



GOVERNMENT COMMUNICATORS' AWARDS

Rewarding excellence in government communication

GCA BULLETIN 2

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CO-ORDINATION AND INTEGRATION – FOR A BETTER GCA

The capacity of departments to successfully interact with each other in pursuit of government's communication goals and more broadly, for the entire system to work in partnership with other stakeholders as resources, is fundamental to the successful Government Communicators' Awards (GCA).

Achieving this goal is dependent on maximising the effectiveness of a better and well-functioning communication system. In a trend that revolutionised communication in South Africa, government decided to stop operating in silos and united in clusters for the common good of all South Africans – thus maximising impact of the messages that our communication will pass to South Africans.

The clusters are a direct result of increasing demand for government to provide more integrated and interactive information about government services to the people. This system made possible seamless and consistent service across government. Better functioning clusters will ensure that communicators excel in their duties as individuals or as groups – it is therefore this type of excellence that government seeks to award through the GCA.

The GCA is part of government's investment in communication, geared to encourage the achievement of excellence in government communication.

The best use of all the tools, channels and opportunities in communication enhances proper dissemination of messages driven by citizens' demands for higher levels of service delivery, and by government's anticipated efficiency gains through a successful GCA.

Planning better for communication will assist us to use all methods of communication to reach all our target audiences – including even those in remote areas. The GCA winner will have shown consistency in communication in all areas related to the profession.

In maintaining professionalism and excellence in the system, the GCA proves to be a tool to motivate communicators in their endeavours to participate actively in the system.



government communications

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