Strategic Plan for the Medium-Term Period: 2011 – 2014

Presented by GCIS Executive

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government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Presentation outline

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1. Call to Action	Jimmy Manyi
2. The Mandate	Jimmy Manyi
3. Strategic overview	Jimmy Manyi
4. Feedback to Parliamentary questions	Jimmy Manyi
5. Situational analysis	Vusi Mona
6. Corporate Strategy: 2011 – 2014	Nebo Legoabe
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9. Human-resources	Phumla Williams
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Speaker- JM

1. Call to Action

"Communication should be a primary task in 2011"

"Government will need to communicate regularly and more consistently and set the agenda instead of responding to the media all the time."

Closing remarks by President Jacob Zuma; January 2011 Cabinet Lekgotla

Speaker- JM

2. The Mandate

Our primary role

- Derives mandate from The Presidency
- Provides strategic leadership in govt communication
- Coordinates a govt communication system that ensures that the public is informed about govt's policies, plans & programmes

Speaker- JM

2. The Mandate: Two Public Entities

Lead and guide the International Marketing Council (IMC) and the Media Development & Diversity Agency (MDDA

- GCIS ensures SA is marketed abroad through the International Marketing Council (IMC)
- The MDDA focuses on promoting advocacy for media development and diversity, developing partnerships, managing stakeholders and providing grant and seed funding for community and small commercial media

Speaker- JM

3. Strategic overview

Today's communication has to be rapid, global, multimedia & a team effort

- Continuous & timeous information and messaging
- Regular media briefings
- Publish print & electronic platforms
- Media monitoring and analysis
- Qualification in government communication
- Assess public perceptions
- Public Participation Programme
- Thusong service centres
- Convert *Vuk'uzenzele* magazine to govt newspaper
- An online South African newsroom
- Public sector magazine
- Development communications

GCIS will provide communication support in the delivery of the five priorities

The creation of decent work to ensure sustainable livelihoods	Improved quality of basic education	Healthcare for all South Africans	Reduction of crime	Rural dev, land reform & food production & security

Speaker- JM

4. Feedback to Parliamentary questions

- Feedback provided to the Portfolio Committee during 2010.
- Feedback informed development of 2011/14 Strategic Plan.

Speaker- VM

5. Situational analysis

Challenges

- Public perceptions on performance on priorities
- International perceptions (HIV/Aids, crime, unemployment)
- Access to political principals
- GCIS' relationship with and authority over departmental communicators
- Parliamentary questions
- Issue and crisis management system not rapid enough

Responses

- Communicate more what has been achieved
- Intensify messaging during our international engagements
- Raising it with Cabinet
- Institutionalizing reporting, monitoring and evaluation mechanisms
- Centralise the coordination
- Implementing a 24-hour media monitoring and response approach

Speaker- NL

6. Corporate strategy: 2011/12

Vision	• Government communication that empowers & encourages the public to participate in democracy & improve the lives of all
Mission	• Lead the strategic communication of govt, ensure coherence of message & open and extend channels of communication between govt and the people, towards a shared vision
Values	• Professionalism, diversity, openness & transparency, innovation, and honesty & integrity

Speaker- NL

6. Corporate strategy: 2011/12

Minister's Delivery Agreement Outcome	**An efficient, effective and development-oriented public service and empowered, fair and inclusive citizenship**
Link to the 12 Outcomes	**GCIS is a transversal strategic communication organisation; it will provide communication support the implementation of all 12 Outcomes**
GCIS Outcome	**South Africans citizens are informed of government's programmes and policies and participate in the services this democracy has brought**
Outcome Statement	**Continuously support communication to inform the public on the policies and programmes of govt to improve their lives**

Speaker- NL

6. Corporate strategy: 2011/12

Provide strategic leadership in govt communication

- National Strategic Communication Framework
- Departmental and provincial communication strategies
- Communication of Cabinet decisions

Strengthen & manage the govt-wide communication system for effectiveness & proper alignment

- Development of communication systems
- Integrated knowledge and information management system
- Coordinating forums
- Establishment of communication units across government
- Develop and implement a training programme to address the communication skills in govt

Speaker- NL

6. Corporate strategy: 2011/12

Learn and explore communication methods and practices to enhance communication

- Communication research and surveys
- Analyse the media environment
- Conduct media monitoring
- Effective use of research
- Explore and create new platforms for communication
- Effectively utilise government communication products and services
- Use of new media and technology

Lead and guide the domestic and international marketing of SA (IMC) & Media Development and Diversity Agency (MDDA)

- Build consensus among key stakeholders in support of the country's marketing initiative
- Promote advocacy for media development and diversity, developing partnerships, managing stakeholders

Speaker- NL

6. Corporate strategy: 2011/12

Operate communication platforms that will keep public servants informed

- Publish print and electronic platforms

Build partnerships with strategic stakeholders in pursuit of GCIS' vision

- Build and sustain networks and strategic partnerships
- Espouse a development-communication approach
- Build and strengthen relations with the media
- Encourage participatory democracy

