

2014/15 Annual Performance Plan

Presentation by the GCIS
Executive Team

Date: 01 July 2014



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



Presentation outline

Topic/ Task	Speaker
1. Strategic Overview	Acting CEO
2. The Mandate	Acting CEO
2. Corporate Strategy: 2015 – 2017	Acting CEO
3. Vision, Mission, Values	Acting CEO
5. Strategic Objectives	Acting CEO
6. Organisational Structure	Acting CEO
7. 2014/15 Targets per Programme	Deputy CEOs
8. Financial management: 2014-17	Acting DCEO: CS
9. Concluding Remarks	Acting CEO

Ministry of Communications



Honourable Minister Faith
Muthambi, MP



Honourable Deputy Minister
Stella Ndabeni-Abrahams, MP

20 Years of Freedom



In this year we will sustain the 20 Years of Freedom Campaign which allows us to reflect as a nation on our achievements since 1994. This provides a factual and psychological basis or grounds for the national call to action:

Together we move South Africa forward.

1. 2014/15 Strategic Overview

The **fight against poverty, unemployment, and inequality**, demand intensive communication of socio-economic opportunities created by government for all citizens and communities, in terms of the key priorities of government.

Government's focused implementation of the **Programme of Action** in pursuit of the **National Development Plan** presents a powerful opportunity to showcase the changing face of the South African landscape.

The growth in **digital and mobile communications** presents government with the opportunity and challenge of engaging interactively with citizens and stakeholders, and to join in social conversations.

1.1 The Mandate

- 1 Provides strategic leadership in government communication.
- 2 Coordinates a government communication system that ensures that the public is informed about government's policies, plans and programmes.



1.2 Public Entity: MDDA

GCIS leads and guides Media Development & Diversity Agency (MDDA)

The MDDA focuses on promoting advocacy for media development and diversity, developing partnerships, managing stakeholders and providing grant and seed funding for community and small commercial media



1.3 Vision, Mission, Values

Vision

- **The pulse of communication excellence in Government.**

Mission

- Lead the strategic communication of government, ensure coherence of message, and open and extend channels of communication between government and the people, towards a shared a vision.

Values

- Professionalism, diversity, openness & transparency, innovation, and honesty & integrity.

2. Strategic Objectives 2014/17

1. **Professionalise the communication system**, build a reliable knowledge base and enhance communication products
2. A maintain and strengthen a **well-functioning communication system** that proactively informs and engages the public
3. Provide **efficient and effective communication services**
4. Enhance the **image of government and that of the State**
5. Provide a **responsive, cost-effective, compliant and business focused corporate services**



3. GCIS Structure



Programme 2:

Content Processing and Dissemination

Government Communications and Information System (GCIS)



4. 2014/15 Annual Performance Plan

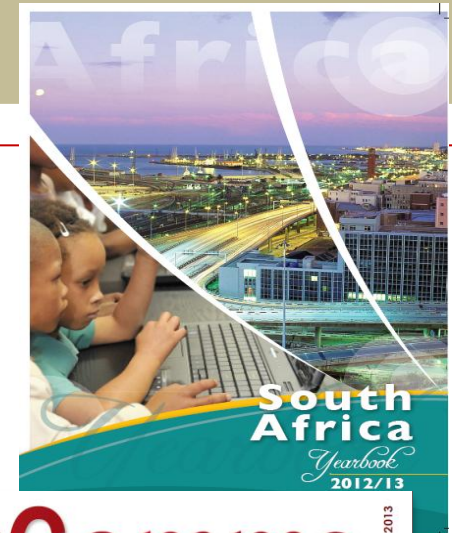
Programme 2: Content Processing & Dissemination

Purpose: provides strategic leadership in government communication for the purposes of ensuring coherence, coordination, consistency, quality, impact and responsiveness of government communication

Sub Programme

Products and Platforms

- 1 edition of 45 000 *South Africa Yearbook*, 20 000 *Pocket Guide* copies and 4 000 DVDs annually
- Translation and editing services
- 12 editions of 20.4 million *Vuk'uzenzele* annually
- 4 editions of *GovComms* newsletter annually
- Daily news updates on key govt programmes



Programme 2: Content Processing & Dissemination

Sub Programme

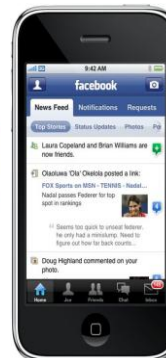
Products and Platforms

- 12 editions of the *Public Sector Manager* magazine produced annually
- Use of social media platforms
- 12 Government dialogue annually
- Continuous assessment and updating of online content
- Marketing, distribution & corporate identity management for government

flickr™



YouTube
Broadcast Yourself™



South Africa Government Online
www.gov.za

Working together we can do more



Speeches & statements | Documents | Government leaders | About government | About SA | Events | FAQs | Links | Search



Programme 2: Content Processing & Dissemination


Sub Programme

Policy and Research

Media

- Monitor media coverage of local and international news - print, radio, TV and social media
- Alert stakeholders of breaking news for a better coordinated response
- Analyse trends in media coverage on government
- Draft content, e.g. op-eds and key messages, for use in the media




 government communications
 Department: Government Communication and Information System
 REPUBLIC OF SOUTH AFRICA
 For National Media Monitoring, please contact: +27 (0) 12 314 2152 / 2135;
 For International Media Monitoring, please contact: +27 (0) 12 314 2969 / 2972

