STAY HOME
SAVE SOUTH AFRICA

GCIS Adjustment Budget Presentation

REPUBLIC OF SOUTH AFRICA

2030 NDP

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MANDATE

GCIS is mandated to coordinate communication and ensure the dissemination of information to the public

ORIGINAL 2020/21 APPROPRIATED BUDGET

- **Budget** - **R720,5 million**

- Includes:
  - Compensation of employees - R295,4 million
  - Transfers and Subsidies - R249,2 million — 76% of total budget
  - Capital assets - R 4,0 million
  - **Goods and Services (G&S)** - **R171,9 million** 24% of total budget

    - Contractual and daily fixed obligations - R155,0 million - 90% of G&S
    - Provincial communication productions and dissemination of programmes - R 5,0 million
    - Day-to-day operations and daily communication services - R 11,9 million — 10% of G&S

DECLARED COVID19 PANDEMIC

- In March 2020 when the President declared the **State of Disaster** as it related to the COVID-19, GCIS was directed to co-ordinate the messaging to the public
- Key to the directive was to **co-ordinate messaging across all spheres of government**.
- To drive the paid for advertising **to educate and raise the awareness** on COVID-19
- A **costed budget** was submitted to National Treasury

COMMUNICATION FOCUS OF COVID19 CAMPAIGN

- **Educate society** about Covid19
- Provide **information on prevention** on the spread of the disease
- Dispel the **myths occasioned by continuous** disinformation
- Create **general awareness message on the new normal** as we continue to live with the virus.

SUMMARY ADJUSTMENT BUDGET OF COVID19 CAMPAIGN

R60 million was allocated through SAB:

- Media Space (Electronic and Print): R50 100 000
- Print Products and Distributions: R 3 900 000
- Advertising Agencies: R 6 000 000

Total Budget: R60 000 000

OUTPUTS OF EXPENDITURE BY CONTENT TEAM TO FOLLOW

PROCUREMENT PROCESS

- **National Treasury Instructions No 08 of 2019/20 and 05** of 2020/21 on COVID19 Procurement provides guidelines which we can confirm we are fully abide by it.
- In cases of **emergency deviation** guidelines as per Treasury Regulations (TR16A6.4) adhered,
- Advertising was sourced through the **Panel of Advertising Agencies** which we appointed through the open Bidding Process;
- All records regarding Covid19 are **tagged accordingly for audit purposes**

STAY SAFE

PROTECT SOUTH AFRICA

ADVERTISING

REPUBLIC OF SOUTH AFRICA

2030 NDP

STRATEGIC FOCUS

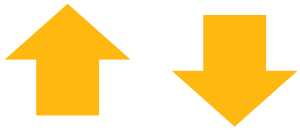
GOAL

Informed and empowered citizens playing their part to protect themselves and others against Coronavirus

Underpinned by:

Pro-active communication

pro-active engagements per our communication objectives



Reactive communication

constant scanning of the communication environment and responding to the issues.

Objectives:

1. Communicate the dangers of the coronavirus
2. Educate citizens and stakeholder groups on the risk adjusted measures and reinforce positive conduct
3. Thank frontline workers and the public for playing their part to fight the coronavirus
4. Spell out long-term changes to national life and economic activity

Emphasis on:

1) A new phase in the struggle against COVID-19, focusing on individual behaviour and collective action.
2) Managing a safe return to work and study.
3) Improving reach of economic and social relief measures.
4) Preparing health systems for surge of infections.
5) Laying basis for economic and social recovery.

COMMUNICATION COMMAND CENTRE

Communication and Community Mobilisation Workstream

LEAD MINISTER: Minister Jackson Mthembu
LEAD DEPARTMENT: GCIS
MEMBERS: All Heads of Communication of National Departments

Critical departments: Health, SAPS, Defence, CoGTA, Home Affairs, Justice, Social Development, Tourism, Correctional Services, Transport, Brand SA, the dtic, Small Business Development, Women, DIRCO and The Presidency.

Operational Communication Command Team: Meeting received weekly plans, communication environment reports convened three times a week (initially daily).

