



**PART TWO: EXECUTIVE SUMMARY BY THE CHIEF EXECUTIVE OFFICER
AND THE CORPORATE STRATEGY**

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INTRODUCTION

The Government Communication and Information System (GCIS) provides strategic leadership to the government-wide communication system and informs the public, especially people in disadvantaged areas, about government policies, plans and programmes.

The GCIS is also responsible for marketing Brand South Africa through the International Marketing Council (IMC). It promotes media development and diversity through the Media Development and Diversity Agency (MDDA), a statutory development agency, which aims to enable historically disadvantaged communities to gain access to the media by developing community and small media.

REVIEW OF THE FINANCIAL YEAR 2008/09

During the reporting period, the country went through its fourth democratic general election that ushered in a new government administration, affirming the gradual maturing of our young and fledgling democracy based on sound constitutional fundamentals.

During the 2008/09 financial year, the GCIS embarked on a review of the government-wide communication system. This review coincided with the GCIS' 10 years of existence, and against the background of the Government's 15-year review to assess progress and identify constraints towards meeting the 2014 targets. The GCIS has started implementing the review recommendations that are aimed at improving government communication.

Turning our attention to the report card for the year under review, the strategic focus was around communicating the priorities as articulated in the Government's Programme of Action for 2008.

Key among these priorities was communication around preparations for the 2010 FIFA World Cup to be hosted by South Africa – a first for Africa – including the FIFA Confederations Cup 2009. The FIFA Confederations Cup, which was held in South Africa from 14 to 28 June 2009, was a prelude to the major soccer spectacle, the 2010 FIFA World Cup™.

The FIFA 2009 Confederations Cup went very well, proving once more South Africa's ability to host major international events. The success should be credited to all stakeholders. The performance of our national soccer team, Bafana Bafana, in the tournament displayed great improvement and good strides in the team. It affirmed a South Africa that is ready to join in the most prestigious tournament of the world with dignity and the necessary confidence – "Ke Nako. Africa's time has come".

Going forward, it will be important that the positive energy generated by the success of the 2009 Confederations Cup is sustained as we continue with our quest for nation-building and

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the evolution of a shared vision. To this end, participation by all South Africans and fellow Africans to make this an African World Cup will be critical.

Government alone cannot and will not fulfil the constitutional mandate of building a South Africa that belongs to all who live in it. The 2010 Communication Partnership is but one of the many partnerships required if we are to address the developmental goals and take our country onto a higher trajectory of growth.

The process towards the establishment of one Thusong Service Centre – one-stop centres to bring government services within close proximity, particularly of the poorest of the poor – in each municipality continued with 15 centres established during the reporting period. Again, this is but one such partnership that has ensured not only that government services are available at the centres but that the services are broadened to include, among other things, postal services and Internet connectivity.

During the period under review, the GCIS continued to give support to Cabinet in its interaction with the South African National Editors' Forum to ensure that the media has access to Cabinet as the highest policy decision-making body of government.

Innovative ways to bring information to the people were explored. To this extent, new media platforms such as MXit – a free instant messaging programme for cellphones and PCs – were used to profile, for example, the 16 Days of Activism for No Violence Against Women and Children Campaign with splash screens reaching 2,8 million users.

We recognise that a multimedia approach to effective communication is critical if we are to reach out to all South Africans, particularly the youth and other vulnerable groups in our society to augment other existing approaches and mechanisms such as BuaNews, Vuk'uzenzele magazine and izimbizo, to mention but a few.

We also concentrated on strengthening the government communication system, with particular focus on the local government communication system. Resolutions arising from the intergovernmental workshops held are being implemented and systems have been put in place to monitor progress in this regard.

From the perspective of articulating the overarching government message, media briefings and statements were issued after each Cabinet meeting to communicate government decisions on policies, programmes and progress made towards realising government's mandate.

Let me take this opportunity to thank everyone in the GCIS, IMC and MDDA and all our partners for their contribution towards fulfilling the mandate bestowed on us by Cabinet and the people of South Africa.

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Lastly, it would be befitting to end this report by quoting the Honourable Minister in The Presidency, Mr Collins Chabane, in his 2009 GCIS Budget Vote Speech when he said: “Without the means to access information and to communicate their own activities, ideas and opinions, citizens become hapless observers subject to the world they find themselves in. An uninformed citizenry undermines our objectives to transform society”.

Further details regarding progress made during the year under review are articulated in the body of this *Annual Report*.



Themba Maseko
Chief Executive Officer