

GCIS Annual Report Financial Year 2006-2007

***Presentation to the Portfolio Committee
on Communication***

23 October 2007



**government
communications**

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

Introduction

Presentation of highlights of our work during the financial year 2006/07

Core mandate of GCIS

*To ensure that public can **access information** in ways that are **convenient** to them, through the **language they prefer** and most importantly that it **should help enable them to improve their lives**, especially the **poor**, and to **participate actively** in shaping the direction of their country*

GCIS seeks to improve & expand access to information via platforms:

- informed by assessment on how and where people prefer to receive government information to better their lives
- advice received from Parliamentary Committee on Communications;
- learning from our communication partners.

----- Presentation outline -----

I. Expanding access to information

II. Building communication partnership

III. Improve performance of govt communication system

IV. Administration

V. Financial management

VI. Human resources

VII. Conclusion

I. Expanding access to information

The State of the Nation Address by The President of South Africa

Expanded multimedia dissemination of Government's Programme of Action as outlined in State of the Nation Address:

- Five million simplified versions of the POA were produced, in all official languages, three million of which were distributed as inserts in *Vuk'uzenzele* magazine
- Five-part radio drama series, in all languages except English
- Five episode photo-story published in various newspapers.

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?

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

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.

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.

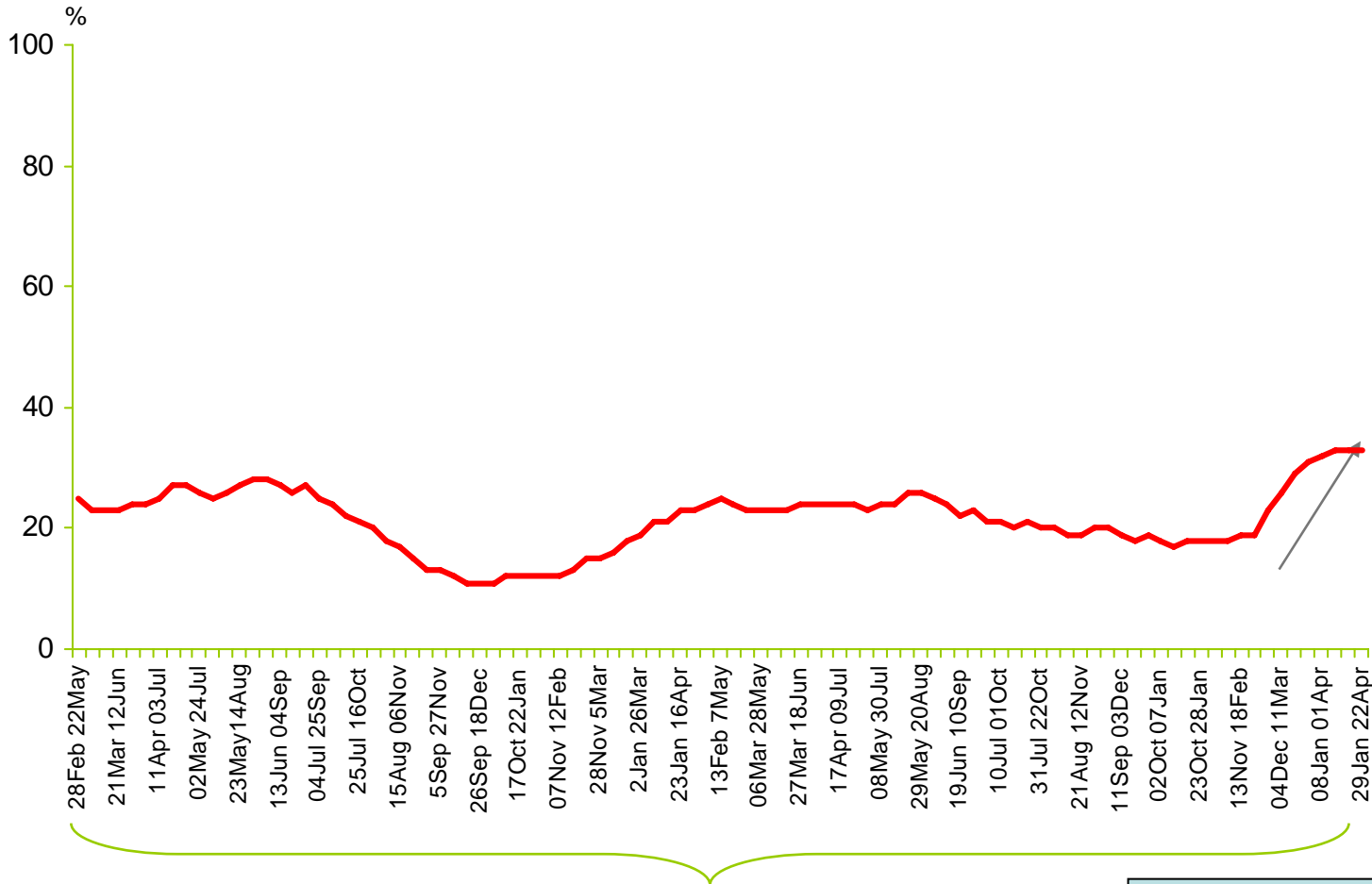
Hi, hi... thought you know everything Karabo?! Even I know that by the end of this year, it will be goodbye to the bucket system toilets in formal township!



