

PRESENTATION

GCIS

STRATEGIC PLAN AND BUDGET

TO

PORTFOLIO COMMITTEE

ON COMMUNICATION

14 MARCH 2006

**BRIEFING TO PORTFOLIO
COMMITTEE ON COMMUNICATIONS
GCIS Budget Vote
14 March 2006**

NOTES FOR A PRESENTATION BY THE CHIEF EXECUTIVE OFFICER

I	INTRODUCTION.....	1
II	REVIEW AND PLANS FOR THE COMING FINANCIAL YEAR.....	1
III	BUDGET AND ESTABLISHMENT	6
IV	CONCLUSION	7

I INTRODUCTION

- 1 We would like to thank the Portfolio Committee for the opportunity to present our strategic plan for 2006-2009 and our plans for this financial year, as Parliament prepares for the debate on the Budget Vote of Government Communications (GCIS).
- 2 We should start by conveying the apologies of our Chief Executive Officer who regrets being unable to attend because he was required to accompany the Minister for discussions with the Government of the Republic of Tanzania on matters relating to the development of the government communication system in that country. His absence is a reflection of an important aspect of our work, namely engagement with other countries of the region and continent for mutual assistance and learning.
- 3 The GCIS Corporate Strategy, which prefaces the strategic plan for the MTEF period, enjoins us to focus our work on a few strategic objectives. We do so in ways that are informed by prevailing conditions and the programme of government as it implements its electoral mandate. We will review our work and present our plans in terms of those strategic elements, namely:
 - Providing leadership in Government Communications and ensuring better performance by the communication system
 - Building a framework of communication partnerships informed by an encompassing vision around common development objectives
 - Promoting awareness of the opportunities that democracy has brought and how to access them
 - Promoting awareness of the institutions and programmes of continental and regional integration and development

The fifth element of our corporate strategy requires us to ensure that all our work is based on soundly researched approaches and a thorough understanding of government policy and knowledge of its impact.
- 4 The environment within which we pursue these objectives has never been so favourable – the confluence of encouraging possibilities to which we referred when last making a presentation to this committee has persisted and matured. AsgiSA has since its announcement increasingly defined the principal focus of communication and public discourse. At the same time the communication challenges have not diminished, and our preoccupation is to make the most of favourable conditions to address the information and communication needs of government and the public.

II REVIEW AND PLANS FOR THE COMING FINANCIAL YEAR

Providing leadership in Government Communications and ensuring better performance by the communication system

- 5 In exercising its responsibility for ensuring that government is communicating interactively with the public and making information about its programme and services as widely available as possible, GCIS adopts a multimedia approach, using platforms and products that meet the needs and preferences of each sector of the population.
- 6 One aspect is use of advertising media. About half of the national departments of government make use of the buying facility managed by GCIS. The expenditure they made in this way saw increased use of all media last year, but in particular those with the widest reach, namely radio and television. In this regard trends of government advertising expenditure are increasingly matching trends in public media usage. A comprehensive picture of overall patterns in government advertising expenditure will emerge from an update this year of the research done in 2002 and 2004 into trends in adspend.
- 7 Special attention is paid to use of language and formats with popular appeal. The current mass campaign to popularise Government's Programme of Action for 2006 is therefore again using all languages – including Braille. The summary of the State of the Nation Address is being done in magazine format for insertion in *Vuk'uzenzele* and for mass distribution nation-wide. There is a photo-story version that is being placed, as was done last year, in papers with wide reach especially amongst the poor; and a series of radio dramas in all languages except English.
- 8 The regular media briefings on implementation of the Programme of Action – and updating of progress on Government On Line – continue to provide the public with factual information on the basis of which analysis and assessment of progress can be made. Content from BuaNews Service continues to gain increasing profile in both domestic and foreign media, something that should be enhanced by a redesign and upgrading of the BuaNews site.
- 9 The Media Briefings and BuaNews are both platforms for the integration of government communication that is at the heart of the core mandate of GCIS. Improved attendance by communicators of national departments and ministries at the various coordinating forums has strengthened co-ordination and coherence in communication. Interaction with provincial coordinators has been maintained both through regular meetings and joint activities, including imbizo and the programme to extend the communication system to the municipal sphere.
- 10 The Comtask Report's vision of a government-wide communication system is consolidating as the strengthening of local government communication capacity creates conditions for more public participation and access to information about local services. Provincial Local Government core teams in each province are fully operational

and 25 of the 47 District Communication Forums have been established. A national conference for local government communicators planned for May will consider draft guidelines for a system of local government communication.