Speaker- NL

6. Corporate strategy: 2011/12

Operate an efficient, effective and compliant government communication organisation

- Human-resource strategy
- Project management discipline
- Strategic business planning and performance monitoring
- Information and communications technologies (ICTs)
- Oversight role to the public entities
- Financial planning, management, administration and procurement procedures
- Compliance with relevant legislation and Cabinet directives

Speaker- VM

7. Core programmes

Programme	Communication & Content Management

Purpose: Provides strategic leadership in government communication

Policy & Research

- Train political principals and government communicators
- Conceptualise and develop a credit-bearing qualification for government communicators
- Annual quantitative and qualitative research projects
- Ongoing assessment of the information and communication needs of government and the public
- Monitor and analyse South Africa's coverage domestically and internationally

Speaker- VM

7. Core programmes

Programme	Communication & Content Management
Media Engagement	• Leads, drives interaction & communication between govt & media • Development and implementation of South Africa's international communication strategy • Disseminates government and developmental news and information to community and mainstream media
Communication Service Agency	• Provides leadership in the development and production of a range of services, e.g. audiovisual, targeted at the South African public • Provision of marketing, advertising and bulk media-buying solutions • Manages and drives distribution strategy of all products

Speaker- NL

7. Core programmes

Programme	Communication & Content Management

Content & Writing

- Develops content of products to be produced by GCIS
- Handles writing and editing of government magazine and *SA Yearbook*

BuaNews ONLINE www.buanews.gov.za

Vuk'uzenzele

BLOG

Speaker- NL

7. Core programmes

Programme | **Government & Stakeholder Engagement**

Purpose: Provides leadership & strategic advice to the govt communication system

Provincial and Local Liaison

- Cascades national communication framework to prov & local govt
- Strategic leadership/advice to provincial & local spheres (Local Govt Turn-Around Strategy) & monitoring
- Ward liaison and direct communication methods
- Coordinates govt's Public Participation Programme/izimbizo across the three spheres
- Strategic support to the govt-wide access strategy, including the Thusong service centres
- Promotes implementation of communication policy guidelines
- Development of communication strategies (depts & clusters)
- Establishment of communication units across government

Speaker- PW

7. Core programmes

Programme	Administration

Purpose: Provides an efficient and effective support service to GCIS

Finance & Supply Chain Management	• Procurement • Financial management • Property management
Human Resources	• Implement HR Strategy with emphasis on effective recruitment, selection, induction and retention • Capacity building • Employee health and wellness
Information Technology & Management	• Implements the IT Strategy • Provides IT infrastructure • Provides information management systems
Strategic Planning & Programme Management	• Provides professional project management service • Develops strategic business plans, performance monitoring and reporting
Internal Auditing	• Improves risk management, control and governance processes

Speaker- PW

8. Financial management

Budget per programme over three years

Programme		Medium-term expenditure estimate		
		2011/12	2012/13	2013/14
		R / thousands		
1.	Administration (Corporate Services)	113,186	119,975	127,038
2.	Communication & Content Management	290,969	308,098	323,567
3.	Government & Stakeholder Engagement	92,238	96,334	101,372
Total		**496,393**	**524,407**	**551,977**
Percentage increase			**0,06%**	**0,05%**

Speaker- PW

8. Financial management

Programme 1: Administration

	R
Human Resources	2,641,000
Internal Communication	2,545,000
Human-Resource Development	3,407,000
Information Technology	10,060,000
Internal Audit	2,270,000
Office Accommodation	34,653,000
Administration Costs	9,430,000
Capital assets	315,000
Personnel	**47,865,000**
TOTAL	**113,186,000**

Speaker- PW

8. Financial management

Programme 2: Communication & Content Management

	R
Research Costs	8,779,000
Production Costs	36,045,000
Distribution Costs	10,200,000
Content Generation	11,847,000
Administrative Cost	14,733,000
International Marketing Council	140,081,000
Personnel	69,276,000
TOTAL	**290,969,000**

Speaker- PW

8. Financial management

Programme 3: Government & Stakeholder Engagement

	R
Branding of Thusong	5,151,000
Communication and Information Projects	11,051,000
Administrative Cost	8,629,000
Media Development and Diversity Agency (MDDA)	19,115,000
Personnel	48,292,000
TOTAL	**92,238,000**

Speaker- PW

9. Human-Resources - focus areas

1. Review **recruitment, selection, placement & induction approach**

2. Optimise **utilisation of current human capital** in pursuit of GCIS' strategic objectives through effective performance management system

3. **Streamline human capital development** approach to address skills challenges

9. Human-Resources – Employment & Vacancies by Programme

Speaker- PW

Programme	No. of Posts	No. of Posts filled	Vacancy Rate	No. of posts filled additional to establishment
Lower skilled (levels 1-2)	10	10	0	0
Skilled (levels 3-5)	30	30	0	0
Highly skilled (6-8)	239	229	4.2	0
Highly skilled supervision (9-12)	165	155	6.1	0
Senior Management	45	44	2.2	1
Contract (levels 6-8)	3	3	0	3
Contract (levels 9-12)	3	3	0	3
Contract (levels 13-16)	3	3	0	3
TOTAL	**498**	**477**	**4.2**	**8**

