



# GCA BULLETIN 5

2010

2010 GCA – RECOGNISING THE ESSENCE OF INTERNAL COMMUNICATION  
IN GOVERNMENT

In 2006, Cabinet took a decision that internal communication in government should be strengthened to ensure that public service officials are kept abreast of what government is doing to deliver services to the broader public. This further confirmed the importance of internal communication as a vital component of government communication. This decision by Cabinet is born out of the recognition that government is the largest employer; as such it can be able to talk to the majority of people by empowering public servants. Internal communication should at all times provide employees with information and messages that are clear, concise and honest and able to help communicate government's efforts to better people's lives.

In support of this milestone decision by government and as part of the general endeavours to promote the strategic role of internal communication in government, the GCIS will this year at the ninth GCA introduce an award for internal communicators. This award will look at internal communication projects as a big part of the work behind successful government communication campaigns and projects done by internal communicators.

If implemented effectively, internal communication can be a powerful tool through which government departments can share information that will keep their employees informed, motivated and focused, even in times of great challenges such as the current global economic crisis and the job losses in all sectors of the economy.

Departmental heads of communication have to play a key role in ensuring that there is a conducive environment to constantly keep public servants informed of government policies. This internal communication programme should run parallel with external communication programmes.

A department's internal communication strategy should emerge from, and be guided by, the department's strategic objectives and its communication strategy, the National Communication Strategy Framework and the State of the Nation Address. The communication strategies should also reflect all internal communication channels and a clear budget for the planned internal programmes.

For the 2010 GCA, the judges will be looking at the broad matrix of a government that feeds information to the people – both at home and abroad, but also internally.

The call for nominations opening on 1 June 2010 will signal the first milestone towards the recognition of internal communication as an integral part of government communication.



government  
communications

Department:  
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