

**MEDIUM-TERM PERIOD
2019/20 - 2021/22**

Government Communication
and Information System

ANNUAL PERFORMANCE PLAN

The pulse of communication excellence in government



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



**MEDIUM-TERM PERIOD
2019/20 - 2021/22**

Government Communication and Information System

ANNUAL PERFORMANCE PLAN



www.flickr.com/photos/governmentza



www.instagram.com/governmentza



www.facebook.com/GCISZA



www.twitter.com/gcismedia

TABLE OF CONTENTS

ANNUAL PERFORMANCE PLAN

FOREWORD BY THE MINISTER

FOREWORD BY THE DEPUTY MINISTER

INTRODUCTION BY THE ACTING DIRECTOR-GENERAL (ADG)

PART A: STRATEGIC OVERVIEW

1. VISION

2. MISSION

3. ORGANISATIONAL VALUES

4. LEGISLATIVE AND CONSTITUTIONAL MANDATE

Constitutional mandate

Legislative mandate

Policy mandates

5. UPDATED SITUATIONAL ANALYSIS

Service Delivery Environment

Organisational Environment

Organisational Structure

6. OVERVIEW OF 2018/19 BUDGET AND MTEF ESTIMATES

PART B: STRATEGIC OBJECTIVES

7. DEPARTMENTAL PROGRAMMES

Programme 1: Administration

Programme 2: Content Processing and Dissemination

Programme 3: Intergovernmental Coordination and Stakeholder Management

PART C: LINKS TO OTHER PLANS

Links to long-term infrastructure plans

Conditional grants

Public-private partnerships and public entities

9. ABBREVIATIONS AND ACRONYMS

10. CONTACT DETAILS

11. GCIS's provincial offices

ANNEXURE A: REVISIONS TO THE 2015/16 – 2019/20 STRATEGIC PLAN

DEPARTMENTAL TECHNICAL INDICATOR DESCRIPTORS (TIDS) FOR 2019/20 – 2021/22 MTEF PERIOD

FOREWORD BY THE MINISTER

In the year that we commemorate 25 Years of Freedom there are many things to celebrate as South Africans. The successful conclusion of the nation's sixth democratic national and provincial elections has reaffirmed that our democracy remains strong.

The sight of millions of fellow South African's making their mark for democracy will long live in our collective memories. The elections and the subsequent inauguration of President Cyril Ramaphosa has ushered in an era of renewed hope.

Our New Dawn has well and truly arrived and it will play a key role in shaping the work of the sixth democratic administration.

All government departments and entities have now been given their marching orders by the President. We are also confident that the reconfiguration of government and departments will ensure a strong and capable state.

The announcement by the President on how government departments would be reconfigured in order to advance the drive for greater efficiency and effectiveness is a major development.

The changes have resulted in some departments being renamed, merged and others remaining separated but reporting to one Ministry. The

