

GCIS Strategic Plan and Budget

***Briefing to Portfolio Committee on
Communications***

27 March 2007



government
communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Introduction

GCIS strategic plan for the MTEF period 2007/10

Priorities informed by medium to long term govt programmes

- 
- ➊ Mandate to halve poverty & unemployment by 2014
 - ➋ AsgiSA target for 2010 – 6% sustainable growth
 - ➌ 2010 FIFA World Cup
 - ➍ Five-year comprehensive plan to combat HIV & Aids
 - ➎ Five-year strategic agenda for local government

Mid-way through govt's term, reviewing implementation



Over the years, a growing budget base line for GCIS and its agencies, to better meet government communication and public information needs

MTEF budget again increases – specific allocations to be detailed.

Introduction

GCIS strategic plan for the MTEF period 2007/10

◆ **Government elected in 2004 with:**

- ✓ Mandate for further & faster transformation
- ✓ Greater consensus around development goals

In that context, **communication challenges** for the **Second Decade of Freedom** were identified

- ① Building communication partnerships
- ② Expanding access to opportunities
- ③ Promoting continental institutions & programmes
- ④ Enhancing government communication system

These guide GCIS and the government communication system, and will continue to do so for 2007-10 and beyond.

Review & Plans for 2007-10

Building communication partnership

Framework of communication partnerships

- vision uniting society around common development goals
- social partnership to take SA to faster development trajectory
- growing economy that benefits all



Partnership of government and society a driving principle of communication

- content to unite society in practical action
- increasing communication partnerships.

Review & Plans for 2007-10

Building communication partnership

Partnership Against AIDS

- ◆ GCIS has promoted national Partnership Against AIDS since its launch in 1998 – and served on SANAC.



STRENGTHENING THE
NATIONAL PARTNERSHIP
AGAINST HIV AND AIDS

DECEMBER 2006



SANAC KEY MESSAGES

- ◆ Government, civil society communication partnership helped rebuild partnership
- ◆ Critical to sustaining partnership and effective Information, Education and Communication in implementing National Strategic Plan for 2007-2011 once finalised
- ◆ Combating vulnerability of women essential part of HIV prevention



KHOMANANI



AIDS HELPLINE
BY 0800-012-322

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Building communication partnership

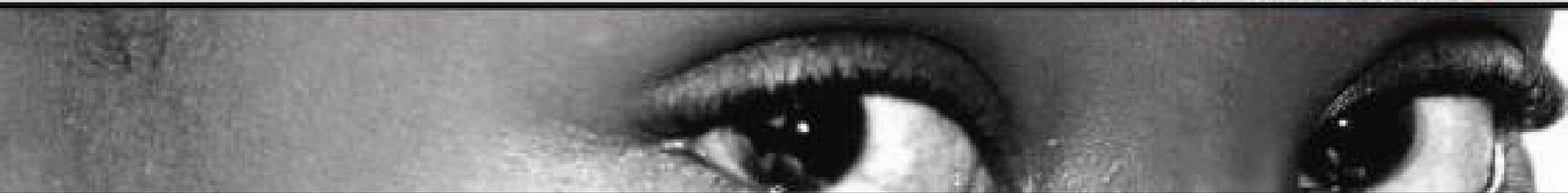
16 Days of Activism – 365 Days Programme & National Action Plan

◆ **16 Days of Activism for No Violence Against Women and Children expanded each year**

- Foundation for 365 Days Programme & National Action Plan initiated this year on International Women's Day
- 16 Days campaign continues, raising awareness, mobilising people and resources
- GCIS gives communication support to these campaigns

DON'T LOOK AWAY

ACT AGAINST ABUSE

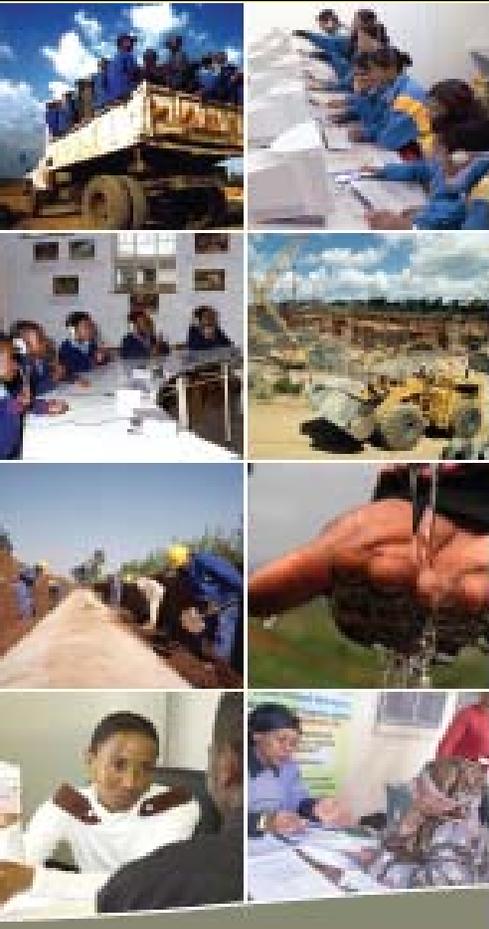


GCIS Budget again has R3m for 16 Days communication campaign

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Building communication partnership

