GCIS Strategic and Annual Performance Plans

MTEF Period 2015/20

NCOP SELECT COMMITTEE ON COMMUNICATIONS AND PUBLIC ENTERPRISES

Date: 22 April 2015

government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

20 YEARS OF FREEDOM

1. The GCIS Mandate

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

Strategic Overview

1. The Mandate

Proactively communicate with the public about government policies, plans programmes and achievement

Take the Executive to the people

Set, influence adherence to professional **communication standards**

Provide professional communication services and builds communications capacity

Secure **value for money** in advertising

1.2 Vision, Mission, Values

Vision

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

Mission

- To deliver effective strategic government communication. Set and influence adherence to standards and coherence of messages and proactively communicate with the public about government policies, plans, programmes and achievements.

Values

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

1.3 Strategic Goals

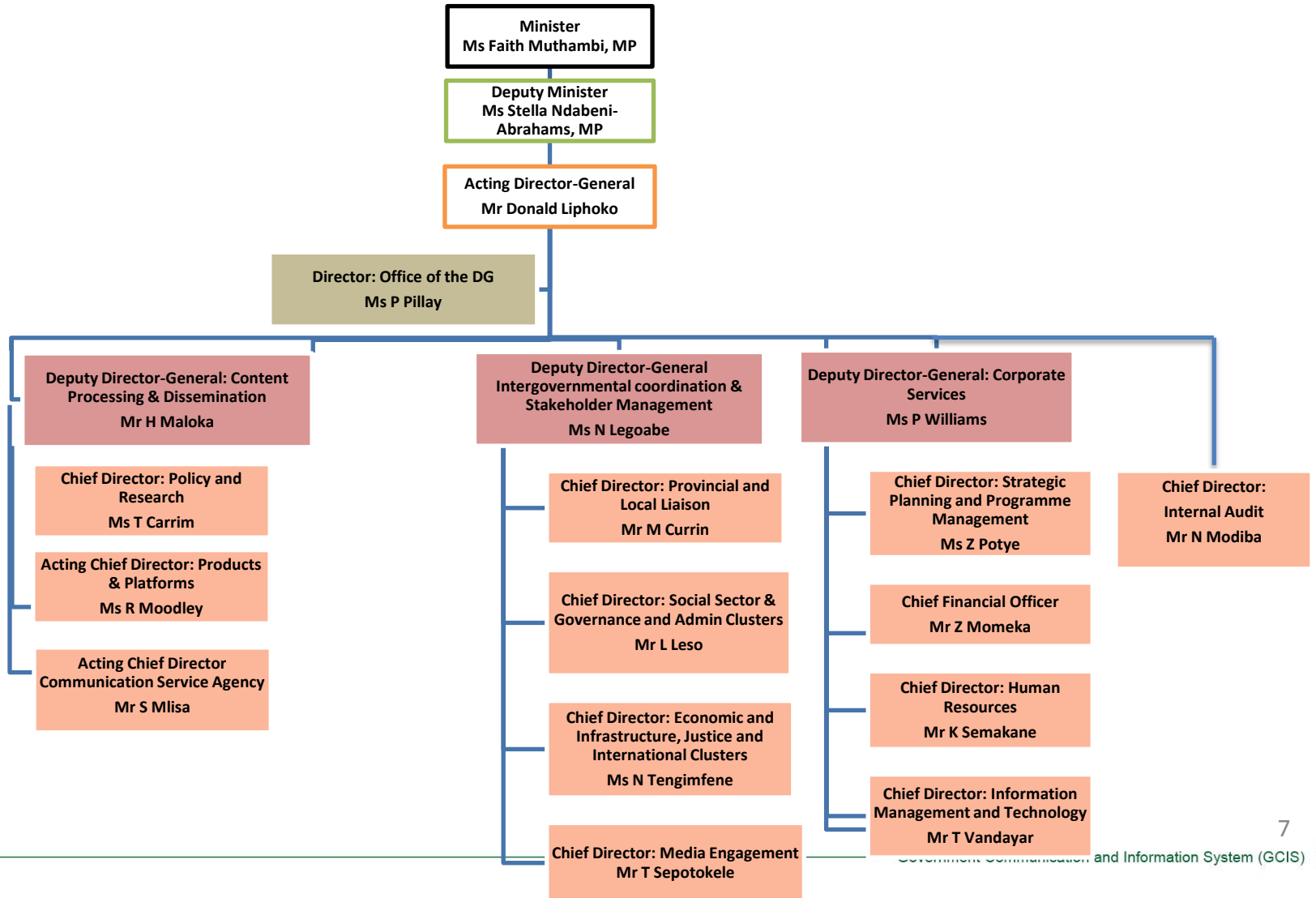
2. 2014/15 Strategic Overview

The corporate strategy of GCIS is underpinned by the 2014 – 2019 National Communication Strategic Framework, approved by Cabinet in June 2014. The strategy, even though not fully funded, employs a more measured approach to government communications.

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. This would however, not be at the expense of development communications.

3. GCIS Structure



4. 2015/20 Medium Term Targets

Programme 2: Content Processing & Dissemination

Programme 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**

Strategic Objective: Enhance government's communication products and services to grow the share of voice of government messages in the public arena.

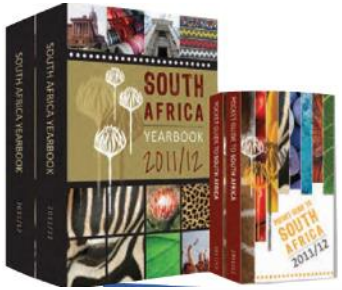
Performance Indicators	Targets (2015/2020)
Number of editions of *Vuk'uzenzele* newspaper published	11 editions published annually
Number of editions of *GovComms* published	Four editions published annually

Sub Programme

Products and Platforms (cont.)

Strategic Objective: Enhance government's communication products and services to grow the share of voice of government messages in the public arena.

An annual edition of *SAYB* and *Pocket Guide to South Africa* published	One edition published annually
Daily news updates on key government programmes and activities	Daily news updates on key government programmes and activities
Number of editions of PSM magazine published	11 editions published annually



2015/20 Targets Per Programme

Sub-Programme: Policy & Research

Strategic Objective: Provide strategic leadership and support in government communication through public opinion research and analysis of media coverage to understand the communication environment and inform government messages.

Performance Indicators	Targets (2015/2020)
Number of public opinion research reports on government priorities produced	Two reports per cluster produced per year
	Two *Pulse of the Nation* reports produced per year
