

Programme 1: Administration

Programme performance indicators

Subprogramme: Human Capital and Corporate Support

Output indicator: Percentage of employees upskilled in digital, communication and coordination skills to ensure a skilled and capable workforce.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Percentage of employees upskilled in digital, communication and coordination skills to ensure a skilled and capable workforce</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>The indicator measures the percentage of employees upskilled in digital, communication and coordination skills to ensure a skilled and capable workforce. Implementation of the Training Plan will entail capacitating employees of the GCIS in Digital Streaming; Podcasting; Film Production; Screenwriting; Copywriting; Content Production; Video Editing; Digital Story Telling using a Mobile Device; Digital Media Production Using a Vlogging Kit; Digital Photography; Radio Production; Digital Literacy; Microsoft Digital Literacy; Creative and Social Media Writing; coordination skills, amongst others, and MDPs.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • Cooperation from training service providers. • Employees and managers' commitment. • Allocation of a minimum of 1% Training Budget. • GCIS employees shall be skilled in line with the approved Annual WSP/Training Plan.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<ul style="list-style-type: none"> • 50% females in the department • 5% youth in the department • 2% PWD.
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>20% of employees upskilled in digital, communication and coordination skills</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>Targeted percentage employees is calculated based on the number of employees in the department who identified such training in line with their personal development plans (PDPs).</p> <p>Numerator: Number of employees with PDP-identified training completed</p> <p>Denominator: Total number of employees in the department</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<ul style="list-style-type: none"> • PDPs, Approved WSP, and Training Plan. • The Public Service Sector Education and Training Authority's quarterly training progress reports towards implementation of the approved Training Plan.



Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: HC&CS
Who is responsible for collecting the data?	D: Human Resource Development (HRD) and EH&W
Who is responsible for checking and verifying the data captured?	CD: HC&CS
Means of verification (evidence)	Proof of enrolment in training programmes
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • Budget cuts • Training provider's requirements • Training provider's non-compliance with procurement requirements • Shortage of HR in SCM and HC&CS • Unavailability of staff to attend training due to competing work demands.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: HC&CS

Output indicator: Percentage of MMS members enrolled on MDPs.

GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Percentage of MMS members enrolled on MDPs
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	MMS members shall be capacitated with management and leadership development skills



Assumptions: Factors that are accepted as true and certain to happen without proof	MMS shall be skilled in line with the Management Development/Advancement Programme
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<ul style="list-style-type: none"> • 50% of women MMS • 3% of youth MMS • 0.5% of MMS with disabilities.
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	5% of MMS members enrolled on the MDP
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Targeted percentage for training is calculated based on the number of members of untrained MMS against the enrolled members
Source/collection of data: Describes where the information comes from and how it is collected	Training records/PDPs. PERSAL reports confirming all MMS members in the department. Proof of enrolment from training providers.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: HC&CS
Who is responsible for collecting the data?	D: HRD and EH&W
Who is responsible for checking and verifying the data captured?	CD: HC&CS
Means of verification (evidence)	Proof of enrolment with the NSG; List of untrained MMS members



<p>Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control</p>	<ul style="list-style-type: none"> Budget cuts can limit the number of employees able to attend training, while training provider requirements or scheduling constraints may prevent some employees from completing courses. Delays in procuring training services through Supply Chain Management (SCM) can postpone sessions, and limited administrative support in SCM and HC&CS can result in errors or delays in capturing training data. Employees may also be unavailable due to competing operational demands, or may identify training in their Personal Development Plans (PDPs) but fail to complete it, reducing the accuracy of the numerator.
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INDICATOR RESPONSIBILITY

<p>Indicator owner: Identifies who is responsible for managing and reporting the indicator</p>	<p>CD: HC&CS</p>
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Output indicator: Percentage of SMS members enrolled on Executive Management Development/Leadership Programme skills.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Percentage of SMS members enrolled on Executive Management Development/Leadership Programme skills</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>SMS members shall be capacitated with Executive Management Development/Leadership Programme skills</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<p>SMS members shall be skilled in line with the Executive Management Development/Leadership Programme.</p>
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> Target for women Target for youth Target for PWD 	<ul style="list-style-type: none"> 50% of women SMS 2% of youth SMS 0% of SMS with disabilities.
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>5% of SMS members enrolled on Executive Management Development/Leadership Programme</p>

CALCULATION AND REPORTING



Method of calculation: Describes clearly and specifically how the indicator is calculated	Targeted percentage for training is calculated based on the number of untrained SMS members against members enrolled
Source/collection of data: Describes where the information comes from and how it is collected	Approved Executive Management/Leadership Development Plan Training records PDPs. PERSAL reports confirming all SMS members in the department. Proof of enrolment from training providers.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: HC&CS
Who is responsible for collecting the data?	D: HRD and EH&W
Who is responsible for checking and verifying the data captured?	CD: HC&CS
Means of verification (evidence)	<ul style="list-style-type: none"> • Proof of enrolment with the NSG. • List of untrained SMS members.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Executive Management/Leadership Development Programme is dependent to the NSG having a minimum of 20 officials to constitute a class.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: HC&CS



Subprogramme: GITO	
Output indicator: Number of ICT solutions scoped or deployed for improved communication responsiveness and interaction.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of ICT solutions scoped or deployed for improved communication responsiveness and interaction
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	ICT solutions scoped or deployed as part of implementation of the GCIS Digital Transformation Strategy
Assumptions: Factors that are accepted as true and certain to happen without proof	<ul style="list-style-type: none"> • Funds will be allocated for the implementation of digital transformation initiatives/solutions. • GCIS business units will participate in the process of identifying digital transformation initiatives.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	Six ICT solutions scoped or deployed
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of six (listed) ICT solutions scoped or deployed
Source/collection of data: Describes where the information comes from and how it is collected	<ul style="list-style-type: none"> • Internal GCIS records and reports that track ICT solutions scoped or deployed under the Digital Transformation Strategy.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly



DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	OGITO
Who is responsible for collecting the data?	Directors: IT and Information Management Systems
Who is responsible for checking and verifying the data captured?	GITO
Means of verification (evidence)	<ul style="list-style-type: none"> • Scoped Projects: Approved User Requirements Specification/ Approved Project Charter and Plan for internal information systems and technology/infrastructure projects. For projects that go out using the RFB process, we will produce Approved Terms of Reference / Specification. • Deployed projects- Approved Project closure report/ Signed off User Acceptance Testing document and evidence for Training.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • The data is qualitative in the form of a document. • The data is digital through a deployed system/software.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	GITO

Subprogramme: CFO	
Output indicator: Percentage of operational budget spent on designated groups and/or locations.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Percentage of operational budget spent on designated groups and/or locations
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	Goods and services procured from the designated groups across the nine provinces



<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • The RDP goals on transformation are applied on each Request for Quotation (RFQ) and Request for Tenders; • There is no fronting done by the service providers.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<ul style="list-style-type: none"> • Women • Youth • PWD • SMMEs
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>25% operational budget spent on designated groups and/or locations</p> <p>Disaggregated as follows:</p> <ul style="list-style-type: none"> • Women: 12% • Youth: 8% • PWD: 1% • Rural: 2% • Township: 2%.
<p>CALCULATION AND REPORTING</p>	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>Calculated on actual spending on the targeted groups against the operational budget (excluding CoE, Head Office accommodation, security for Head Office, cleaning contract for head office, municipal services, Transfers and Subsidies, and IT equipment).</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>Central Supplier Database (CSD) reports; B-BBEE Certificate; SBD6.1, B-BBEE verification certificate and any other information that the department may require as evidence in tenders and/or RFQs that may be issued.</p>
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	<p>Cumulative</p>
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	<p>Quarterly</p>
<p>DATA COLLECTION</p>	
<p>Which branch or directorate/unit is responsible for providing the template which requests the information?</p>	<p>CFO</p>
<p>Who is responsible for collecting the data?</p>	<p>DD: SCM</p>



Who is responsible for checking and verifying the data captured?	D: SCM and CFO
Means of verification (evidence)	Supplier Performance Management System Report
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	CSD reports; B-BBEE Certificate; SBD6.1; proposals from suppliers – if suppliers do not submit proposals or meet the requirements on advertised RFQs and tenders.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	DDGs are responsible for targeting and procuring from designated groups as the GCIS's procurement process is decentralised. The CFO is responsible for reporting on the indicator.



Programme 2: Content Processing and Dissemination

Programme performance indicators

Subprogramme: Products and Platforms

Output indicator: Increased audience reach across GCIS digital platforms (websites and social media platforms).

