

# chief directorate

**The chief directorate's major activities for the year relate to the Multi-purpose Community Centre (MPCC) project, which sees the GCIS working with approximately 25 partners from government departments and parastatals in an Intersectoral Steering Committee (ISSC).**

The project has been described by the Minister of Public Service and Administration as an expression of the Government's *Batho Pele* (People First) programme.

The approach has been to establish MPCCs within which Government Information Centres (GICs) and several other government departments are located.

The GCIS's first MPCC, in the Eastern Cape village of Tombo, was launched by the Minister of Public Works and the CEO of the GCIS in December 1999. Additional MPCCs will be launched in Kgautswane (Northern Province) and Worcester (Western Cape) before the end of the 1999/2000 financial year while the GCIS plans to launch another 20 in the coming financial year.

The MPCCs are a critical component in the GCIS programme for building an integrated, transparent, accountable, inclusive and community participative government communication and information service.

Other key activities include:

- The establishment and organisational development of the Provincial and Local Liaison function into full operational status.
- The adequate accommodating and equipping of staff, to enable them to carry out the chief directorate's mandate and objectives.
- Networking with national, provincial and local government and non-governmental structures as well as other stakeholders, particularly traditional leaders.
- Networking with the print and electronic media, especially within communities.

Good progress has been made in achieving other priorities, such as building partnerships between the GCIS and the nine Provincial Communication Directorates, which have all agreed to a Memorandum of Understanding (MOU) in terms of the Comtask recommendations. Regular meetings are held between the GCIS Secretariat and the Provincial Communication Directors to discuss areas of common strategic operation.

The GCIS also conducted an audit of all GICs, resulting in the downsizing of most premises as well as recommendations for the relocation of some of them to a more accessible, visible and user-friendly location.

All GICs have also been mandated to identify prospective sites for MPCCs in the various District Council/ Regional Council areas of the province, where integrated service delivery points can be established. A staff member from the provincial GIC will be relocated to these sites.

The chief directorate has participated in a number of campaigns on key national issues, such as the National Integrity Strategy, Youth Policy 2000, the Demarcation process, Job Creation and the Anniversary of the Job Summit. Staff members were also involved in commemorations of the Anglo-Boer/South African War, the general election, inauguration of Premiers and the swearing-in of Members of the Executive Committees.

Staff members attended a number of conferences on the development of MPCCs, hosted by the Government, civil society and the private sector.

Several staff members participated in training programmes designed to enhance their ability to meet the requirements of development communication. These included courses on project management, gender equality, change management, strategic communication, public relations and community practice, computer technology and formulation of communication strategies.

In addition, the chief directorate provided a regionally-based media clipping service for the GCIS and other government departments, as well as for provincial Premiers.

The GCIS provincial offices were actively involved in facilitating the distribution of many government publications. Foremost amongst these were the State of the Nation Address of the President and the President's speech on the occasion of the opening of Parliament.

A project management approach to development communication and the institutionalisation of MPCCs was implemented through a partnership with the Department of Communications.



GCIS's Provincial and Local Liaison team.



*Opening of Tombo Multi-purpose Community Centre in the Eastern Cape*



*GCIS Interdepartmental Consultative Conference: Dr Sefora Masia, Chief Director: Provincial & Local Liaison*



*Tombo MPCC launch festivities*