AsgiSA - Accelerated and Shared Growth Initiative: South Africa



- ◆ As a national initiative, rather than just a government programme, **AsgiSA** needs joint action by key economic groups
- ◆ Implementation requires appreciation of opportunities for both first economy and second economy communities
- ◆ Enhanced communication an AsgiSA priority for 2007- GCIS works with the Presidency.



GCIS Budget has additional R1,5m for AsgiSA communication

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Building communication partnership

Hosting 2010 FIFA World Cup

◆ **Work since 2004 to make the most of the 2010 national communication opportunity**

- Unify the country
- Improve country/continent image
- Climate for faster development

Funds mainly to mobilise SA to take part in preparation; hosting; using opportunities



◆ GCIS leads TCC Communication Marketing Cluster; works with IMC to build 2010 National Communication Partnership

◆ 2010 Project Management Unit

Budget has additional R7,4m for GCIS, R14m for IMC for 2010

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Building communication partnership

Imbizo

- ◆ Partnership of government, communities and social sectors for development



November Imbizo Week

2001	170 events
2006	363 events

Development of Imbizo

- ◆ **Phase I: 2000 - 2004**
 - Three-day President's imbizo per province
 - Eight National Imbizo Weeks
- ◆ **Phase II: 2004 - 2006**
 - Aligned with Project Consolidate and municipal processes
 - Four National imbizo weeks
- ◆ **Phase III: 2007 - beyond**
 - Closer alignment to local development (IDPs; LEDs; NSDP)

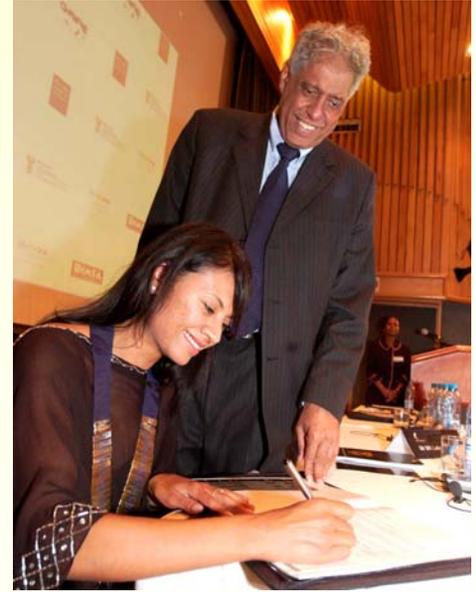
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Building communication partnership

Marketing, Advertising & Communication Transformation; MDDA; IMC

Transformation of marketing, advertising & communication industry

- ◆ Alignment of Charter Scorecard with Phase II of BBBEE Codes to be completed by June
- ◆ Charter then gazetted
- ◆ Charter Council formed



GCIS continues to give institutional support to **Media Development and Diversity Agency** and to work with **International Marketing Council**

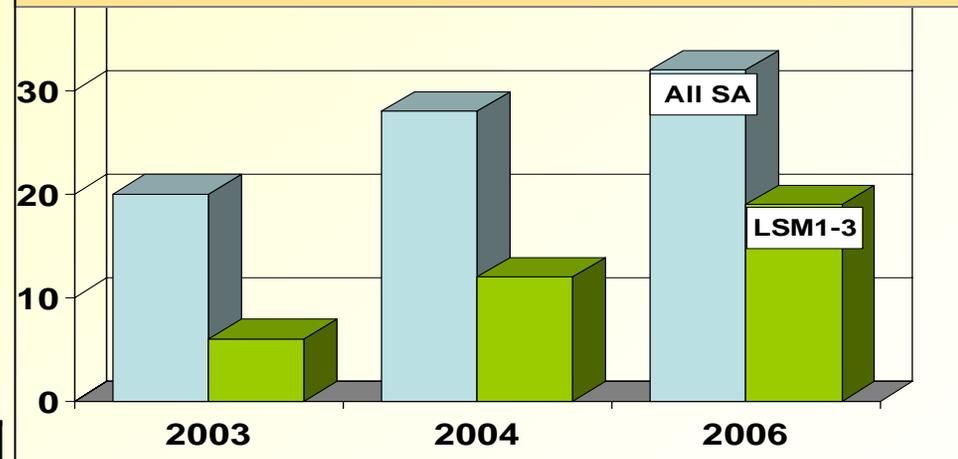
MDDA budget baseline increase of R2m and IMC R14m for 2010

