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ANNUAL REPORT  
2004/05

## dedication

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**To the Minister in The Presidency, Dr Essop Pahad**

I have the honour of presenting the *2004/05 Annual Report* of the Government Communication and Information System.

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**government  
communications**

Department:  
Government Communication and Information System  
**REPUBLIC OF SOUTH AFRICA**







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## **PART 1: INFORMATION ABOUT THE MINISTRY**

### **1.1 INSTITUTIONS IN MINISTER ESSOP PAHAD'S AREA OF RESPONSIBILITY**

- Government Communication and Information System – Minister and Executive Authority.
- International Marketing Council (IMC) – The Minister fulfils the responsibility of Executive Authority in terms of the Public Finance Management Act (PFMA), 1999 (Act 1 of 1999).
- Media Development and Diversity Agency – The Minister fulfils the responsibility of Executive Authority in terms of the PFMA.
- The Presidency – The Minister has specific political responsibility for the Office on the Status of Women, Office on the Status of Disabled People and Office on the Rights of the Child.
- National Youth Commission (NYC) – The Minister is charged with the administration of the NYC Act, 1996 (Act 19 of 1996), (as amended in 2000) and meets with the Executive of the Commission on a two-monthly basis to provide political and strategic guidance. He also fulfils the responsibility of Executive Authority.

### **1.2 A SUMMARY OF THE AREAS OF INVOLVEMENT AND WORK OF MINISTER PAHAD**

Apart from the specific responsibilities as outlined above, Minister Pahad is involved in a wide range of activities and projects, namely:

- Member of the Cabinet Committees of the Economic Cluster; Social Cluster; International Relations, Peace and Security Cluster; and the Governance and Administration Cluster
- Presents all Cabinet memoranda emanating from The Presidency at full Cabinet meetings
- Presents current affairs discussions as a standing item at all full Cabinet meetings
- Member of the Board and Exco of the IMC
- Member of the extended South African National AIDS Council Core Group of Ministers
- Convenes an *ad hoc* group to assist in moving the work of the Freedom Park Trust forward
- Convenes an *ad hoc* group to assess the work and progress on the institutionalisation of a new system of National Orders
- Meets on a regular basis with all major media houses (print and electronic) and a group of fund managers
- Attends the regular Presidency Advisers' Forum and assisted with the establishment of The Presidency Consultative Forum
- Chairperson and member of the Board of Trustees of the South African Democracy

Education Trust

- Member of the 2010 Soccer World Cup Inter-Ministerial Committee
- Involved in ongoing fund-raising initiatives for the South Africa/Mali Timbuktu project.

### 1.3 LEGISLATION

None

### 1.4 OFFICIAL MINISTERIAL VISITS ABROAD

Country	Date	Purpose of the visit
Zurich	May 2004	Final presentation and announcement of the 2010 World Cup Bid
Zurich	July 2004	2010 World Cup Soccer kick-off meeting with the Federation of International Football Association
United Kingdom (UK)	August 2004	IMC and Timbuktu project fund-raising meetings
India	September 2004	Official visit
Athens	September 2004	Part of the Inter-Ministerial delegation to support the South African Paralympics team
UK	October 2004	Public lecture at the University of Sussex as part of the 10 Year of Freedom Celebrations lecture series
Ethiopia	October 2004	2nd African Development Forum Plenary Session
UK	March 2005	Preparatory Progressive Governance meeting



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## **PART 2: EXECUTIVE SUMMARY BY THE CHIEF EXECUTIVE OFFICER AND GCIS CORPORATE STRATEGY**

### **2.1 EXECUTIVE SUMMARY BY THE CHIEF EXECUTIVE OFFICER**

The year covered by this report saw important advances in government's communication efforts; but there are still major challenges in our endeavour to make a reality the right of all citizens to information on government policies and actions.

In this first year of the Second Decade of Freedom, there was special focus on expanding access to information about the opportunities democracy has brought. This combined expansion of the infrastructure for access to government information, with new products suitable for reaching especially the poor.

By the end of 2004, the number of Multi-Purpose Community Centres (MPCCs) had reached 65, beyond the target of 60 set in government's Programme of Action 2004. GCIS had assumed responsibility for the Batho Pele Internet Gateway as a one-stop portal for information about government services. The Gateway helps citizens to access government services, but also those who help the public in this regard, such as officials in MPCCs, Community Development Workers, and relevant community-based organisations and non-governmental organisations.

During the year under review, the Imbizo Campaign reached new heights with the largest ever National Focus Week in October as members of the executive in all three spheres engaged directly with the public around implementation of the Programme of Action. Throughout the year, there was evidence that direct interaction is becoming increasingly the norm of government communication.

Product innovations included a mass publication on economic opportunities, published in all languages in a popular style and disseminated through workshops across the country. The multimedia campaign to popularise the Programme of Action for 2005 included for the first time a photo story account of the Programme, serialised in newspapers with the widest reach among the poor.

Complementing these efforts was a breakthrough in extending the government communication system to the local sphere, with a view to increasing public participation and access to information about provision of local services. Though the bulk of work lies ahead, the foundations were laid for the completion of a task with which GCIS was charged on its formation in 1998, namely the building of a government-wide communication system across all spheres.



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Alongside these initiatives, attention was paid to strategic communication challenges of the Second Decade of Freedom.

There was continuous activity to create public awareness and understanding of government's actions to consolidate the African Agenda, on the continent and in the global arena.

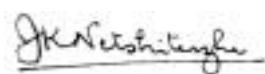
The fostering of partnership of all of society in united action around common development goals remained a focal theme in all the work of GCIS. This included involvement in the work of the International Marketing Council as it built on the gains made during the Ten Years of Freedom Celebrations, support for the Media Development and Diversity Agency and engagement in the process towards the transformation of the advertising and marketing industry.

Looking further ahead, the first steps were taken to initiate a national communication partnership around the hosting of the 2010 World Cup, to ensure that we make the most, as a nation, of this unique opportunity for marketing our country, further strengthening national unity and accelerating development.

The first intake of the Academy of Government Communication and Marketing was testimony to the resolve to continually strengthen and professionalise government communication capacity. This joint initiative of GCIS, Unilever, the Nelson Mandela-Rhodes Foundation and the School of Public and Development Management at the University of the Witwatersrand underlines the value of partnership.

Making all these achievements possible has been unremitting attention to effective and efficient administrative support to a communication agency that spans the country, from information technology to human resource management, from procurement to financial administration, and from Internal Audit to the Project Desk. A measure of the dedication with which these functions were performed is the unqualified report from the Auditor-General, contained in this *Annual Report*.

This *Annual Report* sets out the details of what was done by GCIS during the financial year 2004/05. The Report includes the GCIS Corporate Strategy, which outlines our challenges as the country builds on the progress made in the First Decade of Freedom, so that the Second Decade becomes one of even greater victories in pursuit of a better life for all.



**Joel Netshitenzhe**

**CHIEF EXECUTIVE OFFICER AND ACCOUNTING OFFICER**



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## 2.2 GCIS CORPORATE STRATEGY FOR APRIL 2005 – MARCH 2008

### VISION

Helping to meet the communication and information needs of government and the people, to ensure a better life for all.

### MISSION

GCIS' mission is to provide leadership in government communication and ensure that the public is informed of government's implementation of its mandate.

### STRATEGIC OBJECTIVE

The overarching strategic objective of GCIS is to enhance the government communication system and its operations in ways that contribute to the process of further consolidating our democracy and taking the country onto a higher growth and development path.

### GCIS APPROACH

This objective will be achieved by having the following elements in our strategic approach:

**1. Providing leadership in government communication and ensuring better performance by the communication system**

GCIS must take responsibility for ensuring government is communicating interactively with the public and for the communication of government's vision and approaches to broad areas. GCIS needs to be at the forefront of analysis of the communication environment so that it can identify initiatives to be taken in enhancing the work of government and is also able to respond effectively when required.

**2. Building a framework of communication partnerships informed by an encompassing vision around common development objectives**

GCIS must take overall responsibility for promoting partnership among all communicators, inside and outside of government, in articulating a shared vision and value system for a caring society and in broadening access to the means of receiving and imparting information and ideas. This includes improving relations with the media and with communicators in parastatal bodies and

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the private sector, including in international marketing efforts.

**3. Promoting awareness of the opportunities that democracy has brought and how to access them**

GCIS will need to intensify the provision of basic information to the public about the rights of citizens and how to take advantage of government's socio-economic programmes as well as about the general process of policy development and implementation. Attention will be needed to improve the quality of information products and the effectiveness of distribution strategies in reaching all citizens, in every sector of society and every part of the country.

**4. Promoting awareness of the institutions and programmes of continental and regional integration and development**

Given the critical role of the regional environment and the development of our continent, GCIS should encourage and lead campaigns across government and society to enhance public awareness of developments in the region and the continent and promote engagement with regional and continental institutions and programmes.

**5. Communication research and information**

The government communication system as a whole needs to base its work on soundly researched approaches. GCIS will play a key role in identifying areas of communication research as well as receiving relevant research reports from other sectors. Furthermore, intimate knowledge of government's policies, programmes and implementation is essential to further enhance communication. There is therefore a need to package information on government's Programme of Action.

**KEY ISSUES**

In pursuing the elements of this approach, while giving ongoing attention to a range of actions, GCIS will pay special attention to certain critical communication initiatives, which should catalyse a general enhancement of the communication system and its operation.

**Providing leadership to government communication and better communication performance by the State**

***Special attention to:***

- Strengthening and integrating the government communication system. This will take the form of heads of communication being part of the pool of project leaders, taking greater responsibility for transversal campaigns.
  - Maintaining a clearly understood cycle beginning with end-of-year evaluations,
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development of the Government Communication Strategy and Communication Programme, and finalisation of departmental and cluster plans/strategies.

- Improving across government the system of monitoring, and responsive and proactive communication around public discourse, along with partnership of GCIS with others in and outside government in building a value system for social cohesion in a caring society.

***Ongoing attention to:***

- Better integration across government in communication, budgeting for communication, and in understanding policies and the Programme of Action.
- Developing capacity of provincial and local government communication.
- More effective internal communication in government including communication to enhance understanding of policies.
- More effective tools of interaction with the public, improving the quality of our products, enhancing existing platforms and introducing new ones and improving relations with the media.
- Ensuring that the Imbizo approach of interactive governance takes root throughout government.
- Better assessment of the impact of our communication, including peer assessment by communicators and the public.
- Sustaining the GCIS Peer Review Process to ensure that in the medium term a uniform standard of excellence is achieved among heads of communication.
- An active GCIS role in advising communication components on their development requirements and in ensuring that government communication capacity matches the needs.
- Encouraging communicators to acquire the Professional Certificate in Government Communication and Marketing.
- GCIS assistance in content development, branding and quality control over critical information products, including government websites.
- Working with the International Marketing Council (IMC), GCIS must continue to play a greater role in co-ordinating government's efforts and enhancing the communication capacity of critical South African missions and including them in the government communication system.
- Recognising excellence in government communication through the Government Communicators' Awards.
- Ensuring wider use of BuaNews.

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### **Building a framework of communication partnerships**

#### ***Special attention to:***

- Working towards an active partnership among the country's communicators.

#### ***Ongoing attention to:***

- Better interaction with communication practitioners in parastatals and the private sector, and a new mindset and paradigm in government to relate to sectoral partners in both policy and communication processes.
- Articulating and communicating a shared and unifying vision for the decade to 2014, informed by the new five-year mandate of government and with a common understanding of challenges and achievements.
- Consolidating partnerships in Multi-Purpose Community Centres (MPCCs), publications, the Media Development and Diversity Agency (MDDA), IMC, training of communicators and other projects.
- Ensuring that all of government communication, across departments and spheres, works in partnership informed by the common vision.
- Helping to transform the media and advertising industry and through the MDDA helping to establish and sustain community and small commercial media.
- Developing closer relations with agenda-setters.
- Building partnership with the media, in particular key partners like the public broadcaster, implementing recommendations of the Cabinet/South African National Editors' Forum Indaba and sustaining such interaction.
- Encouraging the replication of communication partnerships at provincial and local level.

### **Promoting awareness of the opportunities that democracy has brought and how to access them**

#### ***Special attention to:***

- A sustained government-wide campaign on opportunities that have emerged with democracy (across all clusters, not just economic), building on the campaign on economic opportunities.

#### ***Ongoing attention to:***

- Ensuring awareness among intended beneficiaries of the opportunities for socio-economic development that government programmes offer and how to access them.

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- Effective assessment of the reach of our communication and the quality of products, including attention to accessibility and language.
  - Strengthening unmediated communication including through radio, izimbizo, development communication and a government publication.
  - Integrated communication through Community Development Workers (CDWs), MPCCs and Gateway.
  - Better research into public information needs.
  - Combining communication in support of Second Economy interventions with communication to promote job-creating growth of the First Economy.
  - Enhancing relations between GCIS and the Policy Co-ordination and Advisory Services unit in The Presidency to achieve better understanding of the implementation and impact of government's Programme of Action, and of information and communication needs, so that GCIS is better able to communicate government's implementation of its mandate.

#### **Promoting awareness of the institutions and programmes of continental and regional integration and development**

##### ***Special attention to:***

- Sustained profiling of the benefits of African development to South Africa and the rest of the continent.

##### ***Ongoing attention to:***

- Better government communication structures working with the New Partnership for Africa's Development (NEPAD) Secretariat.
- Promoting popular/stakeholder participation in continental/regional institutions.
- Popularising the vision of a shared destiny for the country, region and continent and linking national interest to mutual development.

#### **A more effective, efficient and well-informed GCIS**

##### ***Special attention to:***

- Improving application of research in the work of GCIS and government communication as a whole, and continued institutionalisation of project management in GCIS, both in service delivery and in the development of the organisation, through the Enterprise Project Management Initiative which must help ensure continuous alignment of GCIS to the needs of the people.

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***Ongoing attention to:***

- Various forms of research to identify public communication needs, and the impact of government communication on the public and within the media.
- Ensuring the adoption of same methodologies across government, and improve integration of the research agenda.
- Developing a set of core competencies which its communicators must possess.
- Better and fuller use by GCIS of information and communication technologies, both in the management of the organisation as well as in communication.
- Using all measures, including development plans and clear target-setting, to enhance the performance of staff and the attainment of excellence.
- Greater integration of work by the different components.
- Instilling in GCIS the culture of learning from our experiences.
- Evaluating and enhancing the system of risk management, control and governance processes.

**KEY CAMPAIGNS FOR 2005/06**

**THEME ONE: Batho Pele – serving all the people (Governance and Administration Cluster)**

***Focus issues:***

- Batho Pele Gateway and CDWs
- MPCCs
- Fighting corruption in the Public Service
- Internal communication campaign around government's Programme of Action.

**THEME TWO: Promoting the Africa Agenda within a better world (International Cluster)**

***Focus issues:***

- NEPAD/African Union
- Southern African Development Community
- International Marketing Campaign
- Focused support to international conferences
- Progressive Governance Conference.



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### **THEME THREE: A growing economy that benefits all (Economic Cluster)**

#### ***Focus issues:***

- Learnerships
- Implementation of Growth and Development Summit agreements
- Expanded Public Works Programme
- Mass campaign on economic opportunities
- Black Economic Empowerment.

### **THEME FOUR: Safety and security for all (Justice, Crime Prevention and Security Cluster)**

#### ***Focus issues:***

- Reduction of crime against women and children
- Release of crime statistics
- Implementation of Truth and Reconciliation Commission recommendations
- 16 Days of Activism – No violence against women and children
- Review of the Criminal Justice System.

### **THEME FIVE: Social services for all (Social Cluster)**

#### ***Focus issues:***

- Social cohesion
- Expanding access to social grants
- Food Security Programme
- Free Basic Services
- Moral Renewal
- Implementation of the Operational Plan for Comprehensive HIV and AIDS Care, Management and Treatment for South Africa.

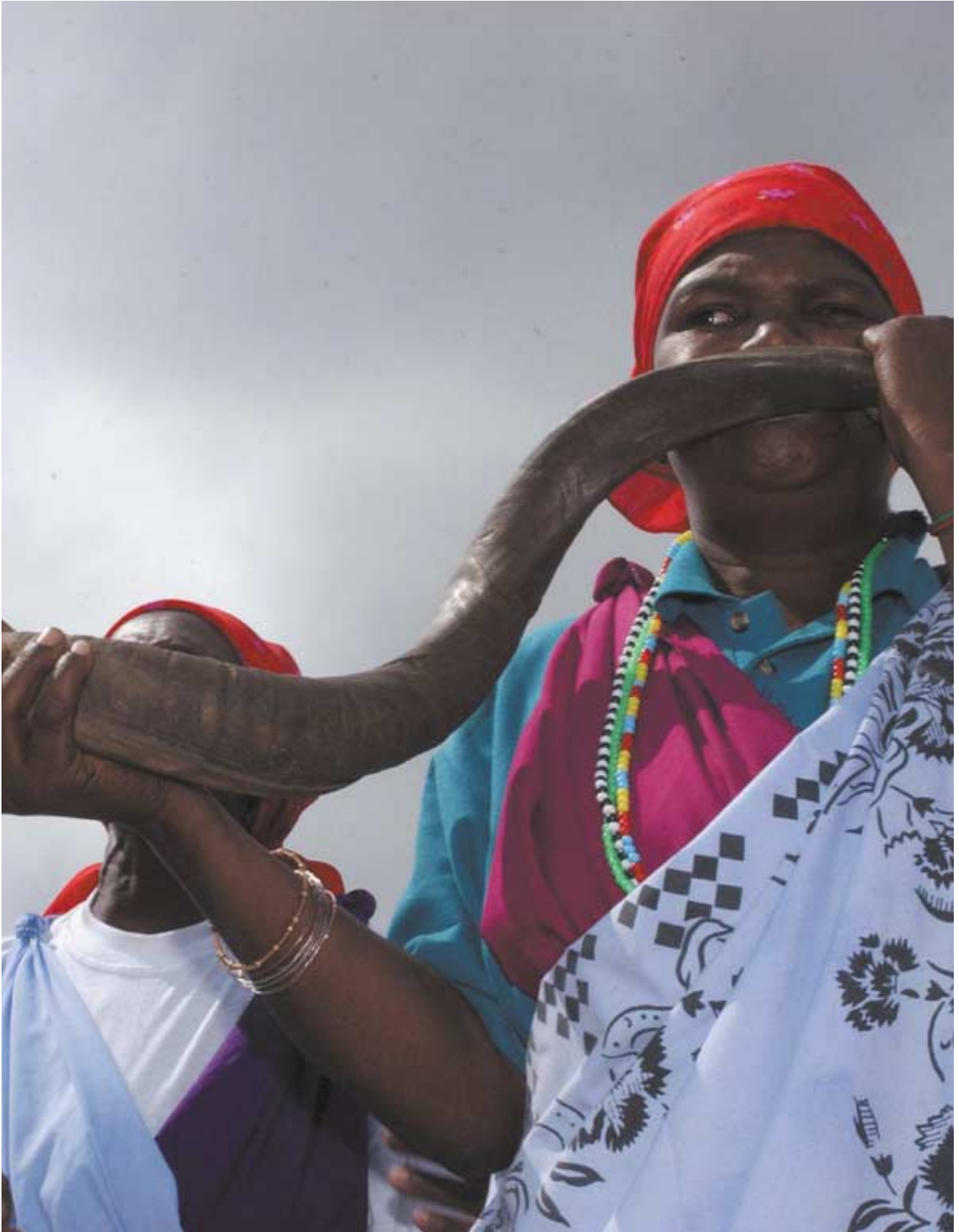
### **THEME SIX: Transversal campaigns**

- Imbizo
- Celebrations of national days
- Second Economy intervention
- Preparations for the 2010 Soccer World Cup.

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**THEME SEVEN: GCIS projects**

- GCIS Budget Vote
- Transformation of the marketing and advertising industry
- Post Mid-Year Cabinet Lekgotla communication
- Government Communicators' Awards
- Opening of Parliament (State of the Nation Address)
- New communication platforms
- Enterprise Project Management
- Monitoring and evaluation of the Programme of Action.



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## **PART 3: INTRODUCTION AND PROGRAMME PERFORMANCE**

### **3.1 INTRODUCTION**

#### **ABOUT GOVERNMENT COMMUNICATIONS (GCIS)**

GCIS was established on 18 May 1998, informed by the work of the Task Group on Government Communication (Comtask), appointed by government in 1995, to investigate government communication.

In striving to provide leadership in government communication and ensure that the public is informed of government's implementation of its mandate, GCIS has become an integral part of government. Ground-breaking projects and initiatives, such as the Multi-Purpose Community Centres (MPCCs) and izimbizo, help to bring government's message to millions, encouraging them to build a South Africa that truly belongs to all.

#### **SPREADING THE MESSAGE**

GCIS activities are part of government's Programme of Action as set out in the President's annual State of the Nation Address. Government's messages to the nation are communicated in a variety of ways, through print products, community radio stations, and big screens, to name but a few. Braille products reach the blind. The use of new platforms to expand dissemination of information remains a constant challenge. This year's Programme of Action was captured in a five-part photo story which appeared in newspapers and which were translated in all official languages for distribution in magazine format.

#### **EXPLORING ECONOMIC OPPORTUNITIES**

Another new initiative was a mass publication on economic opportunities produced on behalf of the Economic Cluster of the Forum of South African Directors-General (FOSAD). This campaign, using all the country's official languages, enabled communities to access information on economic and financial support, especially targeting those in the Second Economy. The first phase of this programme involved over 90 workshops in all provinces and the dissemination of 800 000 copies of the booklet. The positive reception of this effort informed a decision by the Cluster to expand the campaign in the next few years.



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## **BRINGING GOVERNMENT CLOSER TO THE PEOPLE**

MPCCs are bringing government closer to the people by providing access to information they can use to improve their lives, facilities, resources, training, and services matching community needs. Based at MPCCs alongside government are community-based organisations, non-governmental organisations, state-owned enterprises and business services such as telecentres with fax machines, computers and the Internet. The MPCC programme will be expanded from the current 66 to 284 by 2014, with each municipality having an MPCC.

The new Community Radio Satellite Network, set up in partnership with the Department of Communications, will make it possible for communities to get more information about the workings of parliament, government information and services as well as news about other communities and public affairs in general.

## **SHARING IDEAS AND BUILDING PARTNERSHIPS**

Government's izimbizo programme provides an opportunity for communities to build practical partnerships with government in the quest for a better life. It brings all three spheres of government closer to the people through direct interaction with communities. Through izimbizo, government takes its Programme of Action to the public to share ideas on working together to speed up implementation. During izimbizo, challenges are identified and solutions found to improve service delivery and the lives of all South Africans.

## **PROVIDING INFORMATION**

The GCIS Information Service provides a central point where government and government-related information can be obtained. Information is provided from internal databases and external sources, or the client is referred to contact persons at relevant departments or bodies.

The GCIS facilitated the redesign of the national Coat of Arms and National Orders. These symbols are now representative of South African culture and history and have become deeply entrenched in our society.

The *South Africa Yearbook*, the only comprehensive official source of reference on the country, is published annually by the GCIS. Described by one reader as 'the poor man's laptop', the *Yearbook* continues to grow in credibility and popularity. It has led to two by-products, namely the *Pocket Guide to South Africa* and an interactive CD-ROM.

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## CO-ORDINATION ACROSS GOVERNMENT

Much of our work is done in interdepartmental project teams drawn from various line and support functions.

In total, 36 interdepartmental projects were co-ordinated by the GCIS Project Desk. Below are examples of some of the projects undertaken during 2004/05:

**10 Years of Freedom** – The Campaign popularised the *Ten Year Review* developed by The Presidency, helping to create a sense of perspective regarding the challenges facing South Africa in the next decade of freedom. It culminated in the Tenth Anniversary Celebrations and the President's inauguration on Freedom Day, 27 April 2004.

**Youth Month 2004** – This Campaign, led by the National Youth Commission, urged young people to seize economic opportunities brought about by democracy.

**Women's Month** – The Campaign popularised government services and information that can assist South African women in improving their lives. To this end, a woman's mobile truck with officials from such departments as Trade and Industry, Health and Social Development criss-crossed the country to inform women about the opportunities arising from government's programmes.

**National Orders award ceremonies** – GCIS assisted The Presidency in planning and staging the award ceremonies during which National Orders were bestowed on individuals and foreign nationals who had performed extraordinary deeds in their areas of work. This included the production of promotional material.

**Batho Pele Gateway** was launched in August 2004, with a focus on nine MPCCs where General Service Counters had been established, as a pilot project, to assist citizens to access government services, among others through the Batho Pele Gateway. The communication campaign created public understanding about Batho Pele Gateway and the benefits it offers.

**Human Settlement Programme** – GCIS assisted the Department of Housing to develop a communication strategy for the Human Settlement Programme, to popularise the Programme and the objectives it seeks to achieve in line with the United Nations Millennium Development Goals.

**16 Days of Activism** – This Campaign creates public awareness around matters related to gender-based and child-directed violence. Led by the Deputy Minister of Correctional Services and GCIS,

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the Campaign has created wider awareness among the public about the need to unite against women and child abuse. It has also succeeded in building partnerships with civil society, faith-based organisations, the private sector, state-owned enterprises and the media.

## **BEHIND IT ALL**

Since its formation in 1998, GCIS has changed dramatically to a dynamic and creative team committed to promoting an informed citizenry who are active agents in shaping their own lives and the future of the nation together.



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## **3.2 PROGRAMME PERFORMANCE**

### **PROGRAMME 1: ADMINISTRATION**

#### **PURPOSE**

Administration is responsible for management and provides a support service to the entire department. Its functions are human resource (HR) management, internal audit, information technology, financial management, procurement, and auxiliary services. The Project Desk coordinates projects driven by GCIS and those done on behalf of other departments.

#### **DIRECTORATE: HUMAN RESOURCES**

This Directorate is responsible for:

- managing HR issues
- providing management in the maintenance of sound labour relations
- providing leadership in internal communication
- providing leadership in the Information Centre.

#### **Management of HR issues and promoting effective practices**

##### **Recruitment and selection**

The recruitment and selection process met or exceeded targets during the reporting period. GCIS was able to meet its employment equity targets, including with respect to the employment of staff with disabilities. The Public Service target is 2% and GCIS recently reached 2,5%.

##### **Leave statistics**

Leave statistics are produced on a monthly basis and presented to management for review and follow up. This ensures that all leave taken by staff members is properly recorded and accounted for. A reminder is also sent to staff members to ensure that they take their leave during the required period. A policy for taking leave during the festive period has been developed.

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### **Performance evaluation of staff**

GCIS has implemented the Performance Management and Development System. All staff members are evaluated bi-annually or quarterly, depending on their employment status in the organisation. Staff members who perform above expectation receive merit awards while those who perform below expectation are provided with the necessary training and mentoring. Road shows are conducted to ensure that all staff members are well informed of the organisation's policies.

### **Overtime policy**

The overtime policy was implemented during this period. All overtime worked was closely monitored to ensure compliance.

### **Restructuring of the organisation**

The organisation is undergoing a restructuring process during which the staffing needs of all units are assessed and where possible additional staff members recruited. The process will continue in 2005/06.

### **Maintenance of sound labour relations**

All disciplinary matters in the organisation are dealt with in terms of the prescripts. A grievance policy is in place, enabling staff to raise their grievances without fear of victimisation.

The organisation has sufficient and relevant policies which have been adequately communicated to all staff members. These policies have played an important role in promoting and developing morale, a sound organisational climate and productivity and reducing dissatisfaction.

Over the reporting period, HR dealt with six misconduct cases.

### **Internal Communication**

The Subdirectorate is responsible for:

- distributing reports in less than 12 hours of staff meetings, conducting initial staff orientation for new members and posting their profiles on the Intranet
- conducting exit interviews and distributing them to managers for action and follow up



- 
- managing and updating the Intranet site on a daily basis
  - arranging for national days to be celebrated by the organisation.

Information-sharing sessions promote the flow of information that helps improve management and work practices.

### **Information Centre**

The Information Centre consists of the Information Resource Centre (IRC), the directories and the library.

### **Information Resource Centre**

More and more people are using the IRC, especially students. It distributes information material both from the GCIS and other departments. The Centre is managed by one staff member with an intern. It works closely with the IRCs based in the regions.

### **Directories**

Online directories are updated daily. A new section contains contact details of Information Officers of departments and state-owned enterprises, appointed in terms of the Promotion of Access to Information Act, 2000 (Act 2 of 2000). Printing of the directories has been put out on tender to enhance efficiency.

### **Library**

Automation has greatly facilitated use of the library as staff can now access information from their workstations. Monthly updates of journals received by the organisation are circulated to staff members and the library manages newspaper distribution to management via a two-year tender.

All library books have been linked to a new security system to prevent unauthorised removal.

The celebration of national days with exhibitions in the library has proven very popular.

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## **Information Service**

Queries receive rapid response. Daily updates of FAQs are provided and monthly statistics help GCIS monitors the communication environment. The automation of services is well underway.

## **DIRECTORATE: TRAINING SERVICES**

Training Services is responsible for the skills development and capacity-building of staff, including their psychological well-being. Its functions are twofold:

- It develops the skills profile of GCIS staff by organising in-house and external training. It organises communication-related training for government communication officers based at national and provincial level.
- It manages the well-being of staff through the Employee Assistance Programme (EAP). The Programme is also responsible for the management of HIV and AIDS within the organisation.

## **Training and capacity-building of GCIS personnel**

### **Short courses**

During 2004/05, more than 200 staff members underwent short course training in different fields such as performance management, financial management, information technology, protocol, mentorship, stress management and others. Altogether 127 staff members attended the in-house training and 76 training organised by service-providers.

Bursaries were awarded to 49 staff members in different fields, mostly communication and management-related. The duration of the courses is between one and three years with very few lasting more than three years. This cost the organisation over R197 734. Three people completed the courses they pursued in 2004. The remainder will finish between 2005 and 2007. Twenty-one new applicants joined this group.

Each year, more staff members apply for bursaries. More than 90% of those who undergo training pass at the end of their courses.

### **Adult Basic Education and Training (ABET)**

Those who were on the ABET programme in 2004 continued with Level 4 at the Pretoria Institute of

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Learning in 2005. Training Services assists ABET students as well as those who wish to acquire life skills in fields they are interested in. Their training amounted to R70 560.

### **Internship and experiential training**

Internships and experiential training continue. Students from institutions of learning join GCIS to gain practical or on-the-job training. Others come to the organisation to be exposed to and to gain experience in the working environment. During the reporting year, 44 interns, including experiential trainee students, were accommodated at a cost of R137 170. Twenty-seven completed their internship at different periods during the course of the year. GCIS accommodates between 17 and 24 interns at any given time in a year.

From April 2005 – March 2006, Training Services will host 10 learners doing a learnership in Marketing Communication at Level 4. The AAA School of Advertising will be the training service-provider to facilitate the academic side of the training. The programme will cost the organisation nearly one million Rand.

### **Induction of new staff members**

New staff members, including those employed in GCIS' regional offices, are inducted on a monthly basis. During 2004/05, 41 new members were inducted at a cost of R51 409.

### **Training and capacity-building of government communication officers**

The Professional Certificate in Government Communication and Marketing for communication officers (funded by GCIS, Unilever and the Mandela-Rhodes Foundation) that started in 2004 is on course. Forty-four communication officers from national, provincial, local government and from state-owned enterprises attended the course in 2004. The course is being repeated in 2005, and 39 officers have been accepted. The University of the Witwatersrand continues to be the training-provider.

### **Employee Assistance Programme**

The EAP assists staff members to cope with the psychological challenges they face. Six staff members, and two with their families, who required professional assistance in this regard, were referred to specialists. Some with disabilities were, for the first time, assisted in acquiring wheelchairs at a reasonable price. For these services, the organisation paid R86 493,76.

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During the reporting period, qualified consultants briefed staff members on topics to enhance their quality of life such as how to cope with bereavement, dealing with stress, etc. The issues of HIV and AIDS in the workplace were also addressed. Forty-one new staff members at Midtown gained some basic knowledge on the topic while specialists in the subject addressed staff in the provincial offices.

Policies and guidelines on all issues that affect staff members such as the bursary policy; the EAP; the acceptance of interns, volunteers and learners; death and/or hospitalisation of GCIS personnel; and others, have been updated and/or developed. All are operational and guide the organisation as it continues to implement its mandate.

The organisation doesn't confine itself to skills and academic development of staff, but also believes in mentally and psychologically healthy personnel.

#### **DIRECTORATE: FINANCIAL MANAGEMENT, PROCUREMENT AND AUXILIARY SERVICES**

This Directorate is responsible for financial, provisioning and auxiliary support to the department. A key function is to ensure the department's implementation of and adherence to the Public Finance Management Act (PFMA) and Supply Chain Management and compliance with Broad-Based Black Economic Empowerment (BBBEE).

The Directorate has continued to build on progress in previous years, particularly with regard to the continued monitoring of compliance with the PFMA requirements within all the financial and procurement processes of the department. Monthly monitoring of expenditure against the approved business plans has been done consistently, providing management with appropriate information to intervene as soon as deviations are identified.

Special focus was placed on aligning the procurement processes to the requirements of Supply Chain Management and the BBBEE Act. Training was arranged for members of the Departmental Bid Committee, management of the department and the Directorate's staff.

The monitoring of compliance to BEE and BBBEE is an important emphasis of the Directorate's work. Companies have been invited, through advertisements in newspapers, to register on the database of suppliers. The Directorate is exploring the procurement of a more efficient information system that will enable it to produce monthly information to monitor expenditure. With the assistance of the Department of Trade and Industry, the Directorate hopes to have a database that will monitor the key elements of BBBEE-compliant companies.

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Refining efficiency remains a focus, especially with regard to the turnaround time of procurement processes. This is achieved through the daily capturing of statistics of the work received and processed to the satisfaction of the line-function client.

Progress is promoted by the level of understanding by GCIS officials of government's financial guidelines. The consistent monitoring of adherence to procedures by financial officials, with the assistance of Internal Audit, has improved compliance within the department. It, however, still remains a great challenge to further improve on turnaround times.

## **DIRECTORATE: INFORMATION MANAGEMENT AND TECHNOLOGY**

### **INFORMATION TECHNOLOGY (IT)**

IT is responsible for the maintenance, support and provision of Information and Communications Technology in GCIS.

During the period under review, the collaboration environment was further improved by upgrading and installing new video conferencing equipment at the GCIS Parliamentary Office in Cape Town and at Head Office in Pretoria.

Within the desktop environment, all equipment has been upgraded in line with their end-of-life cycle. The desktop operating system and office automation tools at Head Office have been upgraded in line with the Microsoft Enterprise Licensing Agreement.

On the Wide Area Network (WAN), IT is establishing a Virtual Private Network (VPN) with the State Information Technology Agency (SITA). The VPN will improve the efficiency of the WAN by providing more security and speed. A VPN for GCIS' regional offices and MPCC structures is also envisaged. This will provide communication officers in MPCCs with access to the GCIS systems via remote access, through a Telkom link, which was not possible previously.

IT upgraded the server room in Head Office – an off-site recovery site will be capacitated in the next period. IT maintained Internet and e-mail security through the use of the latest anti-virus, content scanning and filtering software and the renewal of servers. Redundancy has been built within the web server environment hosted by SITA by procuring additional servers.

An application server has been acquired to complement the development server and further enhance the in-house systems development environment. In-house development has been

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completed for the Information Centre and Training Service Management systems and IT started on a filing system and a distribution system for the Communication Service Agency.

A server has been procured for a video library system. The service has been installed and is awaiting the commissioning of the video library software in the next reporting period.

IT continues to maintain its supplier relationships with SITA and other IT service-providers through the use of service level agreements.

A shortfall in the completion of the IT project for the video library software was the underestimation of the cost of the project. Projects for security and disaster recovery also took priority to meet the requirements of the Auditor-General.

The video conferencing enhancements were made possible through partnerships with the Department of Public Works and the upgrade of the facilities at GCIS in Cape Town.

### **ELECTRONIC INFORMATION RESOURCES (EIR)**

EIR is responsible for the development, maintenance and updating of the South Africa Government Information Portal and GCIS websites. It advises and supports government departments and provincial legislatures on developing, redesigning or maintaining their websites and evaluates new and existing government websites on request. A hosting service is provided for some government departments.

During the period under review, EIR improved the comprehensiveness and accessibility of government information on the Internet by means of the South African Government Information Portal. Approximately 1 613 new documents and 4 826 speeches and statements were added to the Portal, while 403 government and national events, special days, press conferences and conferences were announced.

The number of subscribers to the e-newsletter for speeches and press statements increased from 2 854 to 3 062. Usage statistics for the Portal increased from 6 129 803 page views in the previous reporting period to 10 295 577.

During 2004/05, the Government Information Portal was thoroughly reviewed, and improvements subsequently implemented. The revamped website was launched in November 2004. New features



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include an extension of information in some categories, improvement of the arrangement of information and navigation structure, and a more consistent interface with the user. The branding of the Portal was also changed to be in line with government's corporate identity.

The 'Events' category on the Information Portal was improved through the development of a database and a content management system for the updating of data. Furthermore, the Government's Programme of Action has been available on the Government Information Portal since April 2004. This allows the public to continue to follow progress in implementation of the Programme.

An initiative started during the previous financial year, namely to improve the search functionality on the Government Information Portal, was implemented during this review period. Improvements include, among others, the availability of both simple and advanced search options, improving the user's options to enter search terms and an improved results interface. An additional e-newsletter was also developed to inform users of all new items that are being posted on the Information Portal during a 24-hour period.

During 2004/05, EIR became involved with the Batho Pele Gateway Portal managed by the Department of Public Service and Administration. Assistance was provided with the finalisation of the branding and navigation scheme of the Gateway Services Portal. The Content Management Policy and Guideline Document was compiled, and a process to procure services for the translation of the Portal's content was initiated. Resources and processes were put in place to manage the Portal's content. Business ownership of the Portal was transferred to GCIS with effect from 1 April 2005.

Support was provided to The Presidency in planning and developing its website. Other EIR output included assistance with the 16 Days of Activism project. Support was given to the Directorate: National Liaison regarding a page for the Government Communicators' Awards, while improvement of the Government Communicators' Forum website commenced.

An initiative to improve the web infrastructure and to implement a business continuity solution for the GCIS web servers commenced in 2004/05. It will be implemented early in the new financial year.

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## **DIRECTORATE: PROJECT DESK**

The Project Desk serves as a professional delivery mechanism for meeting government's communication needs through mobilising GCIS expertise and setting up project teams. As a gateway for client requests, the Project Desk allocates resources to projects and implements capacity-building initiatives in GCIS to deepen project management culture and practices in the department. It develops and maintains the Project Information and Management System (PIMS).

### **Giving greater direction to government communication through the development and implementation of the Government Communication Programme (GCP)**

Project Desk drafts the GCP each year, for approval by the GCIS Secretariat in February. The GCP outlines the key campaigns of government for the 2005/06 financial year and project teams to implement these campaigns.

Project Desk organised regular reference team meetings for each Communication Cluster to assess the progress of projects in all the main GCP themes and assisted in developing about 36 communication strategies. These included key projects such as 10 Years of Freedom (The Presidency), Youth Month (National Youth Commission), Women's Month (The Presidency), National Orders (X 2) (The Presidency), Municipal Infrastructure Grant (Department of Provincial and Local Government), Community Development Workers (Department of Public Service and Administration [DPSA]), Batho Pele Gateway (DPSA), Human Settlement Programme (Department of Housing), Release of Crime Statistics (South African Police Service), 16 Days of Activism (Department of Justice and Constitutional Development), National Address System (Department of Communications), Anti-Corruption Summit (DPSA), 2010 Soccer World Cup (Sport and Recreation South Africa), and New Partnership for Africa's Renewal/African Union (Department of Foreign Affairs). The strategies assisted government in communicating its messages to the public.

In 2004/05, Project Desk provided focussed project management support to 38 project teams. It assisted National Liaison in facilitating processes for developing communication strategies for all five clusters, and developed Power Point presentations of the strategies for FOSAD clusters and Cabinet Committees.

Project Desk monitored GCP implementation and continued to set up and co-ordinate new project teams as and when required. More than 66 project team meetings were organised in 2004/05.

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### **Improving and maintaining project management capacity in GCIS**

Project Desk commissioned the University of Pretoria to present a basic project management course to 50 GCIS staff members (40 of them based in the regions). The course was critical in expanding the project management capability in GCIS' regional offices. About 20 GCIS staff members were also trained in MS Project 2002, and are now able to use the software for better project planning and management.

GCIS, together with National Treasury and the DPSA, hosted about three project management indabas in which project management experiences and lessons were shared with other public-sector project management communities.

### **Improving and maintaining the Project Information and Management System to facilitate better storage, retrieval and utilisation of project information**

Project Desk facilitates the submission of weekly reports to Secretariat on active projects. It also facilitates the submission of monthly communication environment reports to Indibano. Project Desk facilitated and drafted about 15 exit reports to the Secretariat, detailing lessons learnt from completed projects. The PIMS was reviewed to be fully in line with user needs.

### **Handling, processing and managing the allocation of resources to new requests from client departments**

In the reporting period, Project Desk received and processed 98 requests for GCIS assistance, covering, among others, invitations to meetings or workshops and the facilitation of communication strategies. It developed over 20 scope briefs on complex requests for approval by the Deputy CEO to guide the quicker processing of some of the requests. It assigned resources to assist departments in consultation with line managers.

### **Establishing and providing regular project management support to sub-project desks in GCIS**

Project Desk provides regular project management support in GCIS. Sub-project desks have been established at Provincial and Local Liaison, IT, and Policy and Research, and support has been given to them through training and assistance in the development of project plans.

An overall sub-project desk maintenance and roll-out strategy was developed and incorporated in the Enterprise Project Management Initiative (EPMI) document. A detailed action plan will be developed in line with EPMI implementation.

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The Project Desk managed to deal with larger volumes of work in 2004/05 despite staff shortages at various critical intervals. The maturing level of project management in GCIS is making a positive impact.

#### **DIRECTORATE: INTERNAL AUDIT**

The GCIS Internal Audit is an independent and objective assurance and consulting activity designed to add value and improve the GCIS' operations. It helps GCIS to accomplish its objectives by bringing a systematic and disciplined approach to evaluate and improve the effectiveness of risk management, control and governance processes.

##### **Consulting services**

As part of its mission to promote a systematic and disciplined approach to risk management, the Directorate facilitated the development of the GCIS Enterprise Wide Risk Management Strategy. This involved conducting workshops with all business units in GCIS and road shows for all GCIS staff based in regional offices to promote awareness and sound governance principles across the entire organisation. The Directorate facilitated workshops for the development of the Risk Management Strategy for the GCIS' public entities, the Media Development and Diversity Agency (MDDA) and International Marketing Council (IMC).

The Directorate is responsible for co-ordinating audit committee meetings for GCIS, the IMC and the MDDA. Three audit committee meetings for GCIS and the MDDA and four for the IMC were held during the year under review.

##### **Assurance services**

The Directorate updated its three-year strategic plan and developed an annual operational plan for the reporting period, based on the risks identified in the GCIS Enterprise Wide Risk Management Strategy. The Directorate implemented its annual operational plan, with 12 of the 13 planned audit projects conducted and reports presented to senior management and the Audit Committee.

The Directorate has developed good customer relationships over the years, ensuring that its annual plans are implemented effectively and efficiently. This despite the fact that the Deputy Head of Internal Audit (Assistant Director level) became vacant more than once due to resignations as the incumbents received better offers outside. The upgrading of this post to Deputy Director with effect from 1 April 2005 will ensure stability at the middle-management level.

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The Directorate enhanced capacity through multi-skilling by rotating staff and exposing them to functions at junior- and middle-management level. This helped them to fully appreciate teamwork and the importance of project management in carrying out audit projects, within the context of the reporting structures that exist, including the Internal Audit Committee and the Audit Committee. The Unit is continuing to build capacity in specialised areas. The recent introduction of Information Communications Technologies, in terms of risk management and governance as well as Internal Audit working papers software, will enhance the Unit's efficiency.

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## PROGRAMME 2: POLICY AND RESEARCH

### PURPOSE

Policy and Research conducts communication research, and the development and implementation of government policy from a communication perspective.

### MEASURABLE OBJECTIVE

To inform communication policy and strategy in government by analysing and producing research reports on developments in the communication environment.

Policy and Research provides communication policy and research services. It ensures that communication products are informed by the needs of the public, through research projects that aim to identify the kind of government information the public is interested in hearing about. The Programme assists in establishing the effectiveness of government's programmes and monitors the communication of these policies and how they are covered in the media. The Chief Directorate: Policy and Research continuous to provide support to the MDDA.

### SERVICE-DELIVERY OBJECTIVES AND INDICATORS

**Policy** monitors media, communication and information policy reports. It examines the development and implementation of government policy as a whole from a communication perspective and carries out GCIS' responsibilities towards the MDDA and the Southern African Development Community (SADC). The Chief Directorate participates in the regional information policy process within the SADC. The SADC Media Awards, driven by the Directorate: Policy, are in its second year of existence, attracting participants within the region and extending interaction of media experts within the SADC.

Policy has established the imbizo database to collate issues arising from izimbizo. It will improve information monitoring and follow-up processes within government departments.

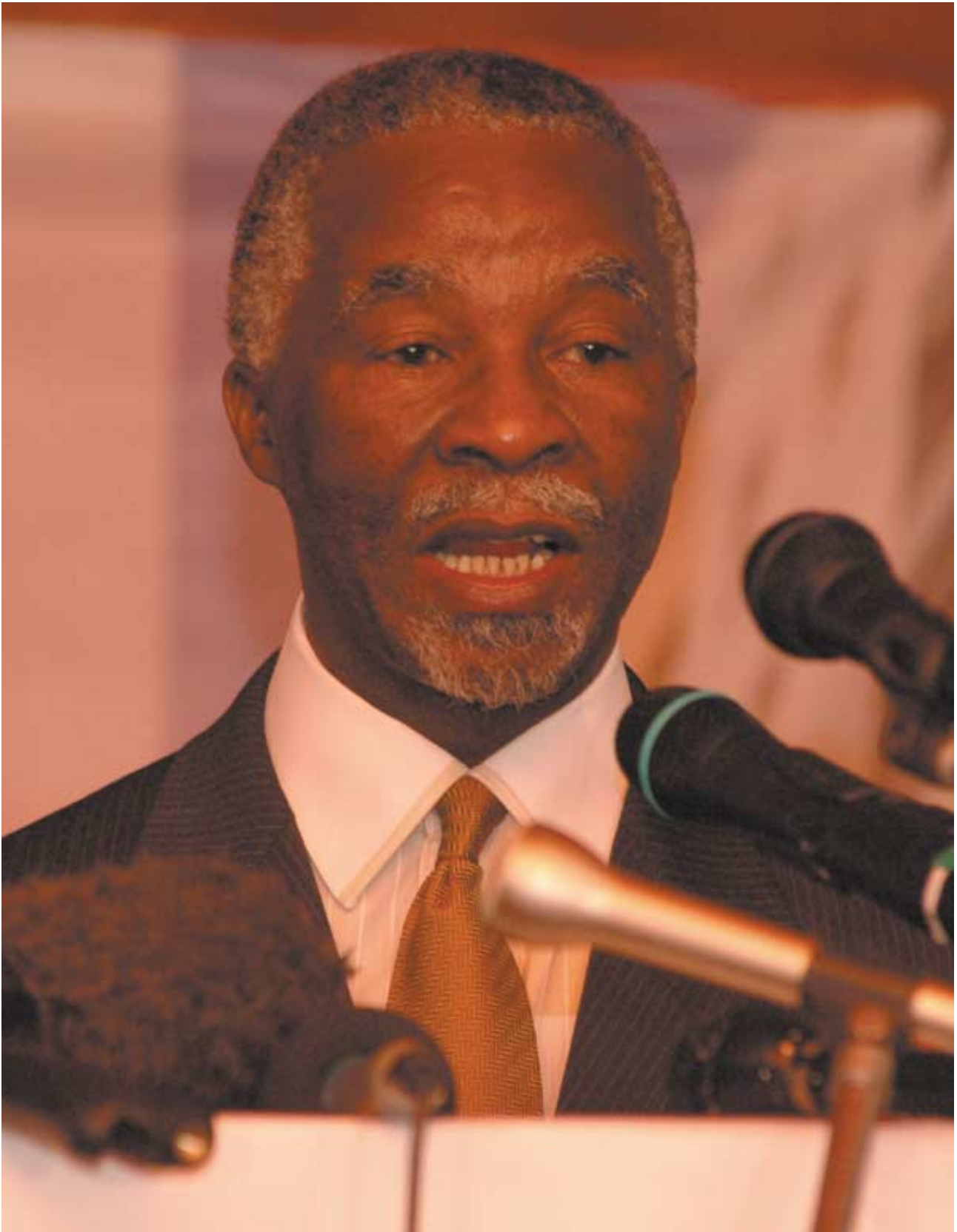
**Research** assesses the information and communication needs of government and the public and evaluates government's communication initiatives, products and channels. It also outsources long-term countrywide research projects (qualitative and quantitative) and short-term (*ad hoc*) projects, subscribes to relevant and regular research products, purchases research findings, renders research advice to internal and external clients and encourages government communicators to conduct research to enhance effective communication.



The Chief Directorate has extended its communication research to include a continuous assessment of the public's information needs. To this end, a continuously tracked communication research project has been embarked upon, the outcomes of which enable government to decide on the most effective methods to inform the public about its programmes.

## SERVICE-DELIVERY ACHIEVEMENTS

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Management	Monitoring of policy communication and trends in media	Quality of communication environment report and assess national departments' communication strategies together with Government and Media Liaison	Satisfactory input on the key areas for communication in line with the National Communication Strategy on programmes of government	<p>Provided guidance to national departments on the alignment of communication with the National Communication Strategy</p> <p>Encouraged rapid response on inaccurate reporting about some government messages and news</p> <p>Production of weekly communication reports for the Secretariat's attention and discussion</p>
Policy	<p>Monitoring and analysis of policy and media environment</p> <p>Responsible for the management and integration of izimbizo data</p>	Reports on government developments and coverage based on monitoring and analysis of the media	<p>Daily monitoring and analysis of media</p> <p>Informed by izimbizo periods</p>	Produced reports for relevant departments on issues from over 500 izimbizo during the National Focus Week, October, 2004
Research	<p>Outsource long-term countrywide research projects (qualitative and quantitative) and short-term (<i>ad hoc</i>) projects</p> <p>Subscription to relevant and regular research products</p>	<p>Availability of research findings based on research objectives</p> <p>Presentation of research findings to clients</p>	Specified based on individual projects	<p>Used communication research outcomes for departments to improve their communication reach</p> <p>Four departments included questions for their communication campaigns</p>



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## PROGRAMME 3: GOVERNMENT AND MEDIA LIAISON

### PURPOSE

Government and Media Liaison (G&ML) co-ordinates effective, integrated and comprehensive communication and media liaison services across government.

### MEASURABLE OBJECTIVE

To provide strategic communication support to government departments and other institutions by:

- convening communication co-ordination fora
- providing an effective government news service
- building and maintaining good relations with local and foreign media.

Through its subprogrammes, G&ML provides strategic support to government communicators by convening national and provincial co-ordination fora to ensure government communicates in a single voice. It ensures that departments develop their own communication strategies and that the media are timeously informed of government's programmes.

Other activities include: providing government news and information to community and mainstream media, locally and internationally; making available a professional and accessible media support service for government; arranging media briefings; and providing daily news coverage from Parliament.

### SERVICE-DELIVERY OBJECTIVES AND INDICATORS

**Management** is responsible for overall leadership, management and planning of activities.

**National Liaison** promotes interdepartmental co-ordination and co-operation on communication matters through systems and structures established by GCIS. The Directorate convenes co-ordination and planning fora to enhance the integration of government communication, nationally and provincially.

It helps raise the standards of government communication. It ensures the development and monitoring of implementation of subsidiary communication strategies by all departments in line with the National Communication Strategy.

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**International and Media Liaison** ensures a professional and accessible media support service for government through ongoing media liaison and the arrangement of regular media briefings. The Directorate co-ordinates communication-related foreign government visits to South Africa.

**News Service** provides government news and information to community and mainstream media, locally and internationally.

During the reporting period, the Programme was involved in the following projects:

- Ten-Year Celebrations: co-ordinating government communication around these events
- Media briefings on the Programme of Action, following the State of the Nation Address in May 2004, when the newly elect Government adopted a Programme of Action, which necessitated briefings of the media and then every two months on implementation of the Programme
- State of the Nation and inaugural addresses: The State President delivered an Inaugural Address in May 2004 and a State of the Nation Address in February 2005. Both were provided with the media support they required.

An orientation session helped new communicators understand the functioning of government's communication system and their role in it. The functioning of communication clusters has improved in the past year. Other products and services like the *Communicators' Handbook*, *Bua Magazine*, Government Communicators' Forum web page and the Calendar of Events have helped to keep communicators informed and ensure that they understand their working environment and the challenges they face.

The Directorate: News Services has increased utilisation of BuaNews stories by community radio stations, largely due to a marketing drive to these stations in all provinces. A similar drive is planned in 2005 to editors of the mainstream media to ensure a higher utilisation of BuaNews stories. There is also an increase in the utilisation of BuaNews stories by the international media, due to partnerships formed with international news agencies.

## SERVICE-DELIVERY ACHIEVEMENTS

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Management	Strategic support to clusters of government communicators	Convene and chair government communicators co-ordinating fora	Ongoing	All meetings were convened and chaired
National Liaison	Co-ordinating and planning fora to enhance communication integration	Pre-Cabinet meetings	Fortnightly	All pre-Cabinet meetings took place as scheduled except when Cabinet was not meeting
		Government Communicators' Forum	Thrice annually	Three meetings took place – June, December 2004 and February 2005
		Provincial Heads of Communication meeting	Thrice annually	Three meetings took place
		<i>Government Communicators' Handbook</i>	Once a year	The <i>Handbook</i> was reviewed as planned and the new edition distributed to communicators
		Communication Cluster meetings	Monthly	Clusters met monthly except in December and January
		Ministerial Liaison Officers' Forum	Thrice annually	Met twice – in October and in November
	Encouraging debate among communicators regarding their work	Production of <i>Bua Magazine</i>	5 000 <i>Bua Magazines</i> quarterly	Two issues were published
	Improved information flow among government communicators	Updating the Government Calendar of Events and the Government Communicators' web page	Daily	Both pages were revamped and are updated regularly

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**SERVICE-DELIVERY ACHIEVEMENTS (CONTINUES)**

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
	Report on the active or lack of participation by communicators in the communication system	Distribution of Key Performance Area (KPA) report cards to departmental heads of communication	Annually	Report cards were produced and sent to departments
	Motivating tool striving for excellence	Government Communicators' Awards	Annually	The function took place in December 2004
International and Media Liaison	Rapid response to issues in the communication environment	Informed communicators who respond timeously	Daily conference to assess the environment	Daily conferences were held. The impact of the activity is being assessed
	Communication about the 10 Years of Freedom Celebrations	Ensure knowledge about key events	27 April 2004 11 February 2005	Both events were well-attended by media and well reported on
News Services	Dissemination of government and development-related stories and news articles for community and mainstream media	Number of clients reached and stories submitted	Three deadlines per day. 2 500 clients in South Africa and 2 000 clients internationally. 13 000 visits to the online website	Deadlines met. 21 875 visits to the online website. 2 500 clients receiving e-mail editions locally. International audience receives BuaNews articles via partnerships with media agencies such as Xinhua, Prensa Latina and the Smart News Network International
Parliamentary Liaison	Pro-active media information briefings at the start of Parliamentary sessions	Successful briefing weeks at the Opening of Parliament	Opening of Parliament	Two briefing sessions, June 2004 and February 2005
	Media briefings by clusters and departments on implementation of the Programme of Action	Regular media briefings to keep the public informed of government's Programme and progress	Cluster briefings twice a year	Two cluster briefings were held
	Media coverage of the work of the National Assembly and the National Council of Provinces	Writing stories emanating from the two Houses for BuaNews	Departmental briefings on a regular basis	Stories were written and published on BuaNews website





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## PROGRAMME 4: PROVINCIAL AND LOCAL LIAISON

### PURPOSE

Provincial and Local Liaison (PLL) strengthens and streamlines systems and capacity at provincial and local level for government communication and interaction with the public.

### MEASURABLE OBJECTIVES

To disseminate government information and communication to the public, through the establishment of one-stop information centres and networks to integrate communication at local government level.

### SERVICE-DELIVERY OBJECTIVES AND INDICATORS

The Programme has three subprogrammes and nine regional offices.

**Local Liaison and Information Management** co-ordinates efforts to promote development communication and local content within the government communication system through various mechanisms, including dissemination of government information products, community information campaigns and the promotion of community media. It co-ordinates partnerships to strengthen communication at local government level, and efforts to promote integrated government communication locally. Through monitoring the community liaison efforts of GCIS' district-based communication officers, an understanding of the local communication environment is developed, which assists in developing communication campaigns and programmes.

Significant progress has been made in standardising the communication programmes implemented by the district-based communication officers of GCIS by establishing a sub-project office in the Chief Directorate as a single entry point, supporting the nine regional offices. The degree to which partnerships have been forged with government and non-governmental organisations using MPCCs as points of information and service delivery has improved significantly.

**Institutional Development** is mainly responsible for co-ordinating and facilitating the establishment and roll-out of MPCCs countrywide. The Directorate is also responsible for monitoring, evaluation and aftercare.

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**Provincial and Local Liaison Administration** co-ordinates the corporate and administrative responsibilities of the Chief Directorate and serves as the single entry point for administration and management tasks between the GCIS Head Office and regional offices. It implements and co-ordinates capacity-development initiatives within the Programme, which supports the decentralised functions of the unit.

Monitoring and evaluation systems have assisted effective management of the budget. Recruitment of staff has been maintained and a high standard set in terms of training in skills required to manage the development communication function locally.

**Regional offices** play a critical role in implementing the Government Communication Programme at provincial and local level. They are responsible, in partnership with provincial and local government, for establishing an effective government communication system from national to local level. This includes the maintenance of communication co-ordination structures, the implementation of government communication campaigns as well as popularisation of communication platforms including MPCCs, the Batho Pele Gateway Portal and partnerships with Community Development Workers (CDWs).

To achieve its objectives, PLL uses all appropriate forms of communication, including community media, print, electronic, direct communication with communities through unmediated products, community liaison, the Internet and telecentres. District-based communication officers play a developmental role in identifying and responding to community needs, as well as assessing the local communication environment.

Twenty-eight new staff members were appointed countrywide, including one Regional Manager and a Director.

Forty-five staff members, including newcomers, attended five-day training on phase four courses on Development Communication, Finance, the Public Finance Management Act, 1999 and General Administration. Newcomers were first trained on phases one to three and joined the others for the phase four training. Thirty senior communication officers, including management staff, were trained in Project Management.

All communication officers were given extensive training in the Ward Information Management System, Project Management and the PLL Sub-project Office, which was established to enhance content development, database accessibility, environmental analysis and managing the flow of information between GCIS district-based communication officers, regional managers and PLL

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management at GCIS Head Office. All information resource secretaries, including those based in Parliament and at Midtown Information Centre, were trained on modules relating to the regional distribution processes. Twenty-five staff members, including regional managers, were trained in the Performance Management System.

Development communication training was conducted with national and provincial departments and all GCIS employees.

District-based communication officers listen to people's needs during their liaison work, visits to wards, izimbizo and community forum meetings. They facilitated 1 010 responsive campaigns at ward level in partnership with local municipalities and relevant government departments. They assist CDWs in encouraging participation by ordinary people in local governance and integrated development planning. Their efforts helped the Umsobomvu Youth Fund to reach more than 14 000 youngsters in rural villages through direct community liaison. GCIS district-based communication officers assisted the Department of Justice in tracing over 450 missing Truth and Reconciliation Commission beneficiaries. Through the network of 600 distribution points, GCIS communication officers assisted Parliament in distributing 200 000 constitutional comic booklets to communities countrywide.

More than 14 value-adding partnerships were developed with national government departments and public-sector agencies (e.g. South African Revenue Service, and the departments of trade and industry, home affairs, environmental affairs and tourism, communications, and justice and constitutional development) wanting to use MPCCs as points of presence and for information and service delivery. A partnership with the Film Resource Unit, to establish community-based audiovisual facilities at MPCCs, allowing for creative use of the multimedia to provide information, was another exciting venture. It allowed MPCCs to be used for the exhibition and distribution of African films, which have educational and cultural value. The Umsobomvu Youth Fund rolled out several youth advisory centres at MPCCs, linking youngsters to career guidance, entrepreneurship and skills development programmes, and the National Youth Service.

Sixty-six MPCCs are operational countrywide as part of the first generation. Communities in urban and rural areas visit the centres regularly to access social and economic services provided by government departments and their agencies. Furthermore, nine General Service Counters were established at MPCCs as access points to the Batho Pele Gateway Internet Portal and plans are underway to extend this to 18 MPCCs in 2005/06.

The second-generation MPCC strategy was adopted by Cabinet, and work is continuing to ensure that each local municipality has an MPCC by 2014. More than 600 services from all spheres of government and MPCC partners have been delivered to the public where they were not provided previously.

Progress has been made in extending the system of government communication to local government level (municipalities). Provincial roll-out workshops, including engagements with several municipalities, the Department of Provincial and Local Government, South African Local Government Association and provincial heads of communication were implemented in four provinces with dates pending for the roll-out of the remaining five.

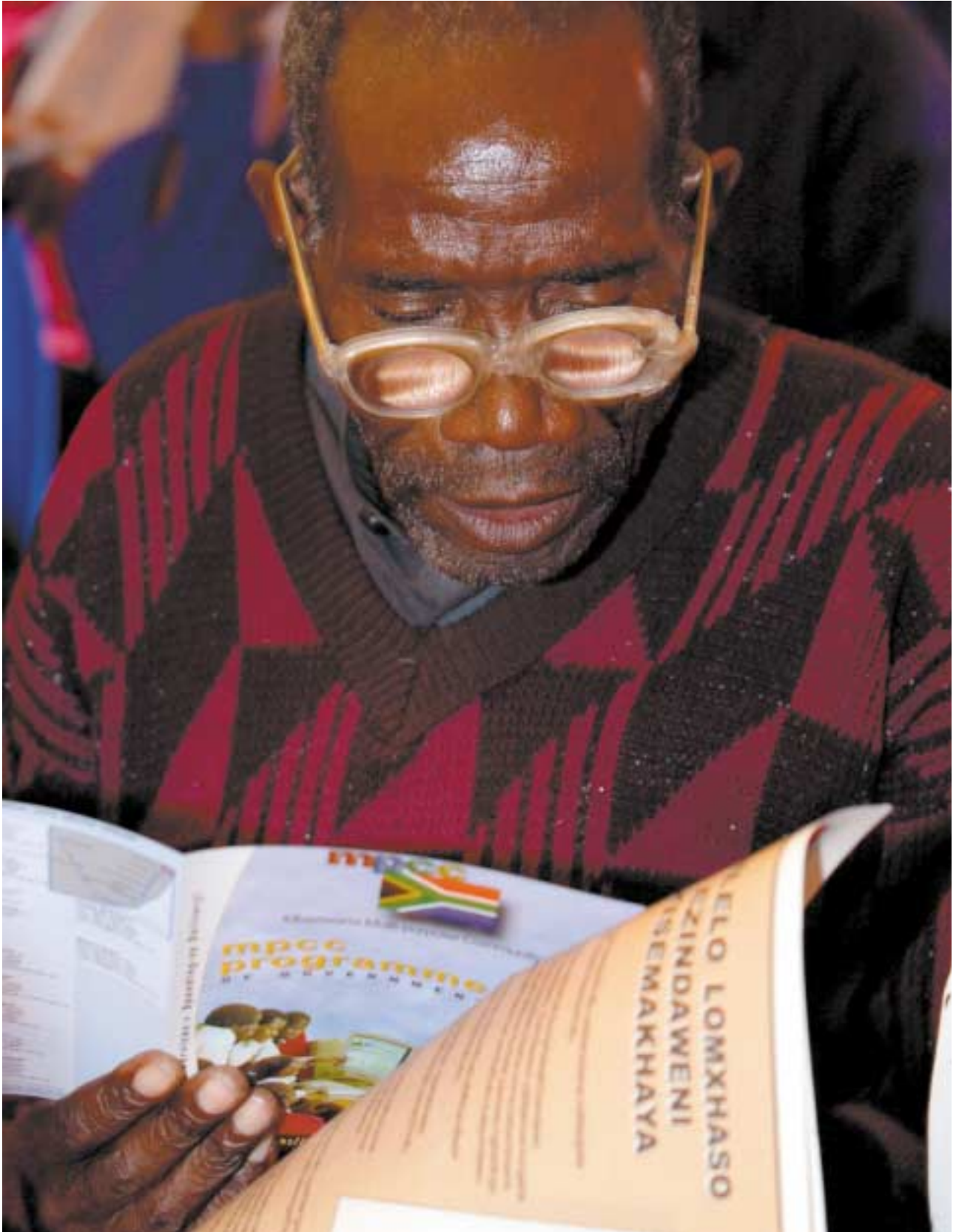
## SERVICE-DELIVERY ACHIEVEMENTS

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Management	Strategic leadership and the development of communication partnerships	Regular meetings and support for provincial heads of communication	Quarterly	Quarterly attended
		Establishment of Government Information Centres (GICs)	85 GICs by December 2004	100 GICs are operational. Communicators have established distribution points for disseminating information products on government's programmes and projects at clinics, post offices, shops, schools, libraries, etc.
Liaison	Integrated delivery of government information	Appointment of new communication officials and their training in Development Communication	22 new staff to be appointed and 30 officers to be trained	28 new staff appointed. 55 communication officers trained in Development Communication, Finances, Project Management and Administration. A further 30 were given specialised Project Management training

**SERVICE-DELIVERY ACHIEVEMENTS (CONTINUES)**

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
	Content strategy guiding the grassroots liaison work of district-based communicators	Development of a content strategy	Content strategy	Content strategy developed, including a manual. Content workshops were held with regional office staff. Ward information profiles were developed and operationalised using the Ward Information Management System. Sub-project office was fully operational to integrate regional and district GCIS offices into the national projects of GCIS
	Support to communication structures at local government level	Development of strategy	Setting up of working committee with key partners – March 2005	A tripartite committee between the South African Local Government Association, the Department of Provincial and Local Government and GCIS met regularly to strengthen communication at municipal levels. Nine provincial working teams have been established. Workshops have been held with core teams in four provinces
	Rural distribution network and channels for government information	Number of Multi-Purpose Community Centres (MPCCs) established	Roll-out of 65 MPCCs by December 2004	66 MPCCs were operational by March 2005. Partnerships with government departments and parastatals have seen more than 20 information products in excess of 600 distribution points. 1 010 campaigns were held







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## PROGRAMME 5: COMMUNICATION SERVICE AGENCY

### PURPOSE

The Communication Service Agency (CSA) provides a range of media production services to GCIS and other government departments.

### MEASURABLE OBJECTIVES

To better inform the public of government's programmes and policies through the regular production and distribution of relevant information products.

The CSA is responsible for communication production. It provides services such as media bulk buying; the production of video documentaries, radio programmes and photographs; content development and editing; graphic design and layout; and the marketing and distribution of government material. It produces the *SA Yearbook* and *Pocket Guide to South Africa*.

### SERVICE-DELIVERY OBJECTIVES AND INDICATORS

**Management** is responsible for the overall leadership, supervision and planning of the Programme.

**Marketing, Advertising and Distribution** manages the corporate identity of government; develops strategies for marketing, distribution, event management and advertising for inclusion in campaign and project plans for government; and is responsible for the bulk buying of media space for government advertising.

**Product Development** develops broadcast strategies for inclusion in campaign and project communication plans. It is also responsible for the production of videos and radio programmes for other departments including advertisements, documentaries and information and promotional products. It also provides a comprehensive graphic design and layout service, exhibition design service as well as a photographic service to government clients.

**Content Development** is responsible for content coherence in government information products in consultation with the rest of the department. It provides an *ad hoc* publication and editorial service to government clients and produces the *SA Yearbook* and *Pocket Guide to South Africa*.

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In 2004/05, an additional R10 million was allocated to the CSA to fund publicity activities for the Ten Years of Freedom Celebrations, the Presidential Inauguration and the State of the Nation Address in May 2004. More than R4 million was spent on the production of information material, including a tabloid publication combining a summarised version of the Government's Programme of Action for 2004/05 and a poster of the new Cabinet and Premiers. This included a booklet containing President's Thabo Mbeki's inaugural speech and the Opening of Parliament Address. The CSA was responsible for the design of the 10 Years of Freedom logo, which became an integral part of the celebrations.

The 2005 State of the Nation Address, setting out government's Programme of Action, was captured in five photo stories which appeared in newspapers. It was also translated in all official languages for distribution in booklet format. The CSA also published a tabloid version summarising the Programme of Action. The State of the Nation addresses delivered by President Mbeki in 2004 and 2005 were published in various Braille magazines and recorded on audio-tape which were distributed to citizens with disabilities through established channels.

The photo story rendition of government's 2005 Programme of Action was an innovative part of GCIS efforts to enhance government's communication platforms.

Greater integration of content and creativity has been achieved, adding value to a number of campaigns, promoted by pre-testing in development and production.

During 2004/05, advertisements were placed for 16 government clients (Department of Health, National Youth Commission, Department of Water Affairs and Forestry, Department of Communications, Department of Public Enterprises, Department of Social Development (DSD), Department of Agriculture, Department of Labour, Department of Public Service and Administration, Department of Arts and Culture, Department of Housing, Department of Correctional Services, The Presidency, Department of Transport, Department of Justice and Constitutional Development and the Department of Environmental Affairs and Tourism).

During the reporting period, 196 media briefs were given to the agency and 124 campaigns implemented. Multimedia publicity campaigns were co-ordinated around the Ten Years of Freedom Celebrations, State of the Nation addresses in May 2004 and February 2005, 16 Days of Activism and izimbizo.

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The distribution of information products for these campaigns through the South African Post Office, GCIS regional offices, libraries, non-governmental organisations, schools, community-based organisations, clinics and MPCCs was also co-ordinated.

The strategic objective of reaching all South Africans with government communication has been at the core of GCIS' media strategy during the past year. During the second half of 2004, GCIS increased its spend on radio as the medium with the greatest reach to 51,79%, from approximately 33% in the first half of the year, and decreased spend on print from 48% during the first half of 2004, to 29% by the end of the year.

The *Corporate Identity Manual* for government was finalised and training on the application of government's corporate identity implemented.

The CSA continued leading GCIS' involvement in the process towards the transformation of the advertising and marketing industry. Regular meetings with both the industry, through the Monitoring and Steering Committee for the Marketing and Advertising Industry, and governmental partners, through an interdepartmental task team meeting, were convened. A report-back briefing to the Portfolio Committee on Communications was co-ordinated in October 2004. The commissioning of an empowerment survey to help develop benchmarks and transformation targets and the drafting of an overarching transformation charter and scorecard formed the main focus of interaction between government and the industry in 2004/05. A workshop to establish guidelines for the preferential procurement of marketing and advertising was convened as part of the Monitoring and Steering Committee Meeting during June 2004 to discuss best-practice guidelines for the procurement of marketing and advertising.

The CSA's Video Unit services government departments with the production of advertisements, documentaries and archiving footage for future use. Advertisements included the DSD's fraud prevention on grants, Child Protection Week and 16 Days of Activism Against Woman and Child Abuse Campaign. Other documentaries include izimbizo, MPCCs and Community Development Workers (CDWs).

The Unit facilitated the flighting of the 16 Days of Activism advert and stings by the SABC and Ster-Kinekor free of charge.

About 73 requests for coverage from different departments were fulfilled. Seventeen programmes were fully edited for distribution to the public and other stakeholders.

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A 12-minute Woman's Month DVD was aired countrywide by mobile exhibition caravans during the launch in August. The programme was edited into all official languages. Most South African missions abroad received a copy of the DVD.

The Unit was responsible for producing video material for the memorial services of the late Yasser Arafat and Raymond Mhlaba.

The Presidency engaged the Unit in the National Orders ceremonies, credential ceremonies, the meeting of the International Advisory Council, official visits and conferences where the President delivers keynote addresses.

The Unit duplicated over 1 000 copies of different programmes for departments and private clients for different purposes including for video archiving at the National Archives. Copies are also made for the recipients of the National Orders.

The Subdirectorates: Radio assists departments with the development, production and coverage of major government events, campaigns, policies and decisions on radio stations. The radio products are distributed to or covered live on public, commercial and community radio stations.

The products include:

- radio advertisements/public service announcements
- live coverage of Cabinet updates, ministerial/cluster media briefings and national public holidays
- phone-in/talk shows to facilitate two-way communication between the public and government.

The Radio Unit produced 46 radio advertisements covering issues such as Social Development Month, Presidential izimbizo, 16 Days of Activism Against Women and Child Abuse, Women's Month celebrations, Arbour Week and 10 Years of Freedom Celebrations.

To facilitate two-way communication between the public and government, 38 radio talk shows/phone-in programmes were arranged with 36 community radio stations through the satellite network platform of the National Community Radio Forum (NCRF). Fifty-two major government events were relayed live to community radio stations over the satellite platform of the NCRF.

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The mobile radio studio, which is an extension of the Midtown studio, enables the Radio Unit to produce live radio programmes and to link these to over 40 community radio stations at any given point in the country provided telephone lines are available.

The Department of Communications (DoC) has begun rolling out digital radio infrastructure to community radio stations as part of the Satellite Communication Network. This is a joint project between GCIS and the DoC to help stations share and exchange information and have continuous access to government and Parliamentary information through live link-ups to major events. The Department of Public Works contributed to the project by building and equipping a new radio studio at Parliament.

The Photographic Unit is the custodian of government imagery. All official pictures of the President, Deputy President, Cabinet Ministers, Premiers, MECs and Members of Parliament are supplied to government departments, members of the media and the public at large as requested.

The Unit covers about eight credential ceremonies every year and compiles a photo album for the foreign ambassadors or high commissioners being accredited. It covers the Opening of Parliament, Ministerial briefings, over 50 official meetings of the President or the Deputy President and over 30 meetings when the President meets official stakeholders. It covers the National Orders ceremonies and compiles a ceremonial photo album with citations for recipients.

The *SA Yearbook 2003/04* was well received and launched at the Open Window in Pretoria on 25 March 2004. The print order of 15 500 was sold out. For the first time, the *Yearbook* was made available on CD-ROM. A *Yearbook* poster, which featured the new Cabinet members, was distributed to missions and embassies abroad. Posters were also included in SABC education packs which were distributed to 6 000 primary schools.

In March 2005, 45 000 copies of the *South Africa Yearbook* were printed of which 27 000 were distributed to schools countrywide.

The CD-ROM is now a permanent feature and has been made more interactive.

The second edition of the *Pocket Guide to South Africa* was published in October 2004. Some 24 000 copies were printed of which about 15 000 were purchased by the Department of Foreign Affairs.

The CSA has, over the years, established a representative database of service-providers; panels of translators, advertising and PR agencies; and companies contracted for media bulk-buying and

distribution to assist in achieving its objectives. This has also enhanced knowledge-sharing and skills development. More panels will be established in the near future.

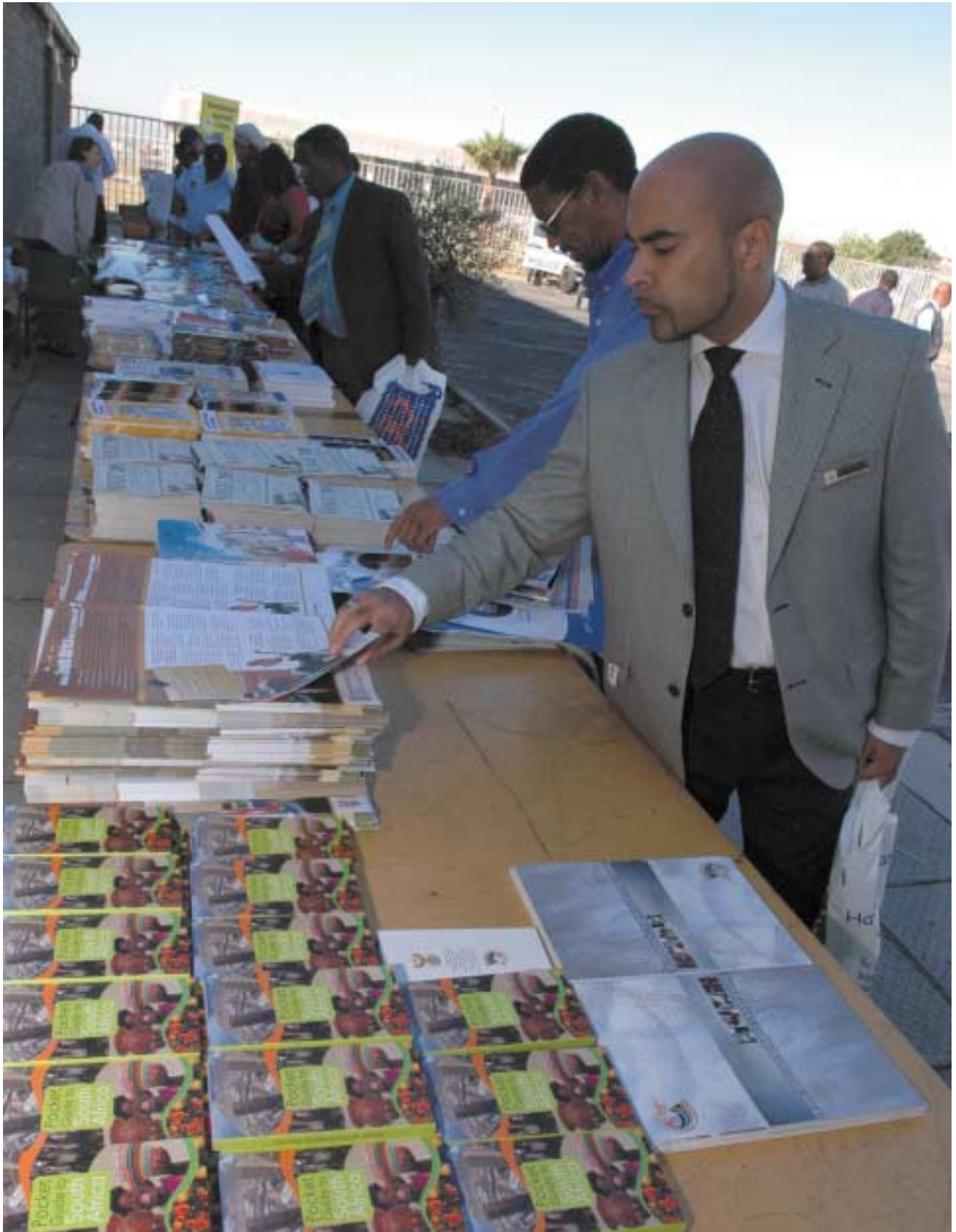
## SERVICE-DELIVERY ACHIEVEMENTS

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Management	Strategic leadership	Regular meetings and support for section heads	66 meetings per year	72
Marketing	Marketing and distribution strategies and plans	Number of marketing and distribution strategies drafted and managed per year	Five major national campaigns and 12 minor campaigns per year	Seven major campaigns: 10 Years of Freedom; two State of the Nation addresses), in May 2004 and Feb 2005 respectively; Arrive Alive; 16 Days of Activism; Women's Month; Imbizo Focus Week
	Briefs for advertising agencies and media plans	Number of briefs for outsourcing of advertising; number of media plans	Five briefs and 40 media plans	196 briefs, 686 media plans and schedules, 124 approved campaigns
	Supplier database	Number of service-providers per communication service requirement	Eight	1 526 companies in seven categories
	Strategy and action plans for the corporate identity management of GCIS as well as government	% of requests from national departments successfully fulfilled	95%	100%
Product Development	Comprehensive product development service in support of key government information campaigns	Turnaround time for live coverage one week after receipt of request. Documentation of all major events in government	Produce radio ads within three days of request. 15 'Talk-to-your-Minister' shows, at least 28 live radio feeds, at least 43 radio advertisements, 21 video coverages, 10 events documented, photo coverage of MPCC launches and events at the request of The Presidency	38 radio talk shows/phone-in programmes were arranged with 36 community radio stations. 46 radio advertisements produced  Video coverage of 73 events. 17 documentaries produced. Photo coverage according to request. 155 requests

## SERVICE-DELIVERY ACHIEVEMENTS (CONTINUES)

Sub-programme	Output	Output Performance Measures/Indicators	Performance against Targets	
			Targets	Actual
Content Development	<i>SA Yearbook</i>	Produce <i>SA Yearbook</i> and side products on time and within budget	One launch function; 23 chapters per edition and 15 000 soft cover copies by March 2005	One launch, 23 chapters plus addendum, 45 000 soft cover copies by March 2005 of which 27 000 were distributed to schools. <i>Pocket Guide</i> and CD-ROM
	New communication campaigns	At least one new pro-active campaign based on the needs of the public	By March 2005	Popular photo story rendition of government's 2005 Programme of Action. Processes to enhance government's communication platforms are still ongoing. New campaign suggestions tabled with line-function departments
	Coherent integration of content and creative representation in communication campaigns	Demonstrated by information products and improved public impact	Workshop in beginning of financial year	Creative and content aspects integrated, implementation of pre-testing processes and commissioning of three papers on a unifying 'government aesthetic'





## PART 4: HUMAN RESOURCE OVERSIGHT REPORT

**TABLE 1.1 MAIN SERVICES FOR SERVICE-DELIVERY IMPROVEMENT AND STANDARDS**

Main services	Actual and potential	Standard of service customers	Actual achievements against standards
1. Formulating and administrating media policy	Media	Media policies developed and properly administered	GCIS continues to give institutional support to the Media Development and Diversity Agency (MDDA)
2. Media monitoring	Presidency, government departments and ministries	To conduct daily media monitoring	Daily media monitoring has been done and reports submitted to all relevant stakeholders
3. Conducting surveys to assess impact and reach of communication (pre- and post-testing)	Government	Surveys conducted, resulting in improved government communication	Surveys were conducted and results presented to stakeholders
4. Conducting public information and communication needs studies	Public, government	Conducted. Results incorporated into products and services provided to all stakeholders	Public information needs and communication preference studies were done through regional offices, Multi-Purpose Community Centres (MPCCs) and our Research Unit
5. Providing communication and information research advice	Government	Effectiveness of research-based initiatives (impact on government communication) established through monitoring and analysis	11 projects successfully completed and research findings presented

**TABLE 1.1 MAIN SERVICES FOR THE SERVICE-DELIVERY IMPROVEMENT AND STANDARDS (CONTINUES)**

Main services	Actual and potential	Standard of service customers	Actual achievements against standards
6. Providing media support services	Parliament, Cabinet, Press Gallery and Ministerial Liaison Officers (MLOs)	Provided, among other things, through the Information Resource Centre (IRC), information services to Members of Parliament, the public and the diplomatic corps	The Parliamentary Office recorded 3 072 (256/month) physical visit enquiries and 3 360 (280 /month) telephone enquiries
		Provided strategic and administrative support to the Presidential Press Corps, MLOs and media liaison for key events consistent with the Government's Communication Strategy	Done
7. Arrange fortnightly pre- and post-Cabinet meetings	Media	Arranged pre-and post-Cabinet briefings to ensure government's work is communicated to the public at large	Done
8. Holding Parliamentary briefing weeks	Parliament, media and diplomats	Arranged Parliamentary media briefings after the State of Nation Address	Done
9. Assisting South African missions to develop communication capacity	Department of Foreign Affairs (DFA)	Effective information flow through DFA and International Marketing Council's (IMC) Communication Resource Centre	Done on a weekly basis
10. Providing secretarial services and content and leadership to the Government Communicators' Forum (GCF)	Government communicators	At least three GCF meetings	Three meetings took place

TABLE 1.1 MAIN SERVICES FOR THE SERVICE-DELIVERY IMPROVEMENT AND STANDARDS (CONTINUES)

Main services	Actual and potential	Standard of service customers	Actual achievements against standards
11. Accrediting foreign journalists	Foreign journalists and opinion-makers	To accredit foreign journalists and media whenever there are international events	Done
12. Development of media communication strategies for government campaigns	All government departments	Communication strategies developed and approved by communication clusters	Communication strategies and key messages for government campaigns were developed for all five government communication clusters and approved. Fortnightly <i>Bua Briefs</i> were produced.
13. Developing content strategy and key messages for government information products and campaigns	Government	Content strategy and key messages developed for government information products	Done
14. Developing and managing training of government and state-owned enterprises' (SOE) communication officers	Communicators and MLOs at national, provincial, local government including communication officers at SOEs	Communication officers completing the training they registered for and improving on service delivery	Communication training plans and programmes developed, including listing of training offered by service-providers and communicated to the target audience on a quarterly basis
15. Monitoring, evaluating and analysing print and electronic media	The Presidency and all ministries	Print and electronic media monitored, evaluated and analysed	Done on a weekly basis
16. Developing marketing, advertising and distribution strategies	The Presidency and all ministries	Marketing, advertising and distribution strategies developed and implemented	Done
17. Managing and administering bulk-buying	Government departments, The Presidency and MPCCs	Media bulk-buying properly managed and administered	Done. Improvements are being addressed through the transformation of the marketing and advertising industry

**TABLE 1.1 MAIN SERVICES FOR THE SERVICE-DELIVERY IMPROVEMENT AND STANDARDS (CONTINUES)**

Main services	Actual and potential	Standard of service customers	Actual achievements against standards
18. Developing a distribution network	Government departments and MPCCs	Distribution networks developed	Done
19. Managing the corporate identity (CI) of government.	Government departments and MPCCs	CI of government properly managed	<i>CI Manual</i> has been developed and training workshops will be conducted at all government departments in the next financial year
20. Recording footage for broadcast purposes	Government	Footage for radio and television broadcast produced	25 radio advertisements produced. 13 video products varying from adverts, documentaries and inserts produced
21. Designing and producing publications	Public broadcaster, MPCCs, Cabinet and The Presidency	Government information-related publications designed and product	Done
22. Government Information website	Government, public, media, international community	Government website properly managed	The website revamp has been completed
23. Disseminating information	Government	Government information disseminated	Continuously done
24. Developing products for transversal campaigns	Public, private sector and non-governmental organisations	Products for transversal campaigns developed	Done
25. Photographic assignments of transversal campaigns	The Presidency, government departments and GCIS	Photographs taken for transversal campaigns	Done

TABLE 1.2 CONSULTATION ARRANGEMENTS FOR CUSTOMERS

Type of arrangements	Actual and potential customers	Actual achievements
<b>1. Marketing, Advertising and Distribution</b>  The Marketing, Advertising and Distribution Directorate markets the services provided by GCIS to other government departments, e.g. media bulk-buying	The Presidency, ministers, government departments, all government communicators, Ministerial Liaison Officers (MLOs) and media	Clients' needs are addressed through these consultation processes
<b>2. Cluster meetings</b>  Manage, convene and provide strategic direction to the communication clusters. Also help with the assessment of the communication environment	Heads of Communication (HoCs) and MLOs	Cluster meetings were convened and strategic support provided
<b>3. Government Communicators' Forum (GCF)</b>  Through National Liaison, the GCF has been established to provide strategic direction for government communicators. It assists in developing communication strategies in line with the overall communication strategy. The GCF also assists communicators with the assessment of the communication environment and the communicators' communication needs. To ensure the enhanced quality of services provided, key performance areas were developed	HoCs and MLOs	Three GCF meetings were held to co-ordinate the work of government communicators
<b>4. Project Desk</b>  The Project Desk serves as the professional delivery mechanism for meeting government's communication needs through mobilising GCIS' expertise. It is a gateway for clients to source GCIS expertise. It also serves as a single entry point for client requests	Government departments	Meetings with clients were held before and after the completion of projects to ensure that clients' needs and expectations were understood and met. Exit reports, including client feedback, for all transversal projects are compiled, indicating lessons learned and what can be done in future to enhance the quality of output.

**TABLE 1.2 CONSULTATION ARRANGEMENTS FOR CUSTOMERS (CONTINUES)**

Type of arrangements	Actual and potential customers	Actual achievements
<p><b>5. Multi-Purpose Community Centres (MPCCs)</b></p> <p>GCIS has embarked on a process of establishing MPCCs in every district to provide one-stop government services. These centres are intended to assist community development and participation in government programmes. They also provide feedback to government as to the kind of information required by the public</p>	South African public	<p>Clients are also consulted through GCIS' nine regional offices and 66 MPCCs. This interaction with the public ensures first-hand feedback from the public themselves on their government information needs. This assists GCIS in tailor-making products to meet the needs of the public</p>
<p><b>6. Imbizo Campaign</b></p> <p>Feedback from the President's and other government role-players' meetings with the public is forwarded to the planning section of the organisation concerned</p>	South African public	<p>Presidential izimbizo and National Imbizo Focus Weeks where the executive meets the public provides direct communication of what the public requires from government. Feedback mechanisms have been developed to ensure that issues raised by the public are addressed</p>
<p><b>7. Electronic Information Resources</b></p> <p>The unit provides advice and support to government departments and provinces regarding website publishing to contribute towards improved professionalism of government websites</p>	Government departments and provinces	<p>Support was provided to government departments to ensure improved professionalism of government websites in terms of functionality and design</p>



TABLE 1.3 SERVICE-DELIVERY ACCESS STRATEGIES

Access strategy	Actual achievements
1. Government website	The intended users of the website are South African citizens, government, the media and the international community. Intermediaries (such as Multi-Purpose Community Centres [MPCCs]), assist in facilitating use of the website by those unable to directly use the Internet. The website is updated on a daily basis to keep up with the latest information on government and its Programme of Action
2. Establishment of MPCCs	The organisation has established 66 MPCCs around the country. These centres provide government-related information and services to the public and especially those at grassroots level
3. Establishment of Information Resource Centres (IRCs)	GCIS has established IRCs in all regional offices around the country to make government-related information more accessible to the public
4. The publishing of information directories	GCIS produces four directories on a yearly basis. They are: <ul style="list-style-type: none"> <li>• <i>Directory of Contacts</i></li> <li>• <i>Media Directory</i></li> <li>• <i>Profile Directory</i></li> <li>• <i>South African Government Directory</i></li> </ul>
5. Government and Media Liaison	BuaNews is a government news agency which disseminates government news and information to community media, mainstream and international media electronically
7. Information Service	The Service handles enquiries from various clients. It distributes government-related information and provides government contact information and profiles electronically and in hard copy

**TABLE 1.4 SERVICE INFORMATION TOOL**

Type of information tool	Actual achievements
1. Multi-Purpose Community Centres (MPCCs)	GCIS has established 66 MPCCs around the country. These centres play an important role in providing government-related information to the public and especially those at grassroots level.
2. Government directories	GCIS produces information directories, which are distributed widely to the public both electronically and in hard copy. They are: <ul style="list-style-type: none"> <li>• <i>Directory of Contacts</i></li> <li>• <i>Media Directory</i></li> <li>• <i>Profile Directory</i></li> <li>• <i>South African Government Directory</i></li> </ul>
3. Government Communicators' Forum (GCF)	The GCF meets three times a year to discuss the communication and information needs of government communicators
4. Government website	The intended users of the website are South African citizens, government, the media and the international community. Intermediaries (such as MPCCs), assist in facilitating use of the website by those unable to directly use the Internet. The website is updated on a daily basis to keep up with the latest information on government and its Programme of Action
5. Information products	GCIS annually publishes various information products such as the <i>South Africa Yearbook</i> , <i>Pocket Guide to South Africa</i> , tabloids, photo stories, directories, etc.

**TABLE 1.5 COMPLAINTS MECHANISM**

Complaint mechanism	Actual achievements
1. Government Communicators' Forum (GCF)	The GCF addresses the information and communication needs of government
2. Project Desk	The Project Desk receives feedback on projects completed on behalf of clients and these are addressed. An exit report is also compiled which addresses the lessons learned
3. Communication clusters	The clusters meet on a monthly basis. Communication-related issues are addressed. This has helped in developing their communication strategies
4. Pre-Cabinet briefings	The chairperson assists in addressing queries raised by the different departments. These are communication-related issues
5. Information Service	All queries received via the Information Service are forwarded to the relevant sections for response and there is follow-up to ensure that they have been addressed

TABLE 2.1 - Personnel costs by programme

Programme	Total voted expenditure (R'000)	Compensation of employees (R'000)	Training expenditure (R'000)	Professional and special services (R'000)	Compensation of employees as percent of total expenditure	Average compensation of employees cost per employee (R'000)	Employment
P1: administration	39,947	21,134	772	0	52.9	58	127
P2: policy and research	9,488	4,056	36	0	42.7	11	17
P3: government and media liaison	13,582	9,408	165	0	69.3	26	50
P4: prov and local liaison	30,002	20,773	1,451	0	69.2	57	134
P5: communication serv agency	36,909	7,691	448	0	20.8	21	37
P6: intern market & med devel	72,914	0	0	0	0	0	0
Theft and losses	0	0	0	0	0	0	0
<b>Z=Total as on Financial Systems (BAS)</b>	<b>202,842</b>	<b>63,062</b>	<b>2,872</b>	<b>0</b>	<b>31.1</b>	<b>173</b>	<b>365</b>

TABLE 2.2 - Personnel costs by salary band

Salary bands	Compensation of employees (R'000)	Percentage of total personnel cost	Average personnel cost per employee (R)	Total compensation of employees (R'000)	Number of employees
Lower skilled (levels 1-2)	2,287	3.6	84,704	63,062	27
Skilled (levels 3-5)	2,766	4.4	86,438	63,062	32
Highly skilled production (levels 6-8)	25,057	39.7	140,770	63,062	178
Highly skilled supervision (levels 9-12)	22,656	35.9	222,118	63,062	102
Senior management (levels 13-16)	13,556	21.5	521,385	63,062	26
<b>TOTAL</b>	<b>66,322</b>	<b>105.2</b>	<b>181,704</b>	<b>63,062</b>	<b>365</b>

TABLE 2.3 - Salaries, overtime, home-owners allowance (HOA) and medical aid by programme

Programme	Salaries (R'000)	Salaries as % of personnel cost	Overtime (R'000)	Overtime as % of personnel cost	HOA (R'000)	HOA as % of personnel cost	Medical Ass. (R'000)	Medical Ass. as % of personnel cost	Total personnel cost (R'000)
D: information technology	1,513	72.4	0	0	9	0.4	103	4.9	2,090
Dir: news services	1,387	63.6	97	4.4	17	0.8	89	4.1	2,181
International marketing and mobilisation	0	0	0	0	0	0	0	0	0
P1: information service	1,274	75.3	0	0	19	1.1	102	6	1,691
P1: cd: administration	7,533	59.9	20	0.2	74	0.6	415	3.3	12,574
P2: cd: policy and research	2,874	70.9	0	0	23	0.6	162	4	4,056
P3: cd: media liaison	5,279	73	43	0.6	56	0.8	336	4.6	7,227
P4: cd: prov and local liaison	14,567	70.1	0	0	208	1	994	4.8	20,773
P5: cd: communication service agency	4,786	68.6	105	1.5	60	0.9	336	4.8	6,974
P5: sd: support services	542	75.6	0	0	18	2.5	30	4.2	717
Prog.1: corporate services	0	0	0	0	0	0	0	0	0
Sd: electronic information resources	834	77.4	0	0	18	1.7	37	3.4	1,077
Sd: provisioning administration	2,718	73.4	30	0.8	64	1.7	259	7	3,702
Unknown	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>43,307</b>	<b>68.7</b>	<b>295</b>	<b>0.5</b>	<b>566</b>	<b>0.9</b>	<b>2,863</b>	<b>4.5</b>	<b>63,062</b>

TABLE 2.4 - Salaries, overtime, home-owners allowance (HOA) and medical aid by salary band

Salary bands	Salaries (R'000)	Salaries as % of personnel cost	Overtime (R'000)	Overtime as % of personnel cost	HOA (R'000)	HOA as % of personnel cost	Medical ass. (R'000)	Medical Ass. as % of personnel cost	Total personnel cost (R'000)
Lower skilled (levels 1-2)	1,095	47.9	0	0	33	1.4	105	4.6	2,287
Skilled (levels 3-5)	1,915	69.2	21	0.8	44	1.6	259	9.4	2,766
Highly skilled production (levels 6-8)	16,949	67.6	168	0.7	252	1	1,244	5	25,057
Highly skilled supervision (levels 9-12)	16,065	70.9	104	0.5	238	1.1	829	3.7	22,656
Senior management (levels 13-16)	7,606	56.1	0	0	0	0	426	3.1	13,556
<b>TOTAL</b>	<b>43,630</b>	<b>65.8</b>	<b>293</b>	<b>0.4</b>	<b>567</b>	<b>0.9</b>	<b>2,863</b>	<b>4.3</b>	<b>66,322</b>

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TABLE 3.1 - Employment and vacancies by programme at end of period

Programme	Number of posts	Number of posts filled	Vacancy rate	Number of posts filled additional to the establishment
D: information technology, Permanent	11	11	0	0
Dir: news services, Permanent	12	10	16.7	0
P1: information centre, Permanent	12	12	0	0
P1: cd: administration, Permanent	52	52	0	0
P2: cd: policy and research, Permanent	18	17	5.6	0
P3: cd: media liaison, Permanent	43	40	7	0
P4: cd: prov and local liaison, Permanent	139	134	3.6	0
P5: cd: communication service agency, Permanent	35	33	5.7	0
P5: sd: support services, Permanent	5	4	20	0
Sd: electronic information resources, Permanent	9	7	22.2	0
Sd: provisioning administration, Permanent	46	45	2.2	0
<b>TOTAL</b>	<b>382</b>	<b>365</b>	<b>4.5</b>	<b>0</b>

TABLE 3.2 - Employment and vacancies by salary band at end of period

Salary band	Number of posts	Number of posts filled	Vacancy rate	Number of posts filled additional to the establishment
Lower skilled (levels 1-2), Permanent	27	27	0	0
Skilled (levels 3-5), Permanent	33	32	3	0
Highly skilled production (levels 6-8), Permanent	191	180	5.8	0
Highly skilled supervision (levels 9-12), Permanent	106	101	4.7	0
Senior management (levels 13-16), Permanent	25	25	0	0
<b>TOTAL</b>	<b>382</b>	<b>365</b>	<b>4.5</b>	<b>0</b>

TABLE 3.3 - Employment and vacancies by critical occupation at end of period

Critical occupations	Number of posts	Number of posts filled	Vacancy rate	Number of posts filled additional to the establishment
Administrative-related, Permanent	4	4	0	0
Auxiliary and related workers, Permanent	1	1	0	0
Cleaners in offices, workshops, hospitals etc., Permanent	16	16	0	0
Client inform clerks(switchb receipt inform clerks), Permanent	2	2	0	0
Communication and information-related, Permanent	85	80	5.9	0
Finance and economics-related, Permanent	6	6	0	0
Financial and related professionals, Permanent	5	5	0	0
Financial clerks and credit controllers, Permanent	7	7	0	0
Food services aids and waiters, Permanent	2	2	0	0
Head of department/chief executive officer, Permanent	1	1	0	0
Human resources & organisat developm & relate prof, Permanent	3	3	0	0
Human resources clerks, Permanent	2	2	0	0
Human resources-related, Permanent	2	2	0	0
Information technology-related, Permanent	3	3	0	0
Language practitioners, interpreters & other commun, Permanent	118	109	7.6	0
Library, mail and related clerks, Permanent	3	3	0	0
Light vehicle drivers, Permanent	2	2	0	0
Logistical support personnel, Permanent	3	3	0	0
Material-recording and transport clerks, Permanent	8	8	0	0
Messengers, porters and deliverers, Permanent	6	6	0	0
Other administrat & related clerks and organisers, Permanent	22	20	9.1	0
Other administrative policy and related officers, Permanent	3	3	0	0
Other information technology personnel, Permanent	6	6	0	0
Printing and related machine operators, Permanent	4	4	0	0
Secretaries & other keyboard operating clerks, Permanent	36	36	0	0
Security officers, Permanent	3	2	33.3	0
Senior managers, Permanent	24	24	0	0
Trade labourers, Permanent	5	5	0	0
<b>TOTAL</b>	<b>382</b>	<b>365</b>	<b>4.5</b>	<b>0</b>

TABLE 4.1 - Job evaluation

Salary band	Number of posts	Number of jobs evaluated	% of posts evaluated	Number of posts upgraded	% of upgraded posts evaluated	Number of posts downgraded	% of Downgraded posts evaluated
Lower skilled (levels 1-2)	27	0	0	0	0	0	0
Skilled (levels 3-5)	33	2	6.1	2	100	0	0
Highly skilled production (levels 6-8)	191	90	47.1	6	6.7	0	0
Highly skilled supervision (levels 9-12)	106	0	0	2	0	0	0
Senior Management Service Band A	15	0	0	0	0	0	0
Senior Management Service Band B	7	0	0	0	0	0	0
Senior Management Service Band C	2	0	0	0	0	0	0
Senior Management Service Band D	1	0	0	0	0	0	0
<b>TOTAL</b>	<b>382</b>	<b>92</b>	<b>24.1</b>	<b>10</b>	<b>10.9</b>	<b>0</b>	<b>0</b>

TABLE 4.2 - Profile of employees whose positions were upgraded due to their posts being upgraded

	Beneficiaries	African	Asian	Coloured	White	Total
Female		4	0	1	0	5
Male		5	0	0	0	5
<b>TOTAL</b>		<b>9</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>10</b>
Employees with a disability		0	0	0	0	0



**TABLE 4.3 - Employees whose salary level exceeded the grade determined by job evaluation [i.t.o PSR 1.V.C.3]**

Occupation	Number of employees	Job evaluation level	Remuneration level	Reason for deviation	No of employees in dept
Office assistant	1	6	8	Post in Office of the CEO	365
<b>TOTAL</b>					
Percentage of total employment	1				<b>0.3</b>

**TABLE 4.4 - Profile of employees whose salary level exceeded the grade determined by job evaluation [i.t.o. PSR 1.V.C.3]**

Beneficiaries	African	Asian	Coloured	White	Total
Female	1	0	0	0	1
Male	0	0	0	0	0
<b>TOTAL</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>
Employees with a disability	0	0	0	0	0

**TABLE 5.1 - Annual turnover rates by salary band**

Salary band	Employment at beginning of period	Appointments	Terminations	Turnover rate
Lower skilled (levels 1-2), Permanent	27	1	0	0
Skilled (levels 3-5), Permanent	31	4	2	6.5
Highly skilled production (levels 6-8), Permanent	174	25	12	6.9
Highly skilled supervision (levels 9-12), Permanent	92	10	6	6.5
Senior Management Service Band A, Permanent	17	0	0	0
Senior Management Service Band B, Permanent	7	0	0	0
Senior Management Service Band C, Permanent	2	0	0	0
Senior Management Service Band D, Permanent	1	0	0	0
<b>TOTAL</b>	<b>351</b>	<b>40</b>	<b>20</b>	<b>5.7</b>

TABLE 5.2 - Annual turnover rates by critical occupation

Occupation	Employment at beginning of period	Appointments	Terminations	Turnover rate
Administrative-related, Permanent	3	0	0	0
Cleaners in offices, workshops, hospitals etc., Permanent	16	0	0	0
Client inform clerks (switchb receipt inform clerks), Permanent	1	1	0	0
Communication and information-related, Permanent	77	9	5	6.5
Finance and economics-related, Permanent	4	0	0	0
Financial and related professionals, Permanent	7	0	0	0
Financial clerks and credit controllers, Permanent	9	1	2	22.2
Food services aids and waiters, Permanent	2	0	0	0
Head of department/chief executive officer, Permanent	1	0	0	0
Human resources & organisat developm & relate prof, Permanent	1	2	1	100
Human resources clerks, Permanent	2	0	0	0
Human resources-related, Permanent	2	0	0	0
Information technology-related, Permanent	3	1	0	0
Judges, Permanent	3	0	0	0
Language practitioners, interpreters & other commun, Permanent	98	17	6	6.1
Librarians and related professionals, Permanent	1	0	0	0
Library, mail and related clerks, Permanent	6	0	0	0
Light vehicle drivers, Permanent	2	1	1	50
Material-recording and transport clerks, Permanent	9	3	0	0
Messengers, porters and deliverers, Permanent	7	0	0	0
Other administrat & related clerks and organisers, Permanent	22	0	3	13.6
Other administrative policy and related officers, Permanent	5	0	0	0
Other information technology personnel, Permanent	4	1	0	0
Printing and related machine operators, Permanent	4	0	0	0
Secretaries & other keyboard operating clerks, Permanent	30	4	1	3.3
Security officers, Permanent	3	0	1	33.3
Senior managers, Permanent	24	0	0	0
Trade labourers, Permanent	5	0	0	0
<b>TOTAL</b>	<b>351</b>	<b>40</b>	<b>20</b>	<b>5.7</b>

TABLE 5.3 - Reasons why staff are leaving the department

Termination type	Number	Percentage of total resignations	Percentage of total employment	Total	Total employment
Death, Permanent	1	5	0.3	20	351
Resignation, Permanent	11	55	3.1	20	351
Expiry of contract, Permanent	1	5	0.3	20	351
Discharged due to ill health, Permanent	2	10	0.6	20	351
Dismissal-misconduct, Permanent	2	10	0.6	20	351
Retirement, Permanent	2	10	0.6	20	351
Other, Permanent	1	5	0.3	20	351
<b>TOTAL</b>	<b>20</b>	<b>100</b>	<b>5.7</b>	<b>20</b>	<b>351</b>
<b>Resignations as % of employment</b>	<b>5.7</b>				

TABLE 5.4 - Promotions by critical occupation

Occupation	Employment at beginning of period	Promotions to another salary level	Salary level progressions as a % of employment	Progressions to another notch within salary level	Notch progressions as a % of employment
Administrative-related	3	1	33.3	2	66.7
Cleaners in offices, workshops, hospitals etc.	16	0	0	14	87.5
Client inform clerks (switchboard inform clerks)	1	0	0	0	0
Communication and information-related	77	12	15.6	48	62.3
Finance and economics-related	4	3	75	2	50
Financial and related professionals	7	0	0	5	71.4
Financial clerks and credit controllers	9	1	11.1	8	88.9
Food services aids and waiters	2	0	0	2	100
Head of department/chief executive officer	1	0	0	0	0
Human resources & organisat developm & relate prof	1	1	100	1	100
Human resources clerks	2	0	0	2	100
Human resources-related	2	0	0	1	50
Information technology-related	3	0	0	2	66.7
Judges	3	0	0	0	0
Language practitioners, interpreters & other commun	98	3	3.1	47	48
Librarians and related professionals	1	0	0	1	100
Library, mail and related clerks	6	0	0	5	83.3
Light vehicle drivers	2	0	0	0	0
Logistical support personnel	0	1	0	1	0
Material-recording and transport clerks	9	3	33.3	5	55.6
Messengers, porters and deliverers	7	0	0	5	71.4
Other administrat & related clerks and organisers	22	2	9.1	16	72.7
Other administrative policy and related officers	5	1	20	3	60
Other information technology personnel	4	0	0	0	0
Printing and related machine operators	4	0	0	4	100
Secretaries & other keyboard operating clerks	30	3	10	23	76.7
Security officers	3	0	0	2	66.7
Senior managers	24	5	20.8	5	20.8
Trade labourers	5	0	0	4	80
<b>TOTAL</b>	<b>351</b>	<b>36</b>	<b>10.3</b>	<b>208</b>	<b>59.3</b>

TABLE 5.5 - Promotions by salary band

Salary band	Employment at beginning of period	Promotions to another salary level	Salary level promotions as a % of employment	Progressions to another notch within salary level	Notch progressions as a % of employment
Lower skilled (levels 1-2), Permanent	27	0	0	24	88.9
Skilled (levels 3-5), Permanent	31	4	12.9	33	106.5
Highly skilled production (levels 6-8), Permanent	174	11	6.3	109	62.6
Highly skilled supervision (levels 9-12), Permanent	92	16	17.4	36	39.1
Senior management (levels 13-16), Permanent	27	5	18.5	6	22.2
<b>TOTAL</b>	<b>351</b>	<b>36</b>	<b>10.3</b>	<b>208</b>	<b>59.3</b>

TABLE 6.1 - Total number of employees (incl. employees with disabilities) per occupational category (SASCO)

Occupational categories	Male, African	Male, Coloured	Male, Indian	Male, total Black	Male, White	Female, African	Female, Coloured	Female, Indian	Female, total Black	Female, White	Total
Legislators, senior officials and managers, Permanent	8	1	4	13	2	6	1	1	8	2	25
Professionals, Permanent	90	17	0	107	15	73	5	3	81	19	222
Clerks, Permanent	12	3	0	15	1	43	4	1	48	15	79
Service and sales workers, Permanent	2	0	0	2	0	0	0	0	0	0	2
Plant and machine operators and assemblers, Permanent	6	0	0	6	0	0	0	0	0	0	6
Elementary occupations, Permanent	14	0	0	14	0	16	1	0	17	0	31
<b>TOTAL</b>	<b>132</b>	<b>21</b>	<b>4</b>	<b>157</b>	<b>18</b>	<b>138</b>	<b>11</b>	<b>5</b>	<b>154</b>	<b>36</b>	<b>365</b>
Employees with disabilities	3	2	0	5	2	1	0	0	1	1	9

TABLE 6.2 - Total number of employees (incl. employees with disabilities) per occupational bands

Occupational categories	Male, African	Male, Coloured	Male, Indian	Male, total Black	Male, White	Female, African	Female, Coloured	Female, Indian	Female, total Black	Female, White	Total
Top Management, Permanent	1	0	0	1	1	0	1	0	1	0	3
Senior Management, Permanent	7	1	4	12	1	6	0	1	7	2	22
Professionally qualified and experienced specialists and mid-management, Permanent	42	8	0	50	13	29	0	3	32	20	115
Skilled technical and academically qualified workers, junior management, supervisors, foremen, Permanent	53	12	0	65	3	76	7	1	84	14	166
Semi-skilled and discretionary decision-making, Permanent	18	0	0	18	0	13	2	0	15	0	33
Unskilled and defined decision-making, Permanent	11	0	0	11	0	14	1	0	15	0	26
<b>TOTAL</b>	<b>132</b>	<b>21</b>	<b>4</b>	<b>157</b>	<b>18</b>	<b>138</b>	<b>11</b>	<b>5</b>	<b>154</b>	<b>36</b>	<b>365</b>

TABLE 6.3 - Recruitment

Occupational categories	Male, African	Male, Coloured	Male, Indian	Male, total Black	Male, White	Female, African	Female, Coloured	Female, Indian	Female, total Black	Female, White	Total
Professionally qualified and experienced specialists and mid-management, Permanent	4	0	0	4	1	5	0	0	5	0	10
Skilled technical and academically qualified workers, junior management, supervisors, foremen, Permanent	11	0	0	11	1	13	0	0	13	0	25
Semi-skilled and discretionary decision-making, Permanent	1	0	0	1	0	3	0	0	3	0	4
Unskilled and defined decision-making, Permanent	1	0	0	1	0	0	0	0	0	0	1
<b>TOTAL</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>2</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>0</b>	<b>40</b>
Employees with disabilities	1	0	0	1	0	0	0	0	0	0	1

TABLE 6.4 - Promotions

Occupational bands	Male, African	Male, Coloured	Male, Indian	Male, total Black	Male, White	Female, African	Female, Coloured	Female, Indian	Female, total Black	Female, White	Total
Top management, Permanent	0	0	0	0	0	0	1	0	1	0	1
Senior management, Permanent	5	0	1	6	0	3	0	1	4	0	10
Professionally qualified and experienced specialists and mid-management, Permanent	13	5	0	18	6	14	0	4	18	10	52
Skilled technical and academically qualified workers, junior management, supervisors, foremen, Permanent	35	10	0	45	2	46	2	2	50	23	120
Semi-skilled and discretionary decision-making, Permanent	17	0	0	17	0	18	2	0	20	0	37
Unskilled and defined decision-making, Permanent	9	0	0	9	0	13	2	0	15	0	24
<b>TOTAL</b>	<b>79</b>	<b>15</b>	<b>1</b>	<b>95</b>	<b>8</b>	<b>94</b>	<b>7</b>	<b>7</b>	<b>108</b>	<b>33</b>	<b>244</b>
Employees with disabilities	1	0	0	1	1	1	0	0	1	1	4

TABLE 6.5 - Terminations

Occupational bands	Male, African	Male, Coloured	Male, Indian	Male, total Black	Male, White	Female, African	Female, Coloured	Female, Indian	Female, total Black	Female, White	Total
Professionally qualified and experienced specialists and mid-management, Permanent	1	0	0	1	0	2	1	1	4	1	6
Skilled technical and academically qualified workers, junior management, supervisors, foremen, Permanent	6	1	0	7	0	1	1	0	2	3	12
Semi-skilled and discretionary decision-making, Permanent	1	0	0	1	0	1	0	0	1	0	2
<b>TOTAL</b>	<b>8</b>	<b>1</b>	<b>0</b>	<b>9</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>7</b>	<b>4</b>	<b>20</b>



TABLE 6.6 - Disciplinary action

Disciplinary action	Male, African	Male, Coloured	Male, Indian	Male, total Black	Male, White	Female, African	Female, Coloured	Female, Indian	Female, total Black	Female, White	Total	Not available
<b>TOTAL</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>

TABLE 6.7 - Skills development

Occupational categories	Male, African	Male, Coloured	Male, Indian	Male, total Black	Male, White	Female, African	Female, Coloured	Female, Indian	Female, total Black	Female, White	Total
Legislators, senior officials and managers	6	1	3	10	3	5	1	0	9	2	21
Professionals	55	3	0	58	20	28	0	4	52	14	124
Clerks	63	2	0	65	4	74	1	0	79	8	152
Service and sales workers	1	0	0	1	0	6	0	0	6	0	7
Skilled agriculture and fishery workers	0	0	0	0	0	0	0	0	0	0	0
Craft and related trades workers	0	0	0	0	0	0	0	0	0	0	0
Plant and machine operators and assemblers	0	0	0	0	0	0	0	0	0	0	0
Elementary occupations	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>125</b>	<b>6</b>	<b>3</b>	<b>134</b>	<b>27</b>	<b>113</b>	<b>2</b>	<b>4</b>	<b>146</b>	<b>24</b>	<b>304</b>
Employees with disabilities	2	0	0	2	0	1	0	0	1	0	3

**TABLE 7.1 - Performance rewards by race, gender and disability**

	Number of beneficiaries	Total employment	Percentage of total employment	Cost (R'000)	Average cost per beneficiary (R)
African, Female	36	137	26.3	316	8,775
African, Male	36	129	27.9	476	13,228
Asian, Female	3	5	60	57	18,868
Asian, Male	2	4	50	37	18,749
Coloured, Female	5	11	45.5	65	12,908
Coloured, Male	6	21	28.6	71	11,836
Total Black, Female	44	153	28.8	437	9,933
Total Black, Male	44	154	28.6	585	13,289
White, Female	21	35	60	230	10,971
White, Male	4	16	25	70	17,591
Employees with a disability	2	7	28.6	16	7,824
<b>TOTAL</b>	<b>115</b>	<b>365</b>	<b>31.5</b>	<b>1,338</b>	<b>11,636</b>

**TABLE 7.2 - Performance rewards by salary band for personnel below Senior Management Service**

Salary band	Number of beneficiaries	Total employment	Percentage of total employment	Cost (R'000)	Average cost per beneficiary (R)
Lower skilled (levels 1-2)	5	27	18.5	14	2,800
Skilled (levels 3-5)	12	32	37.5	43	3,583
Highly skilled production (levels 6-8)	45	178	25.3	326	7,244
Highly skilled supervision (levels 9-12)	34	102	33.3	476	14,000
<b>TOTAL</b>	<b>96</b>	<b>339</b>	<b>28.3</b>	<b>859</b>	<b>8,948</b>

TABLE 7.3 - Performance rewards by critical occupation

Critical occupations	Number of beneficiaries	Total employment	Percentage of total employment	Cost (R'000)	Average cost per beneficiary (R)
Administrative-related	2	3	66.7	28	14,000
Cleaners in offices, workshops, hospitals etc.	4	16	25	11	2,750
Client inform clerks(switchb receipt inform clerks)	0	1	0	0	0
Communication and information-related	26	81	32.1	378	14,538
Finance and economics-related	2	5	40	41	20,500
Financial and related professionals	3	7	42.9	24	8,000
Financial clerks and credit controllers	3	7	42.9	17	5,667
Food services aids and waiters	1	2	50	3	3,000
Head of department/chief executive officer	1	1	100	61	61,000
Human resources & organisat developm & relate prof	1	3	33.3	10	10,000
Human resources clerks	3	3	100	19	6,333
Human resources-related	2	2	100	25	12,500
Information technology-related	2	3	66.7	29	14,500
Language practitioners, interpreters & other commun	15	107	14	137	9,133
Librarians and related professionals	0	1	0	0	0
Library mail and related clerks	2	5	40	11	5,500
Light vehicle drivers	0	2	0	0	0
Logistical support personnel	1	1	100	4	4,000
Material-recording and transport clerks	3	11	27.3	18	6,000
Messengers, porters and deliverers	1	7	14.3	3	3,000
Other administrat & related clerks and organisers	11	20	55	57	5,182
Other administrative policy and related officers	1	5	20	9	9,000
Other information technology personnel	0	6	0	0	0
Printing and related machine operators	1	4	25	3	3,000
Secretaries & other keyboard operating clerks	12	32	37.5	81	6,750
Security officers	1	2	50	3	3,000
Senior managers	15	22	68.2	358	23,867
Trade labourers	2	6	33.3	8	4,000
<b>TOTAL</b>	<b>115</b>	<b>365</b>	<b>31.5</b>	<b>1,338</b>	<b>11,636</b>

TABLE 7.4 - Performance-related rewards (cash bonus) by salary band for Senior Management Service (SMS)

SMS band	Number of beneficiaries	Total employment	Percentage of total employment	Cost (R'000)	Average cost per beneficiary (R)	% of SMS wage bill	Personnel cost SMS (R'000)
Band A	8	15	53.3	173	2,163	2.3	7,375
Band B	8	8	100	184	2,300	4.7	3,877
Band C	2	2	100	61	3,050	4.6	1,336
Band D	1	1	100	61	6,100	6.3	968
<b>TOTAL</b>	<b>19</b>	<b>26</b>	<b>73.1</b>	<b>479</b>	<b>2,521.1</b>	<b>3.5</b>	<b>13,556</b>

TABLE 8.1 - Foreign workers by salary band

Salary band	Employment at beginning period	Percentage of total	Employment at end of period	Percentage of total	Change in employment	Percentage of total	Total employment at beginning of period	Total employment at end of period	Total change in employment
Highly skilled production (levels 6-8)	1	50	1	50	0	0	2	2	0
Highly skilled supervision (levels 9-12)	1	50	1	50	0	0	2	2	0
<b>TOTAL</b>	<b>2</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>

TABLE 8.2 - Foreign workers by major occupation

Major occupation	Employment at beginning period	Percentage of total	Employment at end of period	Percentage of total	Change in employment	Percentage of total	Total employment at beginning of period	Total employment at end of period	Total change in employment
Elementary occupations	1	50	1	50	0	0	2	2	0
Professionals and managers	1	50	1	50	0	0	2	2	0
<b>TOTAL</b>	<b>2</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>

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TABLE 9.1 - Sick leave for Jan 2004 to Dec 2004

Salary band	Total days	% days with medical certification	Number of employees using sick leave	% of Total employees using sick leave	Average days per employee	Estimated cost (R'000)	Total number of employees using sick leave	Total number of days with medical certification
Lower skilled (levels 1-2)	218	86.7	30	9.5	7	31	317	189
Skilled (levels 3-5)	363	84.3	58	18.3	6	83	317	306
Highly skilled production (levels 6-8)	1,145	80.7	140	44.2	8	436	317	924
Highly skilled supervision (levels 9-12)	375	80.3	70	22.1	5	259	317	301
Senior management (levels 13-16)	75	68	19	6	4	125	317	51
<b>TOTAL</b>	<b>2,176</b>	<b>81.4</b>	<b>317</b>	<b>100</b>	<b>7</b>	<b>934</b>	<b>317</b>	<b>1,771</b>

TABLE 9.2 - Disability leave (temporary and permanent) for Jan 2004 to Dec 2004

Salary band	Total days	% days with medical certification	Number of employees using disability leave	% of total employees using disability leave	Average days per employee	Estimated cost (R'000)	Total number of days with medical certification	Total number of employees using disability leave
Lower skilled (levels 1-2)	60	100	1	20	60	8	60	5
Highly skilled production (levels 6-8)	98	100	4	80	25	39	98	5
<b>TOTAL</b>	<b>158</b>	<b>100</b>	<b>5</b>	<b>100</b>	<b>32</b>	<b>47</b>	<b>158</b>	<b>5</b>

TABLE 9.3 - Annual leave for Jan 2004 to Dec 2004

Salary band	Total days taken	Average per employee	Employment
Lower skilled (levels 1-2)	927	21	44
Skilled (levels 3-5)	956	13	75
Highly skilled production (levels 6-8)	3,817	17	224
Highly skilled supervision (levels 9-12)	1,740.08	16	109
Senior management (levels 13-16)	634	23	28
<b>TOTAL</b>	<b>8,074.08</b>	<b>17</b>	<b>480</b>

**TABLE 9.4 - Capped leave for Jan 2004 to Dec 2004**

Salary band	Total days of capped leave taken	Average number of days taken per employee	Average capped leave per employee as at 31 December 2004	Number of employees	Total number of capped leave available at 31 December 2004	Number of employees as at 31 December 2004
Lower skilled (levels 1-2)	34	7	54	5	1,451	27
Skilled (levels 3-5)	1	1	48	1	1,053	22
Highly skilled production (levels 6-8)	118	8	30	15	2,923	97
Highly skilled supervision (levels 9-12)	56	5	32	12	1,803	56
Senior management (levels 13-16)	19	10	41	2	730	18
<b>TOTAL</b>	<b>228</b>	<b>7</b>	<b>36</b>	<b>35</b>	<b>7,960</b>	<b>220</b>

**TABLE 9.5 - Leave payouts**

Reason	Total amount (R'000)	Number of employees	Average payment per employee (R)
Capped leave payouts on termination of service for 2004/05	30	8	3,750
Current leave payout on termination of service for 2004/05	30	9	3,333
<b>TOTAL</b>	<b>60</b>	<b>17</b>	<b>3,529</b>

Government Communication and Information System

Annual Report 2004/05

**TABLE 10.1 - Steps taken to reduce the risk of occupational exposure**

Units/categories of employees identified to be at high risk of contracting HIV & related diseases (if any)	Key steps taken to reduce the risk
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We do not have any category in the organisation identified to be at risk at present.

**TABLE 10.2 - Details of health promotion and HIV and AIDS Programmes [tick Yes/No and provide required information]**

Question	Yes	No	Details, if yes
1. Has the department designated a member of the Senior Management Service to implement the provisions contained in Part VI E of Chapter 1 of the Public Service Regulations, 2001? If so, provide her/his name and position.	Yes		Leah Madalane: Director: Training Services
2. Does the department have a dedicated unit or designated specific staff members to promote health and well-being?	Yes		One person. EAP Co-ordinator: Sylvia Maponyane. R90 000 has been allocated for EAP
3. Has the department introduced an Employee Assistance or Health Promotion Programme for your employees? If so, indicate the key elements/services of the programme.	Yes		Crisis intervention, assessment and referral, training of staff on EAP-related issues and programme promotion/marketing.
4. Has the department established (a) committee(s) as contemplated in Part VI E.5 (e) of Chapter 1 of the Public Service Regulations, 2001? If so, please provide the names of the members of the committee and the stakeholder(s) that they represent.	Yes		Sylvia Maponyane, Segametsi Molawa: CS, Lusani Netshitomboni: G&ML, Edwin Matshabaphala: P&LL, Monde Duma: P&R, Frik Nieman: Finance, Este Koorts: CSA, Watson Kamanga: PSA and Elmond Jiyane: Nehawu.
5. Has the department reviewed the employment policies and practices of your department to ensure that these do not unfairly discriminate against employees on the basis of their HIV status? If so, list the employment policies/practices so reviewed.	Yes		HIV and AIDS Policy, EAP Policy,
6. Has the department introduced measures to protect HIV-positive employees or those perceived to be HIV-positive from discrimination? If so, list the key elements of these measures.	Yes		The policies e.g those mentioned above, protect those perceived to be HIV-positive from discrimination.
7. Does the department encourage its employees to undergo voluntary counselling and testing? If so, list the results that you have achieved.	Yes		Employees are encouraged to utilise community-based services, clinics and medical practitioners for counselling and voluntary testing. We do not have access to the outcome of the tests.
8. Has the department developed measures/indicators to monitor and evaluate the impact of your health promotion programme? If so, list these measures/indicators.	Yes		The following are some of the measures to measure impact: high number of condoms have been distributed and utilised, training on HIV and AIDS was conducted for all staff members, resulting in high level of awareness. There is very low mortality rate in the department. Level of referrals on medical grounds is low



**TABLE 11.1 - Collective agreements**

Subject matter	Date
No collective agreements signed	

**TABLE 11.2 - Misconduct and disciplinary hearings finalised**

Outcomes of disciplinary hearings	Number	Percentage of total	Total
Dismissal	2	50	0
Suspension	2	50	
<b>Total</b>	<b>4</b>		

**TABLE 11.3 - Types of misconduct addressed and disciplinary hearings**

Type of misconduct	Number	% of total
Financial Misconduct	2	50
Performance	2	50
<b>Total</b>	<b>4</b>	

**TABLE 11.4 - Grievances lodged**

Number of grievances addressed	Number	% of total
Resolved	0	0
Not resolved	1	100
<b>Total</b>	<b>1</b>	

**TABLE 11.5 - Disputes lodged**

Number of disputes addressed	Number	% of total
Upheld	1	100
Dismissed	0	0
<b>Total</b>	<b>1</b>	

**TABLE 11.6 - Strike actions**

Strike actions	
Total number of person working days lost	13
Total cost (R'000) of working days lost	3
Amount (R'000) recovered as a result of no work no pay	3

**TABLE 11.7 - Precautionary suspensions**

Precautionary suspensions	
Number of people suspended	2
Number of people whose suspension exceeded 30 days	2
Average number of days suspended	90
Cost (R'000) of suspensions	29

TABLE 12.1 - Training needs identified

Occupation categories	Gender	Employment	Learnerships	Skills programmes & other short courses	Other forms of training	Total
Legislators, senior officials and managers	Female	10	0	0	0	0
	Male	15	0	0	1	1
Professionals	Female	100	0	0	5	5
	Male	122	0	0	7	7
Clerks	Female	63	0	0	7	7
	Male	16	0	0	7	7
Service and sales workers	Female	0	0	0	5	5
	Male	2	0	0	0	0
Plant and machine operators and assemblers	Female	0	0	0	0	0
	Male	6	0	0	0	0
Elementary occupations	Female	17	0	0	0	0
	Male	14	0	0	0	0
<b>TOTAL</b>		<b>365</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>32</b>

TABLE 12.2 - Training provided

Occupation categories	Gender	Employment	Learnerships	Skills programmes & other short courses	Other forms of training	Total
Legislators, senior officials and managers	Female	10	0	0	0	0
	Male	15	0	0	0	0
Professionals	Female	100	0	0	0	0
	Male	122	0	0	25	25
Clerks	Female	63	0	0	72	72
	Male	16	0	0	57	57
Service and sales workers	Female	0	0	0	0	0
	Male	2	0	0	0	0
Plant and machine operators and assemblers	Female	0	0	0	0	0
	Male	6	0	0	0	0
Elementary occupations	Female	17	0	0	0	0
	Male	14	0	0	0	0
<b>TOTAL</b>		<b>365</b>	<b>0</b>	<b>0</b>	<b>154</b>	<b>154</b>

TABLE 13.1 - Injury on duty

Nature of injury on duty	Number	% of total
Required basic medical attention only	2	100
Temporary Total Disablement	0	0
Permanent Disablement	0	0
Fatal	0	0
<b>TOTAL</b>	<b>2</b>	

TABLE 14.1 - Report on consultant appointments using appropriated funds

Project title	Total number of consultants who worked on the project	Duration: work days	Contract value in Rand
Bid for training in Project Management	1	60 Days	R 170,000.00
National Qualitative Research	1	30 Days	R 748,156.00
Acquisition, implementation, maintenance and support of Enterprise-Wide Risk Management	1	90 Days	R 234,982.50
Publication and distribution of SA Yearbook 2004/05	1	2 Years	R 2,194,200.00
Training in corporate identity for government	1	1 Year	R 264,500.00
Supply and delivery of newspapers	1	2 Years	R 415,837.20
Analysis of media content and agenda setting	1	2 Years	R 1,740,916.80
Qualitative tracking research	1	1 Year	R 3,296,583.60

Total number of projects	Total individual consultants	Total duration: work days	Total contract value in Rand
8	8	2	R 9,065,176.10

TABLE 14.2 - Analysis of consultant appointments using appropriated funds, i.t.o. HDIs

Project title	Percentage ownership by HDI groups	Percentage management by HDI groups	Number of consultants from HDI groups that work on the project
Tender for training in Project Management	NIL	No details provided	No details provided
National Qualitative Research	60%	No details provided	No details provided
Acquisition, implementation, maintenance and support of Enterprise Wide Risk Management	NIL	No details provided	No details provided
Publication and distribution of SA Yearbook 2004/05	50%	No details provided	No details provided
Training in corporate identity for government	100%	No details provided	No details provided
Supply and delivery of newspapers	100%	No details provided	No details provided
Analysis of media content and agenda-setting	NIL	No details provided	No details provided
Qualitative tracking research	0%	No details provided	No details provided



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**ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005

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## **MANAGEMENT REPORT** for the year ended 31 March 2005

### **1. GENERAL REVIEW OF THE STATE OF FINANCIAL AFFAIRS**

GCIS was allocated R203 149 000 for the 2004/05 financial year. No additional funds were requested during the Adjustments Budget.

An amount of R202 841 317 was spent by 31 March 2005. This amount reflects a saving of R307 683 (0,15%). Of this, R255 414 was in respect of compensation of employees. The savings were the result of vacancies during the course of the year while the recruitment and filling of posts were taking place.

Goods and services realised a saving of R52 269. Provision has been made for the write-off of thefts and losses, which are valued at R216 417. All these losses and thefts were approved after investigations established that no negligence could be apportioned to any specific person.

In line with the requirements of the Public Finance Management Act (PFMA), 1999 (Act 1 of 1999), GCIS continues to adhere to sound financial management through a closely monitored action plan that addresses the key requirements of the PFMA and National Treasury Regulations. All the departmental financial policies are reviewed on an annual basis to ensure that they are in line with the PFMA and the changed financial environment within the department.

GCIS is primarily responsible for setting up and consolidating a government communication system that ensures that the public is informed about government's policies, plans and programmes.

The department is primarily responsible for communication between government and the public. Importance is attached to development communication and direct dialogue, especially with people in rural and disadvantaged areas. GCIS prepares a national communication strategy, after which all clusters prepare subsidiary cluster communication strategies, as well as individual departmental strategies. All provinces, through the offices of the premiers, also prepare provincial communication strategies.

The Chief Executive Officer is the official government spokesperson, with the Secretariat serving as the strategising body.



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## MANAGEMENT REPORT for the year ended 31 March 2005

GCIS will continue to implement its mandate to keep the public informed of government's programmes, policies and plans. Its current strategic objectives and focus areas include:

- providing leadership in government communication
- integrating and setting high standards for government communication
- developing the core competencies of government communicators
- prioritising development communication and direct dialogue
- democratising the communication environment
- marketing South Africa internationally.

Other strategic objectives and focus areas include:

- understanding and continually striving to meet the communication needs of both the public and government
- building partnerships and fostering a positive communication environment by improving relations with the media, advertising agencies and other sectors
- promoting a more effective and efficient GCIS by improving the use of Information Technology
- assisting in developing government media, communication and information policy.

### MAIN PROGRAMMES OF GCIS

- **Administration** is responsible for the overall management of GCIS.
- **Policy and Research** conducts communication research to provide communication advice on government's Programme of Action, and monitors the development and implementation of policy from a communication perspective.
- **Government and Media Liaison** (G&ML) promotes co-ordination and integration of communication across government and provides a professional service to the media.
- **Provincial and Local Liaison** (P&LL) supports the provision of a development communication service and partners provincial and local government in extending the reach of government's information structures. It also facilitates the establishment of Multi-Purpose Community Centres (MPCCs) to bring services and information closer to the people, particularly in rural and disadvantaged areas.
- The **Communication Service Agency** (CSA) provides core communication services to GCIS and other government departments, both in-house and through outsourcing.
- The **International Marketing Council** (IMC) markets South Africa internationally and the **Media Development and Diversity Agency** (MDDA) promotes development and diversity in the South African media.

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## **MANAGEMENT REPORT** for the year ended 31 March 2005

### **2. SERVICES RENDERED BY THE DEPARTMENT**

#### **Tariff policy**

GCIS produces a variety of information products, including posters, banners, photos and videos on behalf of other departments. Some of these photos and videos are sold to the public and other departments. The department provides graphic design services to government departments and for GCIS-initiated projects. GCIS has issued a tender to a private company for the design, layout, printing, marketing and sale of the *SA Yearbook* and *Pocket Guide to South Africa*.

Tariffs are developed after determining the direct costs linked to the production of the information products. Prices make no provision for a profit margin.

Approximately R73 681 was generated during 2004/05 for the selling of photos, videos and CDs while R107 748 was received from the private company in respect of the *SA Yearbook*.

The income generated through sales is deposited directly into the South African Revenue Service's account on a monthly basis.

#### **Inventories**

Inventories kept at GCIS' main store consist of limited stock of stationery, government forms and printer cartridges.

### **3. PUBLIC ENTITIES**

There are two public entities under the control of the GCIS, namely the IMC and the MDDA.

The IMC's main objective is the marketing of South Africa through the *Brand South Africa* Campaign.

To achieve its objective, the IMC will:

- Establish a brand for South Africa (Brand South Africa), which positions the country in terms of its investment and credit worthiness, exports, tourism and international relations objectives.

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## **MANAGEMENT REPORT** for the year ended 31 March 2005

- Establish an integrated approach within government and the private sector towards the international marketing of South Africa.
- Build national support for the Brand within South Africa itself. To achieve this, the IMC enlists the co-operation of government departments, public entities, the private sector and non-governmental organisations.

The MDDA's main objective is to enable historically disadvantaged communities and persons not adequately served by the media to gain access to it. Its beneficiaries are community and small commercial media.

Both these public entities received transfer payments from GCIS. A once-off payment of R7 million was made to the MDDA on 1 April 2004, while four quarterly transfer payments totalling R65,9 million were made to the IMC, resulting in total transfers made to these two public entities of R72,9 million. GCIS holds quarterly meetings with the MDDA and IMC to obtain reports on the full transfer given to them.

In respect of the IMC, GCIS reported last year that irregular expenditure to the amount of R12,7 million was identified during 2003/04 based on the report made by GCIS to the Office of the Auditor-General. R689 919 of this amount was identified as potentially fraudulent. GCIS' immediate response was to ensure that the matter is reported to the South African Police Service (SAPS), Auditor-General, National Treasury and the Standing Committee on Public Accounts.

After an investigation by the SAPS, as well as the Scorpions, the IMC Finance Manager was arrested and charged with fraud. He appeared in court and was sentenced on 8 April 2005 to 12 years' imprisonment, of which four years were suspended for five years.

The IMC has appointed a new chief financial officer who commenced work on 1 April 2004. The allocation to the IMC is transferred quarterly, following an expenditure report outlining the utilisation of their budget. This expenditure report has to be signed by the CEO of the IMC. This process ensures that GCIS is kept informed of the cash flow in the IMC. In addition to the GCIS CEO attending IMC Board and Exco meetings, monthly meetings are held with the management of the IMC.

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**MANAGEMENT REPORT** for the year ended 31 March 2005**4. CORPORATE GOVERNANCE ARRANGEMENTS**

GCIS has developed a risk management and fraud prevention plan, which is reviewed on an annual basis. A methodology/guideline was developed to assist in determining the risks facing GCIS. Among the factors taken into account in developing a risk management strategy were GCIS' previously audited financial statements and legislative requirements. The risk management strategy was integrated into the overall GCIS annual strategic planning session. The risk management strategy was compiled following workshops conducted with all chief directorates, and with regional offices represented by the regional managers and their administration officers. Workshops with other regional office staff members were undertaken as part of promoting awareness, particularly among staff based in MPCCs.

A fraud prevention policy has been developed to manage all fraud-related activities within the department. The Internal Audit Section continues to ensure effective and efficient financial management systems within the organisation. Three audit committee meetings were held during the year under review, which evaluated the reports of Internal Audit and those of the Auditor-General. All matters raised during the audit have been followed up and are being addressed.

The Secretariat, which is the highest management forum of GCIS, meets on a weekly basis to discuss the communication environment and review the work of the department. Once a month, the Minister in The Presidency, who provides strategic leadership and guidance to the work of GCIS, is briefed on the work of the department. The other management forum, Indibano, consisting of all senior managers from director level upwards, meets monthly to discuss the department's organisational matters. The forum is also used to provide presentations and in-house training on various topics and aspects for senior managers.

General staff briefings are conducted twice a year, and corporate social activities are undertaken by the Corporate Services Programme.

**5. EVENTS AFTER THE REPORTING DATE**

No material events occurred after the balance sheet date that influenced the financial statements and the financial position of GCIS.

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## **MANAGEMENT REPORT** for the year ended 31 March 2005

### **6. PROGRESS ON FINANCIAL MANAGEMENT IMPROVEMENT**

An implementation plan, in line with the requirements of the PFMA, was already introduced during July 2000 whereby all aspects of sound financial management and administration were addressed. Each year, all GCIS staff are invited to workshops during which GCIS financial guidelines and internal policies that have been drafted in line with the PFMA, are reviewed. In respect of the 2004/05 financial year, financial guidelines and policies were reviewed during March 2004. After being discussed and approved by the Indibano, the financial guidelines are signed by the Accounting Officer and implemented with effect from April. The approved GCIS financial guidelines and policies are distributed to all sections and are also available on the GCIS Intranet.

Branch, programme and responsibility managers are appointed in writing to manage their budgets. Their financial responsibilities are executed in conjunction with their respective performance contracts. The finance and procurement sections embark on a workshop each year during which all aspects of financial management and administration are discussed.

The CEO annually convenes a budget lekgotla to discuss the department's needs for the coming financial year. The Budget Lekgotla was held in June 2004 to discuss the 2005/06 budget needs.

Although GCIS has greatly improved on the management of its assets by introducing a manual system of accounting for assets, the reconciliation of BAS/Logis still remains a problem across government with regard to the asset/inventory system. Logis is purely a procurement and receipt system while BAS is a financial and budget system. They account differently for

inventories, thus making effective reconciliation very difficult. It is recommended that both these systems should record inventory items with the same economic classification structure, which will assist the reconciliation.

### **7. PERFORMANCE INFORMATION**

As part of its strategic vision of providing leadership to government communication, GCIS provides support to government departments in the execution of their communication

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## **MANAGEMENT REPORT** for the year ended 31 March 2005

campaigns. In this regard, communication strategies were developed and implemented for, among others, the following campaigns, in liaison with respective lead departments and relevant structures: State of the Nation Address, May 2004 (GCIS); Imbizo (GCIS); Voter Education and Elections, 2004 (GCIS); Batho Pele Gateway (Department of Public Service and Administration); Truth and Reconciliation Commission Reparations (Department of Justice and Constitutional Development); Mass Campaign on Economic Opportunities (Forum of South African Directors-General: Economic Cluster); Expanded Public Works Programme (Department of Public Works); Youth Development Month (National Youth Commission); Women's Month (The Presidency); National Orders (The Presidency); HIV and AIDS (Department of Health); 16 Days of Activism (Department of Correctional Services); and Taxi Recapitalisation and Road Safety (Department of Transport).

In addition, GCIS received and processed approximately 15 requests for assistance related to communication strategising for campaigns driven by government departments.

GCIS, in partnership with Unilever, the Wits School for Public & Development Management (P&DM) and the Mandela-Rhodes Foundation has established a course at P&DM in Communication and Marketing for government communicators, which aims to improve the competencies of these communicators across all three spheres of government. The year under review realised the first intake of 47 students from national, provincial and local government, as well as from state-owned enterprises. Sixty-two percent of these students passed their exams and received their certificates during the Government Communicators' Awards held in December 2004.

Through the Policy and Research Programme, advice relating to communication messages on major issues, media content analysis, and qualitative and quantitative research has been provided to Cabinet. Both the national communication strategy and those of the individual departments have been informed by continuous research. Plans are in place to assist departments interested in acquiring specific media content analysis of their respective programmes.

During the past year, G&ML continued to ensure dynamic contact between the media and government by convening media briefings for ministers to report on the implications of the State

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**MANAGEMENT REPORT** for the year ended 31 March 2005

of the Nation Address and the implementation of governments' Programme of Action. It facilitated communication co-ordination of national government communicators by convening monthly communication cluster meetings, the Government Communicators' Forum as well as provincial heads of communication meetings. The annual Government Communicators' Awards ceremony was held for the third time in December 2004.

The News Service undertook road shows to promote BuaNews as a viable government news product and conducted an impact assessment on the utility and efficacy of the agency. In 2004/05, the News Service enlisted the services of at least 13 provincial correspondents, enhanced coverage of news events on the continent and internationally, strengthened partnerships with media organisations both locally and abroad and continued with the vigorous marketing of BuaNews. It formed new partnerships with international news agencies to increase its international reach.

In 2004/05, the Communication Centre accessed online subscriptions to regional newspapers and e-mailed radio inserts to various clients. It performs extensive media monitoring of communication projects. The Centre is using a database to store and index cuttings, which will in time become accessible online to government departments.

Within P&LL, expenditure has increased due to the appointment of more communication officers in districts – increasing the total from 70 in 2003/04 to 85 in 2004/05. This has significantly extended the reach of government's development communication programme. It has resulted in increased investment in the training of communication staff as well as operational costs.

By December 2004, 65 MPCCs were operational. During 2004/05, the Gateway Project was piloted in nine MPCCs. Continuous assessments on the impact and feasibility of MPCCs is conducted through impact research as well as MPCC monitoring and evaluation workshops. Systems have been put in place to monitor and evaluate service provision at MPCCs. Significant progress has been made with regard to the development of the MPCC Business Plan towards the second generation of MPCCs. Eighty Government Information Centres have been established countrywide in local municipalities and MPCCs.

More than 500 services have been made available through MPCCs to rural and developing communities. In 2004/05 alone, an additional 50 information points of presence were



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**MANAGEMENT REPORT** for the year ended 31 March 2005

established in local municipalities and other strategic locations in addition to the 110 established in the preceding financial years. The online electronic database, the Ward Information Management System, is fully operational. Short courses have been provided to 120 staff members on an ongoing basis. Additional training for 85 communication officers in Development Communication and Financial Management is underway.

During 2004/05, an additional amount of R10 million was allocated to the CSA to fund publicity activities for the Ten Years of Freedom Celebrations, the Presidential inauguration and the additional State of the Nation Address in May 2004. An amount of R2 070 000 was spent on the production of marketing, advertising and promotional material for the Ten-Year Celebrations and inaugural event. Some R4 055 000 was spent on the production of information material – including a tabloid publication combining a summarised version of the Government's Programme of Action for 2004/05 and a poster of the new Cabinet and premiers (*Faces of Government*) as well as a booklet containing the President's Inaugural and State of the Nation addresses. This is in addition to the normal products disseminated during the course of the year, most of which are produced in all official languages as well as on tape and in Braille.

Through the current media advertising contract, GCIS procured media space on behalf of government departments worth R100 million. This resulted in government saving 15% worth of funds allocated for media buying. The contract provides 15% discount due to its bulk buying leverage. Twenty-six departments made use of this contract in the year under review. Apart from media buying, GCIS received approximately 297 official requests from other departments for the rendering of communication services.

GCIS is involved in ongoing work towards the transformation of the marketing and advertising industry as mandated by the Portfolio Committee on Communications. Regular meetings with both the industry, through the Monitoring and Steering Committee for the Marketing and Advertising Industry, and governmental partners, through an interdepartmental task team, were convened, and a report-back briefing to the Portfolio Committee on Communications co-ordinated in October 2004. (A workshop to establish guidelines for the preferential procurement of marketing and advertising was convened as part of the Monitoring and Steering Committee Meeting during June 2004 to discuss best practices, and guidelines for the procurement of marketing and advertising by government have been finalised.)

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## **MANAGEMENT REPORT** for the year ended 31 March 2005

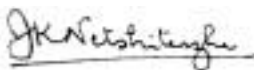
GCIS has developed and will manage the implementation of a uniform corporate identity for government. The *Corporate Identity Manual* has been developed and a bid for the training of corporate identity managers in government has been concluded.

Emphasis has also been placed on radio products for distribution through the satellite communication network to keep communities abreast of government programmes. A total of 25 live radio feeds to about 30 community radio stations on various government campaigns was done. Sixteen 'Talk to your Minister' radio shows were conducted in the year under review. Twenty-five radio advertisements of between 30 and 45 seconds, covering various government campaigns, were produced.

Eleven video documentaries and 16 editing requests were done on behalf of other departments. The Design Unit processed 30 design and exhibition requests. The *SA Yearbook 2003/04* was launched at the Open Window in Pretoria on 25 March 2004. Some 15 500 copies were printed and sold out by October 2004. For the first time, the *SA Yearbook* was also made available on CD-ROM, which has now become a permanent feature. The CSA also produced the *Pocket Guide to South Africa*. Some 24 000 copies were printed of which about 15 000 were purchased by the Department of Foreign Affairs.

### **Approval**

The attached annual financial statements have been approved by the Accounting Officer.



**JK NETSHITENZHE**

**CHIEF EXECUTIVE OFFICER:**

**DATE: 31 May 2005**

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## **REPORT OF THE AUDITOR-GENERAL TO PARLIAMENT ON THE FINANCIAL STATEMENTS OF THE GOVERNMENT COMMUNICATION AND INFORMATION SYSTEM (GCIS) – VOTE 7 FOR THE YEAR ENDED 31 MARCH 2005**

### **1. AUDIT ASSIGNMENT**

The financial statements as set out on pages 103 to 136, for the year ended 31 March 2005 have been audited in terms of Section 188 of the Constitution of the Republic of South Africa, 1996 (Act 108 of 1996), read with sections 4 and 20 of the Public Audit Act, 2004 (Act 25 of 2004). These financial statements, the maintenance of effective control measures and compliance with relevant laws and regulations are the responsibility of the accounting officer. My responsibility is to express an opinion on these financial statements, based on the audit.

### **2. NATURE AND SCOPE**

The audit was conducted in accordance with the Statements of South African Auditing Standards. Those Standards require that I plan and perform the audit to obtain reasonable assurance that the financial statements are free of material misstatement.

An audit includes:

- examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements
- assessing the accounting principles used and significant estimates made by management
- evaluating the overall financial statement presentation.

Furthermore, an audit includes an examination, on a test basis, of evidence supporting compliance in all material respects with the relevant laws and regulations which came to my attention and are applicable to financial matters.

The audit was completed in accordance with Auditor-General Directive No. 1 of 2005.

I believe that the audit provides a reasonable basis for my opinion.

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### **3. AUDIT OPINION**

In my opinion, the financial statements fairly present, in all material respects, the financial position of the GCIS at 31 March 2005 and the results of its operations and cash flows for the year then ended, in accordance with prescribed accounting practice and in the manner required by the Public Finance Management Act, 1999 (Act 1 of 1999).

### **4. APPRECIATION**

The assistance rendered by the staff of the GCIS during the audit is sincerely appreciated.



F Joubert  
for Auditor-General  
Pretoria  
29 July 2005



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**STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS**

for the year ended 31 March 2005

The annual financial statements have been prepared in accordance with the following policies, which have been applied consistently in all material aspects, unless otherwise indicated. However, where appropriate and meaningful, additional information has been disclosed to enhance the usefulness of the annual financial statements and to comply with the statutory requirements of the Public Finance Management Act, 1999 (Act 1 of 1999), (as amended by Act 29 of 1999), the Treasury Regulations for Departments and Constitutional Institutions issued in terms of the Act and the Division of Revenue Act, 2004 (Act 5 of 2004). The following issued, but not yet effective, Standards of Generally Recognised Accounting Practice (GRAP) have not been fully complied with in the annual financial statements: GRAP 1, 2 and 3.

**1. BASIS OF PREPARATION**

The annual financial statements have been prepared on a modified cash basis of accounting, except where stated otherwise. The modified cash basis constitutes the cash basis of accounting supplemented with additional disclosure items. Under the cash basis of accounting, transactions and other events are recognised when cash is received or paid. Under the accrual basis of accounting, transactions and other events are recognised when incurred and not when cash is received or paid.

**2. REVENUE****Appropriated funds**

Voted funds are the amounts appropriated to a department in accordance with the final budget known as the Adjusted Estimates of National Expenditure. Unexpended voted funds are surrendered to the National Revenue Fund, unless otherwise stated.

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## STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS

for the year ended 31 March 2005

### **Departmental revenue**

#### ***Tax revenue***

A tax receipt is defined as compulsory, irrecoverable revenue collected by entities. Tax receipts are recognised as revenue in the statement of financial performance on receipt of the funds.

#### ***Sale of goods and services other than capital assets***

This comprises the proceeds from the sale of goods and/or services produced by the entity. Revenue is recognised in the statement of financial performance on receipt of the funds.

#### ***Fines, penalties and forfeits***

Fines, penalties and forfeits are compulsory receipts imposed by court or a quasi-judicial body. Revenue is recognised in the statement of financial performance on receipt of the funds.

#### ***Interest, dividends and rent on land***

Interest and dividends received are recognised upon receipt of the funds, and no provision is made for interest or dividends receivable from the last receipt date to the end of the reporting period. They are recognised as revenue in the statement of financial performance of the department and then transferred to the National/Provincial Revenue Fund.

Revenue received from the rent of land is recognised in the statement of financial performance on receipt of the funds.

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## **STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS**

for the year ended 31 March 2005

### ***Sale of capital assets***

The proceeds from the sale of capital assets are recognised as revenue in the statement of financial performance on receipt of the funds.

### ***Financial transactions in assets and liabilities***

Repayments of loans and advances previously extended to employees and public corporations for policy purposes are recognised as revenue in the statement of financial performance on receipt of the funds.

Cheques issued in previous accounting periods that expire before being banked are recognised as revenue in the statement of financial performance when the cheque becomes stale. When the cheque is reissued the payment is made from Revenue.

## **3. EXPENDITURE**

### ***Compensation of employees***

Salaries and wages comprise payments to employees. Salaries and wages are recognised as an expense in the statement of financial performance when the final authorisation for payment is effected on the system. The expenditure is classified as capital where the employees were involved, on a full-time basis, on capital projects during the financial year. All other payments are classified as current expense.

Social contributions include the entities' contribution to social insurance schemes paid on behalf of the employee. Social contributions are recognised as an expense in the statement of financial performance when the final authorisation for payment is effected on the system.

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## STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS

for the year ended 31 March 2005

### ***Short-term employee benefits***

The cost of short-term employee benefits is expensed in the statement of financial performance in the reporting period when the final authorisation for payment is effected on the system. Short-term employee benefits, that give rise to a present legal or constructive obligation, are disclosed as a disclosure note to the annual financial statements and are not recognised in the statement of financial performance.

### ***Long-term employee benefits and other post-employment benefits***

#### ***Termination benefits***

Termination benefits are recognised and expensed only when the final authorisation for payment is effected on the system.

#### ***Medical benefits***

The department provides medical benefits for its employees through defined benefit plans. Employer contributions to the fund are incurred when the final authorisation for payment is effected on the system. No provision is made for medical benefits in the annual financial statements of the department.

#### ***Post-employment retirement benefits***

The department provides retirement benefits for certain of its employees through a defined benefit plan for government employees. These benefits are funded by both employer and employee contributions. Employer contributions to the fund are expensed when the final authorisation for payment to the fund is effected on the system. No provision is made for retirement benefits in the annual financial statements of the department. Any potential liabilities



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## STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS

for the year ended 31 March 2005

are disclosed in the annual financial statements of the National Revenue Fund and not in the annual financial statements of the employer department.

### ***Other employee benefits***

Obligations arising from leave entitlement, the 13th cheque and performance bonus that are reflected in the disclosure notes have not been paid for at year-end.

### ***Goods and services***

Payments made for goods and/or services are recognised as an expense in the statement of financial performance when the final authorisation for payment is effected on the system. The expense is classified as capital if the goods and services were used on a capital project.

### ***Interest and rent on land***

Interest and rental payments resulting from the use of land, are recognised as an expense in the statement of financial performance when the final authorisation for payment is effected on the system. This item excludes rental on the use of buildings or other fixed structures.

### ***Financial transactions in assets and liabilities***

Financial transactions in assets and liabilities include bad debts written off. Debts are written off when identified as irrecoverable. Debts written off are limited to the amount of savings and/or underspending available to the department. The write-off occurs at year-end or when funds are available. No provision is made for irrecoverable amounts.

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## STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS

for the year ended 31 March 2005

### ***Unauthorised expenditure***

Unauthorised expenditure is defined as:

- the overspending of a vote or a main division within a vote, or
- expenditure that was not made in accordance with the purpose of a vote or, in the case of a main division, not in accordance with the purpose of the main division.

Such expenditure is treated as a current asset in the statement of financial position until such expenditure is approved by the relevant authority, recovered or written off as irrecoverable.

## **4. TRANSFERS AND SUBSIDIES**

Transfers and subsidies include all irrecoverable payments made by the entity. Transfers and subsidies are recognised as an expense when the final authorisation for payment is effected on the system.

## **5. EXPENDITURE FOR CAPITAL ASSETS**

Capital assets are assets that can be used repeatedly and continuously in production for more than one year. Payments made for capital assets are recognised as an expense in the statement of financial performance when the final authorisation for payment is effected on the system.

## **6. RECEIVABLES**

Receivables are not normally recognised under the modified cash basis of accounting.

However, receivables included in the statement of financial position arise from cash payments that are recoverable from another party, when the payments are made.

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## **STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS**

for the year ended 31 March 2005

Receivables for services delivered are not recognised in the statement of financial position as a current asset or as income in the statement of financial performance, as the annual financial statements are prepared on a modified cash basis of accounting, but are disclosed separately as part of the disclosure notes to enhance the usefulness of the annual financial statements.

### **7. CASH AND CASH EQUIVALENTS**

Cash and cash equivalent consists of cash on hand and balances with banks, short-term investments in money market instruments and demand deposits. Cash equivalents are short-term highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

### **8. PAYABLES**

Payables are not normally recognised under the modified cash basis of accounting. However, payables included in the statement of financial position arise from advances received that are due to the Provincial/National Revenue Fund or another party.

### **9. LEASE COMMITMENTS**

Lease commitments for the period remaining from the reporting date until the end of the lease contract are disclosed as part of the disclosure notes to the annual financial statements. These commitments are not recognised in the statement of financial position as a liability or as expenditure as the annual financial statements are prepared on the cash basis of accounting.

Operating lease expenditure is expensed when the payment is made.

Finance lease expenditure is expensed when the payment is made, but results in the acquisition

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## STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS

for the year ended 31 March 2005

of the asset under the lease agreement. A finance lease is not allowed in terms of the Public Finance Management Act, 1999.

### 10. ACCRUALS

This amount represents goods/services that have been received, but no invoice has been received from the supplier at the reporting date, or an invoice has been received but final authorisation for payment has not been effected on the system. These amounts are not recognised in the statement of financial position as a liability or as expenditure as the annual financial statements are prepared on a modified cash basis of accounting, but are, however, disclosed as part of the disclosure notes.

### 11. CONTINGENT LIABILITY

This is a possible obligation that arises from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the department; or a present obligation that arises from past events but is not recognised because:

- it is not probable that an outflow of resources embodying economic benefits or service potential will be required to settle the obligation; or
- the amount of the obligation cannot be measured with sufficient reliability.

Contingent liabilities are not recognised in the statement of financial position, but the information is disclosed as part of the disclosure notes.

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## **STATEMENT OF ACCOUNTING POLICIES AND RELATED MATTERS**

for the year ended 31 March 2005

### **12. COMMITMENTS**

This amount represents goods/services that have been approved and/or contracted, but no delivery has taken place at the reporting date. These amounts are not recognised in the statement of financial position as a liability or as expenditure as the annual financial statements are prepared on a modified cash basis of accounting, but are, however, disclosed as part of the disclosure notes.

### **13. RECOVERABLE REVENUE**

Recoverable revenue represents payments made and recognised in the statement of financial performance as an expense in previous years due to non-performance in accordance with an agreement, which have now become recoverable from a debtor. Repayments are transferred to the Revenue Fund as and when the repayment is received.

### **14. COMPARATIVE FIGURES**

Where necessary, comparative figures have been restated to conform to the changes in the presentation in the current year. The comparative figures shown in these annual financial statements are limited to the figures shown in the previous year's audited annual financial statements and such other comparative figures that the department may reasonably have available for reporting. Reclassification of expenditure has occurred due to the implementation of the Standard Chart of Accounts. It is not practical to present comparative amounts in the cash flow statements as this would involve reclassification of amounts dating back to the 2002/03 year-end.

## Annual Report 2004/05

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Appropriation per programme										
	2004/05						2003/04			
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual expenditure R'000	Variance R'000	Expenditure as % of final appropriation %	Final appropriation R'000	Actual expenditure R'000	
1. Administration	39,225	-	(2,916)	36,309	36,303	6	1	32,123	32,181	
	68	-	(6)	62	61	1	98.4%	-	-	
	1,575	-	2,007	3,582	3,583	(1)	100.0%	5,232	5,232	
2. Policy and Research	9,491	-	(4)	9,487	9,448	39	100%	16,259	16,264	
	15	-	(2)	13	13	-	100.0%	-	-	
	30	-	(2)	28	27	1	96.4%	253	247	
3. Government and Media Liaison	14,303	-	(891)	13,412	13,169	243	98%	12,183	12,330	
	32	-	(3)	29	29	-	100.0%	-	-	
	460	-	(75)	385	384	1	99.7%	717	572	
4. Provincial and Local Liaison	29,325	-	68	29,393	29,379	14	100%	24,852	25,503	
	67	-	11	78	77	1	98.7%	-	-	
	440	-	105	545	546	(1)	100.2%	771	450	
5. Communication Service Agency	33,331	-	1,481	34,812	34,810	2	100%	20,758	21,488	
	28	-	(3)	25	26	(1)	104.0%	-	-	
	1,845	-	230	2,075	2,073	2	99.9%	2,674	1,667	
6. International Marketing and Media Development	-	-	-	-	-	-	0%	-	-	
	72,914	-	-	72,914	72,914	-	100.0%	62,686	62,686	
	-	-	-	-	-	-	0.0%	-	-	
Total	203,149	-	-	203,149	202,842	307	99.8%	178,508	178,620	
Reconciliation with Statement of Financial Performance										
Prior year unauthorised expenditure approved with funding										
Departmental receipts										
Actual amounts per Statement of Financial Performance (Total Revenue)										
Prior year unauthorised expenditure approved										
Actual amounts per Statement of Financial Performance Expenditure										

## Vote 7

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Appropriation per economic classification									
	2004/05						2003/04		
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>Current payments</b>									
Compensation to employees	64,404	-	(1,087)	63,317	63,062	255	99.6%	55,240	55,239
Goods and services	61,271	-	(1,175)	60,096	59,831	265	99.6%	43,935	45,411
Financial transactions in assets and liabilities	-	-	-	-	216	(216)	0.0%	-	115
<b>Transfers and subsidies</b>									
Provinces and municipalities	210	-	(16)	194	192	2	99.0%	-	-
Departmental agencies and accounts	72,914	-	-	72,914	72,914	-	100.0%	69,686	69,686
Households	-	-	13	13	13	-	100.0%	-	-
<b>Payment on capital assets</b>									
Machinery and equipment	4,350	-	1,914	6,264	6,262	2	100.0%	9,597	8,119
Software and other intangible assets	-	-	351	351	352	(1)	100.3%	50	50
<b>Total</b>	<b>203,149</b>	<b>-</b>	<b>-</b>	<b>203,149</b>	<b>202,842</b>	<b>307</b>	<b>99.8%</b>	<b>178,508</b>	<b>178,620</b>

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Detail per Programme 1 - Administration									
Programme per subprogramme	2004/05					2003/04			
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>1.1 Management</b>									
Current payment	4,210	-	(403)	3,807	3,806	1	100.0%	3,642	3,642
Transfers and subsidies	11	-	(3)	8	9	(1)	112.5%	-	-
Expenditure for capital assets	30	-	86	116	116	-	100.0%	81	81
<b>1.2 Corporate Services</b>									
Current payment	35,015	-	(2,513)	32,502	32,497	5	100.0%	28,481	28,539
Transfers and subsidies	57	-	(3)	54	52	2	96.3%	-	-
Expenditure for capital assets	1,545	-	1,921	3,466	3,467	(1)	100.0%	5,151	5,151
<b>Total</b>	<b>40,868</b>	<b>-</b>	<b>(915)</b>	<b>39,953</b>	<b>39,947</b>	<b>6</b>	<b>100.0%</b>	<b>37,355</b>	<b>37,413</b>

Economic classification	2004/05					2003/04			
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>Current payments</b>									
Compensation to employees	21,493	-	(354)	21,139	21,134	5	100.0%	18,962	18,962
Goods and services	17,732	-	(2,562)	15,170	15,119	51	99.7%	13,161	13,161
Financial transactions in assets and liabilities	-	-	-	-	50	(50)	0.0%	-	58
<b>Transfers and subsidies</b>									
Provinces and municipalities	68	-	(6)	62	61	1	98.4%	-	-
<b>Payments for capital assets</b>									
Machinery and equipment	1,575	-	1,656	3,231	3,231	-	100.0%	5,182	5,182
Software and other intangible assets	-	-	351	351	352	(1)	100.3%	50	50
<b>Total</b>	<b>40,868</b>	<b>-</b>	<b>(915)</b>	<b>39,953</b>	<b>39,947</b>	<b>6</b>	<b>100.0%</b>	<b>37,355</b>	<b>37,413</b>



## Vote 7

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Detail per Programme 2 - Policy and Research										
Programme per subprogramme	2004/05						2003/04			
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000	
<b>2.1 Management</b>										
Current payment	843	-	4	847	846	1	99.9%	714	714	
Transfers and subsidies	3	-	(1)	2	2	-	100.0%	-	-	
Expenditure for capital assets	-	-	-	-	-	-	0.0%	43	43	
<b>2.2 Policy</b>										
Current payment	3,448	-	(642)	2,806	2,805	1	100.0%	10,040	10,045	
Transfers and subsidies	6	-	-	6	6	-	100.0%	-	-	
Expenditure for capital assets	-	-	-	-	-	-	0.0%	177	171	
<b>2.3 Research</b>										
Current payment	5,200	-	634	5,834	5,797	37	99.4%	5,505	5,505	
Transfers and subsidies	6	-	(1)	5	5	-	100.0%	-	-	
Expenditure for capital assets	30	-	(2)	28	27	1	96.4%	33	33	
<b>Total</b>	<b>9,536</b>	<b>-</b>	<b>(8)</b>	<b>9,528</b>	<b>9,488</b>	<b>40</b>	<b>99.6%</b>	<b>16,512</b>	<b>16,511</b>	

Economic classification										
Economic classification	2004/05						2003/04			
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000	
<b>Current</b>										
Compensation to employees	4,171	-	(113)	4,058	4,056	2	100.0%	3,998	3,997	
Goods and services	5,320	-	109	5,429	5,392	37	99.3%	5,261	5,267	
<b>Transfers and subsidies</b>										
Provinces and municipalities	15	-	(2)	13	13	-	100.0%	-	-	
Dept agencies and accounts	-	-	-	-	-	-	0.0%	7,000	7,000	
<b>Capital</b>										
Machinery and equipment	30	-	(2)	28	27	1	96.4%	253	247	
<b>Total</b>	<b>9,536</b>	<b>-</b>	<b>(8)</b>	<b>9,528</b>	<b>9,488</b>	<b>40</b>	<b>99.6%</b>	<b>16,512</b>	<b>16,511</b>	

## Annual Report 2004/05

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Detail per Programme 3 - Government and Media Liaison									
Programme per subprogramme	2004/05					2003/04			
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>3.1 Management</b>									
Current payment	3,401	-	(619)	2,782	2,546	236	91.5%	2,746	2,746
Transfers and subsidies	8	-	(1)	7	7	-	100.0%	-	-
Expenditure for capital assets	80	-	(52)	28	28	-	100.0%	487	371
<b>3.2 National Liaison</b>									
Current payment	2,989	-	167	3,156	3,156	-	100.0%	2,502	2,511
Transfers and subsidies	6	-	-	6	6	-	100.0%	-	-
Expenditure for capital assets	150	-	(31)	119	119	-	100.0%	54	53
<b>3.3 International and Media Liaison</b>									
Current payment	3,330	-	(413)	2,917	2,910	7	99.8%	4,168	4,279
Transfers and subsidies	6	-	-	6	6	-	100.0%	-	-
Expenditure for capital assets	100	-	(71)	29	28	1	96.6%	111	104
<b>3.4 News Service</b>									
Current payment	2,930	-	15	2,945	2,946	(1)	100.0%	2,767	2,794
Transfers and subsidies	9	-	(2)	7	7	-	100.0%	-	-
Expenditure for capital assets	100	-	(34)	66	65	1	98.5%	65	44
<b>3.5 Parliamentary Liaison</b>									
Current payment	1,653	-	(41)	1,612	1,611	1	99.9%	-	-
Transfers and subsidies	3	-	-	3	3	-	100.0%	-	-
Expenditure for capital assets	30	-	113	143	144	(1)	100.7%	-	-
<b>Total</b>	<b>14,795</b>	<b>-</b>	<b>(969)</b>	<b>13,826</b>	<b>13,582</b>	<b>244</b>	<b>98.2%</b>	<b>12,900</b>	<b>12,902</b>
Economic classification	2004/05					2003/04			
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>Current</b>									
Compensation to employees	9,946	-	(294)	9,652	9,408	244	97.5%	8,760	8,760
Goods and services	4,357	-	(597)	3,760	3,734	26	99.3%	3,423	3,434
Financial transactions in assets and liabilities	-	-	-	-	27	(27)	0.0%	-	36
<b>Transfers and subsidies</b>									
Provinces and municipalities	32	-	(3)	29	29	-	100.0%	-	-
<b>Capital</b>									
Machinery and equipment	460	-	(75)	385	384	1	99.7%	717	572
<b>Total</b>	<b>14,795</b>	<b>-</b>	<b>(969)</b>	<b>13,826</b>	<b>13,582</b>	<b>244</b>	<b>98.2%</b>	<b>12,900</b>	<b>12,902</b>

## Vote 7

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Detail per Programme 4 - Provincial and Local Liaison									
Programme per subprogramme	2004/05						2003/04		
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>4.1 Management</b>									
Current payment	4,664	-	(189)	4,475	4,470	5	99.9%	4,174	4,233
Transfers and subsidies	13	-	10	23	23	-	100.0%	-	-
Expenditure for capital assets	50	-	(6)	44	44	-	100.0%	144	145
<b>4.2 Liaison</b>									
Current payment	24,661	-	257	24,918	24,909	9	100.0%	20,678	21,270
Transfers and subsidies	54	-	1	55	54	1	98.2%	-	-
Expenditure for capital assets	390	-	111	501	502	(1)	100.2%	627	305
<b>Total</b>	<b>29,832</b>	<b>-</b>	<b>184</b>	<b>30,016</b>	<b>30,002</b>	<b>14</b>	<b>100.0%</b>	<b>25,623</b>	<b>25,953</b>

Economic classification	2004/05						2003/04		
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>Current</b>									
Compensation to employees	21,102	-	(326)	20,776	20,773	3	100.0%	16,976	16,976
Goods and services	8,223	-	394	8,617	8,516	101	98.8%	7,876	8,513
Financial transactions in assets and liabilities	-	-	-	-	91	(91)	0.0%	-	14
<b>Transfers and subsidies</b>									
Provinces and municipalities	67	-	(2)	65	64	1	98.5%	-	-
Households	-	-	13	13	13	-	100.0%	-	-
<b>Capital</b>									
Machinery and equipment	440	-	105	545	545	-	100.0%	771	450
<b>Total</b>	<b>29,832</b>	<b>-</b>	<b>184</b>	<b>30,016</b>	<b>30,002</b>	<b>14</b>	<b>100.0%</b>	<b>25,623</b>	<b>25,953</b>

## Annual Report 2004/05

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Detail per Programme 5 - Communication Service Agency									
Programme per subprogramme	2004/05						2003/04		
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>5.1 Management</b>									
Current payment	1,644	-	12	1,656	1,655	1	99.9%	1,442	1,441
Transfers and subsidies	5	-	(1)	4	4	-	100.0%	-	-
Expenditure for capital assets	58	-	-	58	57	1	98.3%	92	60
<b>5.2 Marketing</b>									
Current payment	16,392	-	3,444	19,836	19,836	-	100.0%	7,035	7,208
Transfers and subsidies	5	-	-	5	5	-	100.0%	-	-
Expenditure for capital assets	900	-	136	1,036	1,035	1	99.9%	890	148
<b>5.3 Product Development</b>									
Current payment	12,306	-	(1,605)	10,701	10,700	1	100.0%	10,091	10,649
Transfers and subsidies	14	-	(1)	13	13	-	100.0%	-	-
Expenditure for capital assets	841	-	140	981	981	-	100.0%	1,578	1,364
<b>5.4 Content Development</b>									
Current payment	2,989	-	(370)	2,619	2,619	-	100.0%	2,190	2,190
Transfers and subsidies	4	-	(1)	3	4	(1)	133.3%	-	-
Expenditure for capital assets	46	-	(46)	-	-	-	0.0%	114	95
<b>Total</b>	<b>35,204</b>	<b>-</b>	<b>1,708</b>	<b>36,912</b>	<b>36,909</b>	<b>3</b>	<b>100.0%</b>	<b>23,432</b>	<b>23,155</b>

Economic classification	2004/05						2003/04		
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>Current</b>									
Compensation to employees	7,692	-	-	7,692	7,691	1	100.0%	6,544	6,544
Goods and services	25,639	-	1,481	27,120	27,070	50	99.8%	14,214	14,936
Financial transactions in assets and liabilities	-	-	-	-	48	(48)	0.0%	-	7
<b>Transfers and subsidies</b>									
Provinces and municipalities	28	-	(3)	25	25	-	100.0%	-	-
<b>Capital</b>									
Machinery and equipment	1,845	-	230	2,075	2,075	-	100.0%	2,674	1,668
<b>Total</b>	<b>35,204</b>	<b>-</b>	<b>1,708</b>	<b>36,912</b>	<b>36,909</b>	<b>3</b>	<b>100.0%</b>	<b>23,432</b>	<b>23,155</b>

## Vote 7

**APPROPRIATION STATEMENT** for the year ended 31 March 2005

Detail per Programme 6 - International Marketing and Media Development									
Programme per subprogramme	2004/05						2003/04		
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>6.1 International Marketing Council</b>	-	-	-	-	-	-	0.0%	-	-
Current payment	-	-	-	-	-	-	0.0%	-	-
Transfers and subsidies	65,914	-	-	65,914	65,914	-	100.0%	62,686	62,686
Expenditure for capital assets	-	-	-	-	-	-	0.0%	-	-
<b>6.2 Media Development and Diversity Agency</b>	-	-	-	-	-	-	0.0%	-	-
Current payment	-	-	-	-	-	-	0.0%	-	-
Transfers and subsidies	7,000	-	-	7,000	7,000	-	100.0%	-	-
Expenditure for capital assets	-	-	-	-	-	-	0.0%	-	-
<b>Total</b>	<b>72,914</b>	<b>-</b>	<b>-</b>	<b>72,914</b>	<b>72,914</b>	<b>-</b>	<b>100.0%</b>	<b>62,686</b>	<b>62,686</b>

Economic classification	2004/05						2003/04		
	Adjusted appropriation R'000	Shifting of funds R'000	Virement R'000	Final appropriation R'000	Actual payment R'000	Variance R'000	Payment as % of final appropriation %	Final appropriation R'000	Actual payment R'000
<b>Transfers and subsidies</b>	72,914	-	-	72,914	72,914	100.0%	62,686	62,686	-
Dept agencies and accounts	72,914	-	-	72,914	72,914	100.0%	62,686	62,686	-
<b>Total</b>	<b>72,914</b>	<b>-</b>	<b>-</b>	<b>72,914</b>	<b>72,914</b>	<b>100.0%</b>	<b>62,686</b>	<b>62,686</b>	<b>-</b>

**NOTES TO THE APPROPRIATION STATEMENT** for the year ended 31 March 2005

1. Detail of transfers and subsidies as per Appropriation Act (after virement):

Detail of these transactions can be viewed in note 7 (Transfers and subsidies) and Annexure 1 (A-K) to the annual financial statements.

2. Detail of specifically and exclusively appropriated amounts voted (after virement):

Detail of these transactions can be viewed in note 1 (Annual Appropriation) to the annual financial statements.

3. Detail on financial transactions in assets and liabilities

Detail of these transactions per programme can be viewed in note 5 (Details of special functions (theft and losses) to the annual financial statements.

4. Explanations of material variances from Amounts Voted (after virement):

	Voted funds after virement	Actual expenditure	R'000	%
<b>4.1 Per programme:</b>				
Administration	39,953	39,947	6	100
Policy and Research	9,528	9,488	40	99.6
	Saving is mainly due to funds received at the end of the financial year for the Tracker research project			
Government and Media Liaison	13,826	13,582	244	98.2
	Saving is mainly due to the vacant post of Chief Director that was filled in the last quarter of the financial year			
Provincial and Local Liaison	30,016	30,002	14	100
Communication Service Agency	36,912	36,909	3	100
International Marketing and Media Development	72,914	72,914	-	-
<b>4.2 Per economic classification:</b>			<b>R'000</b>	
<b>Current expenditure</b>				
Compensation of employees			63,062	
Goods and services			59,830	
Financial transactions in assets and liabilities			216	
Unauthorised expenditure approved				
<b>Transfers and subsidies</b>				
Provinces and municipalities			192	
Departmental agencies and accounts			72,914	
Households			13	
<b>Payments for capital assets</b>				
Machinery and equipment			6,262	
Software and other intangible assets			352	

## Vote 7

**STATEMENT OF FINANCIAL PERFORMANCE** for the year ended 31 March 2005

	<i>Note</i>	<b>2004/05 R'000</b>	<b>2003/04 R'000</b>
<b>REVENUE</b>			
Annual appropriation	1	203,149	178,508
Appropriation for unauthorised expenditure approved		4,154	-
Departmental revenue	2	4,282	8,393
<b>TOTAL REVENUE</b>		<b>211,586</b>	<b>186,901</b>
<b>EXPENDITURE</b>			
<b>Current expenditure</b>			
Compensation of employees	3	63,062	55,239
Goods and services	4	59,830	45,411
Financial transactions in assets and liabilities	5	216	115
Unauthorised expenditure approved	6	4,154	-
<b>Total current expenditure</b>		<b>127,262</b>	<b>100,765</b>
<b>Transfers and subsidies</b>	7	<b>73,119</b>	<b>69,686</b>
<b>Expenditure for capital assets</b>			
Machinery and equipment	8	6,262	8,119
Software and other intangible assets	8	352	50
<b>Total expenditure for capital assets</b>		<b>6,614</b>	<b>8,169</b>
<b>TOTAL EXPENDITURE</b>		<b>206,996</b>	<b>178,620</b>
<b>NET SURPLUS/(DEFICIT)</b>		<b>4,590</b>	<b>8,281</b>
Add back unauthorised expenditure	6	-	1,591
<b>NET SURPLUS/(DEFICIT) FOR THE YEAR</b>		<b>4,590</b>	<b>9,872</b>
<b>Reconciliation of net surplus/(deficit) for the year</b>			
Voted Funds to be surrendered to the Revenue Fund	12	308	1,479
Departmental revenue to be surrendered to Revenue Fund	13	4,282	8,393
<b>NET SURPLUS/(DEFICIT) FOR THE YEAR</b>		<b>4,590</b>	<b>9,872</b>

## Annual Report 2004/05

**STATEMENT OF FINANCIAL POSITION** as at 31 March 2005

	<i>Note</i>	<b>2004/05 R'000</b>	<b>2003/04 R'000</b>
<b>ASSETS</b>			
<b>Current assets</b>		5,725	24,992
Unauthorised expenditure	6	1,591	5,745
Cash and cash equivalents	9	-	7,211
Prepayments and advances	10	58	69
Receivables	11	4,076	11,967
<b>TOTAL ASSETS</b>		<b>5,725</b>	<b>24,992</b>
<b>LIABILITIES</b>			
<b>Current liabilities</b>		3,913	19,470
Bank overdraft	9	1,557	-
Voted funds to be surrendered to the Revenue Fund	12	308	1,479
Departmental revenue to be surrendered to the Revenue Fund	13	44	12
Payables	14	2,004	17,979
<b>TOTAL LIABILITIES</b>		<b>3,913</b>	<b>19,470</b>
<b>NET ASSETS</b>		<b>1,812</b>	<b>5,522</b>
<b>Represented by:</b>			
Recoverable revenue		1,812	5,522
<b>TOTAL</b>		<b>1,812</b>	<b>5,522</b>

**STATEMENT OF CHANGES IN NET ASSETS** for the year ended 31 March 2005

	<b>2004/05 R'000</b>	<b>2003/04 R'000</b>
<b>Capitalisation reserve</b>		
<b>Recoverable revenue</b>		
Opening balance	5,522	4,791
Debts recovered (included in departmental receipts)	(3,841)	-
Debts raised	131	731
Closing balance	1,812	5,522
<b>TOTAL</b>	<b>1,812</b>	<b>5,522</b>



## Vote 7

**CASH FLOW STATEMENT** for the year ended 31 March 2005

	<i>Note</i>	<b>2004/05 R'000</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Receipts		219,488
Annual appropriated funds received		203,149
Appropriation for unauthorised expenditure received	6	4,154
Departmental revenue received		4,282
Net (increase)/decrease in working capital		7,903
Surrendered to Revenue Fund		(5,729)
Current payments		(139,083)
Transfers and subsidies paid		(73,119)
<b>Net cash flow available from operating activities</b>	15	1,557
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Payments for capital assets		(6,614)
<b>Net cash flows from investing activities</b>		(6,614)
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Increase/(decrease) in loans received		(3,710)
<b>Net cash flows from financing activities</b>		(3,710)
Net increase/(decrease) in cash and cash equivalents		(8,767)
Cash and cash equivalents at beginning of period		7,211
<b>Cash and cash equivalents at end of period</b>		(1,557)

**NOTES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005**1. Annual appropriation****1.1 Annual appropriation**

	Final appropriation R'000	Actual funds received R'000	Variance over/(under) R'000	Total Appropriation 2003/04 R'000
Administration	39,953	39,947	6	37,355
Policy and Research	9,528	9,488	40	16,512
Government and Media Liaison	13,826	13,582	244	12,900
Provincial and Local Liaison	30,016	30,002	14	25,623
Communication Service Agency	36,912	36,909	3	23,432
International Marketing and Media Development	72,914	72,914	-	62,686
<b>TOTAL</b>	<b>203,149</b>	<b>202,842</b>	<b>307</b>	<b>178,508</b>

The saving is mainly due to a payment for Tracker Research (Prog 2) that was received at the end of the financial year as well as the vacant post of Chief Director (Prog 3) that was filled in the last quarter of the financial year.