Number of report on government communication monitoring and evaluation produced	Two reports on government communication monitoring and evaluation produced per year
Percentage of communication content produced	100% of key messages produced
	100% of opinion pieces requested for placement in the media

2015/20 Targets Per Programme

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2015/20 Targets Per Programme

Sub-Programme: Communication Service Agency

Strategic Objective: Provide effective and efficient marketing and distribution services for government.

Performance Indicators	Targets (2015/2020)
Percentage of approved marketing services requests implemented	100% approved requests implemented
Number of GCIS print products distributed	12 print products produced by GCIS distributed

Strategic Objective: Provide effective media bulk-buying services for government.

Percentage of approved media buying campaigns implemented	100% approved requests implemented
Percentage of approved media services and products requests implemented	100% approved requests implemented

2015/20 Targets Per Programme

Programme 3: Intergovernmental Coordination and Stakeholder Management

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

Sub Programme Provincial and Local Liaison

Strategic Objective: Improve interdepartmental coordination by joint planning and sharing of messages across the three spheres of government to ensure coherence and alignment of government messages.

Performance Indicators	Targets (2015/2020)
Number of reports on support to the functioning of government communication system produced(Provincial and local level)	Four reports produced per year
Number of reports on support to the functioning of government communication system produced(National)	Eight reports produced per year
Number of reports on the functioning of internal communication system produced	Four reports produced per year

2015/20 Targets Per Programme

Sub Programme **Provincial and Local Liaison**

Strategic Objective: An informed and empowered citizenry on government's policies, plans, programmes and achievements to increase public participation in government

Performance Indicators	Targets (2015/2020)
Number of development communication activations aligned to the GCP	1200 communication activations per year
Number of marketing events for Thusong programme held	486 marketing events per year
Number of community and stakeholder liaison visits undertaken	1800 visits undertaken per year
Number of reports on Izimbizo events held	Four reports on Izimbizo events held
Number of electronic My District Today newsletter publishes	44 newsletters published
Number of reports on functioning of government communication forum produced	Two reports produced per year
Number of reports on government communication training produced	Four reports produced per year

2015/20 Targets Per Programme

Sub Programme Media Engagement

Strategic Objective: Implement a proactive media engagement system by building, maintaining and improving relations with the media and drive the government communication agenda.