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	Increased audience reach across GCIS digital platforms (websites and social media platforms)
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>This indicator measures the reach of digital platforms managed by the GCIS. The digital platforms are: GovZA X, GovZA FB, GCIS FB, SANews X, SANews FB, Vuk X, Vuk FB, PSM FB, PLL X, PLL FB, Instagram, TikTok, LinkedIn, WhatsApp Channel, YouTube, website reach (GovZA, GCIS, SANews, Vuk), and campaigns reach. Reach refers to the estimated number of people exposed to GCIS content, while a unique visit (or unique visitor) represents a distinct individual who accesses a GCIS website during a specific reporting period, regardless of repeat visits. Together, these measures provide a comprehensive view of both the breadth of exposure and the distinct audience base engaging with GCIS digital platforms.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • Reliable internet access for users. • Continued relevance of platform content to target audiences.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<ul style="list-style-type: none"> • Target for women: Proportion of audience comprising women. • Target for youth: Proportion of audience aged 15-35 years. • Target for PWD: Proportion of accessible content targeting.
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	200 million reach across digital platforms
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<ul style="list-style-type: none"> • Screen grabs from a website analytics platform. • Screen grabs from a social media analytics platform. • Inputs on an excel spreadsheet.
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>Systems report:</p> <ul style="list-style-type: none"> • Website analytics tools (e.g., Google Analytics). • Social media insights tools (e.g., Meta Insights, X Analytics, YouTube Studio). • Reports from media monitoring services.



Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative year to date
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: DM
Who is responsible for collecting the data?	D: DM
Who is responsible for checking and verifying the data captured?	CD: Products and Platforms
Means of verification (evidence)	Systems report, register/listing for reach, server logs for websites.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • Internet outages or technical platform failures. • Data discrepancies across analytics platforms. • Limited access to third-party data beyond owned platforms.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Products and Platforms



Output indicator: Percentage response rate to citizen queries directed to the GCIS.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Percentage response rate to citizen queries directed to the GCIS</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>This indicator measures the proportion of citizen queries directed to the GCIS that are responded to within 24 hours, excluding weekends and public holidays. It tracks the efficiency and effectiveness of communication with the public.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • All citizen queries are correctly logged and tracked. • Staff availability to respond to queries. • Queries are within the mandate and capacity of the GCIS to address.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<ul style="list-style-type: none"> • Target for women: Percentage of queries from women and corresponding response rates. • Target for youth: Percentage of queries from individuals aged 15-35 years and their response rates. • Target for PWD: Percentage of queries from PWD and their response rates.
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>50% response rate on piloted platform/s</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<ul style="list-style-type: none"> • Screen grabs from a website analytics platform. • Screen grabs from social media analytics platforms (Facebook and X). • Inputs on an Excel spreadsheet.
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<ul style="list-style-type: none"> • Systems report. • Query logs from email platforms, social media inboxes, call centres and online feedback systems. • Response records maintained by relevant teams.
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	<p>Cumulative</p>
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	<p>Quarterly</p>



DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Digital Media
Who is responsible for collecting the data?	D: Digital Media
Who is responsible for checking and verifying the data captured?	CD: Products and Platforms
Means of verification (evidence)	<ul style="list-style-type: none"> • Query and response logs. • Screenshots or data exports from email, social media platforms or customer-managed relationship systems.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • Incomplete or missing query logs. • Delays due to technical issues or staff shortages. • Queries redirected to other departments or outside the GCIS mandate may not be tracked.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Products and Platforms

Output indicator: Percentage growth in number of reads on SAnews stories.

GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Percentage growth in number of reads on SAnews stories
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	SAnews, the South African Government news agency, provides news and information to the general public, locally and abroad. This is provided in the form of news articles published on the website: www.sanews.gov.za . Every news article is opened to be read, by clicking on the article to open it. Every time this is done, a read is recorded. The number of reads on an article is displayed on each individual article. The reach of the SAnews articles is constituted by the total number of reads on all articles on the SAnews website combined. The total number of reads are found in a report on the SAnews. Content Management System (CMS).
Assumptions: Factors that are accepted as true and certain to happen without proof	Every time an article is clicked on, it is open to be read by a user, meaning that someone has read the news article, someone had an interest in the article; someone was attracted to the theme of the article, enough to open it to read it. Every click constitutes a read on the story.



Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	NA
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	5% growth in number of reads on SAnews stories
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	The number of reads per article appears on the article and it is automated to be calculated every time a user clicks on the article. This is calculated via automation built into the website. The total number of reads on all the articles combined, is considered the native stats on the back-end of the SAnews website, and can be manually retrieved each month by the IT unit, using a simple process of retrieval. Baseline is the Q4 of previous financial year, i.e. 2024/25 Quarterly percentage will be calculated as follows: Q1: Quarter 1 reads less Q4 (of 2024/25) and divide by Q4 (of 2024/25). Q2: Quarter 1 + Quarter 2 reads less Q4 (of 2024/25) and divide by Q4 (of 2024/25). Q3: Quarter 1 + Quarter 2 + Quarter 3 reads less Q4 (of 2024/25) and divide by Q4 (of 2024/25). Q4 and Annual: Quarter 1 + Quarter 2 + Quarter 3 + Quarter 4 reads less Q4 (of 2024/25) and divide by Q4 (of 2024/25).
Source/collection of data: Describes where the information comes from and how it is collected	The information is automated on the website. It is thereafter provided to the directorate from the IT unit. It is retrieved every month by the IT unit.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: News Service
Who is responsible for collecting the data?	D: News Service



Who is responsible for checking and verifying the data captured?	CD: Products and Platforms
Means of verification (evidence)	Evidence is acquired from the back end of the SAnews website. Stories are found on the website: <i>www.sanews.gov.za</i>
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	When there are IT issues with SITA which slows down the traffic to the website, or makes the website inaccessible to internal and external users - the number of views on stories will be low. SAnews website generates monthly reads.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Products and Platforms

Output indicator: Number of users of <i>Vuk'uzenzele</i> platforms.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of users of <i>Vuk'uzenzele</i> platforms
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	<i>Vuk'uzenzele</i> newspaper is produced and published on a number of digital platforms and provides news and information on government programmes and policies aimed at Rooted Realists (GSM Segment 1), City Seekers (GSM Segment 2) to Safely Suburban (GSM Segment 3). The two editions of the newspaper are published twice a month on the website: <i>www.vukuzenzele.gov.za</i> and amplified on digital channels such as website, X, FB, YouTube and TikTok to the public. The newspaper contains news and advise on socio-economic opportunities created by government and its entities. Increasingly, multimedia content is used in the form of videos and recently introduced a Vuk Talks Podcast to further drive the digital consumption of the newspaper and allied content.
Assumptions: Factors that are accepted as true and certain to happen without proof	The PDF version of the newspaper can be costly to download, therefore, the stories are also published individually for ease of sharing with family and friends. The users refer to natural persons, excluding robots, who read the published articles. This provides a better assessment of the number of people who read the articles as opposed to the expensive download option. These can be best measured using cost-effective platforms/ systems such as Google Analytics.



Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	1.2 million users of <i>Vuk'uzenzele</i> platforms
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	The number of users per article/platform will appear on the article/ platform and it is automated to be calculated every time a user clicks on the article. This is calculation via automation built into the website, is measured using a system such as Google Analytics (file requests). This means that the system counts how many times files (articles) are requested by real users, and that number is used to measure platform usage. For this indicator, each click on an article generates a file request that is recorded. File requests refer to every single element (file) a user's browser pulls from the server, this may include images.
Source/collection of data: Describes where the information comes from and how it is collected	The information is automated on the website. The Google Analytics report is retrieved every month by the Digital Media unit.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Digital Media
Who is responsible for collecting the data?	D: Digital Media D: Vuk'uzenzele
Who is responsible for checking and verifying the data captured?	CD: Products and Platforms
Means of verification (evidence)	System such as Google Analytics (file requests)



Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	When there are IT issues with SITA which slows down the traffic to the website or makes the website inaccessible to internal and external users - the number of users on stories will be low. Data costs to access the online publication is also prohibitive to some the target audiences.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	D: Vuk'uzenzele CD: Products and Platforms

Output indicator: Number of integrated platform strategies for GCIS-managed platforms developed.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of integrated platform strategies for GCIS-managed platforms developed
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	The development of a platform strategy that aligns GCIS platforms with each segment of the GSM. The strategy will outline the contribution of the platforms towards the mandate of the GCIS to communicate with all South Africans.
Assumptions: Factors that are accepted as true and certain to happen without proof	A consolidated review of current products and platforms will be done, and the strategy will be developed using the latest GSM
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	One (1) integrated Platform Strategy for GCIS-managed platforms developed
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Quantitative count of an approved strategy



Source/collection of data: Describes where the information comes from and how it is collected	Approved Platform Strategy
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Annually

DATA COLLECTION

Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: Products and Platforms
Who is responsible for collecting the data?	CD: Products and Platforms
Who is responsible for checking and verifying the data captured?	CD: Products and Platforms
Means of verification (evidence)	Approved Platform Strategy
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Lack of availability of information required to compile the strategy

