

# GCI S

# Annual 09/1 Report

Presented by GCIS CEO Mr  
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government  
communications

10/15/10

Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA

# Presentation outline

- **Feedback on previous recommendations from the Portfolio Committee**
- **Vision & mission**
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- GCIS & Govt's MTSF
- Strategic objectives
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- Communication Service Agency
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- **Report on performance & financial expenditure (1 April 2010 to 30 Sept 2010)**

# Feedback on previous recommendations from the Portfolio

ISSUE	STATUS/PROGRESS
<p><b><i>Community Radio Stations</i></b></p>	<ul style="list-style-type: none"> <li>□ Community media (print) – not fixed &amp; not wide footprint</li> <li>□ Community radio reaches 7 million people.</li> <li>□ Regular monthly phone-in programme on Community Radio is in place &amp; govt depts are using this medium</li> <li>□ Mayors &amp; Councillors should be encouraged to drive communication on local govt programmes</li> </ul>
<p><b><i>Submit articles from Constituencies in Bua News</i></b></p>	<ul style="list-style-type: none"> <li>□ Vukuzenzele is most effective (extent of reach) than Bua News – GCIS would like to establish the kind of stories the constituencies would place in the magazine</li> <li>□ Information for Vukuzenzele to be sent via GCIS Provincial Offices ; appropriate placement of stories</li> </ul>
<p><b><i>Vukuzenzele</i></b></p>	<ul style="list-style-type: none"> <li>□ Print run is 1.6 million/edition every second month</li> </ul>

# Feedback on previous recommendations

ISSUE	STATUS/PROGRESS
<b><i>Vukuzenzele</i></b>	<ul style="list-style-type: none"><li>□ To address access, Vukuzenzele is considering doing provincial-based coverage as from 2011/2012</li><li>□ Vukuzenzele is but one of multi media communication platforms of govt aligned to government's POA.</li><li>□ North West: 148 975 copies distributed in 5 languages</li></ul>
<b><i>Constituency Offices</i></b>	<ul style="list-style-type: none"><li>□ Approach to work with constituency offices developed</li><li>□ Using constituency offices to distribute material</li><li>□ Know Your Service Rights publication being distributed</li><li>□ Requested DPISA to produce posters services</li><li>□ All efforts are being made to strengthen our relationship with constituency offices for greater effectiveness and impact</li></ul>

# Vision & mission

## Vision

Government communication that empowers and encourages citizens to participate in democracy and improve the lives of all



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## Mission

Lead the strategic communication of govt, ensure coherence of message, open & extend channels of communication between government & the people, towards a shared vision

# Information on the Ministry

*No bills  
were tabled*

*GCIS reports to  
**Mr Collins Chabane,**  
Minister in The  
Presidency in charge  
of Performance  
Monitoring,  
Evaluation &  
Administration*

# Part 1: Strategic role in SA's developmental agenda



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# GCIS & govt's MTSF



- GCIS mandate is to provide strategic leadership in govt communication, to develop & coordinate a communication framework that ensures the public is informed & has access to govt programmes & policies
- SA's 4th democratic elections in April 2009 ushered a new administration with a five-year electoral mandate – set out strategic objectives & targets in the MTSF
- MTSF & President's June 2009 SoNA underpinned the work of GCIS. 2009-2014 MTSF presents govt priorities over five-year period.
- GCIS 2009-2012 Strategic Plan is aligned to the MTSF and PoA

**GCIS Strategic Plan developed to give expression to the theme: "Working together, we can do more"**



# Strategic objectives

- u **Provide strategic leadership in govt communication**
- **Strengthen the govt-wide communication system for effectiveness and proper alignment**
- **Communicate with & inform public on policies & programmes of govt to improve their lives**
- **Learn & explore methods & practices to enhance communication**
- **Lead & guide domestic and international marketing of SA**
- **Build partnerships with strategic stakeholders in pursuit of GCIS' vision**
- **Ensure optimal functioning of GCIS through integrating & aligning organisational processes & systems**

# The work of GCIS

## □ **GCIS REVIEW**

Implementation of the review of govt-wide communication system

## □ **ESTABLISHING FUNCTIONING GOVT COMMUNICATION UNITS**

Establishing well-functioning govt communication units for all national depts, especially those that were introduced by the newly elected Administration