I. Expanding access to information

The State of the Nation Address by The President of South Africa

Increased awareness of the SON



I. Expanding access to information

Vuk'uzenzele popular government magazine

Understanding the economy



The police need your help

ACT! Report domestic violence

AGAINST CRIME TOGETHER

Does your husband or partner do any of these things to you?

 <p>Verbal abuse: putting you down, name-calling, hitting you, yelling, berating you.</p>	 <p>Physical abuse: pushing, slipping, punching, kicking, burning, biting or stabbing you.</p>	 <p>Forced entry: making unwanted calls and visits, refusing to leave when asked.</p>	 <p>Threats with guns or knives: or attempting to threaten or kill your children.</p>
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Vuk'uzenzele remains popular:

- Demand surpassing 1.2 million copies; registered with ABC
- Public response is clear – meeting their needs in providing information on economic & other opportunities
- Public appreciate real stories of real people who have benefited from opportunities made possible by government
- Letters to editor, phone calls and research
- Encouraging people to share magazine and information.

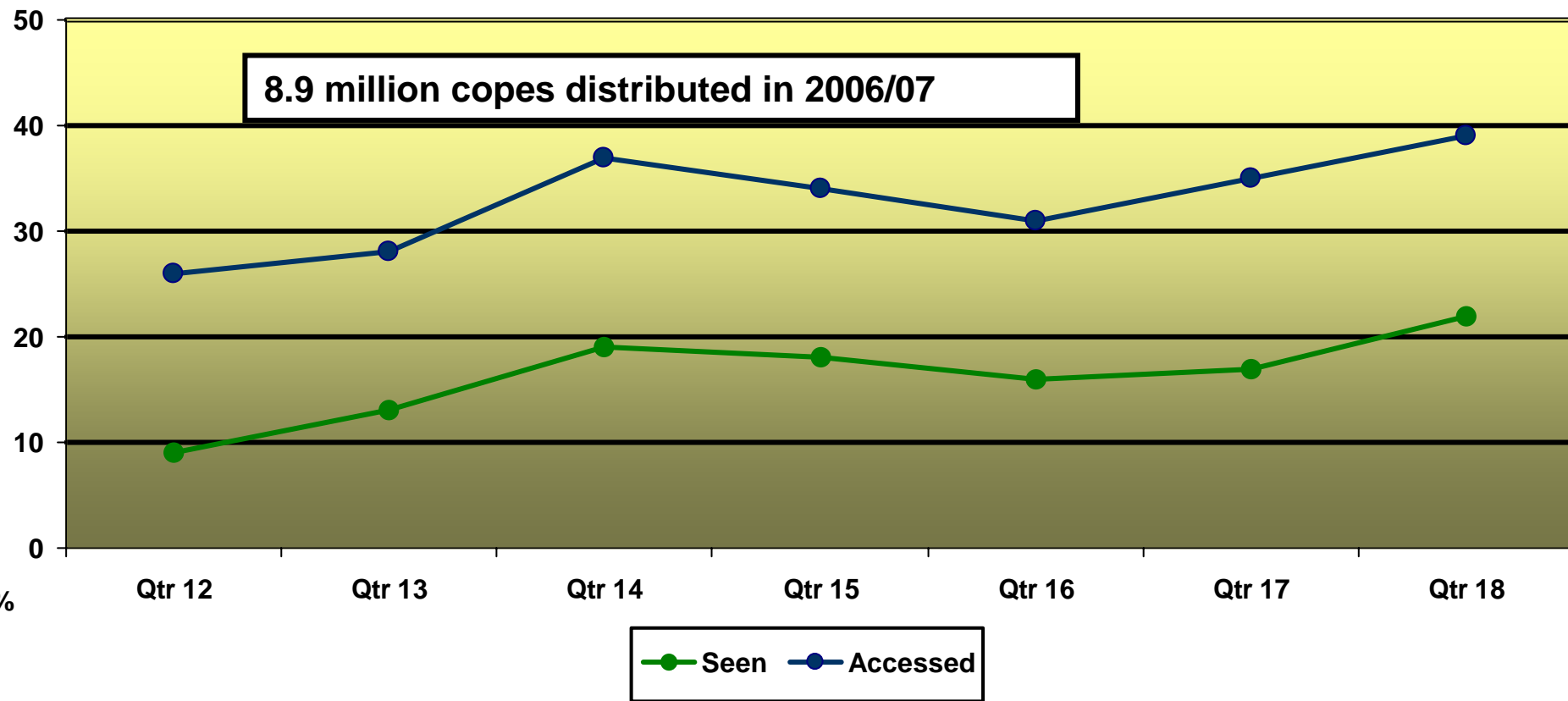
600 Braille copies per edition distributed to organisations for the blind

I. Expanding access to information

AWARENESS OF VUK'UZENZELE

Have you seen Vuk'uzenzele magazine? Have you accessed it in past two months?

8.9 million copies distributed in 2006/07




On line for those with access to internet

GCIS TRACKER:Nov05-Jul07

I. Expanding access to information

Second economy communication

Your Guide to Economic Opportunities created by Government

- 
- Year two of the Second Economy communication campaign supported by Economic Cluster of FOSAD
 - New edition of the core publication which is disseminated through workshops & television series “Azishe Ke!”
 - Train the trainer component
 - The approach to this year’s campaign is informed by research done on previous campaigns

Post second economy focus groups: selected responses

“Workshops are good, should be considered as “start up” with a follow up on the marketing and sustainability of the projects”.

“Local experts and representatives from government departments, municipalities and funding agencies should be invited at future workshops as it was in some”.

“Support centers in provinces to assist people with their business problems and monitor some of the existing projects and financial”

“Information should include provincial specific programmes.”

GCIS: March 2007

I. Expanding access to information

Thusong Service Centres

- Roll-out of Thusong Service Centres reached 96 operational centres
- Information hubs that support local distribution points – **Thusong Information Points**: Clinics, hospitals, shops, to reach communities in diverse & distant areas
- Dept of Communications named its 900 Citizens Post Offices Thusong Post Offices.