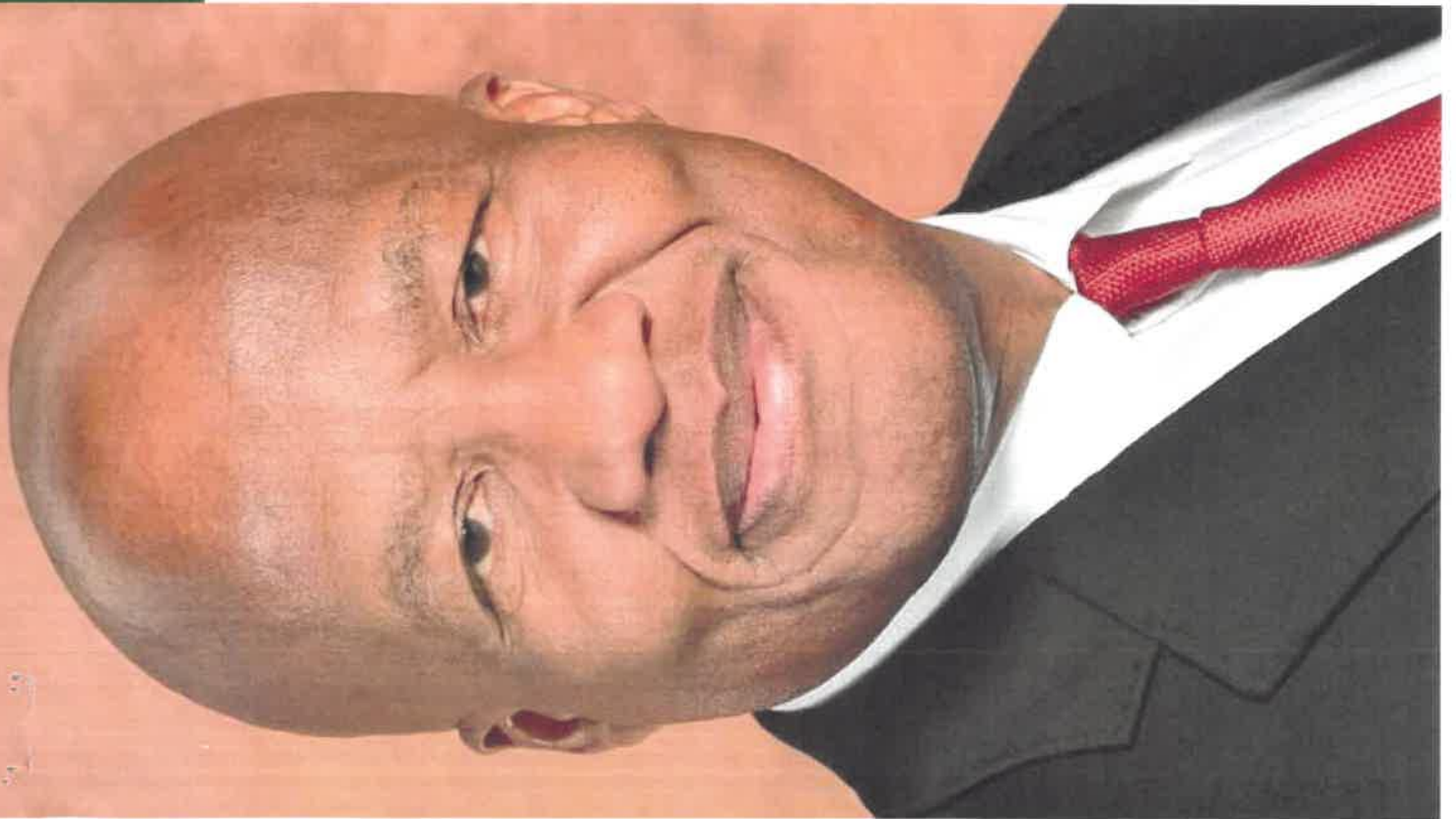
reconfiguration of government, is to ensure that departments are fit for purpose and sensitive to the austerity measures driving the programmes of this sixth administration.

This is indeed a period of great renewal and change, and as we celebrate 25 Years of Freedom, we have an opportunity to reflect on the progress we have made over our democratic journey and reinvigorate our efforts in moving our country forward.

Today we can proudly say South Africa is a significantly different country from the one we inherited from the apartheid state in 1994. In a relatively short space of time, we have made strong inroads into transforming the lives of millions of South Africans.

While we still have much to do in reversing the entrenched legacy of apartheid's distorted policies, we have over the last 25 years put in place systems and programmes to keep our nation moving forward.

The strong communication system we have built ensures South Africans remain abreast of key developments that take place within the country. Our communication is helping citizens across the length and breadth of our nation participate in, and enjoy the benefits of our hard-won democracy.





In the communication space we have created relevant platforms and products to share critical information on government services and programmes as well as create opportunities to open the economy to more South Africans.

New technology as part of Fourth Industrial Revolution (4IR) brings together the physical and digital worlds. This will result in new avenues on how we communicate and interact with each other.

Digital platforms, social media and new communication technology will allow communication to come alive through interactive engagement, lively pictures and live videos.

The GCIS has embraced the move towards 4IR and is aligning to new technology developments to deliver government's messages to citizens in a creative and

interactive manner. It includes the migration of more communication content to the government websites and social-media platforms.

We are determined to continue this forward momentum with the implementation of our 2019/20 Annual Performance Plan (APP) so citizens have the necessary tools to change their lives meaningfully.

Our plans remain bold and decisive to impact on the lives of South Africans. The APP makes the most of the department's limited financial resources that have been entrusted to us by the people of South Africa.

Through our various programmes we seek to expand government's communication to enhance access to information that enables the public to participate in the country's transformation and in bettering their own lives.

