



# GCA BULLETIN 2

2010

THE JOURNEY HAS BEGUN TO THE 2010 GOVERNMENT COMMUNICATORS' AWARDS (GCA) CEREMONY WITH THE 2010 STATE OF THE NATIONS ADDRESS (SoNA)

The SoNA, delivered by President Jacob Zuma on the night of 11 February 2010, clearly showed and demonstrated the resolve of this administration to succeed in building a better life for all South Africans.

One of the main activities in 2010 includes the 20-year celebration of the release of former President Nelson Mandela from prison. Another key activity on the 2010 calendar for South Africa is the first-ever hosting of the 2010 FIFA World Cup™ on African soil.

The hype in the country about the 20-year celebration of the release of former President Mandela and the hosting of the World Cup continues to grow. With less than 100 days to go, South Africa was given the thumbs up on its state of readiness. South Africa is ready and it is all systems go towards this major event.

The journey to the GCA in December begins with the President delivering the SoNA and setting the tone for government communicators to put in place plans in support of the Government's Programme of Action.

The President spoke about the set of outcomes and measurable outputs for selected priorities and areas of government activity. This means that government will concentrate on those priorities that will produce the outcomes and measurable outputs South Africans expect. This new approach forces government departments to work towards measurable outputs with clear targets and well-defined activities.

These priorities are meant to bring about focus and ensure sufficient emphasis on the most critical areas of the electoral mandate. This should also reflect in the government messages we are communicating.

In ensuring that communication becomes proactive and to plan effectively to communicate the work of government, we should build processes into our work that will enable us to measure delivery and better manage the performance of the communication system over the long term. This will bring excellence in government communication. This excellence is what the GCA seeks to recognise and Government Communications encourages communicators to strive to reach this pinnacle in the performance of their duties.

Through the SoNA, the President outlines the Government's Programme of Action, which should be adequately supported by a well-functioning communication system with strategies and plans that enable government communicators to communicate better. The GCA endeavours to motivate communicators to continually work hard and achieve the best possible results in government communication.

Communicators can work together to ensure an efficient and effective government communication system that delivers quality service to the public, both on the continent and abroad.

*Working together, we can do more*



government  
communications

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