 official languages
- 2 Printed and distributed
- 3 Key partners within SANAC participate in Programme Implementation Committee an oversee implementation of NSP- led largely by Dept of Health



Building communication partnerships

16 Days of Activism; 365 Days Programme & National Action Plan



- ◆ **16 Days of Activism for No Violence Against Women and Children**
 - Partnership with civil society to eliminate the vulnerability of women and children against all forms of abuse; is growing from strength to strength
 - Foundation for 365 Days Programme and National Action Plan
 - Both campaigns are proof that the partnership of civil society and government is critical to address issues of **gender abuse**, which often make children and women vulnerable to HIV infections



DON'T LOOK AWAY
ACT AGAINST ABUSE



Building communication partnerships

Hosting the 2010 FIFA World Cup™

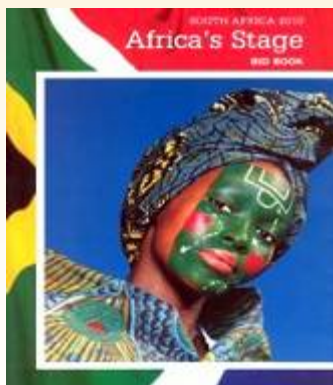
Fostering a new level of partnership and integration

(GCIS, depts, communication agencies, private sector)

GCIS is facilitating the National Communication Partnership with the aim of **working together to take advantage of the 2010 World Cup opportunity for the country and continent**



- Voluntary association of public & private sector communicators
- Working together to take advantage of the opportunity



Communication Objectives

To ensure that communication is heightened about our readiness to host the event; to work with others to leverage this opportunity to improve South Africa & Africa's image internationally; and unify the nation around development goals

Opportunity of a lifetime! → To promote and showcase the country and continent

Building communication partnerships

Hosting the 2010 FIFA World Cup™

In 2007, the partnership linked up with communicators on the continent including: **African Editors' Forum** and **African Union of Broadcasters**

→ *Annual partnership conference, July 2008*

Government's/country's
2010 website:
www.sa2010.gov.za

South
Africa 2010
Africa's time has come! South Africa is ready!



- ◆ 1 000-day countdown to 2010 was done with 40 community radio stations
- ◆ Govt information booklet was printed and distributed - mass publication of 1 million copies in all official languages and in Braille
- ◆ Information document planned to communicate the benefits of hosting 2010 World Cup
- ◆ GCIS assisted the 2010 FIFA World Cup OC in Preliminary Draw: host-country info, linkages for media to govt ministers; daily media monitoring & analyses - Increased level of confidence
- ◆ Establishment of the Marketing and Communication Task Team
- ◆ Data from 2010 International Research (Dec 2007): tracks public opinion of SA in the context of the hosting of the 2010 World Cup in 17 foreign countries - country's image and positioning to inform strategic communication

Building communication partnerships

Imbizo; Transformation of the MAC Industry

The **Izimbizo** Programme continues to demonstrate value of unmediated, face-to-face communication as ***most appropriate methodology*** for communication

Transformation of Marketing, Advertising & Communication (MAC) Industry

- **Gazetting of Charter** for the industry finalised in 2008
- GCIS' role: provide **secretariat support** & ensure (with dti) the **monitoring** of the **scorecard**
- ◆ GCIS' current role as provider of **bulk media strategy/buying** on behalf of participating national govt depts:
 - GCIS facilitated expenditure of R205,698,448.55 during 2007-08 (media & production costs): Radio (44.2%), newspapers (22.8%), television (22.0%), outdoor media (7.4%), direct and specialist media (3.7%), magazines (1.8%), cinema & internet (both at 0.01%)
- Developed **Best Practice Guidelines** for the Procurement of Advertising

Building communication partnerships

MDDA and IMC

PUBLIC ENTITIES

- ➔ Making great strides in fostering partnerships in developing media diversity & marketing **SA Brand**.
- ➔ Primary focus is to endure alignment between agencies & **GCIS vision and mission**
- ➔ Need to **finalise the shareholder compact**, which addresses governance matters (roles and responsibilities)
- ➔ Entities will present their strategic plans/ proposed budgets separately



Expanding access to opportunities

Programme of Action & Second Economy Initiatives

Disseminate information that expands access to the opportunities that democracy has brought, to help overcome the exclusion or marginalisation of a substantial part of our society