In using the power of communication we aim to bring more of our people into the productive sectors of the economy, help South Africans take advantage of the opportunities that arise from the 4IR and drive back the triple challenge of unemployment, poverty and inequality.

We are also committed to making the best use of our platforms and products to share information on government's key priorities such as employment, economic opportunities, youth programmes, service delivery and rural development.

The Constitution of the Republic of South Africa of 1996 mandates the department to inform the public of the work and programmes of government, and also requires that citizens be provided with information that is accurate, timely and proactive in order to empower and improve their lives.

Moreover, by ensuring citizens have access to timely information and are informed about the policies and programmes of government, we advance our National Development Plan's (NDP) vision of building a cohesive and prosperous society by 2030.

In the coming period the GCIS will continue to provide strategic leadership and coordination to the government communication system. This includes strategic communication support in the planning and implementation of major government campaigns in each cluster. We will also ensure that annual communication plans for clusters are developed and implemented in collaboration with the respective departments.

The joint planning, sharing of resources and integration of efforts are essential in growing the reach of our communication efforts in an efficient and cost-effective manner. Our support includes conceptualising campaigns, developing communication strategies, content development, information dissemination and stakeholder engagement.

Some of the communication activities planned for the year include the various Operation Phakisa events, social-security communication, media tours to strategic projects, media and stakeholder roundtables, Southern African Development Community (SADC) and other international summits hosted in South Africa, and Imbizo Focus weeks.

The department will also continue with the implementation of its gender-based violence (GBV), anti-corruption, unemployment and professionalising the Public Service campaigns under the banner of Thuma Mina, as inspired by President Cyril Ramaphosa.

The GCIS is ready to take information directly to the doorsteps of our communities through development communication programmes, outreach campaigns and activations.

Our outreach programme encompasses community radio talk shows, taxi ranks and mall activations, and blitzes on commuter trains, and talk shows at local community radio and television (TV) stations.

The central and strategic role played by the GCIS in guiding the system-wide Imbizo Programme of Government will be heightened as these events have reached many South Africans in communities across the country.

To reach out to communities in the far-flung rural areas and ensure the voice of government emerges loud and clear, the GCIS will use its government-owned flagship newspaper *Vuk'uzenzele* and weekly *My District Today* newsletter to disseminate information that empowers South Africans to participate in government programmes.

A key component of the APP is to strengthen our partnership with the media as a strategic stakeholder. In building this partnership, the GCIS will drive government's interaction and communication with the media. Our interaction has sustained communication from government to citizens on issues and decisions that affect them.

The department's in-house media bulk-buying service continues to save advertising costs for government while maintaining the visibility of government's communication campaigns. All approved media-buying campaigns will be implemented for various departments and public entities.

The department is strengthening support to community media and continues to encourage government departments to consider placement on this important platform when planning and budgeting for government campaigns.

As the department implements its 2019/20 APP, I am confident that it will build on the successes we have achieved over the last 25 years as a nation and provide South Africans with the necessary tools to meaningfully enjoy the benefits of our democracy.

Our New Dawn calls on everyone to play their part in building the nation of our collective dreams. Change or hope for a better future cannot be left to someone else. The future we want starts now and must be driven collectively.

ANNUAL PERFORMANCE PLAN

MEDIUM-TERM PERIOD
2019/20 - 2021/22

This brighter future we all yearn for will not happen automatically, and it certainly won't be plain sailing. Only by working together can we ensure that we build a prosperous and united society.

The blueprint for the South Africa of the future is in our National Development Plan, which speaks of a joint future where the talents and labours of all will be harnessed for the good of our nation.

Achieving this future requires the collective drive and commitment of all sectors of society. Our New Dawn has ushered in a new mood of confidence and optimism and this is reflected in better consumer and business confidence. South Africans are also more confident about the future, and are hopeful that there will be meaningful and lasting change.

Our goal as South Africans should be to drive this change, while ensuring that we strive for greater nation building and social cohesion. Together we can build a strong society where South Africans are united in our diversity.

In the coming period GCIS stands ready to be at the forefront of this drive for change. We will use communication to inspire and to instil hope, and will work tirelessly to transform the feeling of hope and renewal into a lasting movement for renewal and change.



