

# GCIS 3<sup>rd</sup> and 4<sup>th</sup> QUARTER 2020/21

## PERFORMANCE REPORT

### Presentation to Portfolio Committee



government  
communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA



**STAY  
SAFE**

VACCINATE TO SAVE SOUTH AFRICA

TOGETHER WE CAN BEAT CORONAVIRUS

# Presentation outline

**1. Presentation purpose**

**2. Implementation context**

**3. Communication campaigns**

**4. Research insights (October 2020 to March 2021)**

**5. Performance statistics**

**5.1. October to December 2020**

**5.2. January to March 2021**

**6. Missed targets**

**6.1. October to December 2020**

**6.2. January to March 2021**

**7. Governance Matters**

**7.1. Human Resources**

**7.2. Budget and Expenditure**

**7.3. Covid related expenditure**



# 1. PRESENTATION PURPOSE

To present the GCIS performance and expenditure profile for the period October 2020 to March 2021 (quarter 3 and quarter 4)

## 2. IMPLEMENTATION CONTEXT

# 2. IMPLEMENTATION CONTEXT

## Overview

- The period of the 3<sup>rd</sup> and 4<sup>th</sup> quarter was characterised by high levels of trust in government information on COVID-19, eager anticipation on the vaccine roll-out programme and also fear and anxiety in the public related to job security and COVID-19.
- GCIS continued its communication programme on key priorities in our campaigns such as COVID-19; the Economic Reconstruction Recovery Programme (ERRP) and the Gender Based Violence and Femicide campaign, together with key departments.
- In the period under review the COVID-19 campaign consumed the larger portion of our energy with the second wave anticipated in December and working with key departments in ramping up the campaign on all fronts to reduce its impact.
- Government's focus had also turned to economic recovery with GCIS providing support to these initiatives.
- Furthermore, South Africa had assumed Chairmanship of the African Union. Part of our communication and messaging was on AU agenda 2063 particularly on the adoption of the through African Continental Free Trade Area Agreement (ACfTA )



# 2. IMPLEMENTATION CONTEXT

## Platforms

- The platforms utilized have been those that maximized the reach with limited resources. Scientific research informs our strategy and platforms are used to convey the same message.
- We highlight research findings on the perceptions and attitudes of people sampled on COVID 19. The findings continue to confirm the effectiveness of our messaging and our platform usage.
- The government newspaper (Vuk'uzenzele), with a circulation of 850k per issue showcased inspiring small to medium businesses that received financial and non financial support from government. Radio was used particularly to educate and raise an awareness on non pharmaceutical health measures against COVID-19
- The government website(Q3 Page views:16 628000 up 169%. y/y Q4Page views 17 481000 up 62% y/y) and social media accounts continue to grow its audiences, and remain the primary repository of government information
- Other platforms used by GCIS include the government news agency, multiple-target newsletters, knowledge-sharing webinars, community radio, mainstream media including TV, radio, online, billboards, sms messaging and others.



# 2. IMPLEMENTATION CONTEXT

## Partnerships

- We rely on our partnerships to help extend the reach of our messaging.
- GCIS continues to manage the partnership with government departments in a daily Rapid Response meeting and Communication Command which replicates the Ministerial and DG structure.
- The partnership with Business, Labour, traditional leaders and civil society was solidified in a National Communication Partnership (NCP) which shared content and platforms on COVID-19 and the vaccine plans.
- Our Provincial offices continue to ensure that we partner with local municipalities, CDWs and local communities
- Our partnership the media has been invaluable in getting necessary information quickly to the public about life-saving interventions.



# 2. IMPLEMENTATION CONTEXT

## Governance

- Finally we highlight the progress we continue to make with regard to governance issues we track.
- For the period under review we achieved 98% success in paying our service providers within 30 Days as prescribed by the PFMA . We highlight our vacancy rate which is at 8,44%
- As of the 31 December we had spent 77% of our budget. This also includes the additional R60m that was allocated for COVID 19 public awareness.
- Lastly, on the targets set for the 3<sup>rd</sup> and 4<sup>th</sup> Quarter, we report that quarter 3 only one target was not met and on Quarter 4 only 4 targets were not met. We will unpack the reasons for the variance.



# 3. COMMUNICATION CAMPAIGNS

# COVID COMMUNICATION



**STAY SAFE**  
PROTECT SOUTH AFRICA  
TOGETHER WE CAN BEAT CORONAVIRUS

**Unless we do things differently, this will be the last Christmas for many, many South Africans**

**PLAY YOUR PART**

WHATSAPP SUPPORT  
0600 123 456  
EMERGENCY NUMBER  
0800 029 999  
sacoronavirus.co.za



**STAY SAFE**  
PROTECT SOUTH AFRICA  
TOGETHER WE CAN BEAT CORONAVIRUS

**This festive season can be both festive and safe**

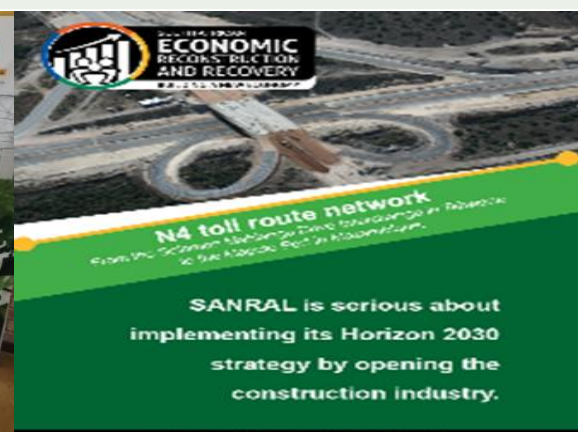
**PLAY YOUR PART**

WHATSAPP SUPPORT  
0600 123 456  
EMERGENCY NUMBER  
0800 029 999  
sacoronavirus.co.za



# 2. ERRP COMMUNICATION

<p>Sugar Sector Master Plan</p>	<p>Media tour to Pongola, KZN. Profiled small holder farmers, associations and commercial farmers. <b>{Food Security}</b> partnered with <i>Proudly SA</i>.</p>
<p>Forestry Sector Master Plan</p>	<p><b>Media tour</b> to Limpuma Furniture Co-operative, Limpopo. Profiled government support by South African Forestry Company SOC Limited's (SAFCOL), beneficiaries and local Traditional Leadership. <b>{Localization through Industrialisation}</b> partnered with SAFCOL and <i>Proudly SA</i></p>
<p>Poultry Sector Master Plan</p>	<p><b>Webinar series</b> on poultry startups, enterprise and government support. <b>Media tour</b> to Bela Bela CPA, Limpopo. Profiled beneficiaries. Partnered with South African Poultry Associations and Department of Agriculture Forestry and Fisheries.</p>
<p>South African Investment Conference</p>	<p><b>Hosting</b> of the 2020 South African Invest Conference. <b>{Macro-economic policy interventions}</b> partnered with Department of Trade, Industry and Competition, Industrial Development Corporation.</p>
<p>Infrastructure development</p>	<p><b>Media tours</b> to catalytic infrastructure across the 8 provinces of the country except Western Province. <b>{Macro-economic policy interventions}</b> partnered with Infrastructure Invest Office and Department of Public Works and Infrastructure</p>



# 2. ERRP COMMUNICATION

<p>Adding energy to national grid</p>	<p>Factsheet on completion of Medupi. Media briefing announcing the 100 megawatts generating capacity for private sector. <b>{Energy Security}</b> partnered with <b>ESKOM and Department of Minerals Resource and Energy</b></p>
<p>Operation Vulindlela</p>	<p><b>Media briefing</b> on Operation Vulindlela. <b>{Macro-economic policy interventions}</b> partnered with the Presidency and National Treasury.</p>
<p>Land Reform</p>	<p><b>Land handover</b> to community of Covie Western Cape by Deputy President and Tafelkop, Western Cape land handover by the President. Partnered with Department of Public Works and Infrastructure, Department of Agriculture, Forestry and Fisheries, The Presidency</p>
<p>Tourism Sector Recovery Plan</p>	<p><b>Media briefing</b> on the Tourism Sector Recovery Plan. Profiled beneficiaries of the COVID-19 economic relief. <b>{Support Tourism}</b></p>
<p>Tshwane Economic Zone</p>	<p>Media tour to Tshwane Economic Zone supporting project oversight by the President. <b>{Infrastructure roll out}</b></p>
<p>Buy Local Campaign</p>	<p>Hosted the Proudly South African “Buy Local Summit and Expo” 2021 Virtual Conference. <b>{Localization through Industrialisation}</b> partnered with Presidency and Proudly SA</p>



# GENDER BASED VIOLENCE COMMUNICATION



A media workshop was organized by GCIS in partnership with Department of Women on 19 Nov 2020 in



GCIS & Office on the Status of Disabled Persons and Disabled Children's Action Group a radio interview in commemoration of



GCIS official and SAPS Captain talking GBV at The Rock FM



GCIS provided platform to uMshwathi Municipality to talk on uMgungundlovu FM about key government priorities and programmes



GCIS Official, focusing on Bogus Colleges at Mosupatsela FM on 22 January 2020.

