



GCA BULLETIN 1

2009

THE ROAD TO THE GOVERNMENT COMMUNICATORS AWARDS (GCA) STARTS WITH THE STATE OF THE NATION ADDRESS (SONA)



President Kgalema Motlanthe will deliver the SONA on Friday, 6 February 2009, in Parliament, Cape Town.

As government sets out its objectives and reaffirms its common purpose and determination to tackle the challenges that face the nation, the work of government communicators doesn't stop. The SONA serves as a reminder that communication of government programmes and policies to the public must continue without interruption.

Amidst the many national challenges, such as rising food and fuel prices, poverty and unemployment, government communicators should remain steadfast in their efforts to ensure that communities are kept informed of government's plans as outlined in the President's address.

Government communicators face many challenges in their work, requiring more creative and innovative ideas to overcome. We should strive to influence the news agenda, expand communication platforms and enhance and strengthen the government communication system to ensure that many more people, especially those in the rural and underdeveloped areas, are able to access government information and interact with government.

Another key factor is the building of partnerships with all stakeholders across all sectors of society, thereby creating the possibility for people to work together in pursuit of a shared vision.

Government communicators, who consistently ensure that the messages of government are heard, will be awarded the highest level of professional acknowledgement within the government communication profession at the GCA in December. These winners will serve as examples and an inspiration to others, thus promoting best practices in the government communication profession.

The road to the 2009 GCA begins today.



government
communications

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