

GOVERNMENT COMMUNICATORS' AWARDS (GCA)

CATEGORIES OF THE GCA

- National Bua Award
- Provincial Bua Award
- Local Bua Award
- National Ntsika Award
- Provincial Ntsika Award
- Local Ntsika Award
- National Ubungcweti Award
- Provincial Ubungcweti Award
- Local Ubungcweti Award
- Zwahashu Award

BUA AWARD

Bua means “to speak” in Setswana. This category caters for the output by ministerial liaison officers as individuals.

Nominations will be judged on:

- providing communication support to the political principal
- understanding the communication environment
- content development (speech writing, opinion pieces, editorials, media statements, press releases, press briefings)
- efficient and professional media services (accessibility and availability)
- reaching the objectives and target audience set out in the communication strategy and media relations programme
- quality and quantity of media coverage and engagement
- developing an educated circle of media contacts
- level of face-to-face engagement
- producing supporting collateral e.g. fact sheets and frequently-asked-questions
- consistency of messages in line with the departmental/governmental policies.

The award recognises individual communicators who display courage, commitment, dedication and discipline in their work – communicators who at all times go an extra mile to get the job done.

NTSIKA AWARD

Ntsika means “pillar” in isiXhosa. This category caters for the output by heads of communication as individuals and recognises excellence in communication management.

Entries must demonstrate superior understanding and work by a particular individual. This communicator should show knowledge in any area of the profession – (i.e. media, stakeholders, events, communication management, internal communication, communication research, content management, etc.)



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Nominations will be judged on:

- efficiency, effectiveness of the communication messages
- value of communication to its intended audience
- significance of contribution to the profession
- content management
- interpreting research
- strategising
- understanding and responsiveness of the communication environment
- delegation
- mentoring
- managing campaigns.

UBUNGCWETI AWARD

Ubungcweti means “excellence” in isiZulu. The category recognises excellence in campaign management – the award caters for groups only.

Nominations will be judged on:

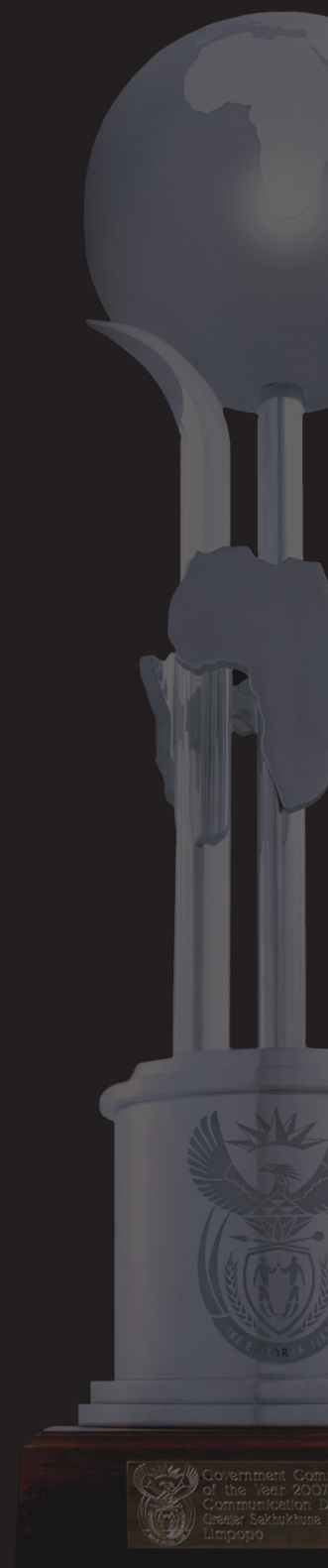
- reaching the objectives and target audience as set out in the communication strategy, media programme and campaign plan
- consistency of messages (content) in line with the departmental/governmental policies
- analysis of reach and impact of campaign
- quality and quantity of media coverage and engagement
- samples of communication collateral developed, produced and distributed in appropriate channels
- implementation report aligned to budget
- originality, innovation and creativity
- appropriate use of communication channels and tools
- promotion of multilingualism
- relevance to communication environment
- promotion of development communication – public participation platforms
- use of new media platforms
- resource management
- effective crisis communication
- intergovernmental relations – how well was the campaign rolled out by provincial and local government levels.

ZWAHASHU AWARD

Zwashesu means “our issues” in Tshivenda. This award recognises excellence in all aspects of internal communication – supported by the existence of an approved internal communication plan. The award only caters for groups.

Nominations will be judged on:

- internal communication programme developed and implemented aligned to the communication strategy
- consistency of messages (content) in line with the departmental/governmental policies
- implementation report aligned to the budget of the internal communication programme
- delivery of communication content via planned channels
- samples of communication collateral produced and distributed
- activity schedule with budget
- number of employee briefings undertaken



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- regular engagement by senior management
- staff publications
- correspondence e.g. notice boards, e-mail, memos
- events (employee briefings/engagement by senior management)
- promotion of multilingualism
- relevance to communication environment
- use of new media platforms.

GOVERNMENT COMMUNICATOR OF THE YEAR AWARD (Main award)

This is the main award and one winner is selected from all entries received. The individual/group will have shown outstanding quality and excellence in the execution of duties.