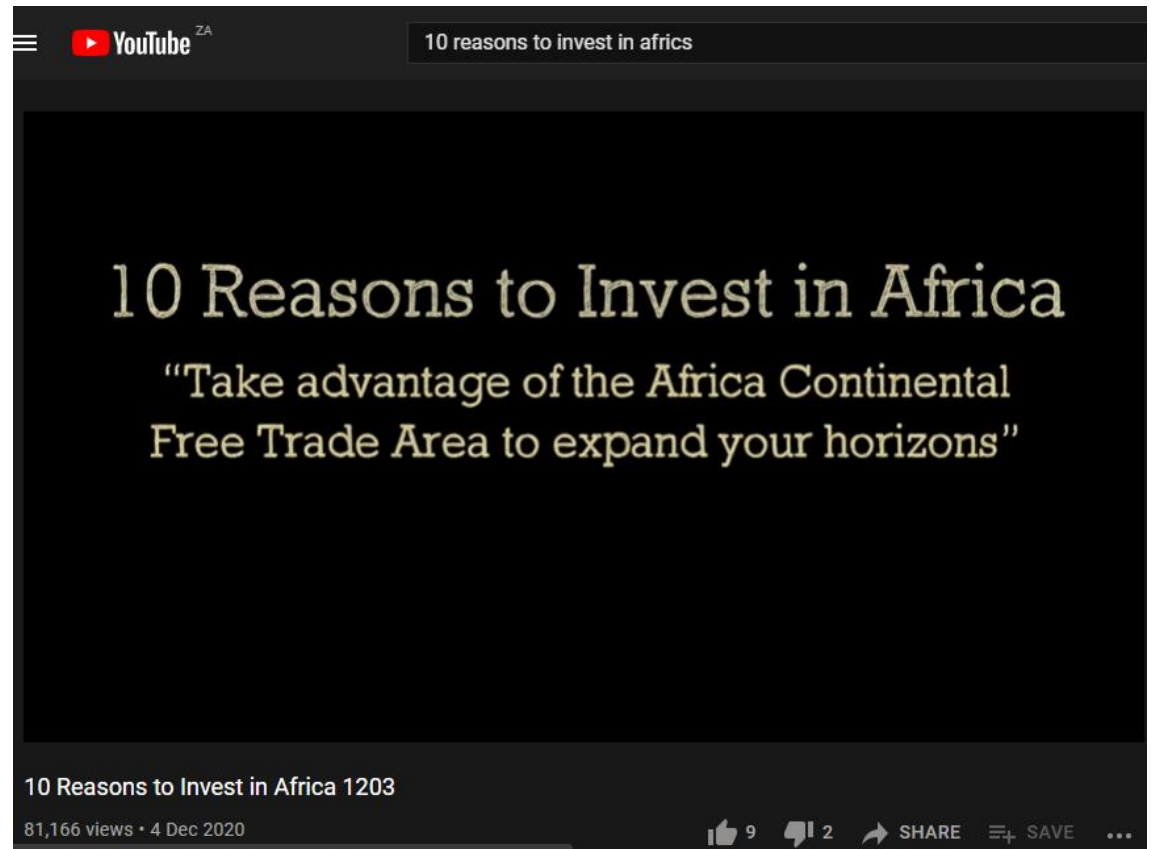


GCIS official creating awareness on coronavirus, at Modiri FM on 17 October 2020.

# AFRICA CONTINENTAL FREE TRADE AGREEMENT

## Africa Continental Free Trade Area (ACFTA)

During these two Quarters under review GCIS supported the coming into effect of the AFCFTA which is key in the socioeconomic development of the continent. The support included the development of a 10 reasons to invest in Africa video, webinars, opinion pieces and infographics.



# FESTIVE SEASON SAFETY CAMPAIGN



## SAFER HOLIDAYS

Download the COVID Alert SA app

#Covid19 #CelebrateSafe

**STAY SAFE**  
PROTECT SOUTH AFRICA  
TOGETHER WE CAN BEAT CORONAVIRUS

### ACT RESPONSIBLY to ensure YOUR SAFETY and that of others DURING THE HOLIDAYS



**WEAR A FACE MASK**



SOCIAL DISTANCING



WASH YOUR HANDS FREQUENTLY



COVER A SNEEZE OR COUGH WITH A TISSUE OR BENT ELBOW



REFRAIN FROM TOUCHING YOUR MOUTH AND NOSE

WHATSAPP SUPPORT  
0600 123 456  
EMERGENCY NUMBER  
0800 029 999  
sacoronavirus.co.za



REPUBLIC OF SOUTH AFRICA




## SAFER HOLIDAYS

Download the COVID Alert SA app

### AFTER TEARS will end in TEARS

#Covid19 #CelebrateSafe

**STAY SAFE**  
PROTECT SOUTH AFRICA  
TOGETHER WE CAN BEAT CORONAVIRUS



WEAR A FACE MASK



SOCIAL DISTANCING



WASH YOUR HANDS FREQUENTLY



COVER A SNEEZE OR COUGH WITH A TISSUE OR BENT ELBOW

WHATSAPP SUPPORT  
0600 123 456  
EMERGENCY NUMBER  
0800 029 999  
sacoronavirus.co.za



