



## PART 3: INTRODUCTION AND PROGRAMME PERFORMANCE

### INTRODUCTION

The Government Communication and Information System (GCIS) was established on 18 May 1998, informed by the work of the Task Group on Government Communication, appointed by government in 1995 to investigate and make recommendations on government communication.

In striving to provide leadership in government communication and ensuring that the public is informed of government's implementation of its mandate, Government Communications has become an integral part of government. Projects and initiatives, such as the multi-purpose community centres (MPCC) and izimbizo, and publications such as *Vuk'uzenzele*, the *South Africa Yearbook* and *Pocket Guide to South Africa* have helped to broaden access to government information and message for millions, encouraging them to participate in a national effort for faster progress towards a better life for all.

GCIS consists of the following programmes:

- Administration, whose function is to provide an efficient and effective support service to GCIS.
- Policy and Research, which conducts communication research to provide communication advice on government's Programme of Action, and monitors the development and implementation of government programmes from a communication perspective.
- Government and Media Liaison, which is responsible for managing the government-wide communication system and for strengthening working relations between government and the media, domestic and foreign, as well as contributing to the international promotion of South Africa. It is also responsible for BuaNews, a government online news service.
- Provincial and Local Liaison, which works with provinces and municipalities to provide access to communication and information to enable the public to improve their own lives and communities and to play an active part as citizens
- The Communication Service Agency, which is responsible for the production and distribution of government information products and the bulk-buying of advertising space.
- The Government Magazine, which is responsible for the production and distribution of *Vuk'uzenzele*, a bimonthly magazine that focuses primarily on providing information about opportunities created by government programmes and how to access them.

GCIS is responsible for the website, Government Online ([www.gov.za](http://www.gov.za)), which includes both an information portal for general information about government, and a services portal which is a source of information about all the services rendered by national government.



The department leads or is involved in various communication partnerships and joint processes, including:

- an intersectoral programme to set up MPCCs
- institutional support to the Media Development and Diversity Agency
- the process towards the transformation of the marketing, communication and advertising industry
- the Academy of Government Communication and Marketing, in collaboration with the University of the Witwatersrand Graduate School of Public and Development Management, Unilever and the Mandela-Rhodes Foundation
- the international marketing campaign led by the International Marketing Council.

Much of GCIS' work is done in interdepartmental project teams drawn from various line and support functions. During the period under review, these included Youth Month, Women's Month, national orders award ceremonies, 16 Days of Activism for No Violence against Women and Children, voter education for the local government elections in 2006, izimbizo (including Project Consolidate), National 2010 Communication Partnership, the mass campaign on economic opportunities, community development workers and the African Peer Review Mechanism.