Provincial and local coordinating structures – Core teams comprising of GCIS; Premier's Office, Provincial CoGTA; Local municipality. Report to Provjoc and to GCIS – Virtual meetings to receive reports.

Communication Planning Team – Agency, GCIS; Chairs of Clusters -chaired by Minister meets once a week.

Natjoints Communication Work Stream - GCIS , critical departments –Reports to the Communication Planning Team and to Natjoints.

"The transition to the next phase of the coronavirus response will in many ways be more difficult than the present one. The risk of infection outbreaks will increase as more people return to work. This calls for **vigilance, responsibility and discipline** from all of us."

We are determined and committed … to be **transparent,** to **take the nation into confidence** and to do so **regularly**; to continue to be forthright on the state of the pandemic. You want to know when things are bad, and be told when they could get worse."

– President Cyril Ramaphosa

THE ENVISAGED PHASES OF STRATEGIC COMMUNICATIONS

	Preparation (Level 5 and 4)	Crisis (Level 3)	Recovery
Core Objective	Increase public awareness of and compliance with health guidance and regulations	Prevent panic, provide reassurance and guidance and maintain social solidarity	Rally society around a common purpose and rebuilding for the future
Campaigns	"I'm playing my part."	"Together we can beat the Coronavirus."	"Build Back Better"
Focus areas	• Sharing of public health messaging (*five basic precautions*) • Clear explanation of the *national alert system* and government's strategy • Enhanced *awareness of individual responsibility*, and of severity of the threat posed by COVID-19. • Popularise economic and social relief measures	• *Regular briefings* including with various technical experts • Full transparency and *clear flow of information*, including key statistics • Prominence of *front line "heroes"* in the response • Support individuals and families who may be affected and infected due to the pandemic	• *Build a social consensus* around to the socio recovery agenda • Motivation for a *"new economy"* and a *"new society"*, using COVID-19 as an opportunity for transformation

CAMPAIGN IDENTITY

TRANSITION TO ALERT LEVEL 3

- Signals a shift from ***enforcement*** approach to a ***voluntary compliance*** approach
- Augmented by messaging aimed at behavior change calling on all South Africans to play their part in defeating coronavirus

CONTENT AND MESSAGAGING FRAMEWORK

Public Health Messaging - Coronavirus Prevention Toolbox

Risk Adjusted Strategy & Re-opening

Stay Safe, Protect South Africa

Economic Relief

Social Relief

BUDGET

R60 million was allocated through Special Adjustment Budget:

- Media Space (Electronic and Print): R50 100 000
- Print Products and Distributions: R 3 900 000
- Advertising Agencies: R 6 000 000

Total Budget: R60 000 000

MEDIA BUYING UPDATE

1st Phase: Apr – May 2020

Media Platform	Update
Radio	• First phase flighted on 35 stations. (18 public broadcast stations in 12 languages & 17 English commercial radio stations). • Estimated reach of over 49 million listeners, average frequency 4 -7 per day per station. More than 4000 spots in total were flighted and 85% of the spots were flighted between 06:00 – 17:00. • The campaign was for 4 weeks. • **Total Budget R10 904 294.00 (including Community Radio)**
Community Radio	• 60 community radio stations across the country • MDDA as offered to fund the additional 18 community radio stations advertising, pro forma invoice submitted to the MDDA • 8 content packages shared with community radio stations • Live satellite transmission of media briefings made available to community radio stations.
Television	• First phase flighted on SABC, ENCA, ETV and community television and is completed. • During the first phase more than 300 Squeeze backs, 250 News Clocks, 120 spots of the business relief advert were flighted. The paid for spots flighted on prime time shows across all the stations (Skeem Saam, Muvhango, Generations, 7de Laan, Uzalo, Rhythm City, Scandal, Imbewu and all news bulletins) • **Total Budget R7 800 000.00**
Leaflets	• Design and translations completed • **Total Budget R372 000.00**
Added Value	• Public Service Announcements • Through Business for South Africa, Private Sector ran a number of campaigns with Government messaging on stay home • Collaboration with the Department of Health with the printing and distribution of leaflets. • Over 80 roadside screens flighted for free as added value for 7 weeks. • Electronic screens (Ranks and in Taxi television) • Significant discounts negotiated with all broadcasters including 1:1 with SABC

