



# GOVERNMENT COMMUNICATORS' AWARDS

Rewarding excellence in government communication

## GCA BULLETIN 4

### Recognising Excellence!

The Government Communicators Awards (GCA) are intended to recognise improved delivery, innovation and excellence in the government communication profession and to further encourage communicators to work diligently.

Rewards and recognition provide an effective way of encouraging higher levels of performance from communicators. Recognition is a great esteem builder and can help create workplace loyalty and build a sense of community.

**“JOIN US TO CELEBRATE OUR STARS”**

Recent developments in the governance of people have stressed the rising importance of public communication from the Government about policies and programmes that could benefit the people. This therefore requires innovation and excellence in communicators' work when communicating government messages to the people.

As key figures in this process of engaging with the people, government communication professionals have to find new and innovative ways of sharing information with the people. It has to ensure that information is provided to all people in an improved and innovative manner, that it assists them to take part in their own governance and that they benefit from the services provided by government. For this crop of communicators who have dedicated all their efforts to communicating government messages and ensuring that the public is informed, the GCA is a very important element.

For government communicators, winning the GCA is an honour. It is the highest level of professional acknowledgement within the government communication profession today. Winners can be proud that their creativity and innovation serve as examples for other to follow, thus promoting best practices in government communication.

Communicators who take part and win these awards, work within many complex challenges facing government communication today. These awards call for responsible and efficient communication that will show the way and ensure that people understand government's delivery.

This year (2008), we will be looking up to the stars at the GCA event taking place on 5 December 2008 at Emperors Palace. This ceremony will also provide a platform for communicators to be recognised for their dedication and hard work in the communication profession.

### You don't want to miss it!

Please contact us for more information:

Michelle Hugo	012 314 2208	<a href="mailto:michelle@gcis.gov.za">michelle@gcis.gov.za</a>
Lwazikazi Mayekiso	012 314-2403	<a href="mailto:Lwazikazi@gcis.gov.za">Lwazikazi@gcis.gov.za</a>
Meriam Phasha	012 314-2253	<a href="mailto:meriam@gcis.gov.za">meriam@gcis.gov.za</a>



**government communications**

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA