


**GCIS Annual Report**  
**Financial Year 2005-2006**

*Presentation to Portfolio Committee on Communications*

24 October 2006



government communications  
 Department: Government Communications & Information System  
 REPUBLIC OF SOUTH AFRICA

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### Introduction

**Core mandate of Government Communications**



"All of us in government must measure our actions, and the public resources appropriated to us by this House, against the aspirations of our nation and the mandate which the electorate has set us."

Minister in the Presidency, Dr EO Pahed, Debate on GCIS, budget 2005

**GCIS measured by impact of actions to:**

- ① expand access to information
- ② build communication partnership
- ③ improve performance of govt communication system

*Progress is being made in building GCIS capacity to inform citizens so they can participate in improving their own lives and shaping the direction of the country*

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### Introduction

**Detailed account of the work of GCIS during the year under review in Annual Report**

#### Presentation

- ➔ Broad themes and key initiatives during the period of the Annual Report
- ➔ Also some work in the seven months since GCIS presented its strategic plan to the Committee in March this year




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## Expanding access

**Requirement to expand access to information people can use to improve their lives and participate in public affairs**

Legacy of imbalances in access



### GCIS response

→ Create new products

→ New ways of using existing platforms in ways that fill the gaps and needs

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## Expanding access

**Vuk'uzenzele bimonthly in all official languages and Braille**

- ◆ Enthusiastic public response
- ◆ Meeting public need for information about economic and other opportunities
- ◆ Reaching Second Economy citizens

**Vuk'uzenzele Vuk'uzenzele**



- ◆ Demand outstrips 1,1 million print run
- ◆ Limited capacity to get income from advertising – participation in ABC & AMPS should help
- ◆ Increasing number of readers per copy by encouraging sharing




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## Expanding access

**It is being read widely, with interest and appreciation**

Tracker research findings on Vuk'uzenzele (Percentages of adult population of 27 million)	
Have seen it	11%
Readers who found it useful	75%
Not seen it before but think it would be useful	76%
» LSM 4-6	84%
» LSM 1-3	75%

**There are evidently many more people who would like to read such a magazine**

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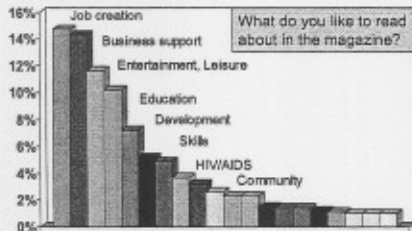
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## Expanding access

A survey by the distributors gave feedback from 3 500 Vuk'uzenzele readers across the country



It is meeting information needs amongst the sectors it is intended to reach

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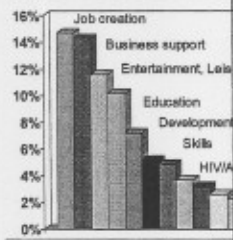
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## Expanding access

A survey by the distributors gave feedback from 3 500 Vuk'uzenzele readers across the country



It is meeting information needs amongst the sectors it is intended to reach

Most important issues to hear from government -	%
Creating jobs	94
Improving the lives of the poor	78
Building houses	53
Fighting HIV and AIDS	41
Improving health services	35
Reducing crime	33
Service delivery	20
Fighting corruption	18
Training, skills development	18
Economic opportunities	15

GCIS Tracker

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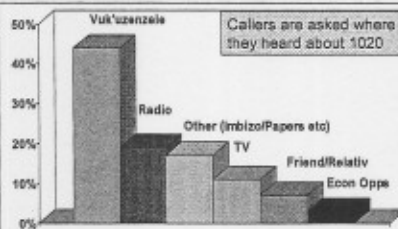
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## Expanding access

Vuk'uzenzele is having an impact on the Batho Pele 1020 Call-Centre



Since Vuk'uzenzele began profiling 1020, calls went from 500 per month in Sep-05 to 4000-5000 per month

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## Expanding access

**Roll-out of MPCC programme: Long-term importance for citizen's access to info & services**

Another 21 MPCCs in 2005-06 brought the total to 86

MPCCs now provide over 800 services to communities

Research at 66 MPCCs led to a new name – the **Batho Pele Service Centres** will have new branding




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## Expanding access

**Expanding access to information and services**



South Africa Government Online  
BATHO PELE - putting people first



MPCCs, CDWs & others including govt call centre can use the **Batho Pele Internet Gateway** as a one-stop portal for information about services)

The first phase of translation of the **services portal** is done – 7 languages are available and all 11 official languages will be available by financial year end.