One-Stop Centre for
Services and Information

Thusong Service Centres

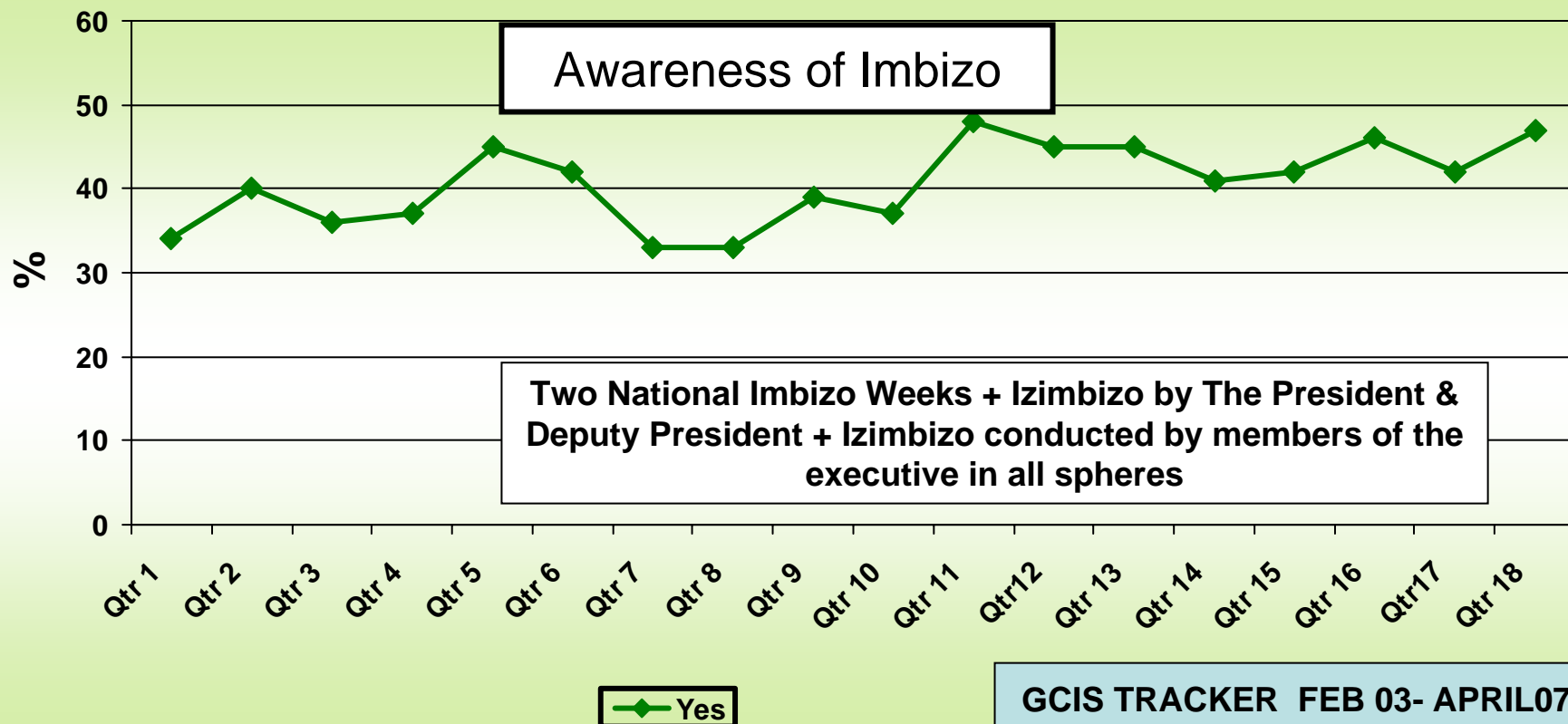


I. Expanding access to information

Izimbizo – continuing to give public an effective two-way communication platform

- ➔ Direct public access to govt information & allow them to hold govt accountable
- ➔ Provides opportunities to forge partnerships between govt & public to accelerate delivery

Improving coordination of information from izimbizo through an interactive database
Emphasis on ensuring practical response to issues raised



I. Expanding access to information

BuaNews

Welcome to BuaNews, the gateway to quick and fresh government news and information

BuaNews Online
The right to know

BuaNews is a South African news service which provides quick and easy access to articles and stories aimed at keeping the public informed about the implementation of government's mandate.