MEDIA BUYING UPDATE

2nd Phase: Jun – Aug 2020

Media Platform	Update
Radio	• Second phase flighted on 35 stations. 18 SABC and 17 Commercial radio stations with an estimated reach of over 49 million listeners. • Average frequency was 5 - 7 spots per day, per station and over 6000 spots flighted across all stations. 85% of the spots was flighted between 06:00 – 17:00 . • PSA's were flighted according to ICASA direction. ***This is still on hold till the end of the PSA's*** ***See next slide for the PSA schedule***
Community Radio	• Phone in programme of the 1st Presidential Virtual Imbizo broadcast live. • All compliant Community Radio Stations
Television	• More than 150 squeezebacks and 125 fillers flighted on SABC, ETV& ENCA channels focusing on primetime shows. • Placement was focused on prime time shows across all the stations (Skeem Saam , Muvhangu, Generations, 7de Laan, Uzalo, Rhythm City, Scandal, Imbewu and all news bulletins). **Started on 01/06 – ended 30/06**
Leaflets & Posters	• Posters 69 600 Posters printed. • 3 million leaflets to be printed.

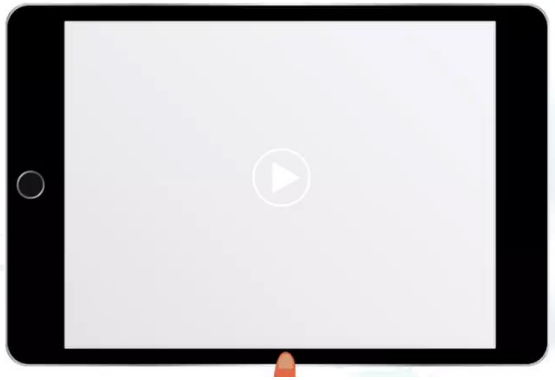
MEDIA BUYING UPDATE

2nd Phase: Jun – Aug 2020

Media Platform	Update
Billboards	• 90 Billboards approved in hotspot provinces. • 7 Billboards received free of charge in GP townships • All artwork was translated into all 11 official languages • Brief sent and closed for billboard 2nd phase extension. • Additional 34 billboards to be erected in other provinces. • **Total Budget R12 000 000.00**
Wall Murals	• Selection completed for 87 sites received from suppliers • 13 WC , 5 LIMP, 12 KZN , 38 GP,4 FS & 15 EC • **Total Budget R2 163 961.00**
Electronic screens in ranks and taxis	• Screens in 717 taxis and 26 ranks. • **Total Budget R3 020 481.00**

PUBLIC SERVICE ANNOUNCEMENT

Public Service Announcements(PSAs) have been used successfully and they form part of a very key suite of communication platforms; while they are regulated via ICASA, there has been high willingness amongst broadcasters to receive PSAs in a more coordinated and targeted manner.



