



GCA BULLETIN 4

2010

A COMMUNICATION STRATEGY – AN AUTHORITY TO DEAL WITH ALL COMMUNICATION CHALLENGES

Government communication is a strategic investment and at this stage when the world's attention is fixed on South Africa ahead of the 2010 FIFA World Cup™, this investment should begin to bear fruit. Government communicators need to play their part to make this a year to remember and to ensure that the correct information and messages are communicated to the public. Government communicators have to make full use of this once-in-a-lifetime opportunity to profile the work of government, not only to internal audiences but also to the rest of the world. We have to ensure that South Africa is communicated and branded as a country of choice for travel and business interest.

Ke Nako!

Communication is and should be at the heart of service delivery in government. It is therefore important to note that for government communication to be successful, communicators should be knowledgeable about departmental policies and programmes. This knowledge of government policies and programmes will assist communicators to develop various products for communication, including communication strategies.

Communication strategies help government to profile visible implementation of the government's Programme of Action. With the adoption of the outcomes-based approach, communicators received clear guidance as to which priorities government should communicate on. We appeal to communicators to refine these strategies in line with the outcomes and priorities of government and submit them to GCIS. The GCIS will in turn analyse and monitor implementation, looking at major cost drivers as they appear in the communication programme.

Research shows that to succeed, government has to take the leadership in communicating its policies and programmes and thus setting the agenda for communication. The provision of leadership can only be possible if government communicators plan Strategically to disseminate clear messages to the public, hence the need for a well-developed communication strategy that has an element of research.

For the 2010 GCA, the judges will be looking at the broad matrix of a government that feeds information to the people. Within the same communication strategy, the GCA judges will be looking at how communicators are able to address media liaison. Within the same matrix of communicating with all types of stakeholders, a provision should be made to include a media-engagement plan, which is an integral part of any communication strategy.

The media-engagement plan is able to provide a much needed channel through which government messages could be shared with the public and other stakeholders. A communication strategy should reflect how it will respond to challenges within the environment. This means that government should consistently monitor the media throughout the year to track the quality and quantity of government coverage and to assess the areas of greatest media interest and where possible make some adjustments to ensure that the strategy remains relevant and pertinent in the communication environment.

At the end of this exciting year, the GCIS will host the GCA on 10 December at Gallagher Estate, Midrand. It will showcase all the excellent communication programmes and projects that were completed during the course of the year and we look forward to those entries when the call for nominations opens on 1 June 2010. Please note, however, that according to the revised criteria of the awards, each entry must be supported by a communication strategy.



**government
communications**

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