

# Programme 1: Administration

## Aim

Administration provides for the overall management of GCIS. It accommodates the costs of senior management and members of the Secretariat. It also comprises components dealing with human resource and financial management, as well as other support services.

MAIN HIGHLIGHTS FOR THE YEAR UNDER REVIEW APPEAR IN THE TABLE BELOW:

### 1. Subprogramme: Project Desk (PD)

Original Targets set in the Medium-Term Expenditure Estimate			Report against Targets
Subprogramme	Output	Service-Delivery Indicators	Status
PD	Alignment of GCIS resource capacity to the Government Communication Programme (GCP)	All teams nominated, functioning well and briefed about the GCP	GCP 2002 teams were nominated and briefed about the GCP themes for 2002
		GCP 2003 portfolio of projects approved	GCP 2003 was developed and the Government Communicators Forum briefed on GCP 2003
	Improve project management capacity in GCIS	Officials trained, and improved skills levels in Project Management (PM) achieved	A total of 100 officials based at Midtown and Regional Offices respectively were trained in both theory and MS Project
	Establish subproject offices in all the five Chief Directorates	Officials equipped with administrative, co-ordination and, planning skills	Subproject offices are to be established in the 2003/04 financial year (the delay was caused by the restructuring processes taking place in GCIS during the 2002/03 financial year)
	Improve PM systems and procedures in GCIS	Service-provider commissioned with clear terms of reference to conduct the survey and report submitted to PD	Completed – gaps identified in the survey report to be addressed during 2003/04
	Securing cluster co-operation and departmental buy-in on GCP	Cluster strategies developed by 31 March 2002, presented to DGs clusters by 31 April, and to Cabinet Committees by 31 May	PD facilitated the development of the five cluster communication strategies and presented them to both FOSAD Clusters and Cabinet Committees

## 2. Subprogramme: Human Resources (HR)

During the period under review, the Directorate: HR continued to provide a support service to the organisation with respect to the:

- implementation of new Public Service Regulations
- management of the bursary budget and ensuring that training was in line with departmental needs
- production of all internal communication publications and distribution and maintenance of communication culture
- dealing with HIV/AIDS, gender, disability issues and providing employee assistance
- provision of information services to both internal and external clients.

The following subdirectorates provided this support service:

- Special Programmes
- Human Resource Development and Training
- Internal Communication
- Human Resource Management
- Information Centre.

The following services were provided by each of the Subdirectorates:

### 2.1 Special Programmes

- ensuring that an HIV/AIDS awareness programme was in place
- providing ongoing information and education programmes about HIV/AIDS to the GCIS and the GIC staff through
  - ▲ information sessions
  - ▲ guest speakers
  - ▲ distribution of government-issued condoms to staff
  - ▲ liaising with the GCIS library to ensure staff had access to reading material on HIV/AIDS.
- ensuring implementation of programmes on other issues of concern to staff through:
  - ▲ training/information sharing/workshops on various aspects that affect the well-being of staff
  - ▲ continued training efforts and information sharing ses-

sions to all staff: financial planning, insurance, child maintenance and abuse, wills, purchase of property, retirement planning etc.

- ▲ creating awareness around gender and disability issues.

### 2.2 Human Resource Development and Training

The Subdirectorate was responsible for:

- managing the organisation's bursary budget and ensuring that training is provided within the framework and is according to the requirements of the South African Qualifications Authority (SAQA)
- participating in SAQA structures: the Standards Generating Bodies, the National Standards Body, the Education and Training Quality Assurance bodies and Sector Education and Training Authorities (SETAs)
- marketing, directing and facilitating in-house impact-directed training
- networking and benchmarking with training sections in the parastatals and private sector so as to learn their 'best practice'
- developing training policies and strategies
- developing career plans for each employee in the GCIS
- managing and co-ordinating the intake of interns in the organisation
- developing Workplace Skills Plans in accordance with the Public Service SETA guidelines.