PUBLIC SERVICE ANNOUNCEMENT - RADIO

MEDIA SUPPLIER	STATION	NO OF SP	VALUE		FLIGHTING DATES
SABC	Radio 2000	336	R	517 914.00	27 May- 10 June 2020
	Good Hope FM	122	R	218 454.00	27 May - 10 June 2020
	Metro FM	80	R	1 040 727.00	27 May- 10 June 2020
	SA FM	96	R	179 789.40	27 May- 10 June 2020
	RADIO SONDER GRENSE	68	R	866 916.00	04 - 17 Jun 2020
	UKHOZI	50	R	1 096 506.60	8 - 14 Jun 2020
	UKHOZI	27	R	502 803.00	4 - 7 Jun 2020
	UKHOZI	21	R	537 289.20	15 - 17 Jun 2020
	UMHLOBO WENENE FM	tbc	tbc		tbc
	LESEDI	128	R	618 723.00	3 - 17 Jun 2020
	THOBELA FM	100	R	583 637.41	8 - 21 Jun 2020
	IKWEKWEZI FM	100	R	386 786.40	3 - 17 Jun 2020
	LIGWALAGWALA FM	177	R	236 290.50	3 - 17 Jun 2020
	MOTSWEDING FM	90	R	722 568.00	3 - 17 Jun 2020
	MUNGHANA LONENE FM	96	R	144 900.00	3 - 17 Jun 2020
	PHALAPHALA FM	90	R	119 094.00	3 - 17 Jun 2020
	trufm	100	R	97 980.00	04 - 17 Jun 2020
	XKFM	98	R	33 810.00	3 - 17 Jun 2020
United Stations	Algoa FM	12	R	24 330.00	03 - 07 June 2020
	Classic 1027	12	R	23 430.00	03 - 07 June 2020
	Hot 91.9	12	R	30 180.00	03 - 07 June 2020
	Jozi FM	12	R	60 660.00	03 - 07 June 2020
	OFM	12	R	22 545.00	03 - 07 June 2020
	Rise FM	12	R	20 280.00	03 - 07 June 2020
	Vuma 103 FM	12	R	35 850.00	03 - 07 June 2020
Primedia Broadcasting	94.7	25	R	471 398.19	27/05 - 21 /06 2020
	Cape Talk	26	R	100 610.73	27/05 - 21 /06 2020
	KFM	26	R	334 712.87	27/05 - 21 /06 2020
	Radio 702	26	R	279 150.92	27/05 - 21 /06 2020
Medimark	East Coast radio	24	R	544 099.50	02 - 08 June 2020
	Jacaranda FM	24	R	649 359.00	02 - 08 June 2020
MSG Group Sales	Capricorn FM	70	R	464 527.55	28 May - 14 June 2020
YIRED	YFM	15	R	167 465.76	01 - 19 June 2020
TOTAL	**19 Stations**	**995 spots**	**R**	**11 132 788.03**	

PUBLIC SERVICE ANNOUNCEMENT - TV

Media Platform	Update
ETV	• Flighting 14 spots on ENCA and 12 spots on ETV. Total added value spots R400 0000.00 • Flighting from 16/06/2020 – 30/06/2020 • **PSÁ's ENDED**
SABC	• SABC to flight 14 spots on SABC 1 , 2&3 • 24/06 – 30/06 • **PSÁ's ENDED**

