



GCA BULLETIN 10

2009

...GCA 2009, A night of true inspiration...

The GCA has for the last 8 years been able to create an environment consistent and conducive for the motivation of government communicators. This environment created by the GCA is charged with enthusiasm, excitement and inspiration.

Despite the challenges and toughness of 2009, communicators worked tirelessly to ensure that the messages of government do reach its destination – the ears of those who need the information to better their lives. Communicators showed creativity and hard work in the line of duty. This dedication and excellence in government communications was recognised and awarded by government on 11th December 2009 in an event that was captured by many as “The Night of True Inspiration”.

This Inspiration refers to an unconscious burst of creativity that was witnessed amongst the work of finalists at the GCA gala event. Inspiration is after all that very thing which makes us chase our dreams. It's that blissful and exciting feeling that we get when our heart glides and our soul is moved. Questions have always been asked: - Where does one look for inspiration? What does inspiration do in our lives?

The above questions were certainly answered to the fullest when government communicators met in Sandton at the government communicators awards. The winners who through their work, light up the event, also became an inspiration to all who were in attendance. Their acts of dedication and excellence in government communications is an inspiration enough to set other communicators on the path to better and improved communications of government messages.

The GCA was a true reminder that, inspiration is not some divine gift bestowed upon some, but it is a gift we all possess. The GCA reminded communicators that our greatest glory is not in never falling, but in rising every time we fall and learning from our shortcomings and successes.”

Both the CEO of GCIS and the Minister of Public Service, who was a keynote speaker at the GCA gala event, recognised the awards as one of the many ways to motivate employees. For the employee that seeks recognition, there is no better way to give it than in front of their peers. Communicators like other professionals, want to feel that their contributions are valued and that all understand their importance in government. It is within this context that every year government recognises those communicators who played a sterling role in the communications of government messages.

The 11th December was indeed a night of true inspiration with many finalists being recognised for their work. Amongst the finalists and winners, the Chief Directorate Communication, North West, Office of the Premier emerged very strong and scooping three awards on the night. The team won the **Provincial Bua Award** as well as the **Provincial Ubungcweti Award**. They were later announced as the 2009 **Government Communicator of the Year**. The Chief Directorate has consistently communicated with its publics guided by a comprehensive communication strategy. They used a number of communications channels and platforms to talk to the communities within and outside the province.

Other winners included the Chief Directorate Communication, Department of Health who won the **National Bua Award** and the Department of Basic Education who won the **National Ubungcweti Award**. The **Local Ubungcweti Award** was taken by the Communication Unit, Eden District Municipality from the Western Cape.

For the first time ever, the government presented an honorary award to an extraordinary communicator for his “EXCELLENT AND DISTINGUISHED CONTRIBUTION TO, LEADERSHIP OF AND SERVICE WITHIN, THE GOVERNMENT COMMUNICATION SYSTEM”. In accepting this award, Joel Netshitenzhe reminded communicators about the importance of communications for government and the responsibilities that still lies ahead. He also urged communicators to continue doing the best within the system.

The work has begun already to prepare for the 2010 GCA and as such we would like to remind government communicators that their work did not stop with the announcement of the 2009 winners. The inspiration of the night of the 2009 GCA should motivate us to work harder as we embark on a journey to the 2010 event.

In conclusion, we salute your dedication and thank you for helping our communities to better understand the value of a caring government that is committed to working together with all to provide a better life.

Seasons Greetings Everyone!!



**government
communications**

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