INDICATOR RESPONSIBILITY

Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Products and Platforms
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Output indicator: Number of editions of *Vuk'uzenzele* newspaper published in any official language other than English.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Number of editions of <i>Vuk'uzenzele</i> newspaper published in any official language other than English.</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>Four (4) full editions of <i>Vuk'uzenzele</i> newspaper will be published in any official language other than English. The languages will be used inter-changeably for equity. This translates to four (4) editions out of 12 for the year will be produced and published in different official languages other than English.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • Research indicates that the target audience has a preference to consume the content in languages other than English. In a diverse society like South Africa, it is imperative to reach as many citizens and meet their information needs appropriately. This should also contribute to the ability to acquire even higher numbers of GSM 1,2,3 by communicating using indigenous African languages. Also, publishing in Braille for visually impaired citizens should continue. • Sufficient budget should be allocated to ensure the ability to procure services for language practitioners to augment the few that the GCIS has in its employ. Similarly, a budget will need to be allocated for marketing these editions published in any official language other than English.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>Four full editions of <i>Vuk'uzenzele</i> newspaper published in any official language other than English</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>Simple count of full editions of <i>Vuk'uzenzele</i> newspaper published in any official language other than English</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>Writers source information, conduct research from various credible sources and write articles for each product</p>



Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Vuk'uzenzele
Who is responsible for collecting the data?	D: Vuk'uzenzele
Who is responsible for checking and verifying the data captured?	CD: Products and Platforms
Means of verification (evidence)	Editions of <i>Vuk'uzenzele</i> newspaper published on www.vuk'uzenzele.gov.za/archives
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	When there are IT issues with SITA, which slow down the traffic to the website or make the website inaccessible to internal and external users, the number of users on stories will be low. Inability to access competent language practitioners to produce the editions, as some will be external.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Products and Platforms



Subprogramme: Research Analysis and Knowledge Services

Output indicator: Percentage of self-initiated opinion pieces published to increase government’s share of voice on topical issues in the environment.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Percentage of self-initiated opinion pieces published to increase government’s share of voice on topical issues in the environment</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>This indicator measures the percentage of total number of self-initiated opinion pieces published</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<p>Content used for self-initiated opinion pieces is accurate and all of them will be published</p>
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>100% of self-initiated opinion pieces produced published</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>Number of opinion pieces produced by CRC, PSM and SAnews calculated against the number of opinion pieces published</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>Background, supporting and briefing documents, including supporting desktop research, inform opinion pieces.</p>
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	<p>Cumulative year end</p>



Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CRC
Who is responsible for collecting the data?	DD: CRC
Who is responsible for checking and verifying the data captured?	D: CRC
Means of verification (evidence)	<ul style="list-style-type: none"> • Spreadsheet of self-initiated opinion pieces. • Self-initiated opinion pieces produced. • Self-initiated opinion pieces published.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Insufficient information to draft opinion pieces
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: RAKS

Output indicator: Percentage compliance of government communications at national level to qualitative elements in the GCP (Phase 2).	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Percentage compliance of government communications at national level to qualitative elements in the GCP (Phase 2)
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	This indicator measures the extent to which national departmental communication complies with qualitative elements of the GCP to ensure that communication is coordinated and reaches the intended audiences through their preferred platforms



Assumptions: Factors that are accepted as true and certain to happen without proof	Data from national government departments will be accurate and complete
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	20% compliance of government communications at national level to qualitative elements in the GCP (Phase 2)
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Divide the total number of national departments complying with the qualitative aspects of the GCP by the number of departments which submitted for the particular period of analysis. - Formula: $\frac{\text{add \% of indicators}}{\# \text{ of indicators}}$
Source/collection of data: Describes where the information comes from and how it is collected	Data is collected from government departments using the Government Communication Excellence Tool (G-CET)
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Biannually
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	GCME
Who is responsible for collecting the data?	DD: GCME
Who is responsible for checking and verifying the data captured?	D: GCME
Means of verification (evidence)	Consolidated quarterly data from participating departments



Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Non-submission and often incomplete or insufficient data from departments
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: RAKS

Output indicator: Number of research strategies developed to inform an evidence-based approach in communication planning.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of research strategies developed to inform an evidence-based approach in communication planning
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	This indicator measures the number of research strategies developed to respond to the mandate of the GCIS and that of government
Assumptions: Factors that are accepted as true and certain to happen without proof	Relevant data and information required to inform the research strategies will be available, accurate, and accessible from internal and external sources. GCIS will have the required capacity, expertise, and resources (human, financial, and technological) to develop the research strategies within the planned timeframes. The strategic priorities of government and GCIS will remain stable during the period to ensure the relevance of the developed strategies.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> Target for women Target for youth Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	One (1) Research Strategy developed to inform an evidence-based approach in communication planning
CALCULATION AND REPORTING	



Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of the number of research strategies developed
Source/collection of data: Describes where the information comes from and how it is collected	Literature review and benchmarking with research institutions. Evidence of engagement with research institutions.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Research Services
Who is responsible for collecting the data?	D: Research Services
Who is responsible for checking and verifying the data captured?	CD: RAKS
Means of verification (evidence)	Research Strategy approved
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	None
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: RAKS



Output indicator: Number of GCIS Quantitative Tracker surveys undertaken to assess citizen satisfaction of government communication.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Number of GCIS Quantitative Tracker surveys undertaken to assess citizen satisfaction of government communication</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>This indicator measures the frequency of quantitative research surveys conducted amongst South Africans aged above 18 years to assess public opinion on performance of government in key priority areas</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • A budget will be available to conduct the research. • The respondents will be accessible and respond honestly in the research.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>Two (2) GCIS Quantitative Tracker surveys undertaken to assess citizen satisfaction of government communication</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>Simple count of number of Tracker reports on public perception research</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>GCIS Quantitative Tracker data</p>
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	<p>Non-cumulative</p>
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	<p>Biannually</p>

DATA COLLECTION



Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Research Services
Who is responsible for collecting the data?	D: Research Services
Who is responsible for checking and verifying the data captured?	CD: RAKS
Means of verification (evidence)	Tracker research report on public perception shared with GCIS MANCO
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Unavailability of data due to unforeseen fieldwork delays/budget
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: RAKS

Subprogramme: Communication Service Agency	
Output indicator: Percentage implementation of brand awareness and repositioning (GCIS FOR YOU) campaign to increase awareness of GCIS service offerings and government initiatives.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Percentage implementation of brand awareness and repositioning (GCIS FOR YOU) campaign to increase awareness of GCIS service offerings and government initiatives.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	To rebrand and profile the GCIS through the implementation of a marketing campaign to increase awareness of the GCIS service offerings and government initiatives.
Assumptions: Factors that are accepted as true and certain to happen without proof	<ul style="list-style-type: none"> • That the marketing register is correct. • Telmar (Paid for platforms) ensuring that all planned media placements for the GCIS FOR YOU campaign are executed, allowing accurate measurement of the campaign's implementation and reach. • Approved GCIS FOR YOU Strategy • Funding will be made available to implement the strategy.



Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	30% implementation of brand awareness and repositioning campaign (GCIS FOR YOU) to increase awareness of GCIS service offerings and government initiatives.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Number of GCIS FOR YOU events held and divide by total planned annual events for GCIS FOR YOU as per implementation plan.
Source/collection of data: Describes where the information comes from and how it is collected	<ul style="list-style-type: none"> • GCIS FOR YOU Strategy • GCIS FOR YOU Implementation plan • Marketing events register
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative year to date
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Marketing and Events
Who is responsible for collecting the data?	D: Marketing and Events
Who is responsible for checking and verifying the data captured?	D: Marketing and Events
Means of verification (evidence)	<ul style="list-style-type: none"> • GCIS FOR YOU Implementation Plan • Marketing events register and proofs (e.g. pictorials).



Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	None
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INDICATOR RESPONSIBILITY

Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: CSA
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Output indicator: Number of hours of content broadcast per week on GoZA TV.

GENERAL INDICATOR INFORMATION

GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of hours of content broadcast per week on GoZA TV.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	An online TV channel providing the public with service-delivery information.
Assumptions: Factors that are accepted as true and certain to happen without proof	Provision of content by government communication system role players at all 3 spheres of government including public entities and Chapter 9 institutions..
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	72 hours of content streamed or uploaded per week on GoZA TV.