CAMPAIGN CREATIVE

Radio advert

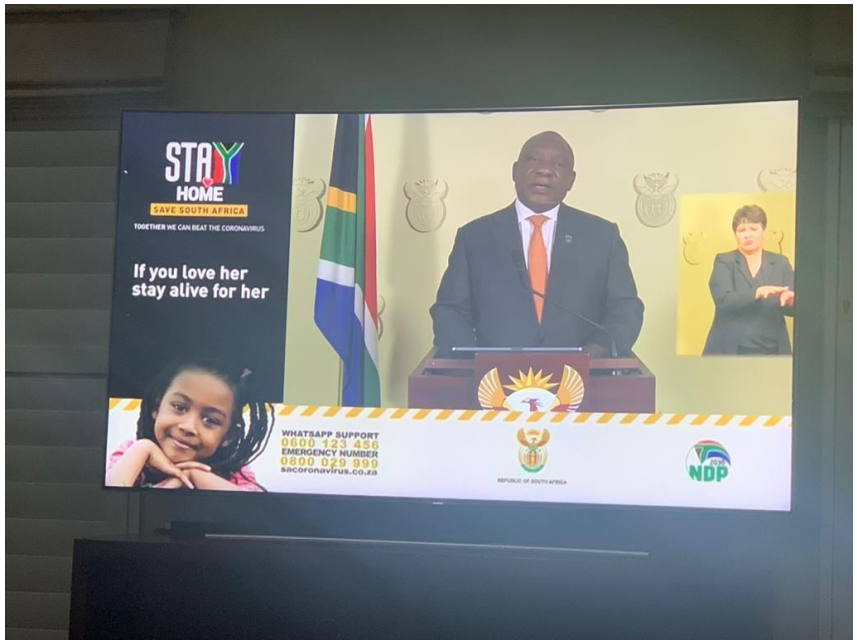
15 sec advert

Squeeze back

Social Media Banner

CAMPAIGN CREATIVE

Leaflet



Squeeze back

CAMPAIGN CREATIVE

OUR COMMITMENT TO THOSE WHO HAVE TO STILL TAKE THE ROAD

A NOTICE TO THOSE IN ESSENTIAL SERVICES

We don't want people to take the road, but rather stay at home. But we know that in order to keep our country going, our essential services workers will have to.

Dunlop would like to thank each and every one of you for your patriotism, by offering you 24-hour emergency roadside assistance during this time.

Contact our dedicated *Dunlop Essentials Services Hotline* on 0800 258 253 and we will find your closest Dunlop dealer who will then assist you.

As you keep our country rolling,
we're honoured to be able to do the same for you.

Dunlop Essentials Services Hotline
0800 258 253

DUNLOP DON'T TAKE THE ROAD

STAY HOME SAVE SOUTH AFRICA
TOGETHER WE CAN BEAT THE CORONAVIRUS

Private Sector Partnerships

STAY SAFE PROTECT SOUTH AFRICA

BILLBOARDS

Bara Taxi Rank

BILLBOARDS

Settlers way road, East London CBD, to and from the Airport

BILLBOARDS

Leondale Road , Spruitview / Katlehong - Gauteng

POSTERS

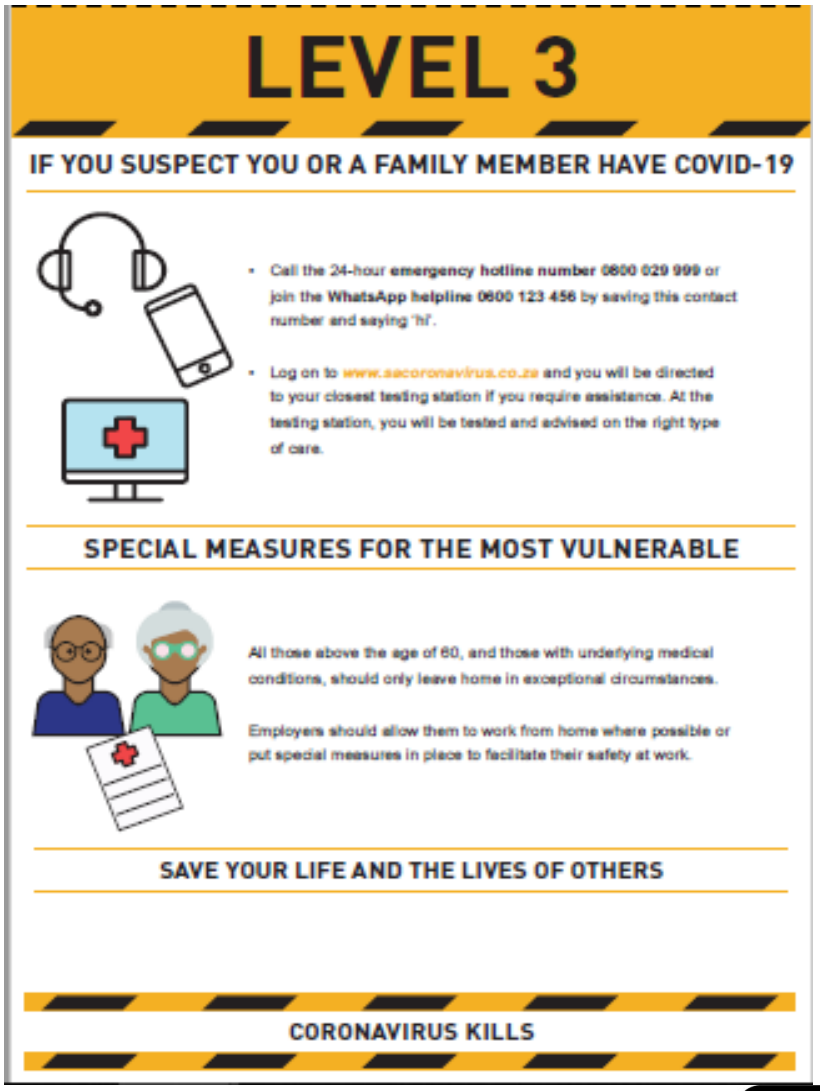
STAY SAFE
PROTECT SOUTH AFRICA
TOGETHER WE CAN BEAT THE CORONAVIRUS
THIS AREA IS A CORONAVIRUS
HOTSPOT
TAKE EXTRA CARE!
Hand wash/ sanitise regularly
Practice social distancing
Wear a cloth mask
Cough/sneeze into a bent elbow or tissue
WHATSAPP SUPPORT
0600 123 456
EMERGENCY NUMBER
0800 029 999
sacoronavirus.co.za
REPUBLIC OF SOUTH AFRICA
NDP 2030