Performance Indicators	Targets (2015/2020)
Number of engagements between government officials and senior journalists on the government PoA and policy issues	16 engagements held per year
Number of post-Cabinet media briefings and/or statements issued after ordinary Cabinet meeting	18 post-Cabinet media briefings and/or statements
Number of bi-weekly Rapid Response reports for the minister produced	24 biweekly reports produced per year

2015/20 Targets Per Programme

Sub Programme **Cluster Communication**

Strategic Objective: Improve interdepartmental coordination by joint planning and sharing of messages across the three spheres of government to ensure coherence and alignment of government messages.

- Coordination & dissemination of content through internal & external communication forums
- Alignment of cluster communication strategies to National Communication Strategy
- Build partnerships with key stakeholders
- Ensure function internal communication system

Programme 1: Administration

6. Financial management

2015/18 Budget Summary per Programme

R million	2014/15				2015/16	2016/17	2017/18
	Total appropriated	Current payments	Transfers and Subsidies	Payments for capital assets	Total	Total	
MTEF allocation							
Administration	141.4	140.3	-	1.1	*139.8*	*145.8*	*153.4*
Content Processing & Dissemination	99.9	99.8	-	0.1	*86.6*	*91.1*	*95.4*
Intergovernmental Coordination & Stakeholder Management	121.7	99.3	21.8	0.6	*94.7*	*99.4*	*105.1*
Communication Service Agency	50.1	48.6	-	1.5	*44.3*	*45.1*	*48.1*
Total expenditure estimates	**413.1**	**388.0**	**21.8**	**3.3**	***365.4***	***381.4***	***402.0***

Programme 1: Administration

Financial management

Programme 1: Administration

	2015/16 R'000	2016/17 R'000	2017/18 R'000
Management	818	863	909
Human Resources	1,420	1,498	1,577
Internal Communication	2,300	2,427	2,555
Human Resource Development	1,858	1,960	2,064
Information Technology	11,172	11,786	12,411
Strategic Planning & Programme Management	798	842	887
Internal Audit	2,300	2,427	2,555
Finance	760	802	844
Office Accommodation	48,808	49,755	52,337
Supply Chain and Facilities Management	6,018	6,349	6,685
Capital assets	348	367	387
Personnel	63,228	66,706	70,241
TOTAL	**139,828**	**145,782**	**153,452**

Programme 1: Administration

Financial management

Programme 2: Content Processing and Dissemination

	2015/16 R'000	2016/17 R'000	2017/18 R'000
Management	358	378	398
Research Costs	5,724	6,031	6,359
Government Communication Monitoring & Evaluation	1,431	1,510	1,590
Communication Resource Centre	1,788	1,886	1,986
Content and Writing	29876	30,519	31,190
Communication Service Agency	19,047	20,095	21,160
Capital	386	407	429
Personnel	72,317	76,294	80,338
TOTAL	**130,927**	**137,120**	**143,450**

Programme 1: Administration

Financial management

Programme 3: Intergovernmental Coordination & Stakeholder Management

	2015/16 R'000	2016/17 R'000	2017/18 R'000
Management	282	298	313
Media Engagement	2,939	3,101	3,265
Communication and Information Projects (Provincial offices)	15,495	15914	17,155
Cluster HD,G&Admin	572	603	635
Cluster EC,JUST & INT	772	814	858
Capital	183	193	203
Media Development and Diversity Agency (MDDA)	0	0	0
Personnel	74,478	78,574	82,739
TOTAL	**94,721**	**99,498**	**105,168**

7. Conclusion

- GCIS is committed to assisting all government departments and its entities with govt communications services
- It remains committed to communicating the National Development and Government's plans, programmes and achievements
- Will, together with other departments, implement the National Communication Strategy (NCS)

Thank you.