

2010/11 GCIS

ANNUAL REPORT



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Government Communication and Information System
Annual Report 2010/11

Submission of the Annual Report to the Executive Authority

To the Minister in The Presidency: Performance Monitoring, Evaluation and Administration, Mr Collins Chabane:

I have the honour of submitting to you, in accordance with the Public Finance Management Act, 1999, the Annual Report of the Government Communication and Information System for the period 1 April 2010 to 31 March 2011.



Jimmy Manyi

Chief Executive Officer and Accounting Officer

TABLE OF CONTENTS

General information	4
Legislative mandate	5
Minister's statement	6
Accounting Officer's overview	8



Part 1: Overall performance	10
The strategic role of the Government Communication and Information System (GCIS) in South Africa's developmental agenda	10
Part 2: Programme performance information	20
Programme 1: Administration	21
Programme 2: Policy and Research	35
Programme 3: Government and Media Liaison	40
Programme 4: Provincial Coordination and Programme Support	46
Programme 5: Communication Service Agency	51
Programme 6: International Marketing and Media Development	58
Programme 7: Government Publication	59
Programme 8: Communication Resource Centre	61
Part 3: Human Resource Oversight Management Report	64
Part 4: Annual financial statements	103
Acronyms and abbreviations	177
List of contact details	178