**2. Departmental revenue to be surrendered to revenue fund**

## Description

Sales of goods and services other than capital assets

Interest, dividends and rent on land

Sales of capital assets

Financial transactions in assets and liabilities

Departmental revenue collected

Note

2004/05

2003/04

R'000

R'000

2.1

**2.1 Financial transactions in assets and liabilities****Nature of loss recovered**

Cheques written back

Material losses recovered

Other

**3. Compensation of employees****3.1 Salaries and wages**

Basic salary

Performance award

Service-based

Compensative/circumstantial

Periodic payments

Other non-pensionable allowances

43,306

39,152

1,338

221

80

91

412

186

545

242

8,060

6,865

**53,741****46,757**

**NOTES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005

<b>3.2 Social contributions</b>	<b>Note</b>	<b>2004/05</b>	<b>2003/04</b>
<b>3.2.1 Short-term employee benefits</b>		<b>R'000</b>	<b>R'000</b>
Pension		6,448	5,830
Medical		2,863	2,643
Bargaining council		11	-
Official unions and associations		-	8
Insurance		-	1
		<b>9,321</b>	<b>8,482</b>
Total compensation of employees		<b>63,062</b>	<b>55,239</b>
Average number of employees		<b>365</b>	<b>349</b>
<b>4. Goods and services</b>			
Advertising		9,462	4,898
Attendance fees (including registration fees)		42	34
Bank charges and card fees		44	29
Bursaries (employees)		247	503
Communication		5,536	2,778
Computer services		3,978	3,176
Consultants, contractors and special services		7,946	7,881
Courier and delivery services		103	546
Entertainment		540	375
External audit fees	4.1	583	569
Equipment less than R5 000		505	275
Inventory	4.2	15,630	9,712
Legal fees		193	430
Licence agency fees		-	109
Maintenance, repair and running costs		641	416
Medical services		13	-
Operating leases		1,932	2,052
Personnel agency fees		31	-
Photographic services		4	-
Plants, flowers and other decorations		66	-
Professional bodies and membership fees		6	-
Resettlement costs		144	201
Subscriptions		226	-
Translations and transcriptions		134	-
Travel and subsistence	4.3	8,069	8,063
Venues and facilities		1,130	123
Protective, special clothing and uniforms		-	9
Training and staff development		2,625	3,063
Previous years' unallocated items		-	169
		<b>59,830</b>	<b>45,411</b>
<b>4.1 External audit fees</b>			
Regulatory audits		583	569
<b>Total external audit fees</b>		<b>583</b>	<b>569</b>

**NOTES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005

	<i>Note</i>	<b>2004/05</b> <b>R'000</b>	<b>2003/04</b> <b>R'000</b>
<b>4.2 Inventory</b>			
Other inventory		-	106
Domestic consumables		201	529
Fuel, oil and gas		13	3
Parts and other maintenance		2,106	-
Stationery and printing		13,310	9,074
Medical supplies		1	-
<b>Total inventory</b>		<b>15,630</b>	<b>9,712</b>
<b>4.3 Travel and subsistence</b>			
Local		7,899	7,938
Foreign		171	125
<b>Total travel and subsistence</b>		<b>8,069</b>	<b>8,063</b>
<b>5. Financial transactions in assets and liabilities</b>			
Material losses through criminal conduct	5.1	59	11
Other material losses written off	5.2	20	55
Debts written off	5.3	137	49
		<b>216</b>	<b>115</b>
<b>5.1 Material losses through criminal conduct</b>			
Loss of amplifier		1	-
Loss of fax machine		3	-
Loss of 4 CPUs at Gauteng Regional Office		32	-
Loss of 2 fax machines at Gauteng Regional Office		7	-
Loss of laptop (Ms P McDonald)		14	-
Damage to hired vehicle		2	-
Theft of cheque for rental of photocopying machine		-	11
		<b>59</b>	<b>11</b>
<b>5.2 Other material losses written off in Statement of Financial Performance</b>			
Damage to window		1	-
Damage to hired vehicle		12	-
Damage to 2 government garage vehicles		6	31
Loss of cellphone		1	2
Loss of IBM computer		-	6
Loss of state properties		-	13
Damage to private car		-	3
		<b>20</b>	<b>55</b>
<b>5.3 Bad debts written off</b>			
<b>Nature of debts written off</b>			
Ex-personnel debts		137	49
		<b>137</b>	<b>49</b>

## Vote 7

**NOTES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005

	<i>Note</i>	<b>2004/05 R'000</b>	<b>2003/04 R'000</b>
<b>5.4 Details of theft and losses</b>			
Programme 1: Administration		50	58
Programme 3: Government and Media Liaison		27	36
Programme 4: Provincial and Local Liaison		91	14
Programme 5: Communication Service Agency		48	7
		<b>216</b>	<b>115</b>
<b>6. Unauthorised expenditure</b>			
<b>6.1 Reconciliation of unauthorised expenditure</b>			
Opening balance		5,745	4,154
Unauthorised expenditure – current year		-	1,591
Unauthorised expenditure approved by Parliament/Legislature – current expenditure		(4,154)	-
Unauthorised expenditure awaiting authorisation		<b>1,591</b>	<b>5,745</b>
<b>6.2 Unauthorised expenditure</b>			
<b>Incident</b>	<b>Disciplinary steps taken/criminal proceedings</b>		<b>Total</b>
Overspend 2000/01	No negligence can be attributed to any official		4,154
Overspend 2003/04	No negligence can be attributed to any official		1,591
			<b>5,745</b>
<b>7. Transfers and subsidies</b>			
Provinces and municipalities	<i>ANNEXURE 1A</i>	192	-
Departmental agencies and accounts	<i>ANNEXURE 1B</i>	72,914	69,686
Households	<i>ANNEXURE 1C</i>	13	-
		<b>73,119</b>	<b>69,686</b>
<b>8. Expenditure for capital assets</b>			
Machinery and equipment	<i>ANNEXURE 3</i>	6,262	8,119
Software and other intangible assets	<i>ANNEXURE 4</i>	352	50
<b>Total</b>		<b>6,614</b>	<b>8,169</b>
<b>9. Cash and cash equivalents</b>			
Consolidated Paymaster General Account		4,649	7,363
Disbursements		(6,307)	(234)
Cash on hand		101	82
		<b>(1,557)</b>	<b>7,211</b>
<b>10. Prepayments and advances</b>			
<b>Description</b>			
Travel and subsistence		58	69
		<b>58</b>	<b>69</b>

**NOTES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005**11. Receivables**

					2004/05	2003/04
	<i>Note</i>	Less than one year	One to three years	Older than three years	R'000 Total	R'000 Total
Amounts owing by other entities	ANNEXURE 5	69	-	-	70	3,068
Staff debtors	11.1	64	-	-	63	54
Clearing accounts	11.2	12	-	-	12	-
Other debtors	11.3	230	159	3,541	3,930	8,845
		<b>375</b>	<b>159</b>	<b>3,541</b>	<b>4,076</b>	<b>11,967</b>

Amounts of R3 614 000 (2004: R4 818 000) included above may not be recoverable, but has not been written off in the Statement of Financial Performance

	2004/05 R'000	2003/04 R'000
<b>11.1 Staff debtors</b>		
Employees	47	38
Private telephone	16	16
PAYE debt	0	-
	<b>63</b>	<b>54</b>
<b>11.2 Clearing accounts</b>		
Theft and losses – pending matters	12	-
	<b>12</b>	<b>-</b>
<b>11.3 Other debtors</b>		
Ex-employees	3,927	5,085
Other debts	3	3,760
	<b>3,930</b>	<b>8,845</b>
<b>12. Voted funds to be surrendered to the Revenue Fund</b>		
Opening balance	1,479	1,682
Transfer from Statement of Financial Performance	308	1,479
Paid during the year	(1,479)	(1,682)
Closing balance	<b>308</b>	<b>1,479</b>
<b>13. Departmental revenue to be surrendered to Revenue Fund</b>		
Opening balance	12	312
Transfer from Statement of Financial Performance	4,282	8,393
Paid during the year	(4,250)	(8,693)
Closing balance	<b>44</b>	<b>12</b>

## Vote 7

**NOTES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005

<b>14. Payables – current</b>				<b>2004/05</b>	<b>2003/04</b>
<b>Description</b>				<b>R'000</b>	<b>R'000</b>
	<b>Note</b>	<b>30 Days</b>	<b>30+ Days</b>	<b>Total</b>	<b>Total</b>
Amounts owing to other departments		–	–	–	–
Advances received	14.1	1,274	718	1,992	17,969
Other payables	14.2	12		12	10
		<b>1,286</b>	<b>718</b>	<b>2,004</b>	<b>17,979</b>
				<b>2004/05</b>	<b>2003/04</b>
				<b>R'000</b>	<b>R'000</b>
<b>14.1 Advances received</b>					
Agriculture				210	-
Housing				508	150
Public Works				1,274	3,000
Communications				-	1,680
Correctional Services				-	53
Health				-	6,960
Social Development				-	6,126
				<b>1,992</b>	<b>17,969</b>
<b>14.2 Other payables</b>					
South African Revenue Service				12	-
PAYE				-	7
Salary reversal control				-	3
				<b>12</b>	<b>10</b>
<b>15. Reconciliation of net cash flow from operating activities to surplus/(deficit)</b>					
Net surplus/(deficit) as per Statement of Financial Performance				4,590	
(Increase)/decrease in receivables – current				7,891	
(Increase)/decrease in prepayments and advances				11	
(Increase)/decrease in other current assets				4,154	
Increase/(decrease) in payables – current				(15,975)	
Surrenders				(5,729)	
Capital expenditure				6,614	
<b>Net cash flow generated by operating activities</b>				<b>1,557</b>	
<b>16. Appropriated funds and departmental revenue surrendered</b>					
Appropriated funds surrendered				(1,479)	(1,682)
Departmental revenue surrendered				(4,250)	(8,693)
				<b>(5,729)</b>	<b>(10,375)</b>

**DISCLOSURE NOTES TO THE ANNUAL FINANCIAL STATEMENTS**

for the year ended 31 March 2005

These amounts are not recognised in the financial statements and are disclosed to enhance the usefulness of the financial statements

		Note	2004/05 R'000	2003/04 R'000
<b>17. Contingent liabilities</b>				
	Liable to	Nature		
	Housing loan guarantees	Employees	898	898
	Capped leave commitments		3,905	3,861
	Other		200	200
			<u>5,003</u>	<u>4,959</u>
<b>18. Commitments</b>				
	<b>Current expenditure</b>			
	Approved and contracted		6,172	6,129
	<b>Capital expenditure</b>			
	Approved and contracted		351	544
	<b>Total commitments</b>		<u>6,523</u>	<u>6,673</u>
<b>19. Accruals</b>				
	<b>By economic classification</b>	<b>30 Days</b> <b>30+ Days</b> <b>Total</b>	<b>Total</b>	
	Goods and services	1,617 2,122	3,739	3,254
	Machinery and equipment	- 358	358	-
		<u>1,617 2,480</u>	<u>4,097</u>	<u>3,254</u>
			2004/05 R'000	2003/04 R'000
	<b>Listed by programme level</b>			
	Programme 1: Administration		932	46
	Programme 2: Policy and Research		11	2,840
	Programme 3: Government and Media Liaison		163	190
	Programme 4: Provincial and Local Liaison		286	10
	Programme 5: Communication Service Agency		2,705	168
			<u>4,097</u>	<u>3,254</u>
<b>20. Employee benefits</b>				
	Leave entitlement		1,172	1,290
	Thirteenth cheque		1,978	1,810
	Performance awards		2,460	1,323
			<u>5,610</u>	<u>4,423</u>



## Vote 7

**DISCLOSURE NOTES TO THE ANNUAL FINANCIAL STATEMENTS**

for the year ended 31 March 2005

**21. Leases**

	Buildings and other fixed structures	Machinery and equipment	Total	Total
<b>21.1 Operating leases</b>				
Not later than one year	-	1,011	1,011	616
Later than one year and not later than three years	-	32	32	427
Later than three years	-	-	-	3
Total present value of lease liabilities	-	1,043	1,043	1,046

<b>22. Irregular expenditure</b>	<b>2004/05</b>	<b>2003/04</b>
	<b>R'000</b>	<b>R'000</b>

**22.1 Reconciliation of irregular expenditure**

Opening balance	20,576	20,548
Irregular expenditure – current year	-	28
Irregular expenditure awaiting condonement	20,576	20,576

**Analysis**

Current	-	28
Prior years	20,576	20,548
	20,576	20,576

**22.2 Irregular expenditure**

Incident	Disciplinary steps taken/criminal proceedings		
Overtime	None	-	28
		-	28

**24. Senior management personnel**

The aggregate compensation of the senior management of the department and the number of individuals determined on a full-time equivalent basis receiving compensation within this category, showing separately major classes of key management personnel and including a description of each class for the current period and the comparative period. Detail on each type of compensation should be disclosed.

- The Minister, Deputy Ministers, Director-General	823	774
- Deputy Director-Generals	1,259	1,166
- Chief Directors	3,351	3,363
- Directors	7,096	6,602
	12,529	11,905

**ANNEXURES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005**ANNEXURE 1A****STATEMENT OF CONDITIONAL GRANTS PAID TO MUNICIPALITIES**

NAME OF MUNICIPALITY	GRANT ALLOCATION				TRANSFER		SPENT		2003/04
	Division of Revenue Act R'000	Roll overs R'000	Adjustments R'000	Total available R'000	Actual transfer R'000	% of Available funds transferred %	Amount received by municipality R'000	Amount spent by municipality R'000	
Cacadu	-	-	-	-	14				Division of Revenue Act R'000
Motheo				-	7				
Ehlanzeni				-	4				
Frances Baard				-	6				
Capricorn				-	5				
Tshwane				-	135				
Greater Johannesburg				-	7				
Cape Metropolitan				-	3				
Ethekwini				-	7				
Central				-	4				
	-	-	-	-	192		-	-	-

**ANNEXURE 1B****STATEMENT OF TRANSFERS TO DEPARTMENTAL AGENCIES AND ACCOUNTS**

AGENCY/ACCOUNT	TRANSFER ALLOCATION				TRANSFER		2003/04
	Adjusted Appropriation Act R'000	Roll overs R'000	Adjustments R'000	Total available R'000	Actual transfer R'000	% of available funds transferred %	Final Appropriation Act R'000
International Marketing Council	65,914	-	-	65,914	65,914	100.0%	62,686
Media Development and Diversity Agency	7,000	-	-	7,000	7,000	100.0%	7,000
	72,914	-	-	72,914	72,914		69,686

**ANNEXURES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005**ANNEXURE 1C****STATEMENT OF TRANSFERS/SUBSIDIES TO HOUSEHOLDS**

NON-PROFIT ORGANISATION	TRANSFER ALLOCATION				EXPENDITURE	
	Adjusted Appropriation Act R'000	Roll overs R'000	Adjustments R'000	Total available R'000	Actual transfer R'000	% of available funds transferred %
<b>Transfers</b>						
Capped leave to Ms S Booysen				-	13	
	-	-	-	-	13	
	-	-	-	-	13	
<b>Total</b>						
- List by major category						

**ANNEXURE 1D****STATEMENT OF GIFTS, DONATIONS AND SPONSORSHIPS RECEIVED FOR THE YEAR ENDED 31 MARCH 2005**

NAME OF ORGANISATION	NATURE OF GIFT, DONATION OR SPONSORSHIP	2004/05 R'000	2003/04 R'000
<b>Received in kind</b>			
Good Hope	Air ticket	3	-
Presidential Golf	Air ticket and accommodation	3	-
The Peoples Republic of China	Contribution for a book	3	-
Daily Sun	Digital camera	4	-
SAA	Air ticket	3	-
MTN	Nokia cellphone	4	-
Iteleng, Datacentrix, Hlanganani, First Property Trust, City Park Travel, Sizwe Car Rental	Sponsorships for Finance Strategic Workshop	7	-
SABC, SAA, Oce, Mercury, Konica Minolta, Standard Bank and Siemens	Sponsorships for Government Communicators Awards	399	-
<b>Subtotal</b>		426	-
		426	-
		426	-

**ANNEXURES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005**ANNEXURE 1E****STATEMENT OF GIFTS, DONATIONS AND SPONSORSHIPS MADE AND REMISSIONS, REFUNDS AND PAYMENTS MADE AS AN ACT OF GRACE FOR THE YEAR ENDED 31 MARCH 2005**

NATURE OF GIFT, DONATION OR SPONSORSHIP (Group major categories but list material items including name of the organisation)	R'000
<b>Made in kind</b>	
Disposed furniture and computer equipment donated to primary and secondary schools	-
<b>Subtotal</b>	-
<b>Total</b>	-

**ANNEXURE 2****STATEMENT OF FINANCIAL GUARANTEES ISSUED AS AT 31 MARCH 2005 – LOCAL**

Guarantor institution	Guarantee in respect of	Original guaranteed capital amount R'000	Opening balance 01/04/2004 R'000	Guarantees issued during the year R'000	Guarantees released during the year R'000	Guaranteed interest outstanding as at 31 March 2005 R'000	Closing balance 31/03/2005 R'000	Realised losses i.r.o. claims paid out R'000
ABSA	Housing	256	189	57	54	-	192	-
Cash Bank	Housing	20	20	-	-	-	20	-
Community Bank	Housing	9	9	-	-	-	9	-
FBC Fedeltiy	Housing	36	36	-	-	-	36	-
First National Bank	Housing	91	75	50	52	-	73	-
Mashikeni	Housing	-	-	30	-	-	30	-
Nedcor	Housing	369	286	-	44	-	242	-
Old Mutual Bank	Housing	23	-	-	-	-	-	-
People's Bank	Housing	-	18	-	18	-	-	-
Saambou	Housing	139	78	-	-	-	78	-
Standard Bank	Housing	158	187	31	-	-	218	-
		<b>1,101</b>	<b>898</b>	<b>168</b>	<b>168</b>	<b>-</b>	<b>898</b>	<b>-</b>
<b>Total</b>		<b>1,101</b>	<b>898</b>	<b>168</b>	<b>168</b>	<b>-</b>	<b>898</b>	<b>-</b>

**ANNEXURES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005**ANNEXURE 3****PHYSICAL ASSET MOVEMENT SCHEDULE AS AT 31 MARCH 2005**

	Opening balance R'000	Additions R'000	Disposals R'000	Transfers in R'000	Transfers out R'000	Closing balance R'000
<b>MACHINERY AND EQUIPMENT</b>	18,119	6,262	-	-	-	24,381
Computer equipment	13,199	4,289	-	-	-	17,488
Furniture and office equipment	2,033	1,159	-	-	-	3,192
Other machinery and equipment	2,887	814	-	-	-	3,701
	<b>18,119</b>	<b>6,262</b>	-	-	-	<b>24,381</b>

**PHYSICAL ASSET MOVEMENT SCHEDULE AS AT 31 MARCH 2004**

	Opening balance R'000	Additions R'000	Disposals R'000	Transfers in R'000	Transfers out R'000	Closing balance R'000
<b>MACHINERY AND EQUIPMENT</b>	10,000	8,119	-	-	-	18,119
Computer equipment	7,191	6,008	-	-	-	13,199
Furniture and office equipment	1,613	420	-	-	-	2,033
Other machinery and equipment	1,196	1,691	-	-	-	2,887
	<b>10,000</b>	<b>8,119</b>	-	-	-	<b>18,119</b>

This is a movement schedule as at 1 March 2003

**ANNEXURES TO THE ANNUAL FINANCIAL STATEMENTS** for the year ended 31 March 2005**ANNEXURE 4****SOFTWARE AND OTHER INTANGIBLE ASSET MOVEMENT SCHEDULE AS AT 31 MARCH 2005**

	Opening balance	Additions	Disposals	Transfers in	Transfers out	Closing balance
	R'000	R'000	R'000	R'000	R'000	R'000
Computer software	50	352	-	-	-	402
	<b>50</b>	<b>352</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>402</b>
<b>SOFTWARE AND OTHER INTANGIBLE ASSET MOVEMENT SCHEDULE AS AT 31 MARCH 2004</b>						
Computer software	-	50	-	-	-	50
	<b>-</b>	<b>50</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>50</b>
This is a movement schedule as at 1 March 2003						

**ANNEXURE 5****INTERGOVERNMENTAL RECEIVABLES**

Government entity	Confirmed balance outstanding		Unconfirmed balance outstanding	
	31/03/2005	31/03/2004	31/03/2005	31/03/2004
	R'000	R'000	R'000	R'000
<b>Department</b>				
Arts and Culture	-	-	-	1,870
Foreign Affairs	-	-	-	1,198
Education	-	-	3	-
South African Revenue Service	-	-	55	-
Public Works	-	-	11	-
	-	-	69	3,068
<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>69</b>	<b>3,068</b>

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## REPORT OF THE AUDIT COMMITTEE

We are pleased to present our report for the financial year ended 31 March 2005.

### Audit Committee members and attendance

The Audit Committee consists of the members listed hereunder and meets at least two times a year as per its approved terms of reference. During the current year, three meetings were held.

Name of member	Number of meetings attended
ZP Manase (Chairperson)	2
M Vuso	3
G Mampone	1
T Zungu	1
I Mackay Langa	3
K Semakane	1

### Audit Committee responsibility

The Audit Committee reports that it has complied with its responsibilities arising from Section 38(1)(a) of the Public Finance Management Act (PFMA), 1999 (Act 1 of 1999), and Paragraph 3.1.13 of the Treasury Regulations.

The Audit Committee also reports that it has adopted appropriate formal terms of reference as its Audit Committee Charter, has regulated its affairs in compliance with this Charter and has discharged all its responsibilities as contained therein.

### The effectiveness of internal control (examples of appropriate paragraphs below)

The system of controls is designed to provide cost-effective assurance that assets are safeguarded and that liabilities and working capital are efficiently managed. In line with the PFMA and the King II Report on Corporate Governance requirements, Internal Audit provides the Audit Committee and

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management with assurance that the internal controls are appropriate and effective. This is achieved by means of the risk management process, as well as the identification of corrective actions and suggested enhancements to the controls and processes. From the various reports of the internal auditors, the Audit Report on the annual financial statements, the matters of emphasis and management letter of the Auditor-General, it was noted that no significant or material non-compliance with prescribed policies and procedures have been reported. Accordingly, we can report that the system of internal control for the year under review was effective and efficient.

The Audit Committee is satisfied with the content and quality of monthly and quarterly reports prepared and issued by the Accounting Officer and the department during the year under review.

#### **Evaluation of financial statements**

The Audit Committee has:

- reviewed and discussed the audited annual financial statements to be included in the Annual Report with the Auditor-General and the Accounting Officer
- reviewed the Auditor-General's management letter and management's response thereto.

The Audit Committee concurs and accepts the Auditor-General's conclusions on the annual financial statements and is of the opinion that they be accepted and read together with the report of the Auditor-General.



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**ZP Manase**

**Chairperson of the Audit Committee**