## □ **ACCESS TO**

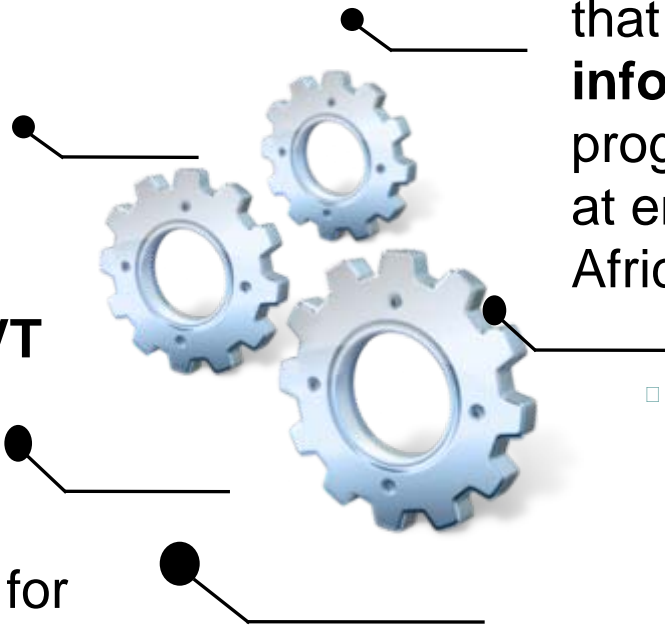
**INFORMATION** Ensuring that public has **access to information** about programmes of govt, aimed at empowering all South Africans to attain a better life

## □ **GOVT COMMS**

**SYSTEM** Review challenged GCIS to provide better strategic **support to govt communication**

## □ **FOUR ELEMENTS UNDERPIN GCIS**

**WORK** Assessing SA's communication needs, govt & media liaison; strengthening govt-wide communication system & ensuring public participation



# The work of GCIS

## **Evidence-based scientific methods**

- Techniques, tools & methods
- Communication is targeted, responsive & relevant
- Objectives of National Communication Strategy

## **Sound media/govt relations**

- Coherent liaison service to media
- Media is informed of govt's programmes
- Facilitated briefings by cluster ministries on progress of PoA
- Engages SANEF & FCA to build relations with editors & media
- IMC ensures SA is well marketed
- MDDA develops a diverse media: reflects needs of all South Africans
- Leveraging success of 2009 FIFA Confederations Cup and 2010 FIFA World Cup to profile SA

## **Govt-wide communication system**

- Information-sharing across national, provincial & local govt
- Strategic leadership
- Communication strategies
- Provides training for ministers, deputy ministers, DGs, etc

## **Public participation**

- Ensures public has access to information on programmes, policies & opportunities so that they actively participate in SA's transformation agenda
- Platforms to reinforce participatory democracy – Imbizo, Vukuzenzele, Public Participation Week & Presidential Hotline

# Key achievements in 2009/10

*GCIS has provided leadership in govt communications*

**NCS:** Developed a 5-year NCS (2009-2014) approved by Cabinet; updated annually; presented to senior management of 27 depts & provinces

**SA Yearbook:** Pocket guide & CD-Rom published & distributed

**Thusong Service Centres:** Main vehicle to provide govt services in rural communities & underserved townships; established 15 new centres (total of 150); worked with dpsa to ensure 56 centres had ICT connectivity. 5.6 million people visited these centres

**SoNA & Inauguration:** Range of communication products for 2 SoNAs & Inauguration; 66 community radio live broadcast of SoNAs, Budget Speech. GCIS & Sanlam held a schools debate

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**2010 FIFA World Cup preparations:** Implemented programmes & produced publications; Fly the Flag for Football Campaign; 2010 FIFA World Cup Booklet for final draw in 5 European languages; launch of Football Fridays; Cabinet wearing t-shirts & 100-day run-up; multilingual terminology; web-based information training

**Communication training:** Communication training to ministers; GCIS is developing a customised govt communication curriculum

**Vukuzenzele magazine:** continued to publish Vukuzenzele; produced and distributed 10 million copies; including a 48-page edition highlighting the PoA; on website & in all languages and Braille

**Public participation week:** 9-15 Nov 2009; GCIS coordinated govt's new Public Participation Programme, replacing Imbizo.

# Part 2: Programme performance information



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# Vote

## Eight programmes :

- (1) Administration
- (2) Policy and Research
- (3) Government & Media Liaison
- (4) Provincial Coordination & Programme Support
- (5) Communication Service Agency
- (6) International Marketing & Media Development
- (7) Government Publication
- (8) Communication Resource Centre

## Voted funds

Appropriation ('000)	Main appropriation	Adjusted appropriation	Actual amount spent	Over/under-expenditure
Medium Term Expenditure Framework (MTEF) allocation	481 955	496 780	495 415	1 365
Statutory appropriation	-	-	-	-
Responsible minister	Minister in The Presidency: Performance Monitoring, Evaluation and Administration			
Administering department	GCIS			
Accounting officer	Chief Executive Officer: GCIS			