GENERAL INFORMATION

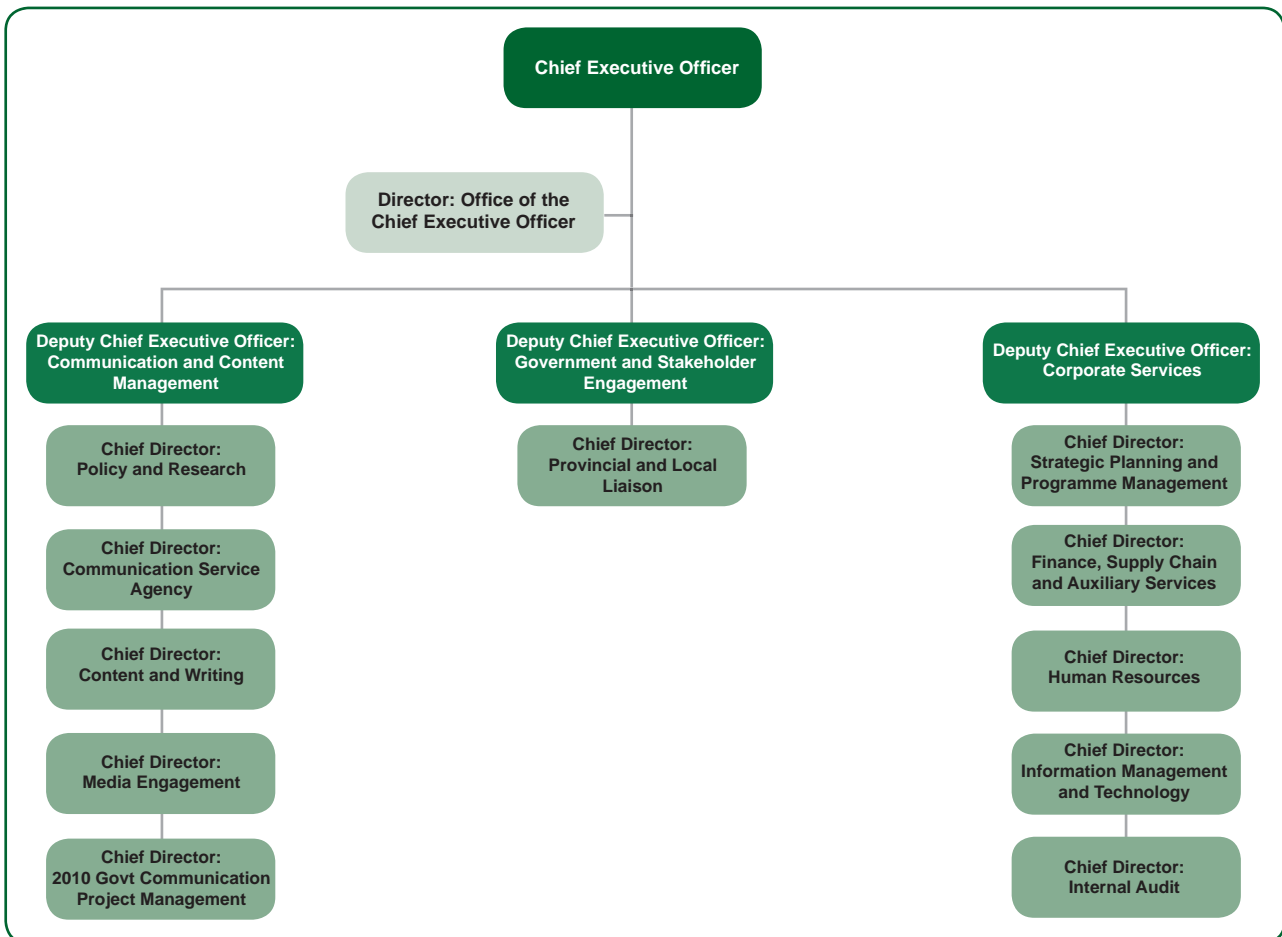
Vision

Government communication that empowers and encourages citizens to participate in democracy and improve the lives of all.

Mission

Lead the strategic communication of government, ensure coherence of message, and open and extend channels of communication between government and the people, towards a shared vision.

Organisational structure



Legislative mandate

The Government Communication and Information System (GCIS) was formally established in terms of Section 239 of the Constitution and as a strategic unit in The Presidency in terms of Section 7 of the Public Service Act, 1994. The organisation is mandated to coordinate, guide and advise on government communication, including media liaison, development communication and marketing. The core vision is to achieve integrated, coordinated and clear communication between government and South African citizens to enable them to be involved in the country's transformation.

The work of GCIS is further informed by other legislative mandates, and related government policies and directives, including:

- the Constitution of the Republic of South Africa, 1996
- the Public Finance Management Act (PFMA), 1999, as amended
- international bilateral and multilateral agreements
- the National Treasury Framework for Strategic Plans and Annual Performance Plans
- the Medium Term Strategic Framework.

Entities reporting to the Minister

Name of entity	Legislation	Nature of business
1. Media Development and Diversity Agency (MDDA)	MDDA Act, 2002	Ensures an enabling environment for continued media diversification, giving people from all demographic groups in South Africa a chance to participate in public-sphere communication.
2. International Marketing Council (IMC)	The IMC is a national public entity in terms of the PFMA, 1999 as listed in Schedule 3(A) of the PFMA, 1999 Trust Deed Master's No: I Trust 1986/02 King III Code on Corporate Governance	Develops and implements an international marketing and communication strategy for South Africa to contribute to job creation and poverty reduction and attract inward investment, trade and tourism.

MINISTER STATEMENT – GCIS ANNUAL REPORT 2010/11



In presenting this 2010/11 12th annual report of the Government Communication and Information System (GCIS), it is important to highlight that it represents a revitalised governmentwide communication system that is better positioned to provide strategic leadership in addressing the information needs of citizens.

It is always important to have a picture of a government communication system, which is set against the backdrop of a country that is still very much engaged in transformation. Our society is still trying to get to grips with issues of social cohesion and national identity that affects every South African.

South Africans are becoming more literate and varied in the communication choices they exercise. Government communication therefore has to display the same innovation, flexibility and insight. To ensure that communication is effective, GCIS has developed and enhanced various platforms.

The President as communicator-in-chief set the pace. The developmental agenda that government is driving supported by this people-centered government communication system, enables GCIS to energise all government

departments in uplifting the presence of government's voice. This is not just in the media space but also in communities and among ordinary South Africans. This will empower our people into active socio-economic agents that contribute towards a functioning democracy.