NATIONAL AND INTERNATIONAL BROADCAST AND ONLINE MEDIA COVERAGE REPORT

FROM: 7 MAR 2013 (05:00) TO: 7 MAR 2013 (08:00)

HEADLINES

- [Kenya election results delayed by 'technical difficulties'](#).
- [South Africa claims Congo coup accused had 'hit list'](#).
 - [South Africa to roll out dedicated rape courts.](#)
- [South Africa, once called 'the world's rape capital,' is running out of rape kits.](#)
- [Time to consider regulating trade of rhino horns, science journal says.](#)

ECONOMIC SECTORS AND EMPLOYMENT


 Provided by the GCIIS (2013) Department, Policy and Research
 World's most advanced, fastest and most comprehensive intelligence platform
 ISSUE 1

EDUCATION IS THE KEY

Laying the foundation for future generations



Programme 2: Content Processing & Dissemination

Sub Programme

Policy and Research



Better understanding of
communication
environment



Public opinion

- Measure mood and direction of the country - measures of social stability
- Identify information needs and preferred communication channels
- Monitor perceptions on government performance especially on key performance areas – for early intervention
- Conduct impact assessment of government & GCIS campaigns
- *Pulse of the Nation* report
- Media landscape annual report



Programme 3:

**Inter-
governmental
Coordination
and Stakeholder
Management**

**Government
Communications
and Information
System (GCIS)**



Programme 3: Intergovernmental Coordination & Stakeholder Management

Purpose: Implementation of development communication through media and unmediated communication and sound stakeholder relations and partnerships

Sub Programme

Provincial and Local Liaison

- Interventions to strengthen the way local government communicates – communication strategising, capacity development, functional forums
- 486 events to market Thusong Service Centres
- 44 editions of *My District Today*
- Support government's public participation/*Izimbizo* programme
- 1 806 development communication activations annually
- 2 410 community and stakeholder liaison visits



Programme 3: Intergovernmental Coordination & Stakeholder Management

Sub Programme

Media Engagement

- Communicate Cabinet decisions through briefings and statements
- Hold daily Rapid Response meetings
- Government Communicators' Forum
- Strategic interactions with *SA National Editors Forum, Foreign Correspondents Associations and Press Gallery Association*
- Arrange Cluster media briefings and media engagement activities
- Participate in strategic international communication forums, including SADC



Programme 3: Intergovernmental Coordination & Stakeholder Management

Sub Programme

Cluster Communication

- Coordination & dissemination of content through internal & external communication forums
- Alignment of cluster communication strategies to National Communication Strategy
- Ensure functional internal government communication system



**Programme 4:
Communication
Service Agency**

**Government
Communications
and Information
System (GCIS)**



Programme 4: Communication Service Agency

Purpose: Provides media bulk-buying and media production for the entire national government

Sub Programme Media Bulk Buying

- A culture of strategic media bulk buying is taking centre stage, and progress is being made on delivering cost saving to the fiscus
- Supports the commercial viability of community media, to advance diversity in ideas and languages
- Driving the message of government through advertising in partnership with government departments remains a priority
- Development of products, i.e., photographs, radio, video



Programme 1:

Administration

**Government
Communications
and Information
System (GCIS)**



Programme 1: Administration

Purpose: Provide overall management and support for the department

2014/15 Budget Summary per Programme

R million	2014/15				2015/16	2016/17
	Total appropriated	Current payments	Transfers and Subsidies	Payments for capital assets	Total	Total
MTEF allocation						
Administration	141.4	140.3	-	1.1	146.8	155.4
Content Processing & Dissemination	99.9	99.8	-	0.1	104.0	110.1
Intergovernmental Coordination & Stakeholder Management	121.7	99.3	21.8	0.6	127.4	135.2
Communication Service Agency	50.1	48.6	-	1.5	52.5	55.6
Total expenditure estimates	413.1	388.0	21.8	3.3	430.7	456.3

Programme 1: Administration

Financial management

Programme 1: Administration

	R
Management	1 848 000
Human Resources	3 245 000
Internal Communication	2 794 000
Human Resource Development	3 420 000
Information Technology	13 472 000
Strategic Planning & Programme Management	2 390 000
Internal Audit	2 574 000
Finance	1 170 000
Office Accommodation	42 158 000
Supply Chain and Facilities Management	6 337 000
Capital assets	1 067 000
Personnel	60 913 000
TOTAL	141 388 000

Programme 1: Administration

Financial management

Programme 2: Content Processing and Dissemination

	R
Management	358 000
Research Costs	10 006 000
Government Communication Monitoring & Evaluation	2 707 000
Communication Resource Centre	2 114 000
Content and Writing	39 279 000
Capital	102 000
Personnel	45 362 000
TOTAL	99 928 000

Programme 1: Administration

Financial management

Programme 3: Intergovernmental Coordination & Stakeholder Management

	R
Management	389 000
Media Engagement	4 153 000
Communication and Information Projects (Provincial offices)	23 209 000
Capital	560 000
Media Development and Diversity Agency (MDDA)	21 815 000
Personnel	71 528 000
TOTAL	121 654 000



Programme 1: Administration

Financial management

Programme 4: Communication Service Agency

	R
Management	-
Production Costs	8 095 000
Media bulk buying	18 169 000
Capital	1 523 000
Personnel	22 312 000
TOTAL	50 099 000



Thank you.

