AIM

This Programme provides policy and research services. It aims to ensure that communication products and services are informed by the needs of the public. Through its research, the Programme seeks to identify what information the public requires from government. It also assists in assessing the effectiveness of government's programmes and monitors the implementation of government's communication policies.

PROGRAMME POLICY DEVELOPMENTS

Policy and Research consists of the following:

- Management
- Research
- Policy.

SERVICE DELIVERY OBJECTIVES AND INDICATORS

Research

Research determines the information needs and communication preferences of government and the public, monitors awareness and evaluates government's communication initiatives, products and campaigns. It outsources long-term countrywide quantitative and qualitative communication research projects and short-term research projects, subscribes to regular communication research reports, purchases relevant research findings and renders communication research advice and assistance to internal and external clients.

During 2003/04, the Directorate: Research carried out GCIS responsibilities towards the Media Development and Diversity Agency and the Southern African Development Community.

Policy

Policy monitors and assesses the communication of policies in the media. It also monitors communication coverage and trends in the media in order to recommend particular interventions where necessary.

The Directorate: Policy was responsible for the management and integration of *imbizo* and the establishment of follow-up systems for departments on *imbizo* programmes and commitments.

SERVICE DELIVERY ACHIEVEMENTS

Subprogramme	Output	Output performance measures	Performance against targets	
			Target	Actual
Management	Monitoring of policy communication and trends in media	Quality of communication environment reports produced	Clients satisfied with all strategies produced	Input into communication strategies
Policy	Policy development	Policy proposals and reports on government. Policy developments and media monitoring and analysis	Daily monitoring	Daily monitoring and analysis of the policy and media environment
Research	Research and information to enhance effective government communication	Effectiveness of research-based initiatives (impact on government communication) established through monitoring and analysis	11 projects completed and research findings presented	11 projects successfully completed and research findings presented