- 11 Last year saw further evolution of imbizo. The Municipal Imbizo Programme, in alignment with Project Consolidate, brought the executive from all spheres in direct interaction with municipal managers and elected representatives to promote implementation of programmes to strengthen the capacity of municipalities in need of assistance. Most Project Consolidate municipalities were covered, either through District izimbizo of the President and Deputy President or local izimbizo of Ministers and Deputy Ministers. The Municipal Imbizo Programme will continue during this year, integrated with the programme of community izimbizo. The emphasis of the National Imbizo Focus Week from 6–13 April will be on interaction around local programmes of action to promote speedy implementation of AsgiSA and other government programmes.
- 12 Research indicates that these various efforts have had impact, and that during the past year the proportion of the public who feel that they are receiving enough information from government has significantly increased. Nevertheless, that proportion is still too low – and it is lowest amongst those most in need of such information

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

- 13 Expanding access to information that people can use to improve their lives and promoting their participation in programmes providing such opportunities is a primary focus of government communications. It means constant attention to extending reach and to innovative use of platforms and products
- 14 *Vuk'uzenzele* is now in its fourth edition and has consistently elicited enthusiastic response and requests for more copies than it has been possible to supply. The focus on providing practical information as well as more general information about government programmes is clearly meeting a public need.
- 15 Using the Batho Pele Gateway Call-Centre as a back-office to *Vuk'uzenzele* to provide a one-stop source of further information has seen usage of the call-centre increase extensively, particularly amongst African-language users. At the same time it has underlined the urgency of negotiations with cell-phone service providers to achieve a lowering of the cost of such calls. The further enhance the usefulness of gateway, the services web-portal, which provides a resource for the call-centre and other intermediaries such as MPCCs, is being translated – by the end of this financial year it will be available in seven languages, and all eleven by next financial year.

- 16 The mass communication campaign to broaden access to economic opportunities continues, again with the material support of the Economic, Investment and Employment Cluster and some development finance institutions. The second edition of the core publication is now in production – again in all languages – and will be disseminated in coming months through workshops. We are in discussion with the SABC about the scheduling of a refighting of the 13 part TV series *Azishe Ke!*
- 17 In an effort to scale up communication in support of Second Economy interventions to an adequate level, we will during this year convene a workshop of public and private stakeholders to mobilise resources and develop a programme that builds on and expands the many current initiatives, to mount a national effort to help meet the information needs of those in the Second Economy.
- 18 By the end of February 2006, 84 MPCCs were in operation, making a crucial contribution to the expansion of infrastructure for access to information and services that citizens can use. Along with the roll-out of MPCCs, impact assessment research has been conducted in 66 MPCCs and centre managers have been trained in customer care and Batho Pele principles of service delivery. The goal remains an MPCC in each local municipality by 2014. Better funding mechanisms for this programme are being finalised in discussion with National Treasury.

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

- 19 The MPCC programme, the communication campaign on economic opportunities, strengthening of the local government system, and imbizo have all in one way or another depend on communication partnerships. Likewise the establishment of the MDMA and IMC which will be reporting to you in their own right on their strategic plans.
- 20 The Academy of Government Communication and Marketing, a partnership with Unilever, the Mandela Rhodes Foundation and Wits School of Public & Development management will soon be enhancing the skills of its third intake of 40 students from all spheres of government and some state-owned enterprises. The demand for places on the courses remains high and as the initiative enters its third year the partnership will be taking stock of progress and charting the way forward.
- 21 The process towards transformation of the marketing, advertising and communications industry has, since the ceremonial signing of the Transformation Charter in November 2005, focused on ensuring that the Charter complies with Phase II of the Codes released by the dti in December 2005. This meant incorporating into the Charter:

- the industry's target for completing the first round of implementing the Charter by 2014 as an exception to the dti 2016 timeframe;
- exceptions provided to SMMEs in the Phase II Codes;
- the qualified exemption given to multinationals by the Phase II Codes.

The Monitoring and Steering Committee is finalising in consultation with the dti, a draft constitution for a Charter Council and its funding. The Council will oversee the implementation of the industry Charter. The committee is discussing with the dti the feasibility of submitting the Charter to the Minister of Trade and Industry in April 2006 for approval and gazetting for public comment.

- 22 After consultation with FIFA and its 2010 Local Organising Committee, the 2010 National Communication Partnership held a launch workshop in November last year with the support of about 150 delegates from public and private sector, representing the spectrum of communication disciplines. Working through the IMC and GCIS and its other stakeholders, the partnership is preparing for the time, at the end of the German World Cup, when South Africa's communicators can make the most of the communication opportunities of the first African World Cup – to build national unity and African solidarity; to market the country and continent; and to foster the climate for faster growth and shared growth.