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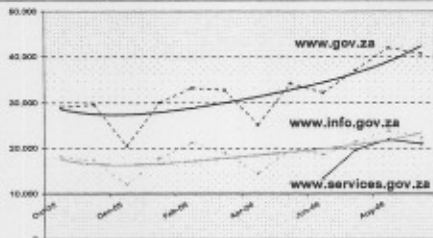
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## Expanding access

**The Batho Pele Services Portal is getting increasing traffic as it becomes better known**



**Main users are intermediaries who help people get access to services**

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## Expanding access

### *Expanding access to information and services*

- ◆ All these **platforms** have helped promote the widest dissemination of information about **government's programme of action** to implement its mandate:
  - A special supplement summarising the programme was included in the March edition of **Vuk'uzenzele**
  - **Imbizo Weeks** twice a year allow communities to directly hold political principals accountable and to strengthen partnerships for implementation
  - A **radio drama series** and **photo-story magazine** presenting the programme were well-received

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## A better performing system

### *Core mandate - a govt-wide communication system performing effectively & professionally*

- ◆ **Building municipal capacity for communication:**
  - Provincial workshops in 2005 on how to strengthen municipal communication capacity
  - **National Conference on Local Government Communication** in May 2006 adopted **guidelines**
  - **Guidelines for Local Government Communications** endorsed by SALGA Members Assembly, June 2006
  - Provincial Local Govt Communication **Core Teams** set up to strengthen intergovernmental coordination

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## A better performing system

### *Enhancing communicators' capacity*

- ◆ **200 municipal communicators** trained in basics of the government communication system & communication planning and strategising
- ◆ Academy saw 31 students graduate with the **Professional Certificate in Government Communications & Marketing**
  - from all three spheres and State Owned Enterprises
- ◆ GCIS takes 10 learners a year working for a **Learnership National Certificate in Communications and Marketing**

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## A better performing system

### Government communications and the media

- ◆ Meeting the needs of media, to help them perform their function of informing & educating public
  - Media briefings done to explain Programme of Action and report on implementation, and as issues require
  - Ensuring effective response to media enquiries
  - Usage of *Bua News Service* as government's news agency continues to expand

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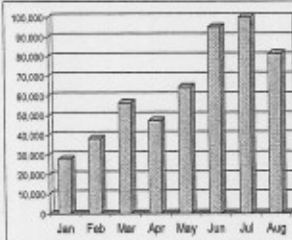
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## A better performing system

### Government communications and the media

Africa News - *REUTERS*  
 Africa News Distribution - SA  
 AFRICA.com - USA  
 Bush Radio Newsroom - SA  
 Citizen - SA  
 Daily Star - SA  
 Dispatch Online - SA  
 ePrisp.co.za - SA  
 Fuzao24 - SA  
 Africa.com - SA  
 Kattler network.org - USA  
 Lagabrief - SA  
 Mail & Guardian - SA  
 Mining Weekly - SA  
 MyADS - SA  
 News24.net - SA  
 People's Daily Online - China  
 People's Weekly World - USA  
 Pressa Libre - Cuba  
 Reservable24enzyfloss.com - USA  
 SA.Hi - SA  
 Swetlan - SA  
 Sunday Sun - SA  
 Sunday Times - SA



**Pages taken from Bua News web site are growing as is use of Bua News material in all sorts of media - print, broadcast & online; domestic and foreign.**

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## A better performing system

### Internet is playing an increasing role

- ◆ Internet is increasingly providing access to information directly or through intermediaries
- ◆ The web team posted on [www.info.gov.za](http://www.info.gov.za) in 2005/6 over:
  - 2 000 documents, 5 000 speeches and
  - 1 200 events, conferences and special days
- ◆ Prominent postings included:
  - Government's **Program of Action** and cluster reports
  - **Imbizo Weeks**
  - **State of the Nation Address** and **Media Briefings**
  - **Budget Speech** and departmental **Budget Votes**

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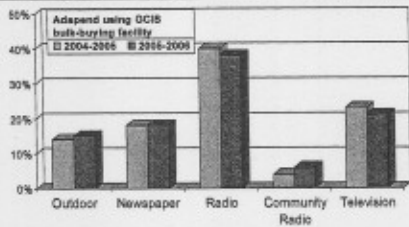
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## A better performing system