CALCULATION AND REPORTING

Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of digital content hours of government at work flighted on GoZA TV per week.
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Source/collection of data: Describes where the information comes from and how it is collected	The streaming schedule or content plan. Data will be collected from events covered by GCIS media production crew, Other GCIS units like PLL, SA NEWS and Digital media that cover various activities. Local and Provincial Government Communication platforms will also assist with service delivery activities taking place at those spheres of government.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: MP CD: CSA DDG: Content Processing and Dissemination
Who is responsible for collecting the data?	D: MP
Who is responsible for checking and verifying the data captured?	CD: CSA
Means of verification (evidence)	Register of content uploaded with duration for each and screenshot of uploaded content.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Content availability and stable internet access.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: CSA



Output indicator: Number of people reached through central government campaigns amplifying MTDP 2024-2029 priorities.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Number of people reached through central government campaigns amplifying MTDP 2024-2029 priorities.</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>This refers to the estimated total number of people reached through the use of various media platforms when implementing government priority campaigns.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<p>The GCIS will implement the campaigns.</p>
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>20 million people reached through central government campaigns amplifying MTDP priorities.</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>To determine the total number of people reached, the reach of each platform used to implement the priority campaign will be added together with the reach directive from PLL implemented campaigns. The reach directive from PLL implemented campaigns means the officially reported audience reach figures coming from Provincial and Local Liaison campaigns, which must then be added to the reach achieved through central government campaign platforms.</p> <p>The total number of people reached will include the combined reach figures from media buying implemented priority campaigns and PLL implemented priority campaigns..</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>This data will be derived from various research sources such as Telmar, Nielsen and other sources. Media planners have access to the performance data on Telmar and some of the data will be received from media owners directly. Data from PLL in terms of their reach on the campaigns they implement will also be added to the media platform reach data.</p>



Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Media Buying
Who is responsible for collecting the data?	D: Media Buying
Who is responsible for checking and verifying the data captured?	D: Media Buying
Means of verification (evidence)	<p>Evidence will be in the form of Post Campaign Performance reports, Telmar report and WIMS reports for PLL. Media Performance reports are not readily available and do take time after the campaign is completed, i.e commercial radio data is available 4-6 weeks after the end of the campaign.</p> <p>For Community radio and TV data from Telmar will be used to calculate the reach. Only data for approved community radio stations and TV stations will be used to calculate the reach. This will be done once the campaign is concluded (not before) to ensure the use of data for stations that have implemented the campaign.</p> <p>For community print data from the suppliers will be used as a means to calculate the reach.</p>
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Unaudited data from some of the media owners.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: CSA



Output indicator: Government Media Buying Policy developed and approved.

GENERAL INDICATOR INFORMATION		RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	Government Media Buying Policy developed and approved.	
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	The Media Buying Policy establishes the guidelines, processes, and procedures for communication within and between government departments at the national, provincial, and local levels. It covers the entire media strategy, planning and buying process, including research-based decision-making, planning, procurement, placement and evaluation across all media platforms – TV, radio, print, digital, social media, OOH (outdoor) advertising, alternative media and new media.	
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	Stakeholder consultations and approval completed.	
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A	
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	Approved Media Buying Policy.	
CALCULATION AND REPORTING		
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	Simple count of approved Media Buying Policy.	
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	Minutes of the Stakeholder engagements.	
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	Non-cumulative	



Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Media Buying
Who is responsible for collecting the data?	D: Media Buying
Who is responsible for checking and verifying the data captured?	D: Media Buying
Means of verification (evidence)	Approved Media Buying Policy
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Non-attendance of stakeholders and non-approval of the media buying policy by the Executive Authority.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: CSA

Output indicator: % increase of advertising spend on community media by the GCIS and media-buying clients.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	% increase of advertising spend on community media by the GCIS and media-buying clients.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	This is the total amount spent by client departments on community media platforms (Radio, TV and Print).
Assumptions: Factors that are accepted as true and certain to happen without proof	Spend on community media is dependent on client departments and departments have the final say on where their budgets are spent.



Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	5% increase of advertising spend on community media by the GCIS and media-buying clients.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	The total amount spent by each client on any of the community media platforms will be added together to have an actual amount that is spent on the community media platforms. The percentage will be calculated based on the total ad spend (paid, not commitments) for that quarter or year and less previous quarter or year. Numerator = (Current period actual amount spent on community media by GCIS and media-buying clients) – (Previous period actual amount spent on community media by GCIS and media-buying clients) Denominator = Previous period actual amount spent on community media by GCIS and media-buying clients
Source/collection of data: Describes where the information comes from and how it is collected	The information will be derived from the suspense account, and based on the orders and invoices processed for community media platforms.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Media Buying D: Media Production
Who is responsible for collecting the data?	D: Media Buying
Who is responsible for checking and verifying the data captured?	D: Media Buying



Means of verification (evidence)	Expenditure report on community media.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Advertising spend on community media platforms is dependent on approval from clients as they fund the campaigns for campaigns not implemented by GCIS.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: CSA

Output indicator: Number of audiovisual content products from video, photography and radio disseminated to profile national events, government programmes and The Presidency on various platforms to amplify the reach.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of audiovisual content products from video, photography and radio disseminated to profile national events, government programmes and The Presidency on various platforms to amplify the reach.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	Audiovisual content products derived from coverage of events and/or footage acquired in order to disseminate government messages/programmes through audiovisual platforms. *An audiovisual product is a product derived from photographs and/or videos shot, edited and compiled into a single product rather than individual photos or video shots. * Audiovisual platforms include (but not limited to) digital media (websites, YouTube, social media, etc), mainstream media (TV, online media, etc). The platforms used per product will depend on the nature of the product. Audiovisual also includes radio news broadcast, audio banners to amplify messages, livestreaming of radio broadcast. Audio Visual will also include short adverts produced to create awareness of upcoming events through radio and television platforms.
Assumptions: Factors that are accepted as true and certain to happen without proof	Photographic, radio and video equipment will be available; as well as HR capacity.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A



Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	2 200 audiovisual content products from video, photography and radio disseminated to profile national events, government programmes and The Presidency on various platforms to amplify the reach.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of all audiovisual products produced and disseminated.
Source/collection of data: Describes where the information comes from and how it is collected	Requests are briefed to the Traffic Management Unit by clients which in turn briefs the Video and Photographic units. The units submit weekly reports of all the video and photographic shoots undertaken; and radio products produced during the week. The data is then captured on a register of completed products.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Media Production
Who is responsible for collecting the data?	D: Media Production
Who is responsible for checking and verifying the data captured?	CD: CSA
Means of verification (evidence)	<p>Register of all completed audiovisual products (video, photography, and radio) indicating:</p> <ul style="list-style-type: none"> • Product title/description • Date of completion • Type of product (video/photo/radio) • Platform(s) where disseminated <p>Proof of dissemination for photography: Screenshots of the images shared on WhatsApp groups showing date of dissemination.</p> <p>Proof of dissemination for video: URLs or links to online content (websites, YouTube, social media posts)</p> <p>Proof of dissemination for radio products: screenshots of the WhatsApp Radio groups or Gov Soundcloud or links to online content (websites, YouTube, social media posts).</p>



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Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Possible under-reporting by the Photographic and Video units.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: CSA

Subprogramme: Policy Development, Analysis and Market Modelling	
Output indicator: Number of Annual Transformation reports.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of Annual Transformation reports.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	The MAC Charter Council has to measure the state of transformation in the sector, (including all seven (7) elements set out in the B-BBEE Act of 2003 are monitored and reported through an Annual Monitoring Report, which is published and submitted to the Minister in The Presidency and the dtic , the B-BBEE Commission and the Presidential B-BBEE Advisory Council.
Assumptions: Factors that are accepted as true and certain to happen without proof	All transformation information required to complete the report will be available.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	All vulnerable groups will be beneficiaries as per the targets sets out in the MAC Sector Code.



Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	Annual Transformation Report compiled and submitted to the Minister by 31 March 2026.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of the Annual Transformation Report produced and submitted to the Minister.
Source/collection of data: Describes where the information comes from and how it is collected	MAC Charter Council provides the information. This is done after the MAC Council has conducted audits of transformation of all MAC companies, through oral presentations and written submissions made to the Council.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: PDA&MM
Who is responsible for collecting the data?	CD: PDA&MM
Who is responsible for checking and verifying the data captured?	DDG: Content Processing and Dissemination
Means of verification (evidence)	Proof of submission of the Annual Transformation Report and/quarterly reports to the Minister.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	None
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: PDA&MM



Output indicator: Number of policy alignment and support of government priorities assessment reports submitted to the Executive Authority.

GENERAL INDICATOR INFORMATION		RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	Number of policy alignment and support of government priorities assessment reports submitted to the Executive Authority.	
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	Assessment of the policy implications, contributions/impacts to Brand SA and MDDA to national policy and government policy, strategy and legislation issues.	
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	All public entities will provide all relevant information as required. GCIS will have access to information of a policy/strategy/legislative nature related to the mandate and operations of Brand SA and MDDA.	
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	NA	
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	Three (3) policy alignment and support of government priorities assessment reports.	
CALCULATION AND REPORTING		
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	A simple count of reports evaluating the policy implications of/for the MDDA and Brand SA from national policy and government priorities.	
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	Memos to Executive Authority Manco minutes	
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	Cumulative	
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	Quarterly	
DATA COLLECTION		



Which branch or directorate/unit is responsible for providing the template which requests the information?	PDA&MM
Who is responsible for collecting the data?	CD: PDA&MM
Who is responsible for checking and verifying the data captured?	CD: PDA&MM
Means of verification (evidence)	Policy reports and proof of submission from the ODG to the Ministry
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	None
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: PDA&MM



Programme 3: Intergovernmental Coordination and Stakeholder Management

Programme performance indicators

Subprogramme: Media Engagement

Output indicator: Percentage of strategic media engagements held to expand government messaging on Cabinet decisions.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	Percentage of strategic media engagements held to expand government messaging on Cabinet decisions.
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	Coordinated media engagements including briefings statements and releases that communicate Cabinet decisions, policies and outcomes to stakeholders and the public through strategic media platforms.
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • Cabinet meetings occur as scheduled. • Technical infrastructure functional. • Media interest remains consistent. • Timely approval of media advisories. • Translation/South African Sign Language services available. • No national emergencies disrupting cycles.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	100% of strategic media engagements held to expand government messaging on Cabinet decisions.
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	Count the number of strategic media engagements supported by the Media Engagement unit, including Parliament (numerator), over the number of requests/directive received (denominator) multiplied by 100 to get to the overall percentage achieved.