REPUBLIC OF SOUTH AFRICA




## SAFER HOLIDAYS

Download the COVID Alert SA app

### ACT RESPONSIBLY TO ENSURE YOUR SAFETY AND THAT OF OTHERS DURING THE HOLIDAYS



WEAR A FACE MASK



SOCIAL DISTANCING



WASH YOUR HANDS FREQUENTLY



COVER A SNEEZE OR COUGH WITH A TISSUE OR BENT ELBOW

**STAY SAFE**  
PROTECT SOUTH AFRICA  
TOGETHER WE CAN BEAT CORONAVIRUS

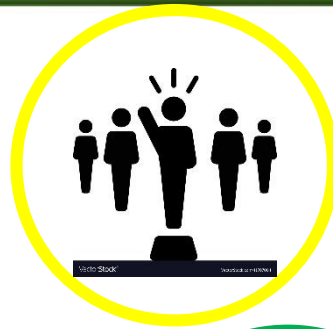
## 4. RESEARCH INSIGHTS



# 4. KEY RESEARCH INSIGHTS- 3RD QUARTER RESULTS



86% heard, seen/read about COVID-19



About six in ten South Africans (**59%**) trust the President to lead the nation during the pandemic.



TRUST

Health experts (**77%**) followed by government (**70%**) are the top most trusted sources of information on COVID-19. Confirming the implementation of the government communication strategy.



People are aware that they need to play their part in curbing the spread of the virus.



Compliance remains a mixed picture, and worse amongst the lower segments.

Channels most mentioned through which COVID-19 information was received



95% news/current affairs



89% news/current affairs



Top two most recalled messages are wearing a mask and frequently washing hands

# 4. KEY RESEARCH INSIGHTS- 4TH QUARTER RESULTS

## KEY MESSAGES FROM INSIGHTS OF ALL STUDIES ON HESITANCY AND ACCEPTANCE



**Main message must be:** Protect yourself and others



**Secondary Message must deal with:** Trust and side-effects

## Q3 & Q4 COMMUNICATION RESEARCH FOCUS

**Qtr 3** Conduct further research on identified opportunities/gaps (Communication impact on vaccine uptake) based on Q1 & 2 research output

**Qtr 4** Continue with research related to:

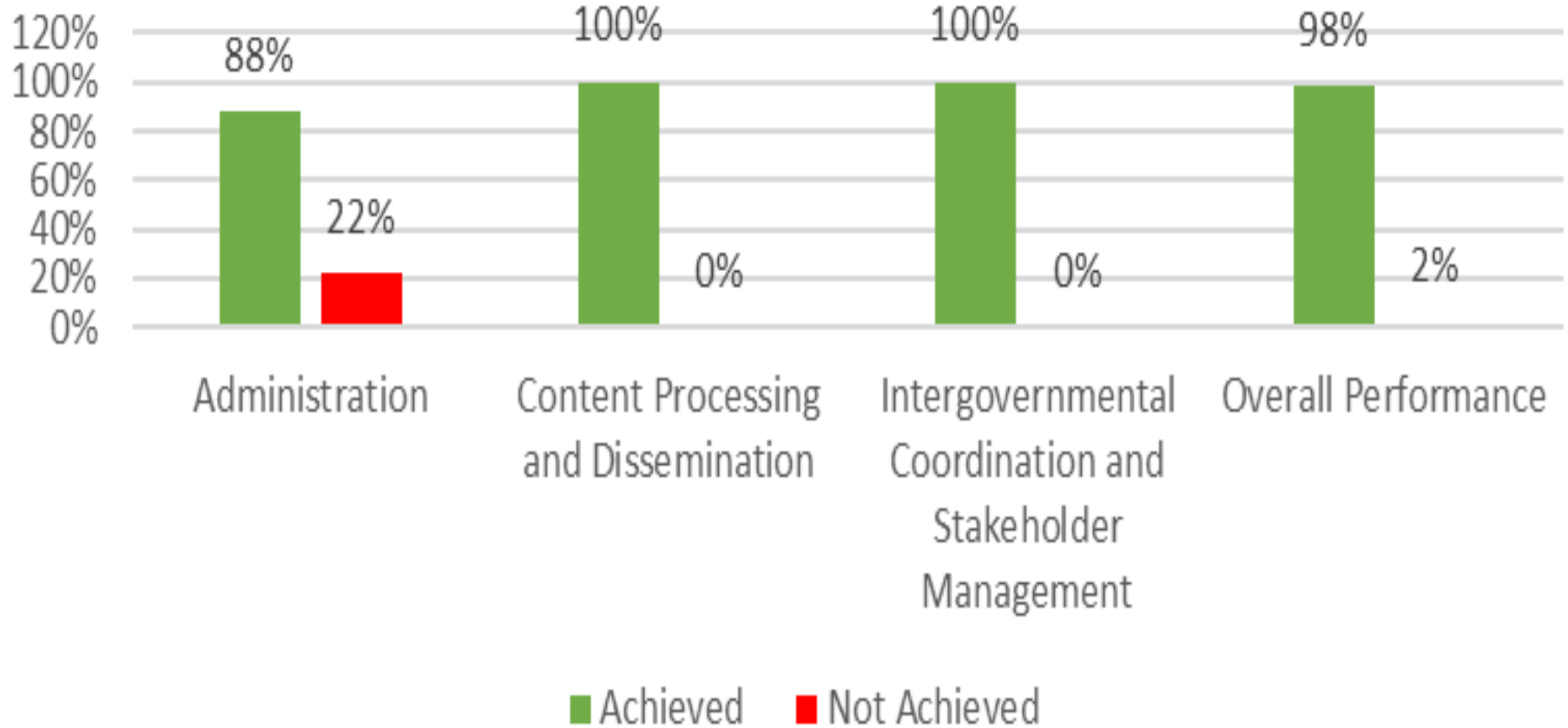
- Vaccine Roll-out Programme.
- Upcoming Local Government Elections