HLALA UKHUSELEKILE
UKHUSELE UMZANTSI AFRIKA
NGOBAMBISWANO SINGAYOYISA INTSHOLONGWANE I-CORONA
LE NDAWO INDAWO EXHALISAYO NGENTSHOLONGWANE I-CORONA
HOTSPOT
ZIKHUSELE NGOKUGQITHISILEYO!
Hlamba izandla/ sebenzisa isibulala-ntsholongwane rhoqo
Ungasondelani nabantu
Nxiba isigqubuthelo-buso selaphu
Khohlelela/thimela engqinibeni egotyiweyo okanye kwitishu
U-WHATSAPP WENKXASO
0600 123 456
INOMBOLO KAKAKEKA
0800 029 999
sacoronavirus.co.za
REPUBLIC OF SOUTH AFRICA
NDP 2030

BLY VEILIG
BESKERM SUID-AFRIKA
SAAM KAN ONS DIE KORONAVIRUS OORWIN
HIERDIE GEBIED IS 'N KORONAVIRUS-
BRANDPUNT
WEES EKSTRA VERSIGTIG!
Was/ ontsmet hande gereeld
Beoefen sosiale afstand
Dra 'n lapmasker
Hoes/nies in 'n gebuigde elmboog of in 'n snesie
WHATSAPP-ONDERSTEUNING
0600 123 456
NOODNOMMER
0800 029 999
sacoronavirus.co.za
REPUBLIC OF SOUTH AFRICA
NDP 2030

LEAFLET

STAY SAFE
PROTECT SOUTH AFRICA
THE POWER TO DEFEAT CORONAVIRUS IS IN OUR HANDS
PLAY YOUR PART
PROTECT YOURSELF FROM CORONAVIRUS
Wash your hands regularly with soap for at least 20 seconds.
Wear a cloth face mask at all times in public.
Stay at least 1.5 metres apart from another person and practise social distancing.
Cough or sneeze into your elbow.
Clean surfaces regularly at your home or workplace.
CORONAVIRUS (COVID-19)
COVID-19 is an infectious disease that is spread, directly or indirectly, from one person to another. It is spread by droplets in the air when an infected person coughs or sneezes, or by touching a surface that is contaminated by the virus - such as door handles, lift buttons, pens, counter tops, shopping trolleys and any other object.
IF YOU HAVE ANY OF THE FOLLOWING SYMPTOMS:
FEVER
DRY COUGH
SHORTNESS OF BREATH
RUNNY NOSE
CALL THE COVID-19 HOTLINE
0800 029 999
SAVE YOUR LIFE AND THE LIVES OF OTHERS
WHATSAPP SUPPORT
0800 123 456
EMERGENCY NUMBER
0800 029 999
SACORONAVIRUS.CO.ZA
REPUBLIC OF SOUTH AFRICA


