

# BRIEFING TO PORTFOLIO COMMITTEE ON COMMUNICATIONS

## *GCIS Strategic Plan & Budget*

**GCIS CEO: Themba Maseko, 10 June 2009**



government  
communications

Department:  
Government Communication & Information System  
REPUBLIC OF SOUTH AFRICA

# Introduction

## Present GCIS strategic plan for 2009-2012

15 years of a stable democracy & firm fight against poverty

- ◆ **Government-wide Communication System Review** including internal review of GCIS
- ◆ Some recommendations from review require **consultation with the Executive & Cabinet**; some have no far reaching implications for GCIS hence implementation
- ◆ **Providing information** on programmes & strengthening partnerships to build the country remains central themes of our plans and implementation thereof

- Ensure that Govt Wide Communication System works in unison & cohesion with available resources to realise mandate of govt
- Leadership on how Govt's priorities for MTSF 2009-2014 will be implemented
- Emphasis in short-medium term to profile the country leveraging 2010 FIFA world cup & outlining the POA through visible & tangible actions

# Review of 2008/09 & plans for 2009/10 and the medium strategic term

Expanding the reach of access to govt information

Provided Project Management & Communication support to key programmes on Govt's POA

Usage of **Bua News**

Extended access to gov.za website

15 new **Thusong Service Centres** established – to bring info and services to people

**Information with wider reach & appeal** – new media platforms used to profile govt activities e.g. MXIT. **Visual advertisements** delivered to 2.8 million users (16 days of Activism) & 6 million text messages broadcast – *thus widening the reach of government messages*

**Vuk'uzenzele** – a way of improving direct communication by govt to the public in different languages and in Braille

**CEO continue to communicate decisions of Cabinet as Spokesperson**



**BuaNews** ONLINE

[www.buanews.gov.za](http://www.buanews.gov.za)

**Vuk'uzenzele**  
Let's make it happen

# Review of 2008/09 & plans for 2009/10 and the medium strategic term

**Review of GCIS & Govt-wide communication system challenged GCIS  
to re-look & realign its Corporate Strategic Priorities**

## **GCIS strategic priorities of GCIS going forward:**

- ➊ Providing strategic leadership in Government Communications
- ➋ Strengthening the government-wide communication system for effectiveness and proper alignment
- ➌ Continuously communicate and inform the public on the policies and programmes of government to improve their lives
- ➍ Learn and explore communication methods and practices to enhance communication
- ➎ Lead and guide the domestic and international marketing of SA
- ➏ Build partnerships with strategic stakeholders in pursuit of GCIS' vision
- ➐ Ensure an optimally functioning institution

# GCIS strategic priorities

## ① *Providing strategic leadership in Government communication*

- ◆ GCIS will ensure that Govt-wide communication is guided through a coherent & coordinated effort, underpinned by ***priorities of new mandate***
- ◆ GCIS will provide ***strategic communication leadership*** in line with the govt priorities for action. The **5-year message** will attain coherence & integrate communication of govt integration & programmes
- ◆ GCIS will provide strategic support to ensure that all communication is implemented along the govt's strategic priorities identified in **SONA**
- ◆ Continue providing leadership on the Energy Campaign
- ◆ Profile work of the new administration after 3 months



# GCIS strategic priorities

## ② *Strengthening the govt-wide communication system for effectiveness & proper alignment*

- ◆ Continue to ***strengthen the communication system*** to enhance performance to ensure effective communications across 3 spheres
- ◆ GCIS will build strategic ***partnerships*** at all levels to extend the platforms for Govt Communications
- ◆ Urgently establish ***well functioning communication units*** and assist with development of govt communication for the various govt depts
- ◆ Working with DGs, GCIS will ensure that ***policy guidelines & score cards*** to guide govt communication are approved & implemented





# GCIS strategic priorities

## ③ *Continuously communicate & inform the public on policies & programmes of govt to improve their lives*

- ◆ GCIS will popularise **Govts POA** through **Vuk'uzenzele** – simplified version on SONA translated into all official languages incl. Braille
- ◆ GCIS will work with all spheres of govt to make sure **Izimbizo** platforms are used creatively as part of **govt's interaction with communities** - to build partnerships with academia, opinion makers, on NGOs & CBOs to establish networks in support of govt's programmes and communications

## ④ *Learn & explore communication methods & practices to enhance communication*

- ◆ Continue to **improve communication techniques, tools & methods** based on scientific research – to improve the communication landscape for ease of access of govt programmes & policies
- ◆ Ability to ensure **integrated information is easily accessible** in the languages & channels most preferred by public & **marginalised**

# GCIS strategic priorities

## 5 Lead & guide the domestic & international marketing of SA

- ◆ Effort on **repositioning & branding SA**, work of IMC, IRPS and SA Tourism guided & informed by the country mandate as defined in the GCIS national communications strategy, will be to ***mobilise both South Africans at home & abroad to become ambassadors*** in working towards a ***shared vision for the country and build pride and patriotism*** for the country's image locally & abroad
- ◆ We must identify issues that might adversely impact on the reputation and competitiveness of the country



[www.southafrica.info](http://www.southafrica.info)



