



GCA BULLETIN 6

2009

The call for nominations for the 2009 Government Communicators' Awards has opened – **THE SEARCH HAS BEGUN!**

The search has begun for the 2009 Government Communicators of the Year. The judges will soon convene to go through all the entries from various categories to choose this year's winners.

2009 has witnessed a number of developments, including successful elections and a change of administration. These developments affected the way in which communicators did their work. They were constantly challenged to provide facts and communicate the correct government messages in a coordinated and coherent manner.

Based on broad public opinion and perceptions of how people feel about the work of government and how government communication is received, we require a proactive government communication system that empowers the people with the information they can use to better their lives.

The work of government never stops and many communicators have weathered the storm successfully.

Communications will, through this term of the current government (2009 – 2014), be guided by the five-year communication strategy. A comprehensive strategy will ensure that the objectives are met through: a well-developed media plan; consistency of messages in line with the departmental/governmental policies; relevance to the communication environment; originality and innovation; creativity; the use of appropriate communication channels and tools; use of new media platforms and development communication; resource management and budgeting.

It is within this context that we believe that 2009 will bring many interesting entries profiling the work of government communicators since September 2008. The GCA's main aim is to award the most deserving communicators that have consistently portrayed excellence in their work. The awards lend credibility to the process and serve as an indication of good practice to other government communicators.

To date, seven successful awards ceremonies have been held. This year's gala event is set for Friday, 4 December 2009, at the Sandton Sun Ballroom.

We invite government communicators from all three spheres of government to enter and showcase the work they have done over the past year.

Make sure your entry reaches us before 30 October 2009!

THE SEARCH HAS BEGUN – Enter Now!



**government
communications**

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