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Expanding access to opportunities

- ◆ **Disseminating information** to expand people's access to opportunities to improve their lives and participate in public affairs

More feel they get enough govt. information (GCIS Tracker)



- ◆ **Reach extended**
 - Shift to media with wider reach
 - Platforms and products with wider appeal

**Adspend
(handled by GCIS)**

04/05 05/06 06/07

Radio	40%	44%	46%
TV	25%	23%	17%
Print	22%	17%	25%
Outdoor	13%	16%	10%

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Expanding access to opportunities

Programme of Action

Multimedia dissemination of Programme of Action as outlined in State of the Nation Address

- Serialised photo story in newspapers; Radio dramas in all languages (except English); 16-page magazine summary Vuk'uzenzele supplement
- POA on www.gov.za

SPECIAL
EDITION
FEATURE
2007



A NATIONAL PARTNERSHIP TO BUILD A BETTER LIFE FOR ALL

Imbizo Junction 2007
Government's Programme of Action
Episode 4

These new houses are springing up like mushrooms!

I wish people would be more careful... I remember the days when we didn't have water.

That's true, Kristina... when I visited my gogo, I had to help carry water... Eish!

It has made life so easy, hey?

Ja hey, government has given 300 000 new housing subsidies in the past two years. But the President was clear about it in his speech – he said more needs to be done and the programme for building low-cost houses must be speeded up.

But there are still people who aren't so lucky...

Don't stress Karabo... things are changing! Government is on track when it comes to providing water – already millions of people have benefited from its water programme.

Ha, ha... thought you knew everything Karabo?! Even I know that by the end of this year, it will be goodbye to the bucket system toilets in formal townships!

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Expanding access to opportunities

Vuk'uzenzele



Anyone can start a small business

By Ianur Mahle

At you sitting at home, musing because you don't have a job? Why not use the opportunities created by government and improve your lot?

Many people who were unemployed in the past are now able to put bread on the table thanks to funding for small businesses through government's various programmes.

Determination
Machakos, a town in western Kenya, was established in 2004. Government initially contributed K200 000 towards the project. Two years later they put in an additional K120 000. When the leader of Machakos, Lydia Mwangi, K, asked to

Department of Arts and Culture, they are self-employed. They used the money to start the Machakos Sewing Project, which makes items to feed their families.

Government training
The Jothaka University Development Sewing Project was started by four unemployed women. They received K10 000 from the North West Department of Social Development to start their project.

The money they received from government was used to buy the sewing machines and material. The department also helped to train members of the project in business management.

Fidei Schanda, 32, who runs the project from Mwanjanyaka, proudly displayed the school items she made. "We are making school uniforms for the children in our area," she said. "We don't make a lot of money but at least we are able to feed our families," Schanda said.

Funding
It does not matter where a person lives in South Africa, he or she can start a small business such as dress-making, handicrafting, photography or music by applying for funding from government.

Take the example of the group of women from Namden, in the North West Province.

Self-employed
Thirteen in February she said. "This kind of help is really empowering women in the rural areas."

Mwangi said the support the

Members of the Machakos sewing project proudly displaying their work

For more information on support for self-help programmes call 1020

BE CAREFUL credit can be your enemy

Banking is a very important part of our lives. It helps us to save money and to borrow money when we need it. But it can also be a source of trouble if we are not careful.

Many people are attracted to easy credit, but they do not realise that it can be a trap. If you borrow money and do not pay it back, you will have to pay a lot of interest and you may lose your property.

It is important to understand how credit works and to use it wisely. Before you borrow money, you should ask yourself the following questions:

- Do I really need the money?
- How long will it take to pay back?
- How much interest will I have to pay?
- What happens if I cannot pay back?

Remember, credit is a tool that can be used for good or for bad. Use it responsibly and you will benefit from it. Use it carelessly and it will become your enemy.

It's summertime: Have fun, be safe!