Bua News

- ➔ Continues to expand and make an impact nationally & internationally
- ➔ Visits to the BuaNews website & use of stories by mainstream media continues to increase
 - (People's Daily online in China, Prensa Latina in Cuba, People's Weekly World in the USA, Brunei Times & Sub Saharan Informer in Ethiopia among others)
- ➔ An impact assessment survey (2006) showed respondents to be positive towards BuaNews - considered to be an **informative, good quality and reliable government service**

To visit the BuaNews online website, go to:

<http://www.buanews.gov.za>

Features

SA mourns death of Lucky Dube

Reggae superstar Lucky Dube will be remembered for musical genius and efforts to create a better world, writes Sholain Govender and Gabi Khumalo.

[read more](#)

I. Expanding access to information

Electronic Information Resources (Information Management)

South African Government Services

We care We belong We serve

Government information | www.gov.za

Select language: English

Most accessed services

- Learners licence
- Application for a drivers licence
- Renewal of motor vehicle

Services for people

- Birth
- Parenting
- Education and Training
- Youth
- Relationships
- Living with a disability
- The world of work

Services for organisations

- Starting an organisation or business
- Tax
- Intellectual property
- Import and export
- Permits and licences
- Transport
- Labour issues

Services for foreign nationals

- Moving to SA
- Working in SA
- Entering into South Africa

Electronic Information Resources

- Improved Batho Pele Gateway Portal (www.services.gov.za) - 11 official languages
- Better access of comprehensive govt information
- Approximately 1 640 documents from 2000 in 2005/06 and 5 634 speeches and statements from 5 038 in 2005/06 were added to the portal; usage totalled 2 678 552.

II. Building communication partnership

Strategic partnerships with the communities & other stakeholders:

- Extend reach and to profile various programmes and campaigns
- Heighten shared messages
- Enable more people to access government information



2010 FIFA World Cup

- ◆ **Establishment of the 2010 Project Management Unit**
 - Coordinating govt communication
 - Working with LOC & Partnership

GCIS & IMC provided joint Secretariat for 2010 National Communication Partnership – **network of over 250 organisations**



- ◆ Hosted first annual conference in August 2006 – to be held each year
- ◆ Design & development of dedicated 2010 Govt website

Taking advantage of the 2010 World Cup opportunities for the country and continent

II. Building communication partnership

Partnership against HIV and Aids & 16 Days of Activism

Worked closely with Dept Health/others to coordinate communications on HIV & Aids & STIs National Strategic Plan 2007-2011:

- Extensive interaction with Communicators in SANAC
- Govt & civil society communication partnership



NSP - Pocket Version

2007-2011



South African National AIDS Council
(SANAC)



16 Days of Activism for No Violence Against Women and Children; and the 365 Days Programme and National Action Plan

- Strong communication partnerships from civil society & private sector
- Campaign has increased public awareness on violation of the rights of women and children; and strengthened partnerships with various sectors of our society.



DON'T LOOK AWAY
ACT AGAINST ABUSE



II. Building communication partnership

Transformation of the Marketing, Advertising & Communication Industry

◆ Good progress during this reporting period:

- ➔ More industry organisations brought into process of developing a **draft charter & scorecard** – to be presented to Minister of dti by Minister in The Presidency in end 2007
- ➔ **Practical steps taken** to promote equity in the industry (workshops on guidelines for best practice for the procurement of advertising to facilitate participation by emerging BEE companies in govt contracts held)



Promoting effective & equitable adspend by Govt

- ◆ As part of govt's contribution to transformation, equity in the distribution of govt advertising expenditure has improved through **GCIS media bulk buying facility**.
- ◆ Encouraging **multi-media approach**; expenditure supports placement of govt communication on **radio**, because of greater reach, more than other media & allows for **diversified channels** to reach people through their **preferred platforms**.

