



PROGRAMME 4: PROVINCIAL AND LOCAL LIAISON

Purpose: The Chief Directorate: Provincial and Local Liaison (P&LL) supports the provision of development communication and extends government's information structure through partnerships with provincial and local government. It facilitates the establishment of multi-purpose community centres (MPCCs) to make services and information more accessible to the public, particularly the poor.

Measurable objective: To develop networks to establish one-stop government information centres in rural districts and local municipalities.

Apart from the management component, there are four subprogrammes:

- The Directorate: Institutional Development is responsible for developing and maintaining GCIS regional offices and co-ordinating government's MPCC programme.
- The Directorate: Local Liaison and Information Management promotes development communication and local content and supports local communication and information systems.
- The Directorate: Provincial and Local Liaison and Administration develops the capacity of government communicators to implement development communication principles and provides administrative services to the chief directorate.
- The Directorate: Liaison is responsible for government information centres (GICs) and communication partnerships in provinces and districts.

SERVICE-DELIVERY OBJECTIVES AND INDICATORS

In 2005/06, the capacity-building process began with the training of MPCC managers in Batho Pele principles and customer care services. The annual MPCC workshop was held with stakeholders from provinces, municipalities and the National Intersectoral Steering Committee as part of a consultative process to develop the MPCC business plan.

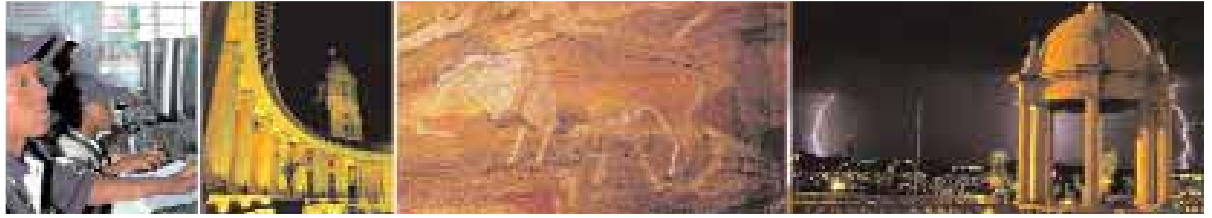
The MPCC electronic monitoring and evaluation system has been developed.

Multi-purpose community centres

Twenty-one MPCCs were operationalised during the 2005/06 financial year. This brought the total number of operational MPCCs to 86 countrywide, providing more than 700 services to communities.

Supporting municipalities

During 2005/06, all provinces held workshops which assessed the communication system at municipal level and recommended a series of interventions aimed at strengthening the way municipalities communicate. A major step



forward was the establishment of provincial local government communication core teams in all provinces to co-ordinate these interventions and strengthen intergovernmental communication co-ordination between the three spheres.

In tandem with this process has been the consolidation of a set of draft guidelines on how a system of government communication at municipal level can be structured. This also provides for regulating the interface of communicators across the three spheres. The guidelines were prepared for presentation at a conference of local government communicators planned for May 2006.

The MPCC second-generation strategy was presented to district and local municipalities and they were engaged in the process of developing the MPCC second-generation business plan.

Work in the provinces

Between April and December 2005, more than 120 regional and head office staff members were trained in project management and other areas such as finance, budgeting and development communication. P&LL communicators also attended the Professional Communicators Course at the Academy of Government Communication and Marketing. Four P&LL managers attended the Senior Management Programme at the University of Pretoria. Information Resource Centre (IRC) secretaries from nine provinces were trained in customer care and IRC management.

P&LL communication officers work very closely with community development workers to assess the information needs of communities. A development communication learning network, which consists of various government departments' communicators, has been formed to share information about communities' needs and how they have been met through the development communication approach.



Selected medium-term output targets

Subprogramme	Output	Measure/indicators	Target	Actual achievement
Institutional Development.	Community information needs.	Number of community-based visits.	At least three community-based visits per month.	2 155 development communication projects conducted by GCIS.
	MPCCs.	Number of MPCCs set up.	At least 100 operational MPCCs by 2007.	86.
Local Liaison and Information Management.	Rural networks for distribution of communication material.	Number of distribution points at community centres.	Increase database of 4 000 distribution points to 5 000 by 2007.	4 300 established.
Provincial and Local Liaison Administration.	Monitoring and evaluation of MPCCs.	Frequency of monitoring and evaluation reports and evaluation studies.	Monthly.	Research in 66 MPCCs.
Liaison.	GICs.	Number of GICs set up.	120 centres by 2007.	105 centres.
	Communication partnerships.	Number of district fora set up.	In all 47 districts.	18 district communication for a set up. Approximately 200 municipal communicators were trained in the system of government communication and communication strategising.