

Midlands Region Pre SoNA mobilisation

Date: 12 February 2014

On 12 of February 2013 a day before President Zuma delivers his State of the Nation Address to all South African citizens, GCIS with the assistance from Home Affairs in the Midlands region held a pre-SoNA mobilisation in Long Market Street/Taxi Rank to activate community at large to watch SoNA the following day to learn about government plans and programs for the upcoming year.

The activation benefited the community as most people were not aware of the event and details thereof. They were engaged on face to face and offered information material to share with neighbours and relatives.



Commuters receive information material and explanation about SoNA and Smart card ID's as they drop off from taxis.



Learners and Taxi drivers had equal opportunity to information.



One on one engagement with commuters





One on one engagement with vendors and sliding door operators led by GCIS and home affairs officials.