# 5. PERFORMANCE STATISTICS

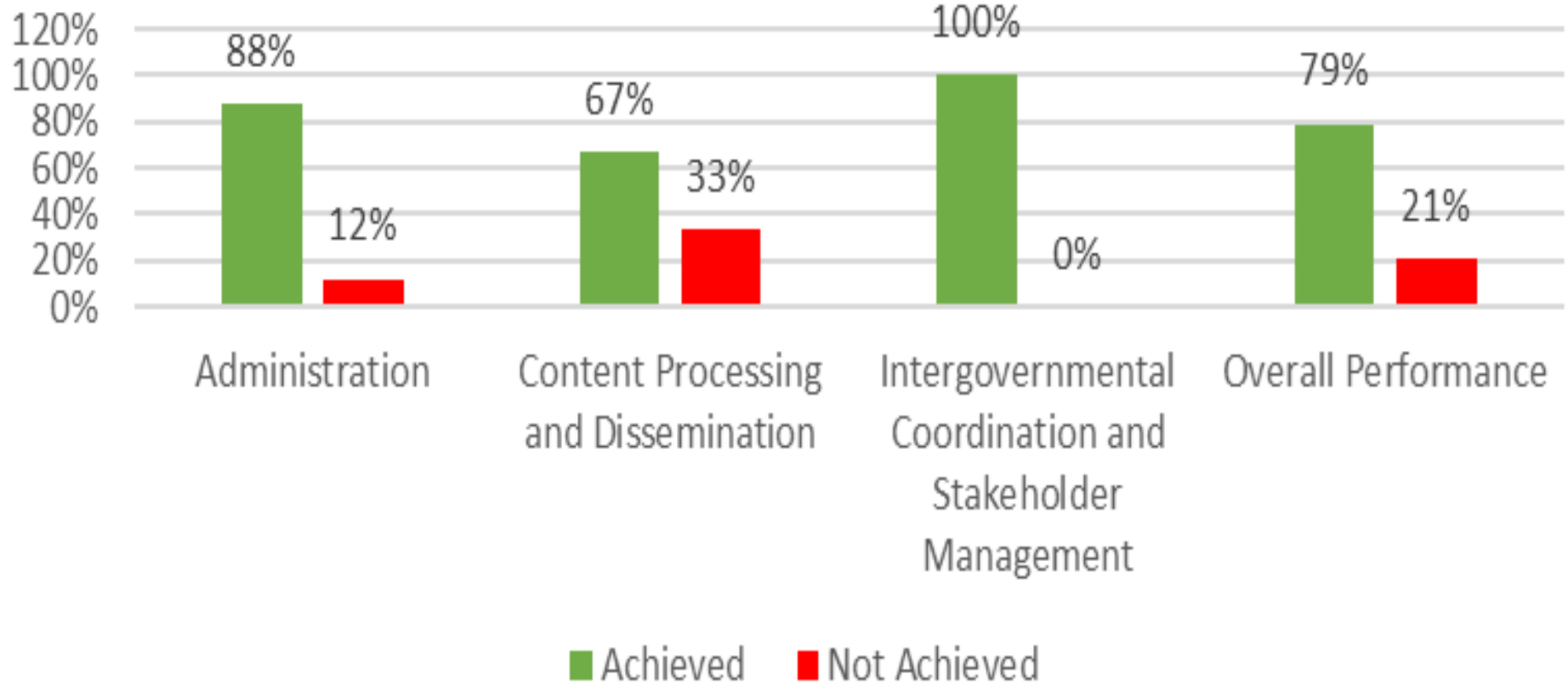
# 5.1. GCIS PERFORMANCE STATISTICS (OCT- DEC 2020)