# GCIS strategic priorities

## ⑥ ***Build partnerships with strategic stakeholders in pursuit of GCIS' vision***

- ◆ More attention on ***building communication partnerships*** to promote a better life – understood, witnessed, believed & lived by all:  
*Government alone cannot fulfil all the economic and social imperative of this country. To succeed, it must work with private sector & civil society grouping in various forms*
- ◆ GCIS will also encourage ***partnerships across all work of govt*** particularly around the *implementation of the Govt's POA*
- ◆ To succeed in communicating its programmes and policies and implementation thereof, ***govt's partnership with all forms of media is critical***. GCIS will continue to give support to cabinet in its interaction with **SANEF** to ensure media has access to cabinet as the highest policy decision making body of govt and for media to be familiarised with policies of govt to ensure proper media coverage
- ◆ Sustained communication campaign ***against women and child abuse***

# GCIS strategic priorities

## ⑥ *Build partnerships with strategic stakeholders in pursuit of GCIS' vision ...continued*

- ◆ GCIS will lead and anchor communication on the preparation of the **Confederation Cup and the 2010 World Cup**, two prestigious tournaments that will leave a lasting legacy in our country
- ◆ Through the **Thusong Services Centres** one in each municipality by 2014 govt information & services are increasingly being integrated, included in our plans is to work with the DPSA in ensuring an establishment of the first integrated service in an urban mall
- ◆ The MDDA will continue to ensure **diversity and development** within the media & communication landscape. Supported by the broadcast, print, electronic media houses



# GCIS strategic priorities

## 7 Ensuring an optimally functioning institution

### Budget & establishment

- ◆ The original budget for 08/09 was R418.255 million. After the adjustment in Sept 08, it increased to R439.832 million. By the end of 08/09 R427.484 million (97,2%) was spent, resulting in R12,348 million (2,8%) unspent.

Bulk relates to Ensure optimal an optimally functioning institution



- *R7, 4 million for Energy Efficiency Campaign due to late allocation of the Energy Efficiency Campaign funds of R15 million*
- *R4 017 million allocated to Communication Strategy for the Opening of Parliament & Presidential Inauguration which took place after financial year end*

# GCIS strategic priorities

## 7 Ensuring an optimally functioning institution

Over the MTEF period, expenditure will increase at an average annual rate of 4,7% mainly because GCIS & IMC will have completed their activities relating to the 2010 World Cup



Over the MTEF period, the dept receives additional funds of R16 million (2009/10), R33,1 million (2010/11), & R33,2 million (2011/12) resulting in revised baseline allocation, indicated below:

Period	2009/10	2010/11	2011/12
TOTAL	R481.995m	R533.098m	R504.836m

# GCIS strategic priorities

## 7 Ensuring an optimally functioning institution

Accommodating Re Kgabisa Tshwane project in 2010/11 & 2011/12

Upgrading IT infrastructure at provincial offices in 2010/11

Establishing an employee awareness programme for provincial offices in 2010/11 and 2011/12

SoNA and the opening of Parliament in 2009/10

Establishing govt community radio link in 2011/12

Running the energy campaign

16 Days of Activism Campaign

Profile the work of the new Administration

Inflation-related adjustments in compensation of employees; & payments for capital assets

Proposed budget cuts: R10 million (2009/10), R12.2 million (2010/11) & R11.6 million (2011/12) [goods & services, & transfer payments]



Additional funds  
will be used for:



# GCIS strategic priorities

## 7 Ensuring an optimally functioning institution

### Human resource development

#### Bursaries:

- ◆ 2008/ 09 - staff received bursaries [cost of R 551 271.22]
- ◆ 3 studying doctoral degree
- ◆ 22 masters degree
- ◆ 51 B: Tech
- ◆ 14 honours
- ◆ 26 diplomas
- ◆ 6 certificates
- ◆ 2 Grade 12
- ◆ 11 ABET

#### Short Courses:

- ◆ Attended by staff in 2008/09 at a cost of R3, 725 696.46

#### Management Training:

- ◆ 54 managers (ASD to SMS) attended management training at a cost of R871.637

#### Internship:

- ◆ 36 interns were placed on an internship programme [11 student & 22 graduate interns]. 16 employed, 12 in GCIS

# GCIS strategic priorities

## ⑦ Ensuring an optimally functioning institution

### Human resource development



#### Learnership:

- ◆ 10 learners placed on Marketing & Communication NQF Level 4 learnership (Oct 2007; completed in Oct 2008). 3 were employed by GCIS ABET Programme. In 2008/09, 11 GCIS staff at general assistant level enrolled for entrepreneurial skills programmes [9 females & 2 males at a cost of R 64 000.50]

#### Communication Officers:

- ◆ 41 communication officers from all spheres of govt incl. state-owned enterprises underwent the 5-week training in Professional Certificate in Government Communication and Marketing.
- ◆ All 41 wrote the final examinations
- ◆ 35 passed with 5 getting distinctions

# GCIS strategic priorities

## 7 Ensuring an optimally functioning institution

- ◆ GCIS monitors demographic composition of staff
- ◆ Establishment consists of 470 filled posts: 24 funded posts vacant as a result of staff movements. Total of 494. [African 77.20%; Asian 2.40%; Coloured 9.00%; & White 11.40%]