### 2.3 Internal Communication

The Subdirectorate was responsible for:

- maintaining effective internal communication in the organisation
- maintaining a communication-orientated culture in GCIS
- facilitating two-way communication in the organisation
- staging special events/presentations and social functions.

### 2.4 Human Resource Management

The Subdirectorate was responsible for:

- managing the recruitment and selection process
- developing the HR plan and strategy

- managing the existing personnel to ensure increased performance and stability
- implementing the new Public Service Regulations and all resolutions of the Public Service Co-ordination Bargaining Council
- managing the conditions of service of all staff members
- handling labour relations issues
- implementing the new performance management system.

### 2.5 Information Centre

The Information Centre programme consists of the following sub-divisions:

- Directories
- Call Centre
- Library.

#### 2.5.1 Directories

The unit compiled, updated and made directories available in print and electronically. The unit is responsible for the:

- *South African Government Directories*
- *Directory of Contacts*
- *Media Directories*
- *Profile.*

#### 2.5.2 Call Centre

The Centre rendered an effective enquiry service by analysing enquiry trends, based on statistics per client and subject and grouped into different clusters or subjects according to types of questions (Economic Cluster; Social Cluster; International Relations Cluster; Justice, Crime Prevention and Security Cluster; and the Governance and Administration Cluster. Other groupings include general issues and speeches by Cabinet Ministers.

#### 2.5.3 Library

The library addressed the needs of internal and external clients by purchasing and subscribing to hard copy and online information sources. The library management functions are electronically

operated through the INMAGIC system. Website software was acquired to give users electronic access to the library catalogue from their own workstations or the central one in the library.

### 3. Office of the Chief Financial Officer

#### Subprogramme: Finance, Logistics and Auxilliary Services

##### Main highlights for the year:

An amount of R153 728 000 was allocated to GCIS in the financial year under review. R50 million was allocated to the International Marketing Council (IMC), R3 000 000 to the Media Development and Diversity Agency (MDDA) and GCIS remained with R100 728 000 of which R48 945 000 was for operational purposes. 51,3% of the operational funds were directly utilised for communicating with the public through road shows, production material for distribution, *Imbizo* programmes, Multi-Purpose Community Centre (MPCC) launches, trips by Communication Officers in rural areas and translation services. The remaining percentage was used for indirect servicing of communication programmes. 86% of the IMC's budget was utilised for foreign marketing of South Africa through advertisements.

Following GCIS' submission to National Treasury regarding the personnel budget deficit, funds were allocated to offset the personnel shortfall. GCIS is therefore happy to report to the Committee that 77% of the posts have been filled. Unfortunately, the filling of the posts has taken slightly longer than originally envisaged because of the current restructuring process to which all departments have to adhere. GCIS therefore plans to fill the remaining vacancies during this new financial year as we proceed to launch more MPCCs.

Lastly, in line with the requirements of the Public Finance Management Act, 1999 and Treasury Regulations, GCIS has developed its own financial policies. These policies have structured financial procedures in such a manner that they ensure proper accountability and flexibility to allow the line-function work of communication to proceed without unnecessary hindrances.

### 4. Subprogramme: Internal Audit

The unit co-ordinated an annual review of the risk assessment strategy with management in the department. The strategy was used in updating the unit's three-year strategic plan and to develop its annual operational plan. In terms of the annual plan, 12 of the 13 auditable areas identified have been audited. By 22 May 2003, all audit reports on the 12 audit projects identified had been presented to senior management and the Audit Committee.

### 5. Subprogramme: Information Management and Technology

#### The Subprogramme was responsible for:

- improving the performance of the Wide Area Network (WAN) by replacing the old network equipment with the latest available technology. The new equipment provides improved security, network management and support capability and is capable of voice-over data communication. Procurement and project management were done through the State Information Technology Agency (SITA).
- improving the regional Information Technology (IT) infrastructure by replacing all the main servers in the Regional Offices with the latest low-end servers. This has resulted in significant improvement in the IT resources in the Regional Offices, with more hard-drive space available for local storage, additional memory and processor speed for improved performance of the e-mail systems. Procurement of the equipment was done through government contracts.
- improving IT security by
  - ▲ installing appliances to enhance perimeter security
  - ▲ installing and upgrading software to reduce Internet and e-mail threats
  - ▲ maintaining software licensing agreements
  - ▲ improving the main server room and installing new uninterrupted power supply and air-conditioning equipment.
  - ▲ improving information systems for the
    - *Indibano*: The Subprogramme developed and

improved a management-reporting tool for monthly reporting on the strategic elements of GCIS' business plans