Conditions of use:

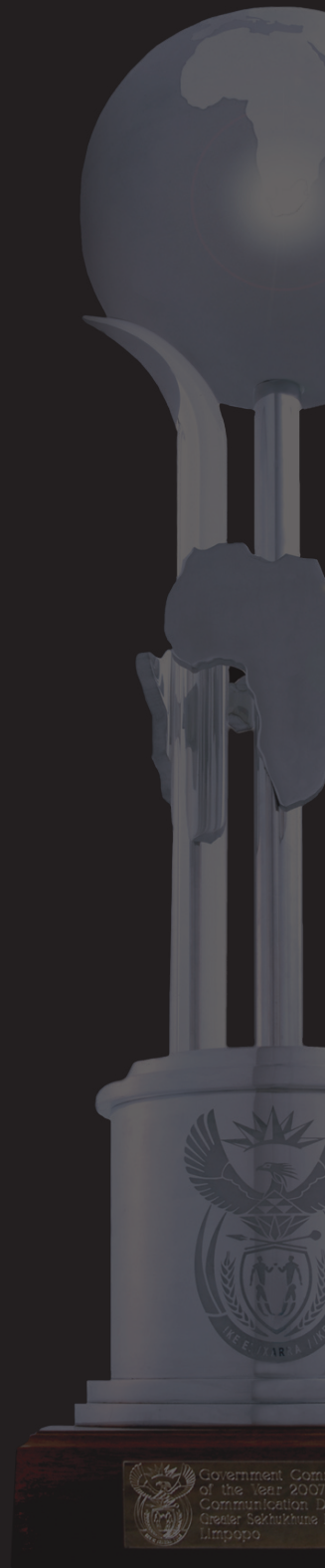
- Any monetary prize must be used in accordance with the Public Finance Management Act, 1999.
- Normal procurement procedures will be followed and no alcohol can be bought with the funds.
- The quotes should be sent to GCIS with a detailed outline of what the funds will cover – GCIS will sign the quote and then pay for the team-building/training directly. A final invoice is required.
- A detailed report will also be required for auditing purposes on the outcomes of the training/team-building.

How do I enter?

- Name of individual or group.
- Contact details of individual or group representative.
- Category being entered into.
- Biographical sketch of individual or background information on the group nominated.
- Electronic high-resolution colour photograph of individual or group on CD (critical for multimedia production).
- A detailed motivation on why the individual, campaign/project is exceptional. This should include the communication strategy and media plan outlining the objectives, plan, purpose, target audience, etc.
- Additional supportive material is critical for proper adjudication and should include summaries and examples of the products used in the execution of the communication strategy or media plan. These can include:
 - audiovisual material
 - posters (no bigger than an A4)
 - pamphlets
 - news clips
 - statements or releases
 - extracts from newspapers
 - reference and feedback from external stakeholders.

Other important information:

- The closing date for nominations is 31 January 2011.
- All entries must be posted or delivered to GCIS:
Attention: Lwazi Mayekiso
GCIS, Private Bag X745, Pretoria, 0001
GCIS, Midtown Building, corner of Prinsloo and Vermeulen streets, Pretoria.



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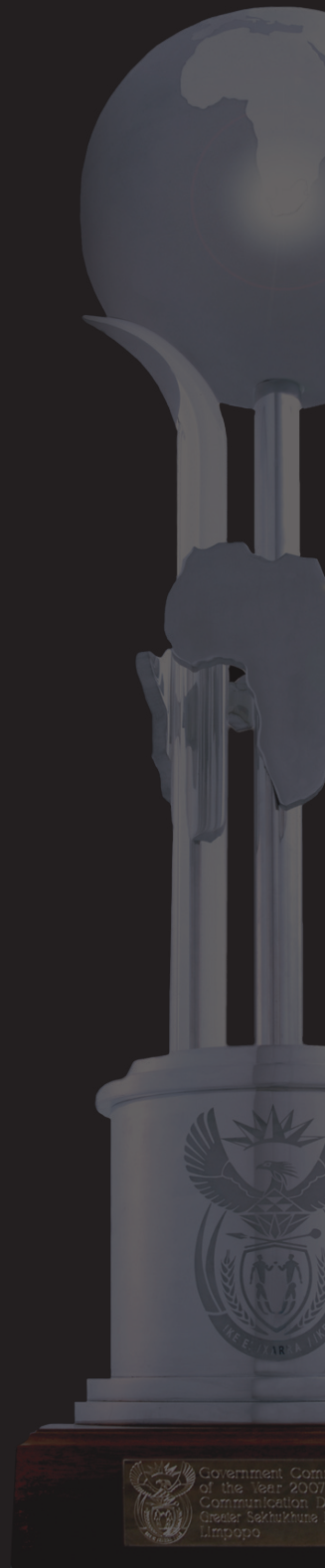
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Rules:

- The process will be open and transparent.
- Entry forms that do not meet the requirements will be disqualified.
- The decision of the Adjudication Panel is final and no correspondence will be entered into.
- Each entrant assumes full responsibility in respect of the entry and quality of support material and discharges the Adjudication Panel from any responsibility in respect of third parties.
- Members of the Awards Project Team and Adjudication Panel are not eligible for the awards or for nomination.
- Where judges believe that an entry has been entered into the incorrect category, they have the right to change it to a suitable category.
- Any submitted material cannot be claimed back after the competition unless through prior arrangement.

The closing date is 31 January 2011.



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Details of nominee:

Individual

Group representative:

Name: _____

Surname: _____

Work number: _____

Cell number: _____

E-mail: _____

Department: _____

Sphere:

National

Provincial

Local

Categories

NB: When completing this section, please read the attached entry guidelines carefully.

Bua Award

Ntsika Award

Ubungcweti Award

Zwashu Award

Details of nominator:

Media

Public Service

Media house/department: _____

Name: _____

Surname: _____

Work number: _____

Cell number: _____

E-mail: _____

Please attach entry form together with the supporting material and return to:

Government Communicators' Awards

GCIS

Private bag X745

Pretoria, 0001

or

deliver to GCIS offices:

356 Vermeleun Street, Midtown Building

Pretoria.

For attention: Lwazi Mayekiso

Tel: 012 314 2253 or fax: 012 321 2305

E-mail: lwazikazi@gcis.gov.za



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