LEVEL 3
IF YOU SUSPECT YOU OR A FAMILY MEMBER HAVE COVID-19
Call the 24-hour emergency hotline number 0800 029 999 or join the WhatsApp helpline 0800 123 456 by saving this contact number and saying 'hi'.
Log on to www.sacoronavirus.co.za and you will be directed to your closest testing station if you require assistance. At the testing station, you will be tested and advised on the right type of care.
SPECIAL MEASURES FOR THE MOST VULNERABLE
All those above the age of 60, and those with underlying medical conditions, should only leave home in exceptional circumstances.
Employers should allow them to work from home where possible or put special measures in place to facilitate their safety at work.
SAVE YOUR LIFE AND THE LIVES OF OTHERS
CORONAVIRUS KILLS

TWITTER: GovernmentZA

R400 000
Ad credits received from Twitter for use in Coronavirus related campaign

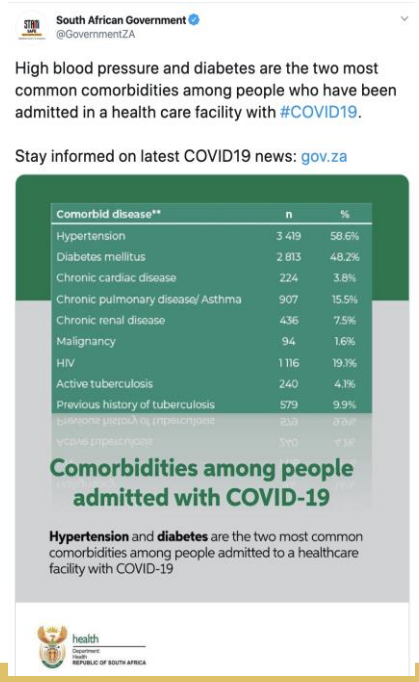
R249 0000
In Ad credits spent to date.

R132 000 Ad credits remain.

25 June – 1 July

3,1 Million screens reached

2 000
New followers



FACEBOOK: GovernmentZA

R340 000
Additional Ad credits granted this week

R249 0000

25 June – 1 July

2,2 Million screens reached

2 000 New followers

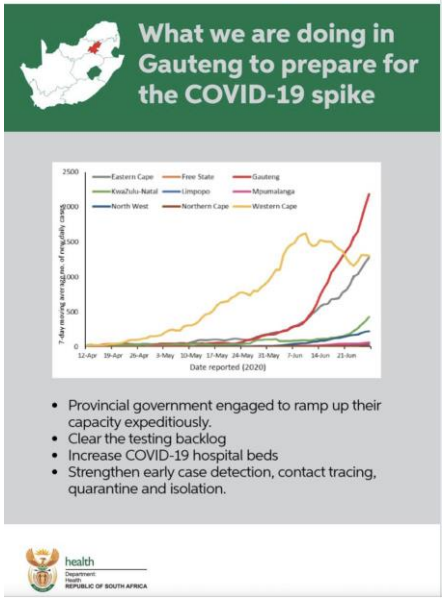
Dumela Afrika Borwa. Re hloka ho sebedisana kaofela mme re hlole kaofela. Mmoho re ka kgona. #StaySafe

Good morning South Africa. The fight against gender-based violence continues. Don't make me fight to survive; when I was born to thrive. #EndGenderBasedViolence

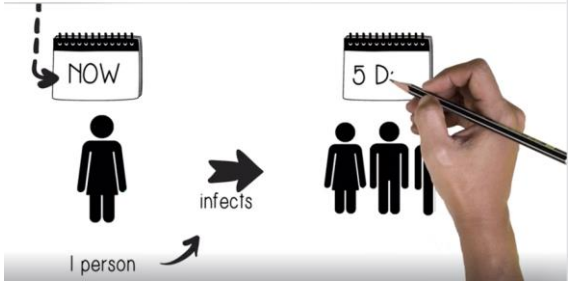
Minister of Health Zweli Mkhize mentioned that one of the challenges with Gauteng is the fact that it has different metropolitan areas, which is one ecosystem. As we move into the future we need to be open minded as to what our needs are.

Gauteng is preparing for the COVID-19 spike.