## GCIS Q3 Performance Status



## 5.2. GCIS PERFORMANCE STATISTICS (JAN- MAR 2021)

### GCIS Q4 Performance Status



## 6. MISSED TARGETS

# 6.1. TARGETS NOT ACHIEVED (QUARTER 3)

OUTPUT INDICATOR	Q3 TARGET	ACTUAL OUTPUT	DEVIATION	REASON FOR DEVIATION	CORRECTIVE ACTION
Percentage of all compliant invoices paid within 30 days	100% of all compliant invoices paid within 30 days	99.7% (1356 of 1360) of all compliant invoices were paid within 30 days..	<b>Target underachieved by 0.3%</b>	Target underachieved due to exposure of some SCM officials to Covid-19 positive cases. Officials had to go on quarantine and work from home for few days which impacted the access to certain transversal systems that cannot be accessed offsite.	<p>SCM officials worked extended hours to address the outstanding invoices.</p> <p>SCM has commenced with electronic approval of invoices to minimise close contact and spreading of the virus.</p> <p>BCP arrangement with SITA for SCM officials to process payments from SITA offices in Centurion could not be invoked as officials were in isolation</p>



# 6.2. TARGETS NOT ACHIEVED (QUARTER 4)

OUTPUT INDICATOR	Q4 TARGET	ACTUAL OUTPUT	DEVIATION	REASON FOR DEVIATION	CORRECTIVE ACTION
Percentage of all compliant invoices paid within 30 days	100% of all compliant invoices paid within 30 days	98% (1742 of 1775) of all compliant invoices were paid within 30 days.	<b>Target underachieved by 2%</b>	Target underachieved due to backlog of invoices from December recess, closure of the building for decontamination that also took place in December and officials working remotely until mid-February 2021.	Remote working was suspended in mid-February for SCM officials until further notice, as transversal systems are not accessible from home in order to improve compliance on payments within 30 days.
Number of copies of <i>Vuk'uzenzele</i> newspaper produced	4.25 million copies of <i>Vuk'uzenzele</i> newspaper produced	3.4 million copies of <i>Vuk'uzenzele</i> newspaper were produced.	<b>Target underachieved by 850 000</b>	The copies of <i>Vuk'uzenzele</i> newspaper for January 2021 edition were produced in December 2020. Printers and distribution companies close in December and open late in January. In Q4, two editions for February and two editions for March 2021 were produced.	Annual target achieved. No need for further action
Number of online editions of <i>Vuk'uzenzele</i> newspaper published annually	Five online editions of <i>Vuk'uzenzele</i> newspaper published per quarter	Four online editions of <i>Vuk'uzenzele</i> newspaper were published.	<b>Target underachieved by 1</b>	The January 2021 online edition was published in December 2020 to avoid disruptions that come with festive season holidays. In Q4, two editions for February and two editions for March were published.	Annual target achieved. No need for further action
Number of editions of <i>PSM</i> magazine published annually	Two editions of <i>PSM</i> magazine published	One edition of the <i>PSM</i> magazine was published on 12 February 2021	<b>Target underachieved by 1</b>	Minister's approval to publish the <i>PSM</i> magazine was granted after the quarter has ended.	Minister's office to be provided the complete magazine with the foreword to obtain approval on time.





## 6.2. TARGETS NOT ARCHIEVED (QUARTER 4)

Output Indicator	Q4 target	Actual Output	Deviation	Reason for Deviation	Corrective Action
Updated social media accounts as per content received (excluding public holidays, weekends and holiday periods)	Daily updates on GCIS social media accounts implemented (excluding public holidays, weekends and holiday periods)	Daily updates on GCIS social media accounts were implemented except in some days during Feb 2021 (excluding public holidays, weekends and holiday periods).	<b>Few days not updated</b>	The weekly rotational system to avoid the risk of Covid-19 infection amongst employees contributed to the daily updates not being implemented as planned.	The system has been amended to a monthly rotation to avoid this happening in the future.
Number of photographic services provided per year	110 photographic services provided	92 photographic services were provided	<b>Target underachieved by 18</b>	Fewer requests than anticipated were received due to January holidays and adjusted Level 3 lockdown that started in December 2020 until end of February 2021	Requests are picking up, and more services will be rendered since the country has moved to alert Level 1 lockdown.
Number of video services provided per year	150 video services provided	118 video services were provided	<b>Target underachieved by 32</b>	Fewer requests than anticipated were received due to January holidays and adjusted Level 3 Lockdown that started in December 2020 until end of February 2021	Requests are picking up, and more services will be rendered since the country has moved to alert Level 1 lockdown.
Media, Advertising and Communications Council established	Launch of the Media, Advertising and Communications Council	Launch of the Media, Advertising and Communications Council did not take place	<b>100%</b>	The launch of the MAC Charter Council has been delayed by the need to revise the list of nominated candidates that is fully representative of the gender and geographic dynamics of the sector.	The appointment of the MAC Charter Council will be prioritised in the new financial year, taking into account concerns regarding gender and geographic representation.