<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<ul style="list-style-type: none"> • Post-Cabinet media briefing advisory; • Official Cabinet statements; • Media distribution lists/records; and • Recordings/transcripts of briefings. •
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	Cumulative at year end
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	Quarterly
DATA COLLECTION	
<p>Which branch or directorate/unit is responsible for providing the template which requests the information?</p>	CD: Media Engagement
<p>Who is responsible for collecting the data?</p>	D: DME D: Parliamentary Liaison
<p>Who is responsible for checking and verifying the data captured?</p>	CD: Media Engagement
<p>Means of verification (evidence)</p>	<ul style="list-style-type: none"> • Post-Cabinet Statement issued and/or media briefing held recordings; and • Register for cabinet meetings held.
<p>Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control</p>	None
INDICATOR RESPONSIBILITY	
<p>Indicator owner: Identifies who is responsible for managing and reporting the indicator</p>	CD: Media Engagement



Output indicator: Percentage of media engagements coordinated to expand government messaging on the MTDP 2024-2029 and issues in the environment.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Percentage of media engagements coordinated to expand government messaging on the MTDP 2024-2029 and issues in the environment.</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>The indicator measures the percentage of media engagements on MTDP 2024–2029 priorities and related environmental issues that were coordinated by government. Media engagements include briefings and interactions with media houses, whether initiated by government or conducted in response to requests by government departments.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • MTDP priorities and implementation plans remain stable and approved throughout the reporting period. • Sufficient technical and HR are available to plan and execute media engagements. • Media stakeholders remain willing to participate in government engagement sessions. • Communication channels and platforms remain operational and accessible. • Required budget allocation is available for conducting media engagements. • Senior officials are available to provide content and participate in engagements when required. • Media interest in MTDP-related content continues throughout the measurement period. • Departmental cooperation in providing MTDP implementation updates is maintained. • Political and administrative stability allows for consistent messaging. • No major crisis diverts resources from planned MTDP media engagements.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>100% of media engagements coordinated to expand government messaging on the MTDP and issues in the environment.</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>The percentage of media engagements coordinated to expand government messaging on the MTDP 2024-2029 and issues in the environment will be calculated as follows:</p> <p>a) Self-initiated engagements</p> <p>Percentage (self-initiated) = $\frac{\text{Number of media engagements initiated by GCIS}}{\text{Total number of media engagements on MTDP priorities}} \times 100$</p> <p>b) Department-requested engagements</p>



	Percentage (requests) = Number of coordinated media engagements requested by departments / Total number of media engagements on MTDP priorities x 100
Source/collection of data: Describes where the information comes from and how it is collected	<ul style="list-style-type: none"> • Media engagement reports • Attendance registers • Briefing documents •
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: Media Engagement
Who is responsible for collecting the data?	CD: Media Engagement
Who is responsible for checking and verifying the data captured?	<ul style="list-style-type: none"> • Director: DME • Director: IME • Director: Parliamentary Liaison
Means of verification (evidence)	<p>a) Self-initiated engagements</p> <ul style="list-style-type: none"> • Spreadsheet of self-initiated engagements • Attendance registers for meetings or • Screenshots of media interactions initiated by GCIS. <p>b) Department-requested engagements</p> <ul style="list-style-type: none"> • Media briefing requests spreadsheet, • Proof of issuing the advisories to the media • Proof of request



Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Unavailability of key stakeholders Cancellation of the meetings
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Media Engagement

Output indicator: Percentage of communication interventions made by GCIS within 2 hours to manage governments' reputation.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Percentage of communication interventions made by GCIS within 2 hours to manage governments' reputation.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	Breaking news or topical stories identified through Media Monitoring or Rapid Response—based on issues, information in the media environment, or coverage relating to the position of government—will trigger the drafting of a response. Such responses, which fall within the mandate of GCIS, may take various forms, including media statements, infographics, and other communication products. All responses will be escalated for approval. The standard time for story discovery is 07:00 AM. Other issues/stories will be addressed as they occur during the day.
Assumptions: Factors that are accepted as true and certain to happen without proof	Issues identified will be from different media platforms. Responses will be guided by breaking news, and other media coverage that warrants a reply, even if not classified as breaking news. Criteria will be applied by Rapid Response to determine if a response is necessary.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	100% of communication interventions made by GCIS on reputation management issues within 2 hours.
CALCULATION AND REPORTING	



Method of calculation: Describes clearly and specifically how the indicator is calculated	The indicator is calculated based on the number of topical or breaking stories, and other stories that are raised with Rapid Response by Media Monitoring unit or identified by Rapid Response to determine if it warrants a response (denominator) over the number of responses issued (numerator) within the 2 hour period.
Source/collection of data: Describes where the information comes from and how it is collected	Responses will be crafted based on issues shared by Media Monitoring unit and those that RR identifies.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	Rapid Response
Who is responsible for collecting the data?	D: Rapid Response
Who is responsible for checking and verifying the data captured?	D: Rapid Response CD: Media Engagement
Means of verification (evidence)	Issued responses, with supporting evidence such as screenshots and/or email records indicating the time the story was identified and the time it was responded to. . Register of issues shared by Media Monitoring or identified by Rapid Response. (the register will include the time identified and the time a response was finalised).
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Responses will be guided by what is in the media coverage such a governments' comment or voice. Response issued are dependent on approval processes. No control of times lines as they are issue based and approval dependent. Responses are issue based and can take a longer period to be drafted and approved. There is no capacity to monitor breaking news at night. Limited to between 07:00 AM and 16:00PM.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Media Engagement



Output indicator: Percentage of communication initiatives facilitated with the government communication system within 6 hours for improved Rapid Response.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Percentage of communication initiatives facilitated with the government communication system within 6 hours for improved Rapid Response.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	Engagement with government communication system/departments on identified reputation management issues and possible interventions within 6 hours of identifying an issue to provide a more rapid response and government voice to issues in the environment. The stories/issues are identified through Media Monitoring or Rapid Response. The standard time for story discovery is 07:00 AM.
Assumptions: Factors that are accepted as true and certain to happen without proof	Communication intervention implementation is out of the control of GCIS. The implementation of communication interventions depends on the lead department, which has the authority to determine how, when and for how long to respond to an issue.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	70% of communication interventions on reputation management facilitated with the government communication system within 6 hours.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	The number of identified issues (denominator) and engagements with relevant departments (numerator) within the 6 hour period.
Source/collection of data: Describes where the information comes from and how it is collected	Issues or coverage identified in the media environment will be flagged by Media Monitoring and/ or by RR team. The RR team will alert the relevant departments through various channels—such as WhatsApp, email, SMS, or phone calls—to determine the most appropriate communication response.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	



Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Rapid Response
Who is responsible for collecting the data?	DD: Rapid Response
Who is responsible for checking and verifying the data captured?	D: Rapid Response CD: Media Engagement
Means of verification (evidence)	Email, Screenshots (WhatsApp/SMS), Responses or engagements with departments. Register of issues shared by Media Monitoring or identified by RR will serve as the denominator.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	The implementation of communication interventions depends on the lead department, which has the authority to determine when and for how long to respond to an issue. GCIS will only identify and facilitate the identification of initiatives that could be proposed for implementation to manage the issue in the media environment. There is no monitoring capacity for issues in the communication environment affecting government between 16:01 PM and 06:59 AM.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Media Engagement

Subprogramme: Cluster Communication	
Output indicator: Number of approved integrated government communication annual plans.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of approved integrated government communication annual plans.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	The IGCP is a comprehensive government communication plan that aligns national, provincial and local government departments. The plan is developed annually comprising all key government communication campaigns to share and raise awareness of successes in implementing government programmes and derives from the NCSF.
Assumptions: Factors that are accepted as true and certain to happen without proof	National, provincial and local government departments will provide inputs into the IGCP. The activities, campaigns and activities planned by the departments will be implemented.



Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	Communication with all vulnerable groups.
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	Approved annual IGCP
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Calculated from the collected communication plans submitted by departments, provinces and local government which collectively form the overall government communication plan. The inputs are consolidated into one plan for approval by the Minister in the Presidency.
Source/collection of data: Describes where the information comes from and how it is collected	Communication plans are submitted by either the departmental or provincial HoC or DG to the cluster coordinator(s)/cluster supervisor by email or attached to a letter. One person is nominated to receive the communication plans within GCIS.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	Directorate: Communication for ESEID, JCPS, ICTS, SPCH and GSCID clusters
Who is responsible for collecting the data?	<ul style="list-style-type: none"> • D: Cluster Support: GSCID and SPCHD • D: Cluster Support: ESEID, JCPS, ICTS
Who is responsible for checking and verifying the data captured?	CD: Cluster Communication
Means of verification (evidence)	Consolidated IGCP signed and approved by the Accounting Officer.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	The development of the IGCP depends on the submission of communication plans by departments.



INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CDs: Cluster Communication

Output indicator: Number of progress reports on the implementation of the IGCP.

GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of progress reports on the implementation of the IGCP
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	This indicator measures the number of progress reports produced to track the implementation of the Integrated Government Communication Plan (IGCP). It reflects the development and execution of communication plans that are aligned with the National Communication Strategy Framework (NCSF) as assessed by the GCIS.
Assumptions: Factors that are accepted as true and certain to happen without proof	Communication plans are NCSF-compliant, and progress reports accurately reflect their implementation status.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	Four progress reports on the implementation of the IGCP.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of progress reports on the implementation of the IGCP. This is a lagging indicator, with reporting structured as follows: the Q1 report is shared in Q2, the Q2 report in Q3, the Q3 report in Q4, and the Q4 report in the subsequent financial year.
Source/collection of data: Describes where the information comes from and how it is collected	Government departments submit communication plans. The GCIS receives and reviews the plans against NCSF guidelines and core objectives. The GCIS tracks implementation and reports on adherence and progress.



Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Cluster Communication: ESEID, JCPS, ICTS D: Cluster Communication: GSCID and SPCHD
Who is responsible for collecting the data?	D: Cluster Communication: ESEID, JCPS, ICTS D: Cluster Communication: GSCID and SPCHD
Who is responsible for checking and verifying the data captured?	CDs: Cluster Communication
Means of verification (evidence)	IGCP progress report approved by MANCO and shared with stakeholders.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • Departments may delay or fail to submit their communication plans on time, affecting the reliability of the adherence percentage. • Emergencies or crises (e.g., pandemics, national disasters) may force departments to deviate from their planned communication strategies, affecting reported adherence. • GCIS has limited authority to enforce compliance with the NCSF, meaning some departments may not prioritise adherence.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CDs: Cluster Communication



Output indicator: Number of outreach programmes undertaken to profile and communicate on South Africa's chairing of the G20.	
GENERAL INDICATOR INFORMATION	
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of outreach programmes undertaken to profile and communicate on South Africa's chairing of the G20.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	Number of outreach initiatives undertaken to profile and communicate on South Africa's chairing of the G20 in the calendar year 2025.
Assumptions: Factors that are accepted as true and certain to happen without proof	Approval of messaging and departmental/provincial support.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	Target audiences include women, youth and PWD (at least 50%).
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	<ul style="list-style-type: none"> • Nine outreach programmes undertaken to profile and communicate on South Africa's chairing of the G20. •
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of number of outreach programmes undertaken.
Source/collection of data: Describes where the information comes from and how it is collected	GCIS written feedback reports from outreach activities.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	



Which branch or directorate/unit is responsible for providing the template which requests the information?	Directorate: Stakeholder Management and Special Projects
Who is responsible for collecting the data?	Director: Stakeholder Management and Special Projects
Who is responsible for checking and verifying the data captured?	Chief Director: Cluster Communication
Means of verification (evidence)	Feedback reports on G20 outreach programmes implemented tabled to Manco.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Depends on approval of G20 outreach activities, budget availability and support from departments and provinces.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	Chief Director: Cluster Communication

Output indicator: Number of communication projects implemented aligned with the NCSF/MTDP/SoNA priorities.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of communication projects implemented aligned with the NCSF/MTDP/SoNA priorities.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	Annually the chief directorates: Cluster Communication initiate and implement key campaigns that are linked to the MTDP priorities. This is done in conjunction with or without lead departments.
Assumptions: Factors that are accepted as true and certain to happen without proof	Information needed to initiate the communication campaigns will be available. Participation by communicators and/or GCIS business units.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A



Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	20 communication projects implemented aligned with the NCSF/MTDP/SoNA priorities.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of 20 communication projects implemented (progress reports) aligned with the NCSF/MTDP/SoNA priorities.
Source/collection of data: Describes where the information comes from and how it is collected	MTSF and/or Cluster Communication programmes or ad-hoc project reports.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	Chief directorates: Cluster Communication
Who is responsible for collecting the data?	DDs: Cluster Communication
Who is responsible for checking and verifying the data captured?	Directors: Cluster Support
Means of verification (evidence)	Progress report for each project/campaign. The G20 reports will be tabled at MANCO and will include outreach elements.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Lack of content and support from communicators and/or GCIS business units.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CDs: Cluster Communication



Output indicator: Number of Cluster Communication programmes developed.

GENERAL INDICATOR INFORMATION		RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	Number of Cluster Communication programmes developed.	
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	This indicator assesses the extent to which Cluster Communication programmes are conceptualised, planned, executed and reported on.	
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	The departments in the clusters will provide the information that will enable the development and implementation of the Cluster Communication programmes.	
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	Communication with all vulnerable groups.	
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	Five (5) cluster communication programmes developed.	
CALCULATION AND REPORTING		
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	Calculated based on the approved Cluster Communication Programme by each cluster	
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	Approved Cluster Communication programmes submitted by each cluster. Departmental plans and programmes.	
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	Non-cumulative	
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	Annually	
DATA COLLECTION		



Which branch or directorate/unit is responsible for providing the template which requests the information?	Branch: Intergovernmental Coordination and Stakeholder Management
Who is responsible for collecting the data?	<ul style="list-style-type: none"> • D: Cluster Support (ESEID, JCPS and ICTS clusters). • D: Cluster Communication (SPCHD and GSCID clusters).
Who is responsible for checking and verifying the data captured?	Chief Directors: Cluster Communication
Means of verification (evidence)	Approved Cluster Communication programmes.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	The development and implementation of the Cluster Communication programmes depend on the collaborative efforts and active participation of departments within the clusters.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	Chief directors: Cluster Communication

Output indicator: Approved Stakeholder Management Strategy.	
GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Approved Stakeholder Management Strategy.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	<ul style="list-style-type: none"> • The Stakeholder Engagement Strategy aims to outline, identify, analyse and engage GCIS stakeholders in a meaningful and inclusive manner. • The strategy outlines a comprehensive approach to ensure uniformity and seamless coordination and communication of GCIS key priority campaigns in all spheres of government with the aim to build trust, foster collaboration, and ultimately, improve the lives of citizens.
Assumptions: Factors that are accepted as true and certain to happen without proof	Implementation of the stakeholder engagement plans across all spheres of government to intensify communication on the GCIS key priority campaigns.



Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	Stakeholder Management Strategy approved.
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of approved Stakeholder Management Strategy.
Source/collection of data: Describes where the information comes from and how it is collected	<ul style="list-style-type: none"> • Stakeholder Engagement Report. Departmental priorities, ongoing campaigns, and communication plans.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Non-cumulative
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: Cluster Communication
Who is responsible for collecting the data?	DD: Stakeholder Management and Special Projects
Who is responsible for checking and verifying the data captured?	D: Stakeholder Management and Special Projects
Means of verification (evidence)	Approved Stakeholder Management Strategy.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	Unavailability of stakeholders.



INDICATOR RESPONSIBILITY

Indicator owner:

Identifies who is responsible for managing and reporting the indicator

CD: Cluster Communication

Output indicator: Number of proactive communication training opportunities availed across the communication system.

GENERAL INDICATOR INFORMATION

RESPONSE

Indicator title:

Identifies the title of the strategic oriented goal, objective or programme performance indicator.

Number of proactive communication training opportunities availed across the communication system.

Short definition:

Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.

Eight (8) proactive communication training opportunities are planned across the government communication system for the 2025/26 financial year. Proactive training is intended to capacity-building to address communication gaps, emerging trends and evolving best practices.

Assumptions:

Factors that are accepted as true and certain to happen without proof

Communication is a dynamic and ever-evolving field, necessitating proactive training to equip communicators with fresh, relevant content that addresses communication gaps and emerging trends.

Periodic refresher training is essential for communicators to stay updated on best practices, refine their skills and adapt to changing communication landscapes.

Disaggregation of beneficiaries (where applicable)

- Target for women
- Target for youth
- Target for PWD

N/A

Desired performance:

Identifies whether actual performance that is higher or lower than targeted performance is desirable

Eight (8) proactive communication training opportunities availed across the communication system.

CALCULATION AND REPORTING

Method of calculation:

Describes clearly and specifically how the indicator is calculated

Simple count of number of proactive communication trainings conducted.