### Representivity

- ◆ Senior Management comprises 49 staff from level of Director to CEO (SMS); with 81.6% black & 18.4% white. Total % of females at this level is 42.9

Asian		African		Coloured		White	
M	F	M	F	M	F	M	F
2	5	14	11	7	1	5	4
4.10%	10.20%	28.60%	22.50%	14.30%	2.00%	10.20%	8.20%
<b>14.30%</b>		<b>51.1%</b>		<b>16.30%</b>		<b>18.4%</b>	
Male		Female		Black		White	
28		21		40		9	
<b>57.1%</b>		<b>42.9%</b>		<b>81.6%</b>		<b>18.4%</b> 16	

# GCIS strategic priorities

## 7 Ensuring an optimally functioning institution

- ◆ People with disabilities make up 2.0% of staff. Job advertisements are routinely sent to about 20 organisations working with people with disabilities, drawn from database for SA Federal Council on Disability Member Organisations

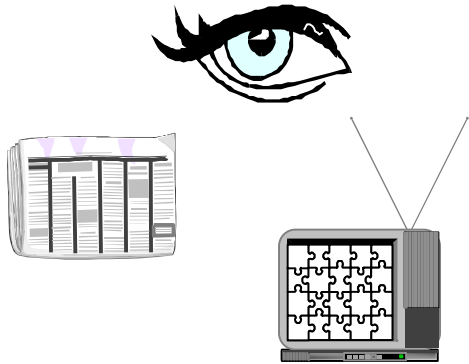
### Representivity



# GCIS strategic priorities

## 7 Ensuring an optimally functioning institution

### Information technology



#### Medium-term expenditure estimate

2009/10	2010/11	2011/12
14 779 000	17 190 000	16 561 000

- ◆ Continue providing Wide Area Network services, access to transversal systems & Web infrastructure & hosting services through SITA

- ◆ Implementation of security measures in line with industry trends & developments
- ◆ End-of-life cycle refreshments will be undertaken for file, data & application servers where necessary
- ◆ Enhancements to disaster recovery plan for IT continuity will be made with reviews

- ◆ Roll-out of 3rd-generation (3G) mobile connectivity into GCIS Virtual Private Network (VPN) will continue, allowing access to users and remote users in the rural areas. WAN equipment will be upgraded

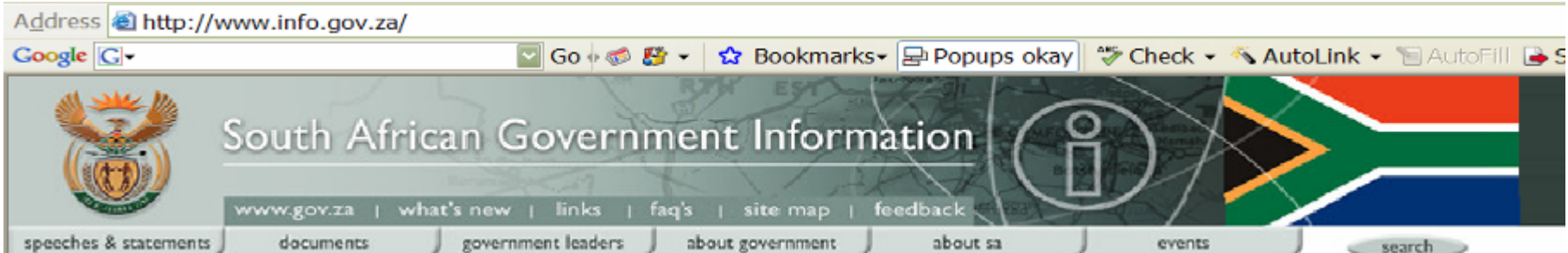


# GCIS strategic priorities

## ⑦ Ensuring an optimally functioning institution

### Information technology

- ◆ **GCIS web infrastructure:** hosting GCIS & govt information websites, end-of-life cycle updates (hardware, software & search engine)
- ◆ Sites will be reviewed & updated with new look & feel, & navigation improvements to cater for additional requirements
- ◆ **Content management system** to cater for additional information types



- ◆ The Govt Services site will be reviewed & replaced with SITA, in line with the DPSA next generation e-Govt strategy & plans
- ◆ Infrastructure will also be refreshed within SITA SLA
- ◆ Initiative to migrate site to open source environment to be investigated

# Conclusion

- ◆ The review undertaken & implementation of the recommendations of the govt-wide communication system & of our own work will **strengthen the system** in its entirety & help bring about even **better coherence and integration**
- ◆ Far reaching recommendations will require **cabinet endorsement** in terms of implementation as they have structural and strategic policy implication



*Implementation of the strategic plan hinges on our people & partners without whom no lasting success is possible; & on continued guidance & wise counsel of this Committee whose support has been unwavering in the past & has helped shape our strategic focus and implementation*

**- End -**

***Thank you***



government  
communications

---

Department:  
Government Communication & Information System  
REPUBLIC OF SOUTH AFRICA