# 7. GOVERNANCE MATTERS

# 7.1. STAFF ESTABLISHMENT PER OCCUPATIONAL CLASSIFICATION AS AT 31 DECEMBER 2020

## PERMANENT POSTS

OCCUPATIONAL CATEGORIES	NUMBER OF POSTS	FILLED POSTS	NUMBER OF VACANT POSTS	VACANCY RATE
Top Management (Salary level 15-16)	4	1	3	75%
Senior management (Salary 13-14)	54	52	2	2.70%
Professionally qualified and experienced specialists and mid-management (Salary level 9-12)	222	205	17	7.66%
Skilled technical and academically qualified workers (Salary level 6-8)	150	135	15	10%
Semi-skilled and discretionary decision making (Salary level 3-5)	43	39	4	9.30%
<b>Total</b>	<b>473</b>	<b>432</b>	<b>41</b>	<b>8.67%</b>



# 7.1. STAFF ESTABLISHMENT PER OCCUPATIONAL CLASSIFICATION AS AT 31 MARCH 2021

## PERMANENT POSTS

OCCUPATIONAL CATEGORIES	NUMBER OF POSTS	FILLED POSTS	NUMBER OF VACANT POSTS	VACANCY RATE
Top Management (Salary level 15-16)	4	1	3	75%
Senior management (Salary 13-14)	54	51	3	3.6%
Professionally qualified and experienced specialists and mid-management (Salary level 9-12)	223	207	16	7.17%
Skilled technical and academically qualified workers (Salary level 6-8)	148	135	13	8.78%
Semi-skilled and discretionary decision making (Salary level 3-5)	44	40	4	9.09%
Unskilled and defined decision making (Salary level 1-2)	1	0	1	100%
<b>Total</b>	<b>474</b>	<b>434</b>	<b>40</b>	<b>8.44%</b>



# 7.2. GCIS 2020/21 TOTAL BUDGET AND OVERVIEW- 31 DECEMBER 2021

**ADJUSTED APPROPRIATION 2020/21**

**R725 140 000 – 100%**

**Less: Compensation of Employees (COE)**

**(R277 799 000) – 38%**

**Less: Appropriation for Public Entities**

**(R211 848 000) – 29%**

**Less: Contractual/Commitments/Capital**

**(R136 265 000) – 19%**

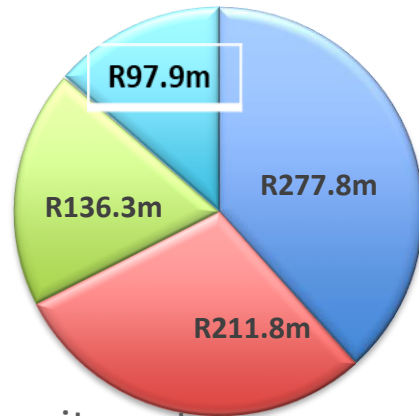
**Less: Household Transfers and Subsidies**

**(R1 277 000) – 0.2%**

**Balance: Operational Costs**

**R 97 951 000 – 14%**

**86%**



■ CoE

■ Contracts / Commitments

■ Bal Operational

■ Appropriations for Public Entities

■ Household Transfers and Subsidies



## 7.2. BUDGET VS EXPENDITURE – 31 DECEMBER 2021

PROGRAMME	TOTAL BUDGET	ACTUAL EXPENDITURE	% SPENT
	R'000	R'000	
PROGRAMME 1: ADMINISTRATION	173 299	126 720	73%
PROGRAMME 2: CONTENT PROCESSING AND DISSEMINATION	422 133	348 063	82%
PROGRAMME 3: INTERGOVERNMENTAL COORDINATION AND STAKEHOLDER MANAGEMENT	129 708	84 585	65%
<b>TOTAL</b>	<b>725 140</b>	<b>559 368</b>	<b>77%</b>