Source/collection of data: Describes where the information comes from and how it is collected	For each conducted training session, attendance registers are circulated before, during and after the session to ensure that all participants have populated and signed them to maintain accurate and comprehensive attendance records. Training plan for the year.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	Directorate: Communication and Institutional Development
Who is responsible for collecting the data?	Training Coordinator
Who is responsible for checking and verifying the data captured?	Director: Communication and Institutional Development
Means of verification (evidence)	<ul style="list-style-type: none"> • Attendance registers • Register/listing of trainings conducted
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • Resource constraints: Limited budget or training support materials may hinder planning and execution. • Scheduling conflicts: Difficulty aligning training schedules with participant availability. • Stakeholder engagement: Lack of buy-in or participation from key stakeholders. • Logistical challenges: Issues with technology or other related resources. • External factors: Events like national crises or natural disasters diverting focus and resources.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Cluster Communication



Output indicator: Number of request/demand-driven communication training opportunities availed across the communication system.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Number of request/demand-driven communication training opportunities availed across the communication system.</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>A total of 25 request/demand-driven communication training opportunities will be provided across the communication system. This structured approach ensures responsiveness to training needs and priorities throughout the financial year. Demand is based on request for GCIS to provide training by the system and stakeholders.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<ul style="list-style-type: none"> • Addressing evolving trends: Communication is a dynamic field, and demand-driven training ensures communicators stay equipped with fresh, relevant content to bridge communication gaps and adapt to emerging trends. • Enhancing skills: Periodic refresher training helps communicators refine their skills, stay updated on best practices, and effectively respond to the ever-changing communication landscape. • Targeted capacity-building: Demand-driven opportunities address specific organisational needs, ensuring training aligns with immediate priorities and challenges faced by communicators.
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>25 requests/demand-driven communication training opportunities availed across the communication system.</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>Simple count of the number of trainings conducted based on requests.</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>For each conducted training session, attendance registers are circulated before, during and after the session to ensure that all participants have populated and signed them to maintain accurate and comprehensive attendance records.</p>



Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	D: Communication and Institutional Development
Who is responsible for collecting the data?	Training Coordinator
Who is responsible for checking and verifying the data captured?	D: Communication and Institutional Development
Means of verification (evidence)	<ul style="list-style-type: none"> • Attendance register • Proof of request for training, e.g. email correspondence, letters • Register/listing of trainings conducted.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • Resource Constraints: Limited budget or training support materials may hinder planning and execution. • Scheduling Conflicts: Difficulty aligning training schedules with participant availability. • Stakeholder Engagement: Lack of buy-in or participation from key stakeholders. • Logistical Challenges: Issues with technology or other/related resources. • External Factors: Events like national crises or natural disasters diverting focus and resources.
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: Cluster Communication



Subprogramme: Provincial and Local Liaison

Output indicator: Number of strategic liaison services coordinated to enhance coherence and alignment in government communication at provincial and local levels.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Number of strategic liaison services coordinated to enhance coherence and alignment in government communication at provincial and local levels.</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>Intergovernmental communication coordination, with various tactical and support interventions to enhance and strengthen alignment and facilitate regular communication coordinating forums at provincial and local level. The forums will be used to share information, improve relationships, lobby for buy-in, better decision-making, shared resources and best practices on Norms and Standards as well as multiple voices. Such coordination and strategic liaison services support the functionality of the communication system as follows:</p> <ul style="list-style-type: none"> • Dissemination of government content throughout the system (content including key messages, factsheets, communication strategies, Questions and Answers, and other government communication content-rich documents/products. • Participation in government communication forums, strategic intergovernmental relations forums as well as DDM initiatives. These interactions seek to ensure compliance with government communication norms and standards as well as adherence to GCP prescripts provincially and locally. • Support to the functioning of intergovernmental communication system through various initiatives such as capacity building, communication strategising, establishment/revival of communication structures, DDM champions and ad-hoc tactical support services.
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<p>A well-coordinated government communication system leads to coherence and alignment of messages across the three spheres of government.</p>
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>Improved coherence and coordination of government communication at provincial and local levels.</p>

CALCULATION AND REPORTING



Method of calculation: Describes clearly and specifically how the indicator is calculated	All the strategic liaison service interventions captured on WIMS and SharePoint by all nine provincial offices. All nine reports are consolidated into one report.
Source/collection of data: Describes where the information comes from and how it is collected	<ul style="list-style-type: none"> Information will be sourced and documented from the following: Dissemination Activities – Records of content shared with clusters, stakeholders, and other government communication structures (including key messages, factsheets, strategies, Q&As, and other communication products). Participation in Communication Forums – Attendance registers, agendas, and minutes from provincial and local government communication meetings, strategic intergovernmental forums, and DDM-related platforms. Support Interventions – Requests and records of capacity-building sessions, communication strategy workshops, establishment/revival of communication structures, and other tactical support services (as per invitations or official stakeholder requests). Data will be captured on WIMS and SharePoint by all nine provincial offices, with evidence attached. Reports from all nine offices will be consolidated into one national report for analysis and reporting.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	Research Unit
Who is responsible for collecting the data?	Provincial directors
Who is responsible for checking and verifying the data captured?	CD: PLL
Means of verification (evidence)	<ol style="list-style-type: none"> System coordination and functionality reports aligned with the localised G-CET on WIMS per each provincial office. In addition, supporting evidence may include: <ul style="list-style-type: none"> Attendance registers/minutes,, or Screen captures of virtual meetings.



Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	<ul style="list-style-type: none"> • Non-compliance due to intergovernmental dynamics. • Cancelled/postponed meetings. • Under-reporting.
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INDICATOR RESPONSIBILITY

Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: PLL
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Output indicator: Number of development communication projects implemented aligned with the NCSF.

GENERAL INDICATOR INFORMATION

GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of development communication projects implemented aligned with the NCSF.
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	A development communication project is an initiative that uses communication strategies and techniques to promote social change, improve lives and support development goals. These are predominantly face-to-face and include platforms such as community activations, community dialogues, community media talk shows and community outreaches. The NCSF indicates communication projects guided by the Government PoA and cluster communication strategies.
Assumptions: Factors that are accepted as true and certain to happen without proof	Communities will use the information to access socio-economic opportunities provided by government through these development communication projects.
Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	1 250 development communication projects implemented aligned with the NCSF.

CALCULATION AND REPORTING



<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<ul style="list-style-type: none"> • Two development communication projects per Senior Communication Officer (SCO) and Regional Communication Coordinator (RCC) per month. • Each project Exit Report captured on the WIMS is counted monthly and quarterly. • RCCs/SCOs to capture the Exit Report seven (7) working days after the project end date. • Approved by DD seven (7) working days after the RCC/SCO has captured the Exit Report.
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<ul style="list-style-type: none"> • Capturing of development communication projects on WIMS. • Development communication projects captured and reported on WIMS by SCO and RCCs and then consolidated by provinces and head office. • Information emanates from community and stakeholder engagement sessions and liaison visits happening at grassroots level. Information is also derived from community needs analysis through local environmental analysis, Izimbizo and stakeholder referrals. Information is also derived from government departments and clusters.
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	Cumulative at year end
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	Quarterly
DATA COLLECTION	
<p>Which branch or directorate/unit is responsible for providing the template which requests the information?</p>	CD: PLL
<p>Who is responsible for collecting the data?</p>	Provincial directors
<p>Who is responsible for checking and verifying the data captured?</p>	CD: PLL
<p>Means of verification (evidence)</p>	<p>1. Approved WIMS exit reports;</p> <p>2. Supporting evidence to the Exit Report; Evidence will be:</p> <ul style="list-style-type: none"> • Pictorials with captions or Local Communication Assessment Report; or • Recordings/pictorials for radio slots or broadcast report/letter from a radio station.
<p>Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control</p>	<ul style="list-style-type: none"> • The only limiting factor could be human error in capturing the data on WIMS. • Cancellation and postponement of development communication activations by other stakeholders. • Technical errors on WIMS.



INDICATOR RESPONSIBILITY

Indicator owner:

Identifies who is responsible for managing and reporting the indicator

CD: PLL

Output indicator: Number of public education and awareness initiatives undertaken.

GENERAL INDICATOR INFORMATION

RESPONSE

Indicator title:

Identifies the title of the strategic oriented goal, objective or programme performance indicator.

Number of public education and awareness initiatives undertaken.

Short definition:

Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.

Public education initiatives are organised efforts to educate the public about specific topics, issues, or courses. These initiatives aim to inform, raise awareness and promote understanding among the public, often with the goal of driving positive change. These may include health education (e.g. health outbreaks), environmental education programmes (natural disasters), financial literacy initiatives, social justice and advocacy campaigns (voter education). These initiatives also seek to empower communities about the work of Chapter 9 institutions and other legislative processes that impact the lives of the people such as the Protection of Personal Information Act, 2013 (Act 4 of 2013), etc. These will emanate through strategic partnerships with relevant institutions in and outside government.

Assumptions:

Factors that are accepted as true and certain to happen without proof

Informed communities make better and informed decisions.