Promoting effective and equitable adspend



Overall the shift in government adspend towards media with greater reach has been sustained. Adspend through the GCIS media bulk buying facility is somewhat closer to public media usage

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## Administration

Management of resources

- ◆ Fulfilling the communication mandate requires attention to less visible but essential organisational tasks
  - Professionalism and excellence are essential
  - All sections give MDDA and IMC institutional support
  - Auditor-General again made an unqualified report
- ◆ Budget for 2005/06 of R249 130 included allocations to MDDA of R7,420m and to IMC of R68,9m
  - MDDA allocation transferred in one tranche - quarterly reports to GCIS accounted for use of funds
  - IMC larger allocation transferred quarterly

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## Administration

Management of resources

- ◆ 98,1% of the allocated budget was spent as intended
  - R4,7 m saving arose from the late stage of allocation of funds for Vuk'uzenzele, with too little time to establish it and print six copies in the first year
  - This was rolled over to the maximum R4,4 m allowed
- ◆ Allocations for MTEF 2005/8 period increased the baseline by R40,0 m, R28,5 m and R28,0 m for the respective years

MTEF Period	2005/06	2006/07	2007/08
TOTAL	249 130	251 053	261 681

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## Administration

### Use of additional financial resources

- ◆ The additional R40 m funds for 2005/06 went to:
  - Learnership programme (R0.860m)
  - Publication in national directory of Information Officers contact details, i.t.o Public Access to Information Act (R2.140m)
  - Gateway service portal (R7m)
  - Additional personnel and operational costs of communication officers particularly in local offices (R5,m)
  - 16 Days of Activism campaign (R2m)
  - Vuk'uzenzele (R23m)

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## Administration

### Human resources

- ◆ Total staff complement at financial year end was 392

Asian	African	Coloured	White
2.5%	75.1%	8.8%	13.7%
3%	70.5%	7.8%	18.7%

Total		African	
Male	Female	Male	Female
49%	51%	51.8%	48.2%

**The equity target for people with disabilities is 2%  
- the figure was 2.8% at the end of 2005/06**

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## Building partnership

### Communication partnerships

- ◆ A period in which government communication was informed by themes of unity to achieve shared goals
  - "Building a country that truly belongs to all"
  - "A national effort for faster and shared growth",

### Emphasis on partnership

**Apart from continuing work with IMC, MDDA, &  
Academy of Govt Communication and Marketing,  
GCIS continued to promote partnership**

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## Building partnership

### Communication partnerships

- ◆ Transformation of the marketing, advertising and communication industry
  - Signing of a charter and scorecard
  - After alignment with Phase 2 Codes, Charter will be submitted for approval
  - Formation of a charter council will follow



Best Practice Guidelines for Procurement of Advertising to facilitate BEE participation

- being introduced through public and private sector workshops

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## Building partnership

### Communication partnerships

- ◆ 2006 final set the stage for a sustained and intensive national communication effort to:
  - Further enhance national unity, continental solidarity
  - Strengthen the climate for faster and shared growth
  - Working with Africa, improve the image of SA & continent



- ◆ 2010 National Communication Partnership launched Nov.
  - Post-2006 Conference by IMC focused on coordination and alignment with 2010 message and country brand

***"Africa's time has come; SA is ready!"***  
***"South Africa: Alive with possibility!"***

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## Building partnership

### Communication partnerships

- ◆ 16 days of activism campaign made new advances
  - Spreading the message to act against women abuse and child-directed violence
  - Preparations for this year's campaign, in context of the 365 Days National Action Plan



Business Against Crime South Africa

- ◆ Business/government interaction to intensify fight against crime
  - Developing communication approach
  - Basis for mass campaign to mobilise all sectors

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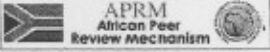
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## Building partnership

### Communication partnerships

- ◆ Popularising the institutions of our region and continent
  - Promoting participation in **Nepad Peer Review**
  - Annual **SADC Media Awards**



- ◆ Promoting partnership for faster and shared growth
  - Popularising **AsgiSA**
  - Expanding **Second Economy** communication



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## Conclusion

### Helping create a society of informed citizens

- ◆ GCIS has sought to fulfil its mandate to meet information and communication needs of government and public
- ◆ In a climate of confidence and growing unity calls for partnership for shared development goals find response

**Strengthening of communication partnerships reflects our society's commitment to build a country of informed citizens:**

- **Participating in improving their own lives**
- **Shaping the direction of the country**
- **Contributing to a better Africa & a better world**

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- End -



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