# 7.2. GCIS 2020/21 TOTAL BUDGET AND OVERVIEW- 31 MARCH 2021

**FINAL APPROPRIATION 2020/21**

**R725 140 000 – 100%**

**Less: Compensation of Employees (COE)**

**(R276 999 000) – 38%**

**Less: Appropriation for Public Entities**

**(R211 780 000) – 29%**

**Less: Contractual/Commitments/Capital**

**(R208 206 000) – 29%**

**Less: Household Transfers and Subsidies**

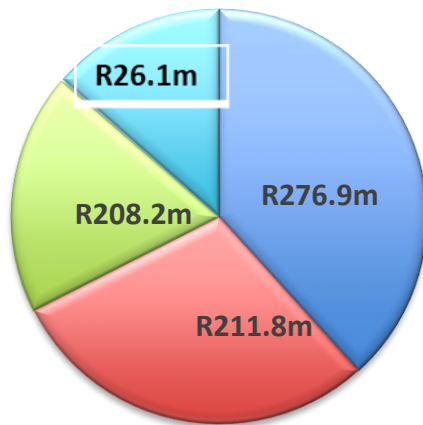
**(R2 077 000) – 0.3%**

**Balance: Operational Costs**

**R 26 078 000 – 4%**

**96%**

**Includes R60 m for Covid-19**



■ CoE

■ Contracts / Commitments

■ Bal Operational

■ Appropriations for Public Entities

■ Household Transfers and Subsidies

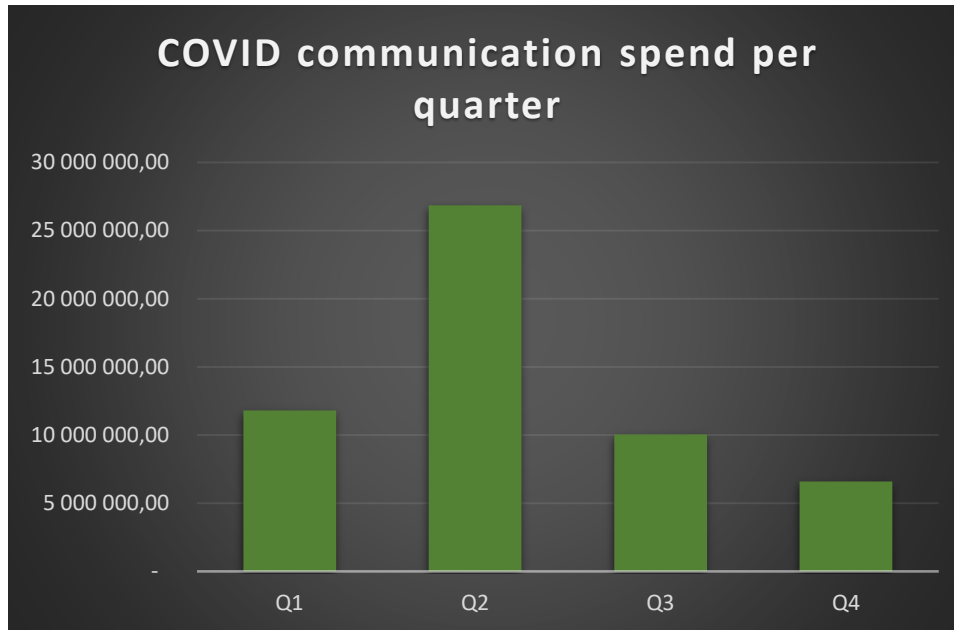


## 7.2. BUDGET VS EXPENDITURE – 31 MARCH 2021

PROGRAMME	TOTAL BUDGET	ACTUAL EXPENDITURE	% SPENT
	R'000	R'000	
PROGRAMME 1: ADMINISTRATION	179 454	177 791	99%
PROGRAMME 2: CONTENT PROCESSING AND DISSEMINATION	422 262	416 339	99%
PROGRAMME 3: INTERGOVERNMENTAL COORDINATION AND STAKEHOLDER MANAGEMENT	123 424	117 980	96%
<b>TOTAL</b>	<b>725 140</b>	<b>712 110</b>	<b>98%</b>



# 7.3 GCIS 2020/21 COVID-19 RELATED EXPENDITURE (OCTOBER 2020- MARCH 2021)



## EXPENDITURE PER QUARTER

Quarter	Amount
Quarter 1	R 11, 801, 326,90
Quarter 2	R 26, 842, 522.59
Quarter 3	R 10, 047, 056.57
Quarter 4	R6, 588, 203.21

## 7.3. OHS EXPENDITURE AS AT 31 MARCH 2021

### Personal Protective Equipment (PPE's) and cleaning (Cost implication):

Expenditure item	Amount
Personal protective equipment (PPE's) – Masks, gloves	R 267 863
Sanitizers	R 141 609
Panel screens (social distancing at work stations)	R 1 024 499
Disinfecting office space / deep cleaning	R 221 048
Digital thermometers	R 122 765
<b>TOTAL</b>	<b>R 1 777 786</b>

# Thank You