# 1. Administration

## Key service-delivery achievements

- GCIS convened weekly interdept communication forums to discuss communication environment & advised messages
- GCIS convened quarterly govt communicator forums - identified communication opportunities & planned support & interventions
- Submitted all budget submissions on or before due dates & fully complied with PFMA, Treasury regulations & dept financial policies
- GCIS has received clean audit reports for past two years & unqualified report for 2009/10
- Monitor procurement trends & spending (BBBEE, SMMEs & Women-owned enterprises)
- Improved accessibility & comprehensive govt information & services websites; growth in posted information; increase in page



# 1. Administration

## Key service-delivery achievements

- Coordinated govt's 2010 FIFA World Cup communication projects
- Convened meetings of govt's core team of national communicators for 2010 & 2010 National Communication Partnership Task Team, which was responsible for domestic Fly the Flag for SA initiative
- Produced print content in Vukuzenzele & high-definition broadcasts on positive developments in SA to raise awareness of preparations
- Commissioned research on international public opinion & used GCIS' research instruments to track domestic public opinion on preparations
- Implementation of automated e-leave management system & organisational performance management system

## 2. Policy & Research

### Key service-delivery achievements

- Communication training (Nov 2009): Cabinet members, MECs from Mpumalanga, MLOs from E-Cape & Mpumalanga.
- Trained senior managers at the dti & Health, MLOs at IDC & mayors
- Analysed & reported at least weekly on the coverage of govt policies
- Conducted research & prepared reports on behalf of govt depts to improve communication systems: Cooperative Governance & Traditional Affairs, Arts & Culture & Home Affairs
- Quarterly research reports informed IMC & Defence, the dti & DHA

# 3. Govt & Media Liaison

## Key service-delivery achievements

- Successfully coordinated govt's communication
- Increased planning that resulted from GCF, provincial heads of communication, monthly cluster communication and pre-Cabinet meetings
- Held post-Cabinet media briefings & post-State of Nation Address cluster briefings to keep the media informed about PoA
- Held regular meetings with SANEF & Foreign Correspondents' Association
- Disseminated news & govt-related information to depts, SA missions abroad & through BuaNews

# 4. Provincial Coordination & Programme Support

## Key service-delivery achievements

- 15 new Thusong Service Centres established (total: 150)
- In partnership with dpsa, 56 general service counters installed in Thusong Service Centres. Partnership with UYF, 114 learners trained in customer care & deployed to 72 centres
- Cabinet approved review report for the Thusong Service Programme:
  - indicated a focus on mobiles & satellites rather than hubs
  - vision should be beyond one Thusong Service Centre/municipality by 2014: increased access to services for people living near centres
- All staff members based in provincial & district offices were trained in development communication. Administrative officers were trained in administrative & financial skills

# 5. Communication Service Agency

## Key service-delivery achievements

- Communication products for Presidential inauguration (branding & printed materials, souvenir inauguration supplement)
  
- Information products for two SoNAs:
  - 1 million copies of a 16-page PoA publication (all languages)
  - 2 million copies of comic publication (all languages) target: lower LSMs
  - 6 radio dramas (all languages) broadcast on 12 SABC radio stations
  - mobilisation leaflet and poster for the regional offices (all languages)
  - 10 audio-visual “ads” – for flighting in 1 000 taxis throughout SA
  - banner adverts for websites
  - backdrop banner for the Imbizo Centre and four pull-up banners
  - 500 copies of a SoNA DVD for dissemination through DIRCO

# 7. Government Publication

## Key service-delivery achievements

- Produced & distributed 10 million copies of Vukuzenzele
- Five editions of 1,6 million copies each consisted of 32 pages
- Sixth edition, incorporating highlights on PoA, consisted of 48 pages
- Vukuzenzele is available in three formats: normal A4-size magazine, Braille & online
- Vukuzenzele exceeded its target of R1,8 million in revenue from selling of advertising



# 8. Communication Resource Centre

## Key service-delivery achievements

- Since incorporation into GCIS, CRC has been able to streamline its international media monitoring & analysis, integrating this into broader GCIS & govt communication system
- Maintained flow of critical messages to & from SA missions abroad, & produced responses to editors or placed articles in publications to rebut misinformation in some global media outlets





# Part 3: HR oversight management report



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# HR management & development

## Achievement

- Developed a **comprehensive HR strategy**, which is currently being implemented
- GCIS is in a process of conducting a **comprehensive skills audit**
- GCIS introduce a **new EPDMS** to improve the organisation's ability to manage performance
- **Fully functioning dept bargaining council** was established

- ## challenges
- **Failed to meet our employment equity targets**, i.e. female representation at SMS level (54%)
  - **Not yet able to retain critical positions** in the organisations, in particular levels 7-9
  - Finalised the **organisational culture and values**

# Part 4: Annual financial statements



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related to a higher-than-budgeted wage rolled over from increase

Under spending was:

