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Winning the award – A significant milestone for communicators at Social Development

The communication team of the Department of Social Development continuously strives to improve the lives of the people by providing information that empowers communities to take advantage of government services. Central to this task, is the vision of government to provide a better life for all.

Though they have been receiving many accolades throughout the years, winning the Bua Award at the Government Communicators' Awards (GCA) function, held at Emperors Palace on 5 December 2008, was "an incredible achievement" for the team.

The award is testimony to the dedication and talent of the communication team and the innovative approach of their communication. It further stands out not just for the prestige that it brings, but also for recognising the qualities that made the Department of Social Development's communication team the best in the category.

The team believes that winning the award brings a sense of pride, honour and distinction and that it acts as a catalyst to help motivate them to achieve more for the chief directorate and the department as a whole.

They understand that winning the award comes with added responsibility and anticipation from all their stakeholders. It is also a profound reminder of their obligation to double their efforts to reach the most vulnerable members of the South African society through innovative and effective communication.

The key to effective communication is not through competition but rather strategic partnerships with other government departments with the intent to use government communication as a tool of community empowerment, especially during these challenging economic times.

To sustain this momentum, the Chief Directorate: Communication will be strengthening its strategic partnerships with provinces through the department's National Communicators' Forum, and other government departments through the Social Cluster. These partnerships assist in efforts to achieve a proactive communication approach by collective planning and sharing a vision that will ensure success in today's competitive and demanding environment.

"This prestigious award is testament to our commitment to better communication and further reinforces our established performance within this important area. The chief directorate calls upon all government communicators to participate in the GCA – the only recognition that acknowledges government communicators for excellence and improved service delivery."



government
communications

Department:
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