Vuk'uzenzele

Let's support our police

Vuk'uzenzele

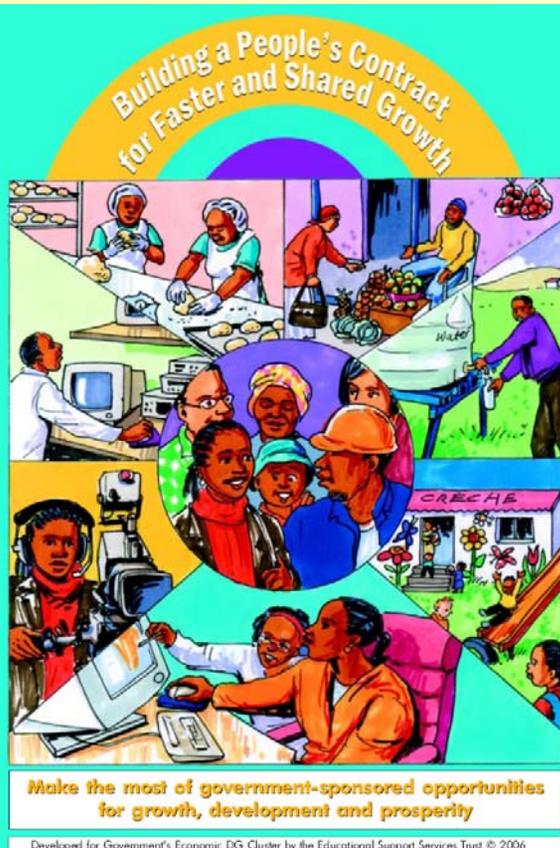
- Vuk'uzenzele** consistently received with appreciation
- Advertising revenue & additional funds mean bigger print run of 1,4 million
- Will get ABC/AMPS figures from this year on
- Focus on increasing no. of readers per copy

Budget has additional R2,5 m for expanded Vuk'uzenzele print run

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Expanding access to opportunities

Expanding Second Economy Communication



Economic opportunities and how to access them

- Mass communication campaign using publication, workshops funded by Economic Cluster Departments past three years
- November 2006 Conference launched National Partnership to Expand Second Economy Communication
- Focus for 2007-10 to build on conference working closely with AsgiSA communication campaign

Budget has further R2m to expand Second Economy communication

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Expanding access to opportunities

Thusong Service Centres

Access to information & services at community level

- *On track for one centre per local municipality by 2014*
- *Now 94 operational centres*
- *550 new information points of presence last year in municipalities without Thusong Service Centres*
- *Guidelines for roll-out of audiovisual centres in TCCs.*

Thusong Service Centres



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Promoting continental institutions and programmes

- ◆ **Awareness of institutions & programmes, of integration & development:**
 - enhance appreciation of link: future of continent
 - Keep public informed of SA's efforts: resolution of conflicts and promotion of peace, democracy & development
 - public debate on issues of AU government before next Summit
- ◆ **SADC Media Awards in their third year**
 - honour excellence in journalism
 - encourage improved reporting & analysis of regional issues
- ◆ **2010 FIFA World Cup**
 - African World Cup opportunities
 - promote mutual understanding
 - unprecedented global platform
 - improve continent and country image



Review & Plans for 2007-10

Enhancing the government communication system

- ◆ **Progress has been made in strengthening the government-wide system**
 - extension to local sphere is progressing well
 - Internal Communicators Forum has been established

- ◆ **More effective and efficient system remains a priority and the core of the GCIS mandate**
 - addressing structural issues
 - enhancing capacity and professionalism amongst communicators

 - ➔ Approach adopted with the establishment of the government communication system – to centralise coordination and strategy to ensure that communication takes place *from the points nearest to the intended recipients.*

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Enhancing the government communication system

◆ **Strengthening the working interface between government and the media**

- Since May 2004, regular media briefings on Programme of Action and its implementation by Ministers and senior officials have ***helped the media to keep up to date with progress and challenges***
- Briefings provide accurate information about government's work and opportunities for media to question on related issues
- More frequent briefings on particular issues are planned
- Relations have improved over recent years
- Professionalism among government communicators is improving – leading to better service to the media
- ***BuaNews use steadily expanded (visits, media take up)*** providing an informative and reliable service [2006 survey]

GCIS will continue to pay attention to further improving relations with the media, including inculcating professionalism among communicators

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Enhancing the government communication system

- ◆ **Government's ability to communicate effectively and in an integrated and disciplined manner depends on an *efficient government communication system***
 - Coordinating mechanisms have functioned better resulting in more coherence and co-ordination
 - GCIS will this year conduct an audit of its functioning and capacity to identify steps for improvement
 - ***National conference of local government communicators*** held in May last year: adopted guidelines for building **municipal communication capacity**. By now 28 of the 46 districts have established district communication forums.