Always keep track of latest coronavirus news: www.gov.za



[Watch] Social distancing helps curb the spread of the coronavirus. Let us work together and keep to safety measures and protect those around you. #StaySafeSA



[From The Desk Of The President] The number of deaths from coronavirus recently passed the 2,000 mark. Among those who have lost their lives are health care workers, consummate professionals who cared for the ill, and were a support and comfort to those in hospital isolated from their families.

One of the challenges that has emerged in our country is the stigmatisation of people who have proven positive with coronavirus. As a society, we have a collective responsibility to stamp out the stigmatisation of people infected with the coronavirus.

Read further: https://www.gov.za/blog/desk-president-26

FACEBOOK: GovernmentZA

R95 million

Ad credits received for use in search campaign from May – December 2020

29%

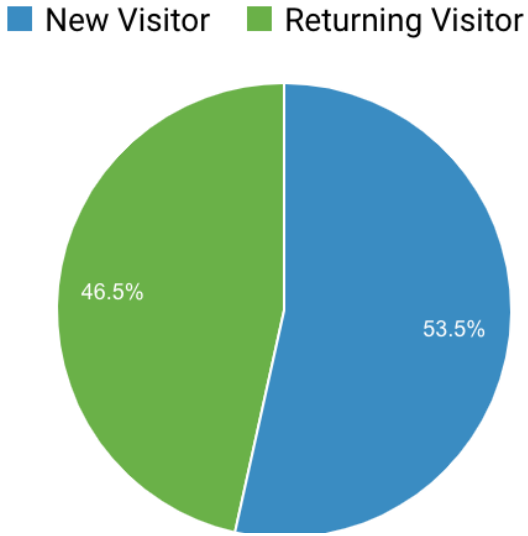
Click-through rate (International best practice rate 3-4%)

R8,6m

Spent so far

18 - 24 June

2,0 Million Page views Gov.za



66% Mobile

31% Desktop

3% Tablet

“LEGACY PROJECTS” BEYONG COVID-19

- SENTECH Line for Community Radio Broadcasts
- Digitization of *Vuk’uzenzele*
- Radio Studio live streaming capability

KEY RESEARCH INSIGHTS

93% heard, seen/read about Covid-19

94% news/current affairs

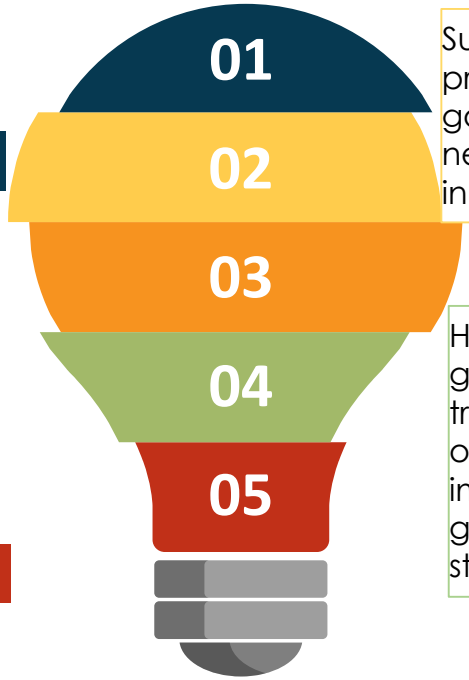
83% news/current affairs

Top two most recalled messages are staying at home and wearing a mask

Compliance remains a mixed picture, and worse amongst the lower segments. 1

People are aware that they need to play their part in curbing the spread of the virus 3

The President is trusted by the population to lead the nation during the pandemic. 5



Sub-messages on further preventative messages and government relief measures need further reach especially in lower segments. 2

Health experts followed by government are the top most trusted sources of information on Covid-19. Confirming the implementation of the government communication strategy. 4

There is great uncertainty amongst the population about allowing kids to go to school.

Although 70% of the population agree that the ban on alcohol & tobacco has increased illegal trading, 64% think the ban is important and 66% are against people taking government to court.

Great fear of hunger over fear of infection especially amongst the lower segments.

THANK YOU