Mr Jackson Mphikwa Mthembu, MP

Minister in the Presidency

Date: 26 June 2019

FOREWORD BY THE DEPUTY MINISTER

The year 2019 has been an extremely busy and eventful one, especially for government communicators. It is the year in which South Africa successfully held its sixth democratic national and provincial elections. Our elections are an affirmation of the strength of our democracy; and the voices of millions of voters are a testament that South Africans take their hard won right to vote very seriously.

As government we commend all who voted in the country's sixth democratic elections. This demonstration of active citizenship and patriotism displayed by countless South Africans was truly inspirational.

The successful conclusion of the elections has also ushered in the sixth administration. Following the elections, President Cyril Ramaphosa announced the appointment of a reconfigured national executive to make government more efficient. The changes have resulted in some departments being renamed, merged and others remaining separated by reporting to one Ministry.

As part of the reconfiguration, the Government Communication and Information System (GCIS) now reports to the Minister in the Presidency. The Presidency on the other hand has signed performance agreements with all ministers and deputy ministers. This means that their performance will be evaluated regularly against

clearly stated targets and clearly stated performance outcomes.

It is also a year during which South Africa will commemorate 25 years of Freedom. The commemoration is an opportunity for all of us to reflect on progress we have made in delivering a better life for all. At the same time, we should put our heads together on how we intend overcoming the challenges we face and work towards building a country as envisaged in the National Development Plan (NDP).

The elections, reconfiguration of government and commemoration of 25 years of Freedom come just over a year since President Ramaphosa took over in 2018. He has made significant progress in addressing a number of issues such as the slow growth of the economy, policy uncertainty and revitalising state-owned enterprises.

All of these developments are important and should be communicated to the people of this country so we can work together in the spirit of #ThumaMina. This is in line with our Constitution which requires that citizens be provided with information that is accurate and to ensure that they have access to government programmes and policies that benefit them.

The GCIS is tasked with the responsibility to inform the public of the work and programmes



ANNUAL PERFORMANCE PLAN

MEDIUM-TERM PERIOD
2019/20 - 2021/22



A variety of products and platforms such as *Vuk'uzenzele*, *SANews*; *My District Today* newsletter and *Public Sector Manager (PSM)* magazine will also be used to disseminate information that empowers the general public.

Furthermore, regular post-Cabinet media briefings will be held to communicate the decisions of the Executive to the public.

More importantly, the GCIS will continue to play its central and guiding role between elected officials and the people they represent through the *izimbizo* programme. *Izimbizo* provide our people with an opportunity to engage officials on issues that affect them and provide inputs on how best to deal with them. These events are an important part of our commitment to take government to the people and they have had a significant impact on the lives of many South Africans in communities across the country.

The GCIS will also continue to provide support to clusters and departments such as conceptualising campaigns, developing communication

strategies/plans, content development, information dissemination, stakeholder engagement, internal communication and coordinating government communications.

One of the main thrusts of the outreach programmes of the GCIS over the past year has been on economic opportunities and GBV, with a total of 331 such projects implemented with the relevant government structures, community-based organisations (CBOs) and the private sector. The department will continue to implement four campaigns namely GBV, Anti-Corruption, Unemployment and Professionalising the Public Service under the #ThumaMina theme.

This APP is our roadmap to ensure that relevant information reaches all South Africans and to remind them to play their part in moving our country forward.

Ms Thembi Siweya, MP
Deputy Minister in the Presidency
Date: 26 June 2019

of government and the 2019/20 APP sets out the approach the GCIS will take for the year ahead. This APP builds on our constitutional mandate to ensure that the priorities of government are communicated effectively and comprehensively.

For the year ahead, the GCIS will continue to lead and drive government's interaction and communication with media. Communication of government messages will be enhanced through the placement of opinion pieces, media statements and daily government messaging in various print, broadcast and social-media platforms covering different topics pertaining to key government programmes.

INTRODUCTION BY THE ACTING DIRECTOR-GENERAL (ADG)

The communication space is forever changing. The days where communication could just simply respond are far gone; what is called for is a bold approach that drives our new narrative of hope and change.

The successful conclusion of the sixth National and Provincial General Elections has ushered in the sixth democratic administration. With this administration now firmly in place we are determined to ensure that communication plays a pivotal role in bringing about our New Dawn.

This 2019/20 APP firmly positions the GCIS to take the lead in our nation's robust and fast moving communication space. It allows us as the central communication organisation of government to help South Africans build the nation they seek.