Budget & establishment

Budget

- ◆ Budget for **2006/07** was **R294 580 million**
 - **Expenditure has taken place as planned**
 - **1% savings:**
 - R487 448 unpaid advertising in Vuk'uzenzele not received in time for financial year. Annual revenue of R1,8 million from six issues - allocated in adjustment estimates Sept 06.
 - Organisational saving of R1 698 400 to Kotane debt & smaller debts (R234 956).
 - Less than 1% operational savings.

Period	2006/07	2007/08	2008/09	2009/10
TOTAL	R294,580m	R375,812m	R389,553m	R426,726m

Budget & establishment

Budget: Additional funds

In coming MTEF period our budget increases R56,356m ;R43 660m and R47 746m for each year

Additional personnel (R4,555m) for programmes with increased Operations.

- Upgrade supply chain administration staff

- R1,2m internship programme

Additional office space (R1m)

Employer's contribution to non statutory force pension (R15,4m) (once-off)

Provincial & Local Liaison upgrade regional structures (R6m)

MDDA additional personnel (R2m)

Vukuzenzele expansion of reach (R2,5m)

Communication programmes

2010 World Cup communication

- GCIS (R7,4m increasing to R8,7m by 2009/0).

- IMC (R14m increasing to R16m)

- AsgiSA (R1,5)

- 2nd economy (R2m)

Budget & establishment

Human Resource Development

- ◆ 2006/07: R 2 207 708 used for short courses/bursaries, 3.4%
- ◆ 81 interns completed 6-month internships
- ◆ **25 interns to complete internships end June 07**
- ◆ **10 learners on Marketing & Communication Learnership**
- ◆ 2006/07, eight staff (general assistants) attended 'Introduction to Tailoring' course – completing advanced
- ◆ Two drivers received certificates in Advanced Driving
- ◆ 2007/08: 10-15 general assistants on entrepreneurial skills, general maintenance skills.



Budget & establishment

Representivity

- ◆ **413 filled posts + 21 funded posts vacant = 434**
 - African 76.3%, Asian 2.9%, Coloured 9.4%, White 11.4%
 - Persons with Disabilities: 2.2% of staff

Senior Management Service

Asian		African		Coloured		White	
M	F	M	F	M	F	M	F
3	2	10	7	4	1	3	2
9.4%	6.2%	31.3%	21.9%	12.5%	3.1%	9.4%	6.2%
15.6%		53.2%		15.6%		15.6%	
Male		Female		Black		White	
20		12		27		5	
62.5%		37.5%		84.4%		15.6%	

Budget & establishment

Information Management and Technology

South African Government Portal index page - Microsoft Internet Explorer



South Africa Government Online
BATHO PELE - putting people first

REMOTE CONNECTIVITY

To the GCIS VPN in all GCIS in Thusong Service Centres
(fixed-line & alternatives)

WEB INFRASTRUCTURE

Hosting the information portal, to improve capacity,
efficiency and functionality. Language translation project: 4
languages

TO ENHANCE SECURITY

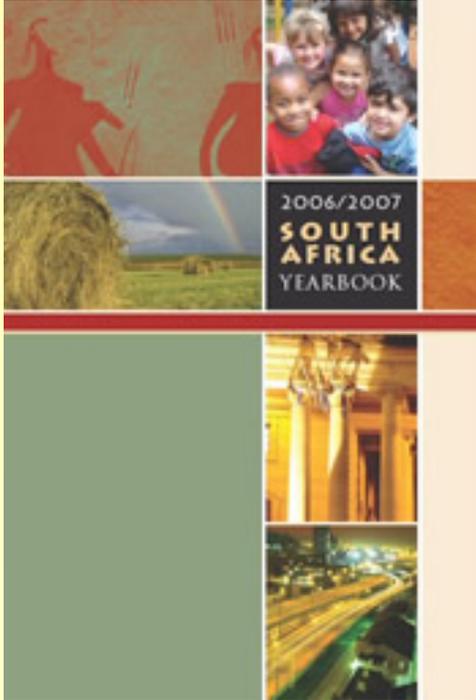
Internet, e-mail and spam filters and anti-virus systems
IT continuity for disaster recovery
Replacement of equipment approaching end-of-life cycle.

Conclusion

- ◆ **Strengthening government communication system to meet:**
 - govt information needs, and
 - public information needs...

So that citizens can play an active role in improving their own lives and the welfare of the country

- 
- ➔ **Guided by the imperative of promoting a NATIONAL PARTNERSHIP to BUILD A BETTER LIFE FOR ALL!**
 - Commitment of govt to implement detailed POA to take the country as ***fast as possible*** to that goal



- End -



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