

# DRAFT REVISED GCIS CORPORATE STRATEGY

**MTEF 2009- 2014**

**APRIL 2009**

## **1. Introduction**

- 1.1 Government communications (GCIS) is primarily responsible for providing strategic leadership and co-ordinating a government communications that ensures that the public is informed and have access to government programmes and policies that benefit them.
- 1.2 In its ten years of existence the GCIS, through a national communications framework, continues to ensure that the mandate of government is communicated to the South African population.
- 1.3 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 its agencies, the IMC and the MDDA respectively.
- 1.4 Greater emphasis in the first year of the **2009- 2014 Medium Term Expenditure Framework (MTEF)** will be on providing communication on mandated targets for the fulfilment of the millennium development goals,
- 1.5 In the short term, GCIS will lead and anchor communications on the preparation of the 2010 World Cup, a prestigious tournament that will leave a lasting legacy in our country. Communication priorities are/will be informed by the **Medium Term Strategic Framework** derived from the electoral mandate of the new government administration, which will constitute the bases for the Programme of Action.
- 1.6 The priorities for communication are/will be outlined in the Programme of Action; these include continuing to build an economy that creates jobs; addressing the education challenges; focus on rural development and sustainable livelihoods.
- 1.7 More attention on greater emphasis on building communication partnerships to promote a better life – understood, witnessed, believed and lived by all South Africans.
- 1.8 In support of the Government's international relations objectives, GCIS provides strategic guidance to its sub-agency, Brand South Africa, to

ensure that the international marketing of South Africa is aligned to Government's vision for the country.

- 1.9 Oversee the mandate of the MDDA to develop and transform media diversity.

## **2. VISION**

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

## **3. MISSION**

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

## **4. KEY OBJECTIVES AND STRATEGIES**

These key objectives will be driven through the outlined strategies:

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

- 4.1.1 Develop a strategic national communication framework that will inform and drive communication priorities linked with the electoral mandate
- 4.1.2 Provide strategic leadership in the development of effective departmental and provincial communication strategies that are aligned to the Government Programme of Action (POA) priorities and informed by the national framework for communications.
- 4.1.3 Develop a five-year core message for all of government and thematic core messages around key government programmes
- 4.1.4 Develop and ensure coherent content for communications on Government issues
- 4.1.5 Identify nodal issues for communications
- 4.1.6 Develop policy guidelines for the Government communication system and support Departments' communications units.

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

- 4.2.1 Ensure that Government campaigns are driven by Government's Core message
- 4.2.2 Effectively participate and drive communication forums

4.2.3 Develop and implement a human capital development plan for government communicators.

**4.3 Continuously communicate and inform the public on the policies and programmes of government to improve their lives**

4.3.1 Effective use of research to improve communication focus and understand the communication needs of the public

4.3.2 Develop and effectively utilise government communication products and services to better meet government and public information needs.

4.3.3 Promote a development communication approach to ensure that people use information to improve their lives

4.3.4 Encourage participatory democracy to ensure interaction with the people for them to take advantage of government programmes and policies

**4.4 Learn and explore communication methods and practices to enhance communications.**

4.4.1 Conduct research and surveys to explore new platforms for communication, impact of communication products and services in terms of access and reach; audience needs analysis

4.4.2 Promote the use of new media and technology to effectively convey Government's message

4.4.3 Subscribe to external research to strengthen our internal research intelligence

4.4.4 Promote a learning organisation by developing an integrated knowledge and information management system to manage the intellectual capital

**4.5 Lead and guide the domestic and international marketing of South Africa.**

4.5.1 Guide Brand South Africa in the development of the country brand in line with the Government's vision

4.5.2 Mobilise Government in support of the country marketing initiative

4.5.3 Build consensus among key stakeholders in support of the country marketing initiative

**4.6 Build partnerships with strategic stakeholders in pursuit of our Vision**

4.6.1 Build and sustain networks and strategic partnerships to enhance and support effective communication of government policies and programmes

4.6.2 Support the implementation of government-wide access to Government information

4.6.3 Encourage the transformation and diversity of media in South Africa

4.6.4 Build relations with the media to effectively communicate government messages.

**4.7 Ensure the optimal functioning of GCIS through integrating and aligning organisational processes & systems.**

4.7.1 Ensure compliance with relevant legislation and Cabinet directives

4.7.2 Develop & implement an HR Strategy to realise the mandate of GCIS

4.7.3 Implement a focused project management discipline & adhere to best practices for internal and government wide campaigns and projects

4.7.4 Ensure implementation of effective strategic business planning & performance monitoring, in line with PFMA requirements

4.7.5 Ensure effective and efficient use of ICTs

4.7.6 Provide an efficient and effective oversight role to the public entities.