Communication has become service delivery itself; providing information for action, that people can use to access services that will improve their lives. Communication now stands as a central support to the visible implementation of our Programme of Action.

It is safe to say that government communication has evolved into the domain of activism communication, which aims to bring about a deliberate change in people's behaviour, in taking ownership and responsibility to lead a better life.

Our experience in hosting the 2010 FIFA World Cup™ taught us that, while commanding trust and respect, we should also inspire and connect with people on an emotional as well as rational level.

In ensuring that we remain relevant to the youth who are our future leaders, GCIS recognises the power of social media platforms to initiate and remain in touch with people – and their feelings and perceptions – and to advance government's own messages and programmes. It is also important to ensure that the State does not lose its authority and legitimacy in becoming just another voice in social media.

Our government is also aware that most of our people do not have access to the Internet but our cellular penetration stands close to 98%, which reflects our quick adaption to mobile technology that holds the potential of Internet services as well.

The mosaic of the South African nation has proven to the world that we are united in our commitment to creating a better life for all. The South African Government recognises that we do not exist in isolation and that the regional, continental and international communities are essential in the socio-economic development of this country.

We are in an age that knows no boundaries to innovation and possibilities. In recognising that the governmentwide communication system is not restricted to geographical boundaries, it becomes imperative for South Africans to appreciate and understand how South Africa's international developmental agenda contributes towards the attainment of domestic priorities, which leads to a better life for all.

I call on all sectors of society to engage with this report and utilise existing platforms and structures to input into the continuous enhancement of the government communication system. It is also my pleasure to yet again present another clean report from this youthful and energetic organisation.

“Working together we can do more”



Ohm Collins Chabane

Minister in The Presidency: Performance Monitoring, Evaluation and Administration

ACCOUNTING OFFICER'S OVERVIEW

Having assumed the role of Chief Executive Officer of GCIS during the year, I am particularly honoured to present the department's Annual Report for 2010/11.

I would like to acknowledge and pay tribute to the foundation laid by my predecessor, Mr Themba Maseko, in creating an effective system of communication across national, provincial and local government, and with international audiences.

This Annual Report reflects the progress made in implementing the outcomes of the 2008 review of government communication, which identified a range of interventions to be brought into effect within GCIS as the coordinating department and across the government-wide communication system.

Underlying the institutional arrangements was the imperative of ensuring that government would effectively disseminate information that would facilitate citizens' access to the opportunities, services and benefits flowing from the national Programme of Action. Importantly, the dissemination of information was accompanied by a deliberate and sustained programme of two-way communication, enabling direct interaction between government and citizens, in the spirit of working together.

The modernisation of the communication system achieved during the reporting period is being further pursued in the proposals contained in the 2011/12 GCIS Corporate Strategy and National Communication Strategy. Furthermore, the work of GCIS is subject to the performance monitoring and evaluation philosophy adopted by all of government.

Ultimately, this work is driven by the belief, borne out by public opinion research, that citizens have a close and positive interest in the programmes of government – programmes that a government as dynamic and progressive as ours should be able to communicate vigorously and confidently.

During 2010/11, government, along with other sectors of society and the economy, seized the 2010 FIFA World Cup™ as the biggest communication opportunity presented to the country since the transition to democracy. The World Cup's most enduring legacy will be the renewed sense of self-belief and pride cultivated among Africans in general and South Africans in particular, as well as the reversal of international scepticism and cynicism about African achievement and capability.

The Annual Report highlights the achievements and challenges encountered in the course of responding to the complex array of demands presented by interacting with citizens, maintaining relations with the influential media sector, adopting new communication technologies and remaining abreast of the country's growing



international profile and prestige. Some of these areas are addressed by the GCIS' public entities, the IMC and the MDDA. Their activities and impact are reported upon in detail in their respective annual reports.

This report is tabled with the expectation that political oversight and public discussion will serve to further strengthen or redirect, where appropriate, the work done in 2010/11.



Jimmy Manyi
Chief Executive Officer