REACH TO BE EXTENDED – NEW PLATFORMS

- Broadening the dissemination of **PoA**: introducing additional info communication platforms & mechanisms: products targeting specific audiences (women & youth)
- Languages Bill: setting up a **language unit** to extend its translation capacity of all communication products



- **Second-economy initiatives:** Partnership between GCIS & depts - more successful: 13-part TV series to continue
- Innovative stories of ordinary people
- Includes live interviews on SABC's African language radio stations

Expanding access to opportunities

Vuk'uzenzele magazine



Vuk'uzenzele continues to make a positive impact on the hearts and minds of many of our people

- Wave of enquiries & great interest (letters; messages)
- 4 editions of 1,6 million copies, inc. Braille versions
- Will continue with same print run except for 2-million post-SONA bumper edition
- Considered increasing Braille print run: database of Associations of the Blind - 527 copies sufficient.
- Use of communication platforms & products targeting LSM 1–6 groups continued
- Key drive on Second Economy
- Used SABC's African language radio stations; community radio stations for adverts/dramas
- Included photo stories in the magazine for wider distribution



Expanding access to opportunities

Thusong Service Centres



- ➊ **Thusong Service Centres** (broaden public access to govt info & services at community level - on track; target of 1/ local municipality by 2014)
- ➋ 27 new centres operational = total of 123 operational centres
- ➌ GCIS & FRU developed guidelines for roll-out of audiovisual centres



Promoting continental institutions & programmes

Enhancing appreciation of link between our future; and continent

Ensuring that the public is kept informed of SA's efforts to contribute to the resolution of conflict & promotion of peace, democracy and development

AU & SADC

Continuing to work with DFA to raise awareness of developments regarding **African Union**; its institutions & **Southern African Development Community (SADC)**; and profiling the trade agreement activities

SADC media awards

(4th year)

GCIS will encourage stakeholders in media industry & civil society to review purpose of awards & ensure that a balance of nominations is maintained, reflecting broad outstanding journalistic expertise from various angles; not only biased towards governments



Enhancing the govt communication system

Strengthening the working interface between govt & media

CONSTANT PREOCCUPATION

Relations between govt and the media

- Continue to have its lows and highs
- We will endeavour to improve access & interaction on information: focusing on work of govt so that journalists are better informed of plans; and can be better conduits of information to the public
- SANEF & FCA meetings with the Executive (end May, July 08)
- Meetings, workshops, networking sessions held & more planned

Fostering positive communication environment

- Core priorities: BuaNews stories by both community & mainstream media continued to increase
- Signed 7 agreements with international news agencies

Bi-monthly Cluster briefings

- Implementation of govt's PoA
- President briefed media in Feb 08 on PoA

Enhancing the govt communication system

Govt's ability to communicate effectively; integrated & disciplined manner

Efficient Government Communication System

Review

- ◆ **Functioning of govt-wide communication system** (2nd phase)
- ◆ Results will inform interventions required to further strengthen system to fulfil its mandate
- ◆ System continues to improve in terms of coordination
- ◆ Ensures integrated planning and implementation around communication priorities –work of clusters

SALGA

- ◆ **Capacitating local government communication system:** GCIS continued to work with provinces & SALGA
- ◆ Provincial core team workshops held in almost all provinces to implement the guidelines adopted
- ◆ 34 communication strategies were developed

III. BUDGET AND ESTABLISHMENT

Programmes that will be undertaken in strategic plan

Budget

Details on how we will use of additional allocations

- Budget allocation for 2007/08 was **R384,012 million**
- By March 2008, through close management of expenditure, GCIS spent R380 915 million or 99,1%



- Spending is estimated to increase at **9,8%**, mainly due to GCIS & IMC activities in **preparation for 2010 FIFA World Cup™**, as well as govt's initiatives in **second-economy interventions**

Budget

Hosting the 2010 FIFA World Cup™

The dept's baseline has been increased by R28,702 million (2008/09), R50,144 million (2009/10) & R66,040 million (2010/11)

Period	2007/08	2008/09	2009/10	2010/11
Total	R384,012m	R418,255m	R476,870m	R513,591m

Additional funds will go towards:

- Expanding capacity in provincial offices
- 2010 World Cup™
- Rental for Thusong Service Centres
- “Clean-up” of the first-generation Thusong Service Centres for 2009/10 and 2010/11
- Marketing the Programme of Action
- Operational costs from 2008/09 – 2010/11
- Compensation of employees [Res.1 of 2007]
- IMC for the FIFA World Cup
- MDDA for overall administrative costs
- Personnel and non-personnel inflationary adjustments from 2008/09 – 2010/11



Representivity

Human resource development

During 2007/08 GCIS spent R1 537 320.84 on short courses & bursaries for staff

- 57 interns completed six-month **internship** placements with GCIS:
 - 25 will complete their internships at the end of June 2007
 - Complemented by the intake of 10 learners for a one-year Marketing and Communication **Learnership** Programme that started in Sept 2007
 - Programme completed in Aug 2008

- 10 GCIS general assistants enrolled for various entrepreneurial skills programmes (total R36 660)
 - 7 females enrolled in basic and advanced catering: cost of R11 550
 - 3 males enrolled in basic maintenance, advanced upholstery: cost R25 110

- 40 students registered for the Professional Certificate in Government Communication and Marketing: 38 examined - 31 passing

Interviews done	Interviews scheduled	Shortlisting to be done	Adverts still running	Posts to be advertised
6	3	5	10	3

Representativity

GCIS monitors **demographic composition of its staff**: 428 filled posts & 4 contract posts; 27 funded posts vacant = 455

African 75,9%; Asian 2,8%; coloured 9,6%; white 11,7%

Asian		African		Coloured		White	
M	F	M	F	M	F	M	F
3	4	14	8	6	1	4	4
6,8%	9,1%	31,8%	18,2%	13,6%	2,3%	9,1%	9,1%
15,9%		50%		15,9%		18,2%	
Male		Female		Black		White	
27		17		36		8	
61,4%		38,6%		81,8%		18,2%	

Senior management

- **Senior Management** comprises 45 staff members from the level of Director to CEO (SMS): 81,8% black; 38,6% female

People with disabilities

- **People with disabilities** make up 2,6% of staff. Job advertisements are routinely sent to about 20 organisations working with people with disabilities, drawn from the database of SA Federal Council on Disability's member organisations

Information technology & management

More direct impact on communication priorities

Period	2008/09	2009/10	2010/11
Total	R15 198 000	R15 962 000	R16 653 000

- Continue to support/maintain GCIS **Wide Area Network (WAN)**:
➔ Remote connectivity will be enhanced through use of newer technologies (**3G cellular connectivity** to Virtual Private Network); **Voice Over Internet Protocol telephony** between HO & Parliamentary Office; **WAN will be refreshed** in all provincial offices together & move to the new HO building
- **Security measures; End-of-life cycle** refreshments will be done for file, data and application servers; **Disaster Recovery Plan** for IT Continuity will be reviewed
- **GCIS web infrastructure**: hosting the GCIS & govt info websites - end-of-life cycle refreshments will be done; sites will be reviewed, refreshed; navigation improvements; **Content management system. Govt Services Site**: Content-management system will be reviewed & replaced with SITA in line with DPSA's e-Govt strategy; Initiative to migrate the site to an **open-source environment**

IV. CONCLUSION

① Strategic plan will continue to guide us in fulfilling the ***mandate to strengthen the government-wide communication system in order to meet:***

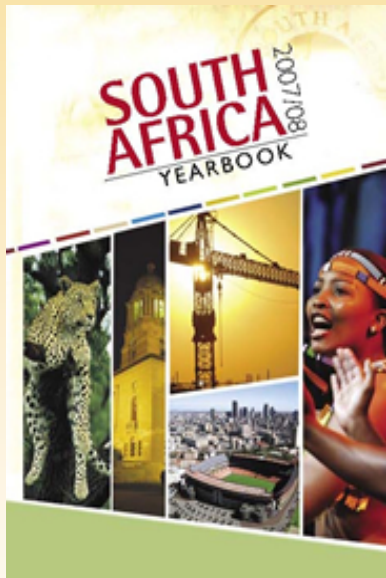
- ① government's communication needs
- ① public's information needs

...so that the people of this country can play an active role in improving their own lives and the welfare of the country.

② Guided by the imperative of ***promoting a national partnership to improve the lives of South Africans***

- ① Informed by the commitment to implement a detailed PoA to take the country as fast as possible towards that goal





- End -

Thank you



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