- earmarked funds of R607 000 consisting of: R438 000 for leases of office accommodation (did not receive invoices from DPW)
- R169 000: clean-up 1st generation Thusong Service Centres
- R108 000 for Thusong Service Centre leases (lower-than-anticipated claims)

10/11 R697 000 of R7,4 million for EEC rolled over 2008/09 to 2009/10

R150 000 was donated by the

# Annual financial statements

## 2009/10 Budget

Main division	Original budget ('000)	Virement ('000)	Roll-overs ('000)	Other adjustments ('000)	Adjustments budget allocation ('000)
1 Administration	112,547	-	-	1,879	114,426
2 Policy and Research	18,898	-	-	130	19,028
3 Government and Media Liaison	24,299	4 589	4,020	150	33,058
4 Provincial Coordination and Programme Support	57,339	-	-	797	58,136
5 CSA	52,831	150	7,401	328	60,710
6 IMC and MDDA	182,712	(4 739)	-	-	177,973
7 Government Publication ( <i>Vuk'uzenzele</i> )	33,369	-	-	80	33,449
<b>TOTAL</b>	<b>481,995</b>	<b>-</b>	<b>11,421</b>	<b>3,364</b>	<b>496,780</b>

# Annual financial statements

## IMC & MDDA transfer payments

- IMC & MDDA received transfer payments from GCIS in 2009/10
- Once-off payment of R16,592 million was made to MDDA in April 2009,
- Four quarterly transfer payments (R161,381 million) were made to IMC
- Total transfers made to IMC & MDDA = **R177,973 million**



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

Meetings with M  
them



ports

# Performance & financial expenditure

## Operational expenditure, excluding personnel cost: 1 April to 30 Sept 2010

Programme	Budget	Expenditure	% spent
	<u>R'000</u>	<u>R'000</u>	
<i>P1: Administration</i>	83,612	23,559	28
<i>P2: Policy and Research</i>	11,223	5,793	52
<i>P3: Gov &amp; Media Liaison</i>	6,632	2,702	41
<i>P4: Prov. Coord. &amp; Prog. Support</i>	20,547	8,813	43
<i>P5: CSA</i>	57,434	29,875	52
<i>P7: Government Publication</i>	30,271	12,428	41
<i>P8: Comm. Resource Centre</i>	2,224	832	37



# Performance & financial expenditure

## General remarks

Establishing in Clear-up of DPW (east of 10th St) on Service Center). Project plan for new HO building

**P7: Government & P6: INOC & P8: DDAC P3: Govt & P4: Administration**

Printing & distribution of various reports, including the Annual Report on the State of the State (2010)

# Performance & financial expenditure

## Expenditure per economic classification: 1 April 2010 to 30

Programme	Budget	Expenditure	% spent
Economic Classification	Budget	Expenditure	% spent
	<u>R'000</u>	<u>R'000</u>	
<b>Personnel Expenditure</b>	146,826	71,842	<b>49</b>
<b><u>Operational Expenditure</u></b> (P1-5,7&8)	<b>211,980</b>	<b>84,002</b>	<b>40</b>
<b>Goods and Services</b>	208,040	81,497	39
<b>Transfers and subsidies</b>	208	208	100
<b>Capital Equipment</b>	3,732	2,280	61
<b>Payments for Financial Assets</b>	-	17	-
<b>Transfers to Public Entities</b>	187,378	117,103	62

# Performance & financial expenditure

1 April to 30 Sept 2010

## Achievement

**S** Weekly media briefings (the grid), MANCO, EXCO & communication planning meetings chaired by the CEO



Strong partnerships and engagements with the media took place

Key projects implemented/in progress include – Census 2011, Local Government Elections, 2010 FIFA World Cup, Youth, Women & Heritage Month/Days, and Energy Efficiency. GCIS developed communication strategies, key messages & produced products for these campaigns

Successful 24 hour operations room for managing communication around the World Cup set up; presentations on govt communication made to a variety of stakeholders; designed an invitation card for World Cup visitors; provided media liaison, branding & promotional items to Deputy President when he

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# Performance & financial expenditure

**1 April to 30 Sept 2010**

## Achievement

- S** Relayed post **Cabinet briefings** to community radio stations & produced video programmes for govt campaigns
- ⌘ Assessment of issues with interventions through Media Rapid Response
- ⌘ Monitored, assessed & analysed media coverage on the country
- ⌘ 680 posters placed at bulk distribution points to promote Vukuzenzele
- ⌘ Completed **GCIS structure review** & approved by the Minister & DPSA
- ⌘ **Human Resource Policies**, i.e. recruitment, probation & performance management system were reviewed & are being implemented
- ⌘ 10/15/10 Process to introduce **project management** as a planning & implementation tool at **line function level** is on track. 34% of the

# Thank you

- End -

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