

BRIEFING TO PORTFOLIO COMMITTEE ON COMMUNICATIONS

GCIS Strategic Plan & Budget

GCIS CEO: Themba Maseko, 10 June 2009



government
communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Introduction

Present GCIS strategic plan for 2009-2012

15 years of a stable democracy & firm fight against poverty

- ◆ **Government-wide Communication System Review** including internal review of GCIS
- ◆ Some recommendations from review require **consultation with the Executive & Cabinet**; some have no far reaching implications for GCIS hence implementation
- ◆ **Providing information** on programmes & strengthening partnerships to build the country remains central themes of our plans and implementation thereof

- Ensure that Govt Wide Communication System works in unison & cohesion with available resources to realise mandate of govt
- Leadership on how Govt's priorities for MTSF 2009-2014 will be implemented
- Emphasis in short-medium term to profile the country leveraging 2010 FIFA world cup & outlining the POA through visible & tangible actions

Review of 2008/09 & plans for 2009/10 and the medium strategic term

Expanding the reach of access to govt information

Provided Project Management & Communication support to key programmes on Govt's POA

Usage of **Bua News**

Extended access to gov.za website

15 new **Thusong Service Centres** established – to bring info and services to people

Information with wider reach & appeal – new media platforms used to profile govt activities e.g. MXIT. **Visual advertisements** delivered to 2.8 million users (16 days of Activism) & 6 million text messages broadcast – *thus widening the reach of government messages*

Vuk'uzenzele – a way of improving direct communication by govt to the public in different languages and in Braille

CEO continue to communicate decisions of Cabinet as Spokesperson



BuaNews ONLINE

www.buanews.gov.za



Review of 2008/09 & plans for 2009/10 and the medium strategic term

Review of GCIS & Govt-wide communication system challenged GCIS
to re-look & realign its Corporate Strategic Priorities

GCIS strategic priorities of GCIS going forward:

- 1 Providing strategic leadership in Government Communications
- 2 Strengthening the government-wide communication system for effectiveness and proper alignment
- 3 Continuously communicate and inform the public on the policies and programmes of government to improve their lives
- 4 Learn and explore communication methods and practices to enhance communication
- 5 Lead and guide the domestic and international marketing of SA
- 6 Build partnerships with strategic stakeholders in pursuit of GCIS' vision
- 7 Ensure an optimally functioning institution

GCIS strategic priorities

① *Providing strategic leadership in Government communication*

- ◆ GCIS will ensure that Govt-wide communication is guided through a coherent & coordinated effort, underpinned by ***priorities of new mandate***
- ◆ GCIS will provide ***strategic communication leadership*** in line with the govt priorities for action. The **5-year message** will attain coherence & integrate communication of govt integration & programmes
- ◆ GCIS will provide strategic support to ensure that all communication is implemented along the govt's strategic priorities identified in **SONA**
- ◆ Continue providing leadership on the Energy Campaign
- ◆ Profile work of the new administration after 3 months



GCIS strategic priorities

② *Strengthening the govt-wide communication system for effectiveness & proper alignment*

- ◆ Continue to ***strengthen the communication system*** to enhance performance to ensure effective communications across 3 spheres
- ◆ GCIS will build strategic ***partnerships*** at all levels to extend the platforms for Govt Communications
- ◆ Urgently establish ***well functioning communication units*** and assist with development of govt communication for the various govt depts
- ◆ Working with DGs, GCIS will ensure that ***policy guidelines & score cards*** to guide govt communication are approved & implemented



GCIS strategic priorities

3 *Continuously communicate & inform the public on policies & programmes of govt to improve their lives*

- ◆ GCIS will popularise **Govts POA** through **Vuk'uzenzele** – simplified version on SONA translated into all official languages incl. Braille
- ◆ GCIS will work with all spheres of govt to make sure **Izimbizo** platforms are used creatively as part of **govt's interaction with communities** - to build partnerships with academia, opinion makers, on NGOs & CBOs to establish networks in support of govt's programmes and communications

4 *Learn & explore communication methods & practices to enhance communication*

- ◆ Continue to **improve communication techniques, tools & methods** based on scientific research – to improve the communication landscape for ease of access of govt programmes & policies
- ◆ Ability to ensure **integrated information is easily accessible** in the languages & channels most preferred by public & **marginalised**

