



GCA BULLETIN 5

2009

Government Communicators Awards (GCA) – to recognise consistent excellence in line with reviewed categories

Planning and preparations have begun to host the eighth GCA to celebrate the good work and achievements of government communicators across all three spheres. The gala evening is planned for Friday, 4 December 2009, at the Sandton Sun Ballroom.

The GCA inspires action for fostering delivery, promotes coherence of message, builds our capacity to communicate better and profile government work positively. It recognises excellence in government communication by rewarding government communicators who show improved delivery, innovation and excellence and encourage communicators to work hard and go the extra mile in achieving these objectives.

For 2009, the priorities for government communication have been defined in the context of the broader plans and approach adopted by the Cabinet Lekgotla and outlined by the President in the State of the Nation Address (SoNA). It is within this context that we call on all communicators to consolidate their efforts for faster and sustained service delivery in a rejuvenated and innovative way.

The call for nominations for this year's GCA opens in June and closes at the end of October. We encourage all government communicators, irrespective of rank, to nominate their colleagues or enter themselves for a job well done since January 2009.

To ensure that we continue to build on the GCA and its successes, various changes have been made, including the review of the GCA guiding document, categories and criteria; the design of a new GCA logo; and a new adjudication panel.

The categories and criteria have been refined, and we believe that the changes will assist communicators to easily identify the categories that relate to their work. As from this year, communication strategies and media plans will be compulsory for submission in support of every entry/nomination. A lot of emphasis will be placed on the consistent implementation of the communication programmes. A new category for internal communicators has been included to ensure that the important element of talking to public servants is also given the attention it deserves.

A new adjudication panel has been put together, consisting of various individuals from different backgrounds, to ensure that the judging is fair and transparent and that the most deserving communicators are recognised based on their work.

The GCA team also decided that it was time to brand the GCA to ensure that it was easily recognisable by communicators. In this regard, a new GCA logo was designed and will appear in all GCA material.

It is important to send in your entries and nominations for the GCA – let's ensure that there is no oversight in rewarding and recognising excellence in government communication.



**government
communications**

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