

DID YOU KNOW?

THE BEAT AT AFRICA'S FEET

Orange Africa Cup of Nations 2013
19 January -10 February 2013



MY DISTRICT TODAY



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Outcome 1: Improved quality of basic education

“Born frees” reach the sky

Ephraim Malema, GCIS North West

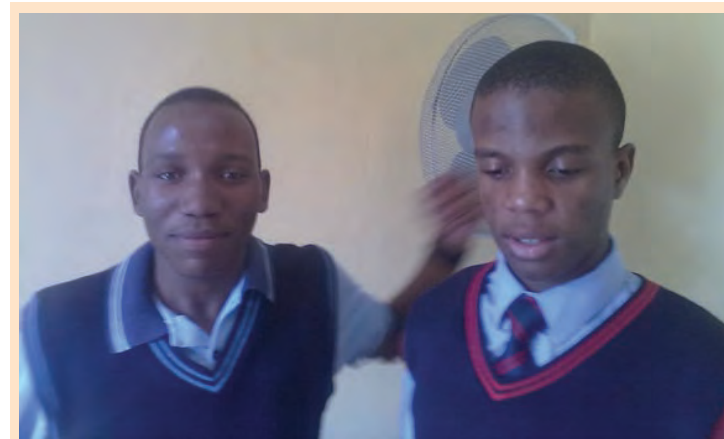
Government is committed to improving the quality of education for all South Africans. Over the years, significant budgetary allocations were made to ensure education enjoys priority status. Government is making great strides in mitigating the factors that adversely affect education, improving the quality of education, and ensuring equal access to all South Africans.

The 2012 matric results showed that Government is winning its battle to eradicate inequality in schools. Some of the year's top achievers were from Moretele Local Municipality in the North West Province. Emmanuel Mareme (18) and Thabang Mashishi (18) from Thulare High School in Lebotloane received distinctions in Mathematics, Physics, Life Orientation and Geography.

The two pupils said it was through hard work that they managed to pass with flying colours in a school without a fully equipped laboratory.

Mareme, who attributes his success to hard work and his teachers' support, said he will be studying chemical engineering at the University of Pretoria. Mashishi plans to study environmental engineering at the University of Pretoria, and has received a bursary to further his studies.

The Minister of Basic Education, Ms Angie Motshekga, reassured the nation that the education and future of its children is in good, hard-working and caring hands. She further recommitted her department to ensuring that schools will be resourced accordingly to ensure quality education for all.



Emmanuel Mareme and Thabang Mashishi from Thulare High School in Lebotloane.



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GCIS management would like to thank Ms Kgotso Rapakuana who has done a sterling job to take “My District Today” off the ground. We wish her well in her promotion to Department of International Relations and Cooperation (DIRCO).

Outcome 12(b): An empowered, fair and inclusive citizenship

Afcon 2013 blitz grips Eastern Cape

Moferefere Moloi, GCIS Head Office

As the Orange Afcon 2013’s kick-off draws near, the Eastern Cape is pulling out all stops to ensure that the soccer spectacle is a resounding success. Orange Afcon 2013 takes place from 19 January to 10 February 2013 in Nelspruit, Durban, Rustenburg, Johannesburg and Port Elizabeth.

This tournament presents a unique opportunity for the Eastern Cape to promote nation-building through sports development and participation. Although the changing external environment has presented innovative methods of communication, nothing beats good old face-to-face human interaction.

This seasoned method of the development communication discipline has stood the test of time, and who better to bear testimony to this than the Eastern Cape.

As part of the campaign *The beat at Africa’s feet, Nelson Mandela Bay is ready – Go buy tickets: ITIKITI ESANDLENI*, a team of 15 officials targeted the city’s busiest traffic intersections during peak hours. With their Afcon and GCIS-branded apparel, equipped with information products such as flyers, the team engaged citizens on the imminent

sporting event.

Motorists gave good feedback on the effort, as most of them were unaware of the upcoming tournament. They commended the approach used to publicise the tournament, and suggested that Government sustain this effective platform. Some motorists watched in disbelief as GCIS communicators handed out flyers, agog that government communication can be so easy and simple.

The campaign also helped GCIS communicators to fulfil their mandate of providing access to information for citizens to participate in the opportunities brought by democracy.

The awareness project enjoyed unprecedented primetime media coverage on the following mainstream media platforms: SABC1 evening news, SABC3 midday news, SABC2 Ndebele and Sesotho news, SABC Channel Africa, SABC *Morning Live*, eNCA and SABC radio station Umhlobo Wenene, as well as other channels.

Needless to say, this was a concerted team effort involving various workstreams that included media mobilisation, photography, branding, logistics and report-writing. It is all systems go for the Eastern Cape



The awareness campaign received primetime media coverage on national and international platforms. The blitz campaign to inform the public on the event was innovative and effective, taking government’s message straight to the people.