Over the upcoming period we aim to enable South Africans to be involved in the implementation of government programmes. We also believe that well-informed citizens are better equipped to use information from government to improve their lives.

This is in line with fulfilling our constitutional mandate of empowering South Africans with the right information so they can benefit from our democracy and change their lives for the better.

Importantly, our communication approach has been tailored to speak to each and every South African in a language or medium they understand. It will be further refined to become even more targeted and focused to have the maximum impact.

The APP commits the department in the year ahead to be more responsive to the

communication needs of our people by enhancing existing communication products and platforms, and where applicable introduce new ones.

It includes *Vuk'uzenzele* newspaper, which is published fortnightly in all 11 official languages and in Braille to meet the information needs of different target audiences. It is also being distributed free of charge in all provinces.

The government news agency *SAnews*; *My District Today* newsletter and *PSM* magazine will continue to ensure government information reaches the public.

The plan takes forward the GCIS's role in coordinating, guiding and advising on government communication. As a strategic communicator, the GCIS aims to go beyond informing the public about the work of government to building the reputation of the country, the economy and protecting the most vulnerable in society.

We will lead communication throughout government – at national, provincial and local level. In this regard, we will continue to rely on the support of government communicators across government and most importantly, our staff.

Our staff remain our greatest asset and we will continue to make the GCIS an employer of choice. At the same time, we will attract the best employees and empower staff with the tools they need to deliver on our constitutional mandate.

Our successes in building our human resource capacity includes the training of 25 middle managers on the Advanced Management



Development Programme (AMDP) offered by the National School of Government (NSG).

Furthermore, a partnership was formed with the University of South Africa (UNISA) to ensure smooth implementation of a disability management programme and as a result of this initiative, 11 employees received free South African Sign Language basic training. The Employment Equity (EE) targets were met for people with disabilities at 2.04% and women at Senior Management Service (SMS) level at 50%. Targeted recruitment is continuously implemented and partnerships with organisations for people with disabilities are being strengthened to address this challenge.

The 2019/20 APP builds on the many successes the organisation has recorded in the last financial year. We will take forward our implementation of campaigns for change such as GBV, Anti-Corruption, Unemployment and Professionalising the Public Service.

These campaigns are part of our Thuma Mina Ops Room inspired by President Ramaphosa where as individuals, we make it our personal responsibility to confront our challenges and accelerate progress in building a prosperous society.

All South Africans as individuals, groups or communities must roll up their sleeves and work towards building a better future. This call links directly with the NDP's objective of "Building an Active Citizenry".

The NDP provides a long-term vision of a country we want to build by the year 2030 and it also highlights the importance of active citizenry for us to reach our desired destination.

This is a country where through our collective efforts we will eliminate the triple challenge of poverty, inequality and unemployment, and enable all South Africans to achieve a decent standard of living.

As a department we are committed to the prudent financial management of resources, which has resulted in yet another clean audit in the previous APP period. We will find innovative ways of doing more with less in response to the ever-decreasing budgets and cost-reducing measures implemented across government.

We are, however, cautious not to compromise the quality of the information that has to be produced and disseminated, especially given the expectations of our people.

Our work in the period ahead is premised on the need to do ever more to build the nation of our collective dreams.

We are determined to use this period of renewal to build on our nation's New Dawn. In the year that we celebrate 25 Years of Freedom we are aware that the work of government communication is key to unlocking the services, interventions, programmes and policies of government. As the hub of communication in our country, we aim to make a real and lasting change to the fortunes of our nation and the functioning of our government.



Ms Phumla Williams
Acting Accounting Officer: GCIS
Date: 26 June 2019

OFFICIAL SIGN-OFF

It is hereby certified that this APP was developed by the management of the GCIS under the guidance of Minister Jackson Mthembu, MP. It takes into account all the relevant policies, legislation and other mandates for which the GCIS is responsible.

It accurately reflects the strategic outcome-oriented goals and objectives that the GCIS will endeavour to achieve over the next three years.

Mr Mandla Langa
Chief Financial Officer (CFO)

Signature:



Mr Keitumetse Semakane
Acting Deputy DG: Corporate Services

Signature:



Ms Phumla Williams
ADG and Acting Accounting Officer

Signature:



Date 26 June 2019

Approved by:
Mr Jackson Mphikwa Mthembu, MP
Minister in the Presidency

Signature:



Date: 26 June 2019