

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>