- PD Intranet: It developed a knowledge and document management system for the PD. This system will serve as a weekly reporting tool for projects and a document repository for information relating to current and previous projects.
- service-providers: The Subprogramme developed a database to store and maintain information about the different GCIS service-providers.
- undertaking two major development projects with SITA:
  - ▲ Online Directories: A system to make contact information for government departments and agencies available electronically on the web was introduced
  - ▲ media system: It allows for the capturing and indexing of news clippings and the generation of reports.
- making available IT services within GCIS by
  - ▲ continued business agreements and Service Level Agreements with SITA
  - ▲ maintaining desktop and server software license agreements
  - ▲ continuing with hardware and software repairs and maintenance contracts for desktops, servers, peripherals and WAN equipment
  - ▲ managing and using the organisation's Electronic Information Resources (EIR), through development, maintenance and hosting of the Government Online and GCIS websites, as well as providing web services of various kinds to government, national and provincial, as follows:

## Subprogramme: Information Management and Technology

Report against Targets			
Subprogramme	Output	Service-Delivery Indicators	Status
Electronic Information Resource (EIR)	Raising the standard of government communication	Improved government website presence	<p>Provided support to government departments and provinces through</p> <ul style="list-style-type: none"> <li>■ evaluating/auditing two websites</li> <li>■ maintaining and updating eight websites</li> <li>■ hosting 18 websites</li> <li>■ providing advice and support to nine government institutions</li> <li>■ developing a website for the African Union</li> </ul> <p>A decision that GCIS will no longer develop or redesign websites for government institutions was implemented. All requests were referred to SITA.</p>
	Improving information delivery by means of the Government Online and GCIS websites	Improved comprehensiveness and accessibility of government information on the Internet	<p>Maintained and improved the Government Online website:</p> <ul style="list-style-type: none"> <li>■ approximately 1 044 new documents, 4 563 speeches and statements, 400 government and national events, special days, press conferences and conferences were added to the site (until March 24)</li> <li>■ expanded Key Issues to also include issues such as the Government Programme of Action, Moral Regeneration and Budget 2003</li> <li>■ expanded Frequently Asked Questions to include additional topics</li> <li>■ added additional document categories to provide access to additional documents available on other government websites</li> <li>■ developed and implemented an e-newsletter and a mailing list for speeches and press statements. The newsletter was distributed daily. Subscribers increased from 253 in October 2002 to 1 118 during February 2003</li> <li>■ usage statistics: total page views for the Government Online website were 1 814 276 until February 28 (compared to 1 483 801 the previous year).</li> </ul> <p>Developed and maintained the GCIS website:</p> <ul style="list-style-type: none"> <li>■ redesigned and redeveloped the GCIS website</li> <li>■ redeveloped the BuaNews website</li> <li>■ developed and started to implement an internal policy for the updating and maintenance of the GCIS website</li> <li>■ usage statistics: total page views for the GCIS website were 205 144 – until February 28 (compared to 154 020 the previous year).</li> </ul> <p>Developed and implemented e-newsletters and mailing lists for BuaNews</p>
			Improved GCIS communication and information dissemination
		Improved access to government contact information	Implemented a database and search facility for GCIS <i>Contact Directories</i> and <i>Profile</i> . This allows for interactive updating of this information on the GCIS and Government Online websites, as well as for scoped searches on contact information and profiles
		Continuous monitoring of website usage	Implemented a new programme to monitor website usage for websites hosted on the GCIS' web server. The programme allows for continuous monitoring of website usage