III. Improve performance of govt communication system

Building provincial and local government communication capacity

Toward a System of Communication for Local Government

Partnership between GCIS, SALGA and DPLG



- ◆ GCIS is strengthening the **communication system in provinces** and supporting establishment of **communications units at local govt**:
 - ➔ Provincial core teams on local govt communication established
 - ➔ National team constituting SALGA, the dplg & GCIS developed a training plan for district municipal communicators
 - ➔ Funding proposal for the establishment of communication units in local and district municipalities to be phased in by 2014
 - ➔ By the end of March 2007, 27 District Communication Fora were operational and 8 pending.

III. Improve performance of govt communication system

Academy of Govt Communication & Marketing & Internal Communicators Forum

Academy of Government Communication and Marketing

- Training govt communicators to improve skills within the system:
- GCIS so far placed forty (40) students on the Academy of Government Communication and Marketing course:
 - 18 were from provinces
 - 5 local government and 8 other national departments.
 - 39 passed the completed and passed the course.



Establishment of the Internal Communicators Forum

- Launched during the year under review, in November 2006
- Aims to share experiences/ideas in how best to ensure that civil servants have the information they need to be fully effective in implementing the Programme of Action and in facilitating public access to govt services and the opportunities.



III. Improve performance of govt communication system

Media briefings & liaison support & reviewing the communication system

Media briefings and liaison support

Regular media briefings by Ministers/senior officials provided up to date & accurate information to the media & public

- Opportunities for media to engage ministers and senior officials on the govt programme of action and other things related to govt work
- Effectiveness of govt wide communication system continues to receive special attention (co-ordination mechanisms - GCF, Pre-Cabinet meetings enable communicators to plan together & share views on strategic communication issues
- GCIS will be paying special attention to the capacity of depts/other spheres to perform their communication functions

GCIS supported communication liaison & participated in multilateral and bilateral communication activities including the African Union Summit in Ghana and the African Peer Review Mechanism (APRM) processes.

Reviewing the communication system

- Nine years since GCIS was established - initiated a review of the govt wide communication system; **to consolidate areas of strength & improve where weaknesses are identified.**

IV. Administration & V. Financial management

Matters of governance & highlights during the financial year 2006/07

Unqualified report from Auditor General again!

- Only two matters raised related to reporting (already being addressed by integrating strategic objectives with indicators under report to treasury)

Of R294, 580 million budget allocated for 2006/07, 99.5% (R293, 108 million) was spent - resulting R1, 472 million (0.5%) unspent.

GCIS was allocated R288 037 000 for the 2006/07 financial year:

R6, 543 000 additional funds allocated during adjustment estimate:

- R4,422 million was rolled over from the 2005/06 financial year (printing & distribution of *Vuk'uzenzele* magazine)
- R300 000 received as sponsorships (Govt Communicators' Awards)
- R1,821 million as projected income generated by sale of ad space in *Vuk'uzenzele* magazine - used for printing & distribution of more copies.

VI. Human resources

Highlights during the financial year 2006/07

- ◆ The total staff complement at the financial year end was 427.
- ◆ Of those 2.1% were people with disabilities, against a target of 2%



	Asian	African	Coloured	White
Actual	2.8%	76.3%	9.4%	11.5%
Target	2.6%	74.3%	8.5%	14.6%

Total		African	
Male	Female	Male	Female
47.5%	52.5%	50%	50%



VII. Conclusion

- ① In 2006/07 GCIS fulfilled its mandate in accordance with the strategic plan as previously presented.
- ② GCIS core mandate is to ***sustain and strengthen a govt communication system to keep public informed & build empowered citizenry:***
 - ➔ Continue to explore & extend communication platforms
- ③ Continue to face challenges in cascading an effective communication system to the local government sphere:
 - ➔ Need to accelerate training of communicators
 - ➔ Review of the system to improve & strengthen areas of weakness
- ④ **Communication partnerships to expand access to information;** to heighten awareness amongst the most marginalised; through broader message of PARTNERSHIP, GCIS seeks to answer the ***call to promote a national effort to build a better life for all.***

- end -

Thank you



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