GCIS strategic priorities

5 *Lead & guide the domestic & international marketing of SA*

- ◆ Effort on **repositioning & branding SA**, work of IMC, IRPS and SA Tourism guided & informed by the country mandate as defined in the GCIS national communications strategy, will be to ***mobilise both South Africans at home & abroad to become ambassadors*** in working towards a ***shared vision for the country and build pride and patriotism*** for the country's image locally & abroad
- ◆ We must identify issues that might adversely impact on the reputation and competitiveness of the country



www.southafrica.info

GCIS strategic priorities

⑥ ***Build partnerships with strategic stakeholders in pursuit of GCIS' vision***

- ◆ More attention on ***building communication partnerships*** to promote a better life – understood, witnessed, believed & lived by all:
Government alone cannot fulfil all the economic and social imperative of this country. To succeed, it must work with private sector & civil society grouping in various forms
- ◆ GCIS will also encourage ***partnerships across all work of govt*** particularly around the *implementation of the Govt's POA*
- ◆ To succeed in communicating its programmes and policies and implementation thereof, ***govt's partnership with all forms of media is critical***. GCIS will continue to give support to cabinet in its interaction with **SANEF** to ensure media has access to cabinet as the highest policy decision making body of govt and for media to be familiarised with policies of govt to ensure proper media coverage
- ◆ Sustained communication campaign ***against women and child abuse***

GCIS strategic priorities

⑥ *Build partnerships with strategic stakeholders in pursuit of GCIS' vision ...continued*

- ◆ GCIS will lead and anchor communication on the preparation of the **Confederation Cup and the 2010 World Cup**, two prestigious tournaments that will leave a lasting legacy in our country
- ◆ Through the **Thusong Services Centres** one in each municipality by 2014 govt information & services are increasingly being integrated, included in our plans is to work with the DPSA in ensuring an establishment of the first integrated service in an urban mall
- ◆ The MDDA will continue to ensure **diversity and development** within the media & communication landscape. Supported by the broadcast, print, electronic media houses



GCIS strategic priorities

7 Ensuring an optimally functioning institution

Budget & establishment

- ◆ The original budget for 08/09 was R418.255 million. After the adjustment in Sept 08, it increased to R439.832 million. By the end of 08/09 R427.484 million (97,2%) was spent, resulting in R12,348 million (2,8%) unspent.

Bulk relates to Ensure optimal an optimally functioning institution

- R7, 4 million for Energy Efficiency Campaign due to late allocation of the Energy Efficiency Campaign funds of R15 million

- R4 017 million allocated to Communication Strategy for the Opening of Parliament & Presidential Inauguration which took place after financial year end



GCIS strategic priorities

7 Ensuring an optimally functioning institution

Over the MTEF period, expenditure will increase at an average annual rate of 4,7% mainly because GCIS & IMC will have completed their activities relating to the 2010 World Cup



Over the MTEF period, the dept receives additional funds of R16 million (2009/10), R33,1 million (2010/11), & R33,2 million (2011/12) resulting in revised baseline allocation, indicated below:

Period	2009/10	2010/11	2011/12
TOTAL	R481.995m	R533.098m	R504.836m

GCIS strategic priorities

7 Ensuring an optimally functioning institution

Accommodating Re Kgabisa Tshwane project in 2010/11 & 2011/12

Upgrading IT infrastructure at provincial offices in 2010/11

Establishing an employee awareness programme for provincial offices in 2010/11 and 2011/12

SoNA and the opening of Parliament in 2009/10

Establishing govt community radio link in 2011/12

Running the energy campaign

16 Days of Activism Campaign

Profile the work of the new Administration

Inflation-related adjustments in compensation of employees; & payments for capital assets

Proposed budget cuts: R10 million (2009/10), R12.2 million (2010/11) & R11.6 million (2011/12) [goods & services, & transfer payments]



Additional funds
will be used for:

GCIS strategic priorities

7 Ensuring an optimally functioning institution

Human resource development

Bursaries:

- ◆ 2008/ 09 - staff received bursaries [cost of R 551 271.22]
- ◆ 3 studying doctoral degree
- ◆ 22 masters degree
- ◆ 51 B: Tech
- ◆ 14 honours
- ◆ 26 diplomas
- ◆ 6 certificates
- ◆ 2 Grade 12
- ◆ 11 ABET

Short Courses:

- ◆ Attended by staff in 2008/09 at a cost of R3, 725 696.46

Management Training:

- ◆ 54 managers (ASD to SMS) attended management training at a cost of R871.637

Internship:

- ◆ 36 interns were placed on an internship programme [11 student & 22 graduate interns]. 16 employed, 12 in GCIS

GCIS strategic priorities

7 Ensuring an optimally functioning institution

Human resource development



Learnership:

- ◆ 10 learners placed on Marketing & Communication NQF Level 4 learnership (Oct 2007; completed in Oct 2008). 3 were employed by GCIS ABET Programme. In 2008/09, 11 GCIS staff at general assistant level enrolled for entrepreneurial skills programmes [9 females & 2 males at a cost of R 64 000.50]

Communication Officers:

- ◆ 41 communication officers from all spheres of govt incl. state-owned enterprises underwent the 5-week training in Professional Certificate in Government Communication and Marketing.
- ◆ All 41 wrote the final examinations
- ◆ 35 passed with 5 getting distinctions

GCIS strategic priorities

7 Ensuring an optimally functioning institution

- ◆ GCIS monitors demographic composition of staff
- ◆ Establishment consists of 470 filled posts: 24 funded posts vacant as a result of staff movements. Total of 494. [African 77.20%; Asian 2.40%; Coloured 9.00%; & White 11.40%]

Representivity

- ◆ Senior Management comprises 49 staff from level of Director to CEO (SMS); with 81.6% black & 18.4% white. Total % of females at this level is 42.9

Asian		African		Coloured		White	
M	F	M	F	M	F	M	F
2	5	14	11	7	1	5	4
4.10%	10.20%	28.60%	22.50%	14.30%	2.00%	10.20%	8.20%
14.30%		51.1%		16.30%		18.4%	
Male		Female		Black		White	
28		21		40		9	
57.1%		42.9%		81.6%		18.4% 16	

GCIS strategic priorities

7 Ensuring an optimally functioning institution

- ◆ People with disabilities make up 2.0% of staff. Job advertisements are routinely sent to about 20 organisations working with people with disabilities, drawn from database for SA Federal Council on Disability Member Organisations

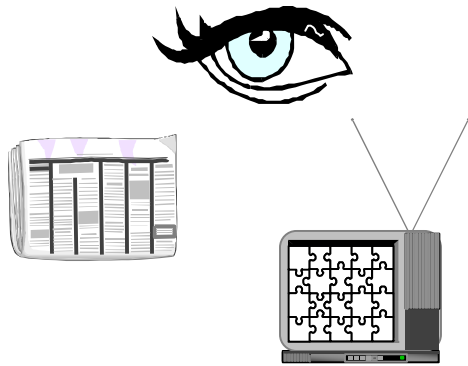
Representivity



GCIS strategic priorities

7 Ensuring an optimally functioning institution

Information technology



Medium-term expenditure estimate

2009/10	2010/11	2011/12
14 779 000	17 190 000	16 561 000

- ◆ Continue providing Wide Area Network services, access to transversal systems & Web infrastructure & hosting services through SITA

- ◆ Implementation of security measures in line with industry trends & developments
- ◆ End-of-life cycle refreshments will be undertaken for file, data & application servers where necessary
- ◆ Enhancements to disaster recovery plan for IT continuity will be made with reviews

- ◆ Roll-out of 3rd-generation (3G) mobile connectivity into GCIS Virtual Private Network (VPN) will continue, allowing access to users and remote users in the rural areas. WAN equipment will be upgraded

GCIS strategic priorities

7 Ensuring an optimally functioning institution

Information technology

- ◆ **GCIS web infrastructure:** hosting GCIS & govt information websites, end-of-life cycle updates (hardware, software & search engine)
- ◆ Sites will be reviewed & updated with new look & feel, & navigation improvements to cater for additional requirements
- ◆ **Content management system** to cater for additional information types



- ◆ The Govt Services site will be reviewed & replaced with SITA, in line with the DPSA next generation e-Govt strategy & plans
- ◆ Infrastructure will also be refreshed within SITA SLA
- ◆ Initiative to migrate site to open source environment to be investigated

Conclusion

- ◆ The review undertaken & implementation of the recommendations of the govt-wide communication system & of our own work will **strengthen the system** in its entirety & help bring about even **better coherence and integration**
- ◆ Far reaching recommendations will require **cabinet endorsement** in terms of implementation as they have structural and strategic policy implication



Implementation of the strategic plan hinges on our people & partners without whom no lasting success is possible; & on continued guidance & wise counsel of this Committee whose support has been unwavering in the past & has helped shape our strategic focus and implementation

- End -

Thank you



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