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

- 23 The opportunities that 2010 brings for building partnerships with communicators in other African countries will add new dimension to the communication relationships already developed with countries in the continent and especially in the SADC region. During this year GCIS will facilitate the hosting by South Africa of the SADC Media Awards, by hosting a meeting of the Regional Adjudication Committee.
- 24 Communication in support of the Nepad Peer Review of South Africa and the outreach programme led by the Department of Foreign Affairs to popularise and build support for NEPAD and the institutions of the African Union are core parts of the work of GCIS, as is communication support for the Pan African Parliament to which we have seconded officials for sessions of the parliament. These activities and communication form part of South Africa's contribution to peace, democracy and development on the continent. They are also opportunities to promote awareness among South Africans of the extent to which the interests of South Africa and our prospects for accelerated growth and development are bound up with the future of the continent.

III BUDGET AND ESTABLISHMENT

Budget

- 25 What has been outlined is the broad perspective informing the strategic plan of GCIS for 2006-2009, and the main directions and initiatives which will be facilitated by the budget for 2006/07. We believe that the substantial increase in the GCIS budget allocation over the years has been assisted by the consistent support by this Committee for our work and for the objectives we share.
- 26 The budget allocation for 2005/06 was R249 130 million. We are busy closing the books for the financial year and are confident that we will be reporting that all expenditure has taken place as planned. We have however, already reported to National Treasury on the expected saving in the budget for *Vuk'uzenzele*, based on the fact that we only received notification of the allocation in February last year – even so we managed to establish the magazine and produce four editions in the first financial year, leaving a saving in a budget for six editions.

MTEF Period	2005/06	2006/07	2007/08	2008/09
TOTAL	249 130	288 037	319 456	345 893

- 27 Over the coming MTEF period we have received additions to the baseline of R38,9 million, R31,4 million and R26,4 million for each year respectively. These additional funds will go towards: the Government Magazine, Media Development & Diversity Agency, Promotion of the Multi-Purpose Community Centres, International Marketing Council and the devolution of the budget from Department of Public Works.

Human Resource Development

- 28 During the financial year 2005-06 GCIS utilised R 1 988 376.37 for bursaries and short courses for staff. This represents 2.6 % of the personnel budget, in line with the requirement that departments utilise at least 1% of their personnel budget for training of staff.
- 29 Twenty-nine interns completed 6-month placements with GCIS during 2005/06 and 20 will complete their internships by June 2006. At six monthly intervals, we aim for at least 25 interns at GCIS. This will be complemented by the one-year Marketing and Communication Learnership programme – on 1 April 2006, 10 new learners will be admitted for the financial year 2006/2007, following implementation of a programme in 2005/06 involving 10 learners.
- 30 During 2005/06, six GCIS staff at general assistant level, enrolled for the ABET level 4, through UNISA. They have successfully completed their course to NQF level 1, and some will continue with NQF 2, 3, and

4, resulting in their obtaining matriculation qualifications. GCIS utilised R59 860 for this programme.

- 31 For 2006/07, GCIS will place 15 general assistants on entrepreneurial skills programmes, such as catering, baking, driving, building i.e. painting, general maintenance and welding. These skills will hopefully assist them to engage in economic activities that generate sustainable incomes for their families, once they reach retirement age.

Representivity

- 32 As required, GCIS monitors the composition of its staff complement from the point of view of demographic indicators. The establishment consists of 392 filled posts, with 42 funded posts vacant as a result of staff movements, making a total of 434. The composition of the existing staff is: African 74.7%; Asian 2.6%; Coloured 8.4%; and White 14.3%.
- 33 Senior Management comprises 29 staff from the level of Director to Chief Executive Officer (SMS); with 80% black and 42% female.

Asian		African		Coloured		White	
M	F	M	F	M	F	M	F
3	2	8	6	3	1	3	3
10%	7%	28%	21%	10%	4%	10%	10%
17%		49%		14%		20%	
Gender				Race			
Male		Female		Black		White	
17		12		23		6	
59%		41%		79%		21%	

- 34 People with disabilities make up 2.8% of our staff. In this context, our job advertisements are routinely sent to about twenty organisations working with people with disabilities, drawn from the database for the South African Federal Council on Disability Member Organisations.

IV CONCLUSION

- 35 The funds and resources which have been availed to us will be used in the ways indicated, informed in turn by the mandate and programme of action of government.
- 36 The mandate of Government Communications is to contribute to the creation of a society whose citizens are sufficiently informed to participate actively in improving their own lives and shaping the direction of the country.
- 37 In an environment captured as the "Age of Hope", this requires us to take as our guiding objective the promotion of a national effort to make the most of these favourable conditions to achieve faster and shared growth and thereby create the possibility to halve unemployment and poverty by 2014.