



CHAPTER 5

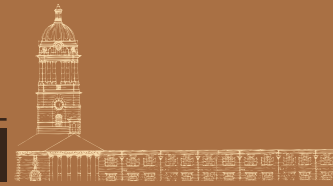
COORDINATING AND PLANNING STRUCTURES

Coordinating and planning
structures



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



COORDINATING AND PLANNING STRUCTURES

Since its establishment, the Government Communication and Information System (GCIS) has put in place systems to coordinate and plan the communication work of government.

5.1. Communication Planning Meeting

This meeting takes place weekly to assist government to heighten communication by proactively planning and rapidly responding to issues in the environment. Its objectives are to:

- assist to plan for communication in government
- discuss weekly diaries and communication approaches for better and integrated communication
- contributes to the heightening of communication
- ensure integrated planning and response to communication challenges
- ensure better coordination of government's communication efforts
- assist the Government spokesperson to know key issues/activities that are taking place at departments in preparation for the post-Cabinet briefing and statement.

5.2. Government Communicators' Forum (GCF)

The GCF is a forum in which all government communicators from national and provincial spheres of government, including representatives from the South African Local Government Association (Salga), meet and strategise for communication. It provides a platform for communicators to plan and identify communication opportunities across the spheres and sectors of government through substantive discussions and joint planning to fulfil the Government's commitment to accelerate service delivery to ensure a better life for all. This forum is convened three times annually.

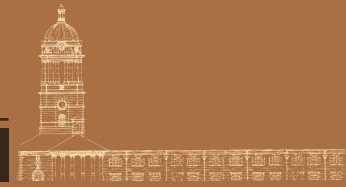
5.3. Ministerial Liaison Officers' (MLO) Forum

This forum assists in nurturing relations with the media and comes up with plans of action on how best to work in a more constructive manner. It convenes three times annually with the objectives to:

- build greater integration and coordination of government messages
- assist with the effective implementation of the National Communication Strategic Framework
- network and strengthen partnerships with both local and international media
- facilitate training for MLOs to ensure professionalism.

5.4. Calendar of Events

This initiative enables government communicators to share their plans for public activities and programmes. It assists them to take advantage of the opportunities created by other departments for bilateral work, to be more



sensitive to the environment within which information is released and approaches are taken, and to be more proactive in setting the Government agenda.

5.5. Induction of government communicators

This tool enables the GCIS to introduce new government communicators into the communication system and to clarify the role of the GCIS and the range of services it provides to government departments to support their communication work.

5.6. Government Communicators' Awards (GCA)

The GCA is a tool to motivate government communicators and to recognise improved delivery, innovation and excellence in the government communication profession. The GCA recognises those communicators who consistently strive for excellence and seek new ways of improving the effectiveness of government communication. Government communicators, individually or in groups from all three spheres, can enter or be nominated for the awards.

5.7. Bua Magazine

Bua Magazine is an electronic magazine for government communicators. The magazine aims to encourage debates and promote continuous discussions around issues affecting government communication. It also aims to improve the flow of information among government communicators.

5.8. Communicators' Web (GCF Web Page)

The Communicators' Web or GCF Web Page is an electronic information platform for government communicators that offers updated information affecting government communicators and contains important contact information. It enables them to access documents such as minutes, presentations, resolutions and other interesting material that relate to the GCF and relevant information associated with the profession.

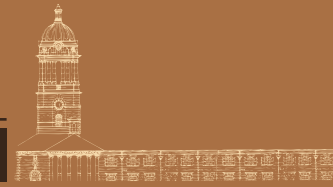
To access the GCF website go to: <https://www.gcis.gov.za/gcf>.

When you access the website you will get a message from your browser that "there is a problem with this website's security certificate". This is because the GCIS has its own security certificate, but the GCIS certificate can be trusted. Please follow the instructions on <http://www.gcis.gov.za/cert/> to accept the GCIS security certificate. After the security certificate has been accepted, you will no longer receive the message.

5.9. Communication clusters

Clusters were formed in line with the former vision and mission of the GCIS: *To meet the communication and infor-*

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mation needs of government and the people, to ensure a better life for all and to provide leadership in government communication and ensure that the public is informed of government's implementation of its mandate.

Government has moved towards integrated communication through the cluster approach. Given the strong similarities in departmental aims and objectives, it was critical to establish the system that will see integrated service-delivery efforts.

From the ministers and directors-general, it flows down to departmental heads of communication. At communication level, various departments come together to plan for communication around their programmes, which emerges from the intentions of rendering service to the people.

Communication clusters give meaning to the principle in the Bill of Rights and the Constitution of our country that guarantees freedom of expression, freedom of association and the right to access to information. This is founded on the understanding that without information there can be no popular participation, and without the latter there can be no lasting legitimacy. Through clusters' communication programmes, the objective of informing the people can be met.