Disaggregation of beneficiaries (where applicable)

- Target for women
- Target for youth
- Target for PWD

N/A

Desired performance:

Identifies whether actual performance that is higher or lower than targeted performance is desirable

228 public education awareness activities undertaken.

CALCULATION AND REPORTING



<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>All the public education initiatives undertaken are calculated and reported on WIMS.</p> <ul style="list-style-type: none"> • Two public education and awareness initiatives undertaken per semester by SCO and RCC. • Each session Exit Report captured on the WIMS is counted monthly and quarterly. • RCCs/SCOs to capture the exit report seven (7) working days after the session held. • Approved by DD seven (7) working days after the RCC/SCO has captured the Exit Report.
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<ul style="list-style-type: none"> • Capturing of public education and awareness sessions on WIMS. • Public education and awareness sessions captured and reported on WIMS by SCO and RCC, and then consolidated by provinces and Head Office.
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	Cumulative at year end
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	Quarterly
DATA COLLECTION	
<p>Which branch or directorate/unit is responsible for providing the template which requests the information?</p>	CD: PLL
<p>Who is responsible for collecting the data?</p>	Provincial directors
<p>Who is responsible for checking and verifying the data captured?</p>	CD: PLL
<p>Means of verification (evidence)</p>	<ul style="list-style-type: none"> • Approved WIMS exit reports. <p>In addition, supporting evidence may include the Exit Report, such as pictorials with captions or Local Communication Assessment Report.</p>
<p>Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control</p>	None
INDICATOR RESPONSIBILITY	
<p>Indicator owner: Identifies who is responsible for managing and reporting the indicator</p>	CD: PLL



Output indicator: Number of community and stakeholder liaison sessions/visits undertaken.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Number of community and stakeholder liaison sessions/visits undertaken.</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>Community stakeholder liaison and engagement sessions are organised meetings or forums where stakeholders or groups come together to discuss, provide input and collaborate on a particular project, initiative or issue. These are held in the form of forums, focus groups, workshops and face-to-face information gathering activities undertaken by GCIS local offices at grassroots. These are also localised information-sharing engagements targeting stakeholders and formations i.e.: Government structures such as community police forums; clinic committees; school governing bodies; community health workers; health promoters; health inspectors; ward committees; Thuthuzela Care centres; civil-society formations; FBOs; NGOs; traditional authorities; CDWs; minority and special groups; Thusong Service Centre structures; cooperatives; entrepreneurships; hawkers and SMMEs. These sessions can also be undertaken through social media platforms (MS Teams, Zoom/Skype/Google hangouts, WhatsApp, Chat groups) teleconference meetings, etc. In these sessions the GCIS shares latest content on the NCSF and government priorities.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<p>When kept informed, stakeholders serve as force multipliers to strengthen and enhancing government information messaging at local level.</p>
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>1 250 community and stakeholder engagements sessions/visits undertaken.</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<ul style="list-style-type: none"> • Two stakeholder visits per month per SCO and two stakeholder visits per RCC per month. • Report captured on the Ward Information Management System (WIMS) is counted monthly and quarterly.



<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<ul style="list-style-type: none"> • Capturing of engagements on WIMS. • Community and stakeholder engagements and liaison on WIMS and online sessions/visits captured on WIMS. • Sessions via social media platforms (Zoom/Skype/MS Teams/Google hangouts, WhatsApp, Chat groups) teleconference meetings. • Reports/minutes from stakeholders' meetings. • Report back template if the minutes and attendance registers are not available. • Distribution reports captured on WIMS.
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	Cumulative at year end
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	Quarterly
DATA COLLECTION	
<p>Which branch or directorate/unit is responsible for providing the template which requests the information?</p>	CD: PLL
<p>Who is responsible for collecting the data?</p>	Provincial directors
<p>Who is responsible for checking and verifying the data captured?</p>	CD: PLL
<p>Means of verification (evidence)</p>	Approved WIMS exit reports; Supporting evidence to the Exit Report; Evidence will be: Attendance registers/minutes/Report Back template/Screen captures of the WhatsApp and Zoom/ Skype/MS Teams meetings.
<p>Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control</p>	<ul style="list-style-type: none"> • Unavailability of stakeholders; cancelled/postponed stakeholder meetings; weather disasters; community protests; pandemics; ICT-related incidences, and power and water outages. • Under-reporting.
INDICATOR RESPONSIBILITY	
<p>Indicator owner: Identifies who is responsible for managing and reporting the indicator</p>	CD: PLL



Output indicator: Number of community media sustainability support initiatives undertaken.

GENERAL INDICATOR INFORMATION	RESPONSE
<p>Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.</p>	<p>Number of community media sustainability support initiatives undertaken.</p>
<p>Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.</p>	<p>Community media platforms are responsive to societal information needs and provide access to empowering and developmental information. Development communication paradigm asserts that community radio should reflect programmes that support democracy, development and empowerment of communities. It is through community media that rural communities can take control of their destinies. Thus, a sustainable community media is central to the empowerment of citizens.</p>
<p>Assumptions: Factors that are accepted as true and certain to happen without proof</p>	<p>Rooted among communities, community media platforms provide relatable content through localised languages and radio in particular widens access to government content by the public to enhance social change.</p>
<p>Disaggregation of beneficiaries (where applicable)</p> <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	<p>N/A</p>
<p>Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable</p>	<p>Nine (9) community media sustainability support initiatives undertaken.</p>
CALCULATION AND REPORTING	
<p>Method of calculation: Describes clearly and specifically how the indicator is calculated</p>	<p>Simple count of the number of community media sustainability support initiatives undertaken.</p>
<p>Source/collection of data: Describes where the information comes from and how it is collected</p>	<p>Monthly scanning reports on the functionality of community media.</p>
<p>Calculation type: Identifies whether the reported performance is cumulative or non-cumulative</p>	<p>Cumulative at year end</p>
<p>Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals</p>	<p>Quarterly</p>



DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: PLL
Who is responsible for collecting the data?	Provincial directors
Who is responsible for checking and verifying the data captured?	CD: PLL
Means of verification (evidence)	<ul style="list-style-type: none"> • Quarterly report on roundtable discussions. • Attendance registers. • OR pictorials.
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	None
INDICATOR RESPONSIBILITY	
Indicator owner: Identifies who is responsible for managing and reporting the indicator	CD: PLL

Output indicator: Number of localised content products targeting Rooted Realists disseminated in an official provincial language (excluding English).

GENERAL INDICATOR INFORMATION	RESPONSE
Indicator title: Identifies the title of the strategic oriented goal, objective or programme performance indicator.	Number of localised content products targeting Rooted Realists disseminated in an official provincial language (excluding English).
Short definition: Provides a brief explanation of what the indicator is, with enough detail to give a general understanding of the indicator.	Localised information material produced targeting Rooted Realists in South Africa. A <i>localised product</i> refers to an information or communication material that is specifically developed and disseminated in an official provincial language (excluding English) to address the needs, context, and preferences of a target audience—in this case, <i>Rooted Realists</i> . Localised products adapt national or provincial messages into locally relevant language, examples, and cultural references to ensure relatability, comprehension, and engagement.
Assumptions: Factors that are accepted as true and certain to happen without proof	Government information produced in localised languages is relatable and easy to process by communities.



Disaggregation of beneficiaries (where applicable) <ul style="list-style-type: none"> • Target for women • Target for youth • Target for PWD 	N/A
Desired performance: Identifies whether actual performance that is higher or lower than targeted performance is desirable	45 localised content products targeting Rooted Realists disseminated in an official provincial language (excluding English).
CALCULATION AND REPORTING	
Method of calculation: Describes clearly and specifically how the indicator is calculated	Simple count of number of products developed and disseminated to Rooted Realists.
Source/collection of data: Describes where the information comes from and how it is collected	<ul style="list-style-type: none"> • The data comes from the key priority campaigns identified. • Capturing of localised products on WIMS. • Dissemination of localised products captured and reported on WIMS by SCO and Regional Coordinator and then consolidated by provinces and head office. • Pictures of information material produced.
Calculation type: Identifies whether the reported performance is cumulative or non-cumulative	Cumulative at year end
Reporting cycle/schedule: Identifies if an indicator is reported quarterly, annually or at longer time intervals	Quarterly
DATA COLLECTION	
Which branch or directorate/unit is responsible for providing the template which requests the information?	CD: PLL
Who is responsible for collecting the data?	Provincial Directors
Who is responsible for checking and verifying the data captured?	CD: PLL
Means of verification (evidence)	Proof of localised content products disseminated, with supporting evidence (e.g. copies of products disseminated and distribution records via email), uploaded and recorded on WIMS by SCOs and Regional Coordinators, and consolidated by provincial and head office .
Data limitations: Identifies any limitation with the indicator data, including factors that might be beyond the department's control	ICT-related incidences, delayed procurement, delayed translations and unapproved content.



INDICATOR RESPONSIBILITY

Indicator owner:

Identifies who is responsible for managing and reporting the indicator

CD: PLL

