

## Programme 4: Provincial and Local Liaison



### Aim

Provincial and Local Liaison (PLL) supports the provision of a development communication and information service to the public. It co-ordinates the Multi-Purpose Community Centre (MPCC) programme through the establishment of community centres countrywide. It promotes communication partnerships between all spheres of government and with traditional leaders, parastatals, non-governmental organisations (NGOs), community-based organisations (CBOs) etc. It establishes Government Information Centres (GICs), sets up information distribution networks and identifies community information needs.

#### MAIN HIGHLIGHTS OF THE YEAR UNDER REVIEW:

- PLL was restructured to have three subprogrammes,

namely Administration Support, Institutional Development and Local Liaison and Information Management.

- Thirty new staff have been appointed and trained as grassroots development communication workers. Several GCIS personnel have been relocated to MPCCs and district offices to extend the reach of communication especially to rural areas. This realignment has gone hand-in-hand with extensive training, including the development of a comprehensive *Development Communication Manual*.
- Four pilot workshops were hosted at operational MPCCs with the Department of Trade and Industry (DTI) to assess the type of economic services, which the DTI

and other relevant agencies can offer through MPCCs. This programme is to be rolled out in 10 centres during 2003/04.

- The National Intersectoral Steering Committee on MPCCs joined forces to host an exhibition on the MPCC Programme at the World Summit on Sustainable Development. The exhibition showcased the Programme's achievements countrywide and gave international visitors an insight into efforts on the part of the South African Government to promote integrated service delivery, the use of technology for development and access in rural areas.

- Regional Offices countrywide mobilised communities to sign the pledge on No Violence Against Women and Children. Deputy President Jacob Zuma launched the Government's one-stop centre in Diepsloot, established in response to the need for a formal presence in a communi-

ty where the incidence of violence against women and children had been acute.

- The local liaison programme tailored products to meet the needs of people with disabilities. GCIS Regional Offices have forged partnerships with disability groups and used

drama, sign language, tape aids and Braille as communication methodology.

- Progress has been made in setting up a comprehensive Ward Information Management System.

Original Targets set in the Medium-Term Expenditure Estimate			Report against Targets
Subprogramme	Output	Service-Delivery Indicators	Status
Management	Establish GICs	Number of information centres	<p>Since 1999, 64 GICs have been established of which 36 are in MPCCs. The 28 remaining are in District Municipalities and in premises where MPCCs have not been established. In some cases, there are more than one GIC in a district.</p> <ul style="list-style-type: none"> <li>In the 2002/03 financial year, 35 GICs and 15 satellite GICs were established in districts where there are more than one municipality</li> <li>Several government information points of presence in districts were also established</li> </ul>
	Capacity-building	Number of staff trained	<ul style="list-style-type: none"> <li>70 staff, mainly from the nine regional offices and GICs were trained in development communication, networking, media and community liaison</li> <li>Project Desk arranged training for 76 Senior Communication Officers and managers in Project Management and 18 of those were trained in Microsoft Project 2000</li> <li>All staff participated in various training programmes facilitated by the Human Resource Development Subdirectorate</li> </ul>

Subprogramme	Output	Service-Delivery Indicators	Status
	Establish MPCCs	Number of MPCCs	<ul style="list-style-type: none"> <li>■ 17 of the 25 MPCCs, which were targeted, have been established. Progress has been made towards the establishment of eight in 2003/04</li> <li>■ More than 300 services from all spheres of government have been delivered to communities where they have not existed before through the MPCC Programme</li> <li>■ An MPCC evaluation workshop was held</li> </ul>
Liaison	Rural networks for distribution of communication material	Number of networks at community centres	<ul style="list-style-type: none"> <li>■ A database of more than 4 000 community-based distribution points has been identified countrywide, mostly at ward level</li> <li>■ A database of local networks is in place at each GIC</li> <li>■ A profile of CBOs, NGOs, community media groups, organisations of disability groups, women and youth structures, business, etc. is in place</li> <li>■ A comprehensive database of information needs of communities at ward level is in place</li> </ul>
	Development communication partnerships	Regular meetings with communication structures at national, provincial and local levels	<ul style="list-style-type: none"> <li>■ Meetings were held with provincial Heads of Communication every three months to promote coherence and integration around communication issues</li> <li>■ Monthly meetings of Provincial Communication Forums attended by GCIS regional managers</li> <li>■ Progress made in Eastern Cape, Limpopo and Free State in setting up district communication forums to be extended to other regions in the 2003/04 financial year</li> <li>■ A landmark first conference of local government communicators, representing the majority of municipalities in South Africa, was hosted by the South African Local Government Association (SALGA) with the support of GCIS</li> <li>■ A committee focusing on the communication needs of local government and the resolutions of the June 2002 conference was set up by SALGA and has been meeting monthly.</li> </ul>
	Identify community information needs	The amount of market research via focus groups in rural, semi-urban and urban areas, done by a target group	<ul style="list-style-type: none"> <li>■ A comprehensive network of community-based partners has been established to help identify the communication needs of communities</li> <li>■ Through partnerships with local government, GCIS Communication Officers were able to integrate with the communication needs of municipalities as expressed through Integrated Development Plans</li> <li>■ Communication Officers in districts use operational MPCCs to a greater extent to interact with the public and identify their needs</li> <li>■ More than 500 community information events have been co-ordinated by GCIS Regional Offices in communities countrywide</li> </ul>

