

# CORPORATE STRATEGY

2010 – 2013



government  
communications

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Department:  
Government Communication & Information System  
REPUBLIC OF SOUTH AFRICA

## **1.2 CORPORATE STRATEGY 2010 – 2013**

### **1. Overview of GCIS' strategic focus over the Medium Term Strategic Framework (MTSF) period**

- 1.1 The GCIS is primarily responsible for providing strategic leadership in communication and coordinating a government communication system that ensures that the public is informed and have access to government programmes and policies that benefit them.
- 1.2 The GCIS, through the National Communication Strategy Framework (NCSF), continues to ensure that the mandate of government is communicated to the South African population.
- 1.3 The GCIS is also expected to build partnerships informed by an encompassing vision around common development objectives. Furthermore, the GCIS leads the international marketing of the country and provides overall guidance, ensuring that the country is marketed abroad, and promotes media diversity through the IMC and the MDDA, respectively.
- 1.4 Greater emphasis in the first year of the Medium Term Expenditure Framework (MTEF) 2010 – 2013 and MTSF 2009 – 2014 will be on providing communication on mandated targets for the fulfilment of the millennium development goals, as expressed in the mandate of the new administration.
- 1.5 In the short term, GCIS will lead and anchor communication on the preparations for the 2010 World Cup, a prestigious tournament that will leave a lasting legacy in our country. Communication priorities are being informed by the MTSF, derived from the electoral mandate of the new government administration, which will constitute the bases for the Programme of Action (PoA).
- 1.6 The priorities for communication are to be outlined in the PoA. These include continuing to build an economy that creates jobs, addresses the education challenges and focuses on rural development and sustainable livelihoods.
- 1.7 More attention will be paid to building communication partnerships to promote a better life – understood, witnessed, believed and lived by all South Africans.

### **2. Vision**

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

### **3. Mission**

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

## **4. Key objective and strategies**

### **STRATEGIC OBJECTIVE:**

Continuously communicate with and inform the public on the policies and programmes of government to improve their lives.

This overarching objective will be supported by the following strategic objectives:

#### **4.1 Provide strategic leadership in government communication**

- 4.1.1 Develop a NCSF that will inform and drive communication priorities linked with the electoral mandate and based on the MTSF.
- 4.1.2 Provide strategic leadership in the development and implementation of effective departmental and provincial communication strategies that are aligned to the NCSF and driven by the priorities of government's PoA.

#### **4.2 Strengthen and manage the government-wide communication system for effectiveness and proper alignment**

- 4.2.1 Pay increased attention to the development of communication systems in all spheres of government and ensure that the communication policy guidelines and scorecard are popularised and implemented.
- 4.2.2 Promote a learning communication system by developing an integrated knowledge and information management system.
- 4.2.3 Enhance existing coordinating forums by using them, for among other things, as strategic planning forums.
- 4.2.4 Induct and guide the establishment of communication units across government.
- 4.2.5 Develop and implement a training programme to address communication skills in government.

#### **4.3 Learn and explore communication methods and practices to enhance communication**

- 4.3.1 Conduct communication research and surveys to explore new communication needs and understand the communication landscape.
- 4.3.2 Effective use of research to improve communication focus and understand the communication needs of the public.
- 4.3.3 Explore new platforms for communication and the impact of communication products and services in terms of access and reach.
- 4.3.4 Develop and effectively use government communication products and services to better meet government and public information needs.
- 4.3.5 Promote the use of new media and technology to effectively convey government information.

#### **4.4 Lead and guide the domestic and international marketing of South Africa**

- 4.4.1 Guide the IMC in the development of the country brand in line with the Government's vision.
- 4.4.2 Build consensus among key stakeholders in support of the country's marketing initiative.

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

- 4.5.1 Build and sustain networks and strategic partnerships to enhance and support effective communication of government policies and programmes.
- 4.5.2 Support the implementation of government-wide access to information.
- 4.5.3 Build and strengthen relations with the media to effectively communicate government messages.
- 4.5.4 Espouse a development-communication approach to strengthen participatory democracy in pursuit of government's developmental agenda.

#### **4.6 Operate an efficient, effective and compliant government communication organisation**

- 4.6.1 Implement a Human Resource Strategy to realise the mandate of GCIS.
- 4.6.2 Implement a focused project-management discipline and adhere to best practices for internal and government-wide campaigns and projects.
- 4.6.3 Ensure implementation of effective strategic business planning and performance monitoring, in line with the relevant legislation.
- 4.6.4 Ensure effective and efficient use of information and communications technologies.
- 4.6.5 Provide an efficient and effective oversight role to the public entities.
- 4.6.6 Promote a learning organisation by developing an integrated knowledge and information management system.

**5. The Programme of Action for the Medium Term Strategic Plan for the electoral period 2009 – 2014**

5.1. Communication will be informed by the measurable outcomes based on the eight priorities in the PoA outlined in the State of the Nation Address and supported by the budget allocations. These priorities are a critical path in the county's growth and development:

- **education**
- **health**
- **rural development and land reform**
- **creating decent work**
- **fighting crime**
- **local governance and human development**
- **infrastructure**
- **building a better Africa and a better world.**

5.2 Each priority will have a clear measurable outcome and target. It is envisaged that each cluster or sector will ensure a communication programme informed by the various milestones of each measurable outcome.