9. Organisational vacancy rate as of March 2011

Speaker- PW

Organisational vacancy rate as of March 2011	
Total number of funded posts	505
Filled positions	472
Number of vacant posts	33
Vacancy rate as a percentage	0.07%

9. Employment Equity as at March 2011

Speaker- PW

	Indian		African		Coloured		White		
	M	F	M	F	M	F	M	F	Total
Senior Managers	1	6	12	14	3	2	6	2	46
Percentage %	2.2	13	26.1	30.4	6.5	4.4	13	4.4	100%

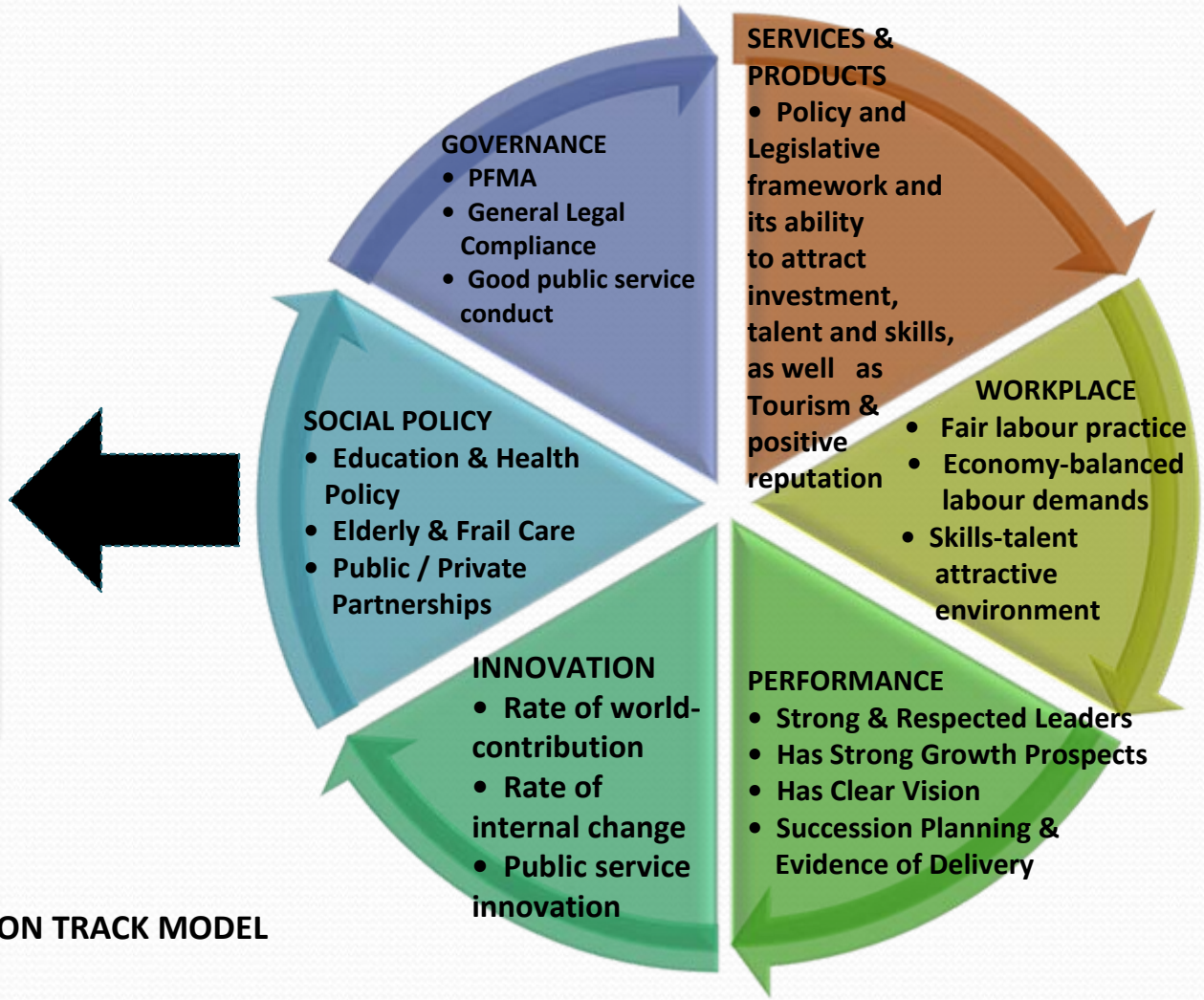
	Gender		Race		
	Male	Female	Black	White	
	22	24	38	8	
Percentage %	47.8	52.2	82.6	17.4	

Disability
There are no people with disability at Senior Management level.

Speaker- JM

10. Concluding Remarks

- How would you rate overall reputation of government?
- Trust government a great deal.
- Good Feeling about government.
- Admire and respect government.



INTERNATIONAL REPUTATION TRACK MODEL

- End -

Thank you

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