



GCA BULLETIN 1

Welcome to 2010

THE GOVERNMENT COMMUNICATORS' AWARDS (GCAs) – A PLATFORM FOR EXCELLENCE IN GOVERNMENT COMMUNICATIONS

December 2009 saw the eighth GCA ceremony held in Sandton and we would like to take this opportunity to congratulate all communicators – those who entered, the finalists and winners at the 2009 ceremony.

As we welcome you all in 2010, we do so with pride and conscious of the fact that as government communicators, we surely have been able to meet the targets that we set ourselves in 2009 towards meeting our constitutional mandate of ensuring that communities are kept informed of all opportunities brought by democracy.

Currently, communication finds itself at the confluence of major possibilities and anything seems possible. Even though we can proudly say that communication has improved, a lot still needs to be done. If our work is to continue along the same trajectory, especially in respect of the functioning of the system, we could soon reach a point where the negatives start to overwhelm the positives of the last 16 years.

The GCA remains to be a catalyst to assist and motivate communicators across all levels of government towards ascending to a higher trajectory of development.

The GCA has the potential to unlock faster movement towards the implementation of government's activities.

We would like to request you to assist us to further improve the quality of the GCA and to ensure that we cover all areas of a government communicator's work. It is within this context that the GCIS has send you a questionnaire, which, if adequately answered, will go a long way in helping us to convene the best awards ceremony ever. By completing the questionnaire, your voice will be heard and we can improve our work of the last eight years.

We would like to also welcome all new communicators within the government communication system.

Through integrated communication and aligned messaging, we can collectively make 2010 a year to remember and help deliver the next "defining moment" (2010 FIFA World Cup™) for South Africa, Africa and the world. With less than 100 days to go, it is important for us to continue communicating positive messaging ahead of the great kick-off on 11 June 2010. Remember, it is all systems go – South Africa is ready!

"Working together, we can do more"



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA