

# ANNUAL REPORT TO CITIZENS 2013/14


Government Communication and Information System  
*The pulse of communication excellence in government*



government  
communications

Department:  
Government Communication and Information System  
REPUBLIC OF SOUTH AFRICA





*“It is never my custom to use words lightly. If 27 years in prison have done anything to us, it was to use the silence of solitude to make us understand how precious words are and how real speech is in its impact on the way people live and die.”*

*— Nelson Rolihlahla Mandela*



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# 2013/14 ANNUAL REPORT TO THE CITIZENS





## 1. WHO ARE WE

The Government Communication and Information System (GCIS), which has since May 2014 been de-established was formally established in terms of section 239 of the Constitution and as a strategic unit in The Presidency in terms of section 7 of the Public Service Act, 1994 (Act 103 of 1994). The organisation is mandated to coordinate, guide and advise on government communication, including media liaison, development communication and marketing. It works to achieve integrated, coordinated and clear communications between government and South African citizens, which enables the public to be involved in the country's transformation. The work of the GCIS was further informed by:

- The Constitution of the Republic of South Africa of 1996
- The Public Finance Management Act, 1999 (Act 1 of 1999), as amended
- International bilateral and multilateral agreements
- National Treasury's Framework for Strategic Plans and Annual Performance plans
- The Medium Term Strategic Framework 2009–2014.

### Vision

To be the pulse of communication excellence in government.

### Mission

To provide professional services, set and influence adherence to standards for an effective government communication system, ensure coherent government messaging, and proactively communicate with the public about government policies, plans, programmes and achievements.

## Values

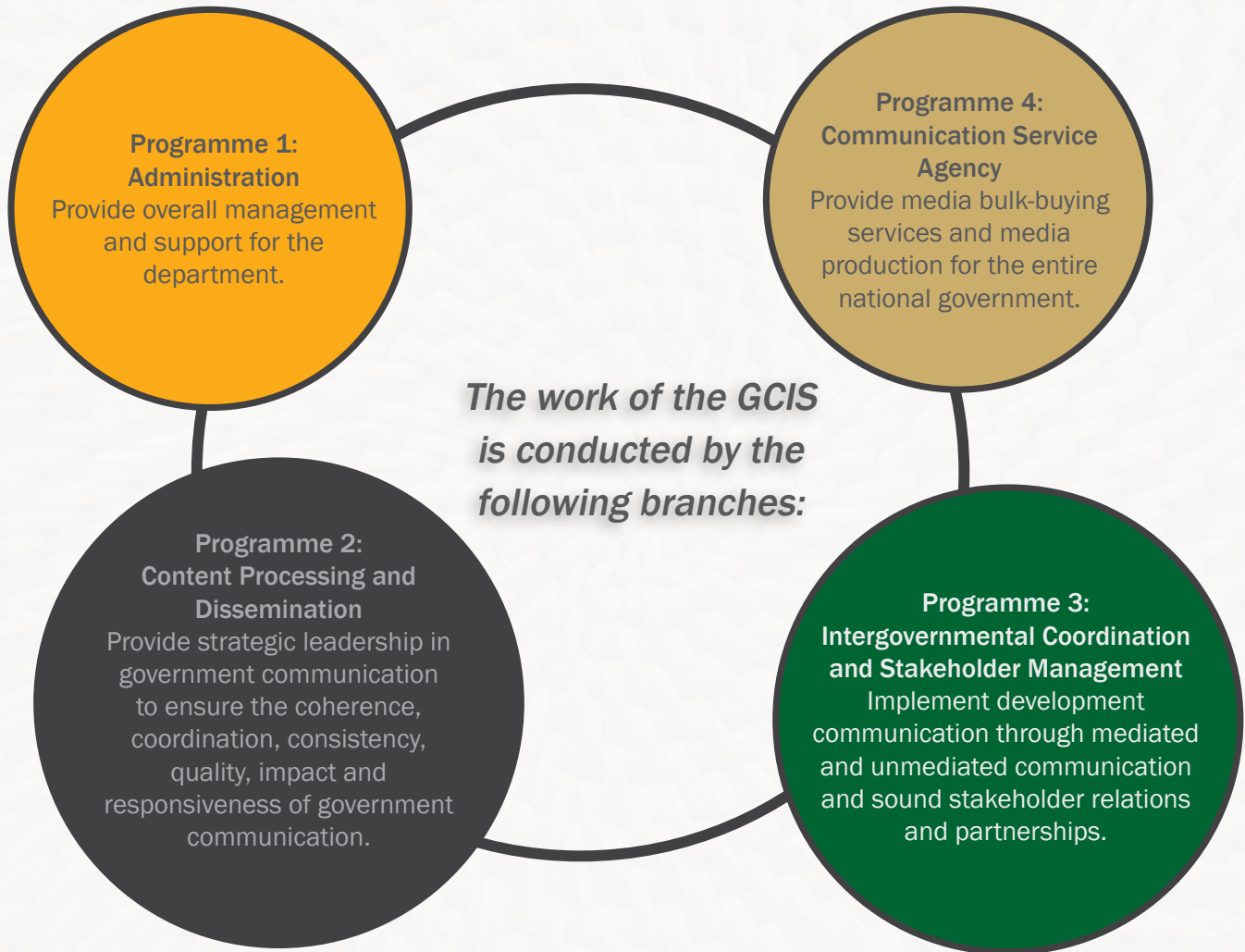
Value	Meaning and behaviour associated with the value
<b>Professionalism</b>	<ul style="list-style-type: none"> <li>• The organisation strives to operate at the highest level of professionalism in all business dealings at all times.</li> <li>• Professionalism is embodied in friendly, polite and business-like behaviour. It drives a person's appearance, demeanour and professional interactions, providing others with a positive first impression.</li> <li>• Officials should be courteous and honest, behaving responsibly when dealing with clients and representing the organisation.</li> <li>• Officials should demonstrate a level of excellence that goes beyond the department's normal work and official requirements.</li> </ul>
<b>Diversity</b>	<ul style="list-style-type: none"> <li>• The GCIS contributes to democracy and equality by promoting a safe, positive and nurturing environment for everyone.</li> <li>• Officials should recognise and respect that each person is different. This difference can refer to race, ethnicity, gender, gender preference, age, religious beliefs, socioeconomic status or other ideologies.</li> <li>• Officials should strive to understand and embrace each other's points of view, beyond mere tolerance, giving everyone the opportunity to express themselves. This attitude should extend to the public.</li> </ul>

<p><b>Openness and transparency</b></p>	<ul style="list-style-type: none"> <li>• The organisation should always communicate openly, disclose all relevant information and be accountable for its actions.</li> <li>• Officials should be straightforward and honest in their dealings at all times.</li> <li>• Officials should provide colleagues and clients with access to accurate, relevant and timely information.</li> <li>• The GCIS recognises that transparency and accountability are essential for good governance.</li> </ul>
<p><b>Innovation</b></p>	<ul style="list-style-type: none"> <li>• The GCIS strives to be receptive to new ideas and adopt a flexible approach to problem solving. Officials are encouraged to think beyond the norm.</li> <li>• Officials are encouraged to help each other address issues that cannot be addressed by a person working in isolation.</li> </ul>
<p><b>Honesty and integrity</b></p>	<ul style="list-style-type: none"> <li>• Officials should exercise honesty in all their business dealings and strive to protect the GCIS' integrity at all times.</li> <li>• Officials should commit to the actions they have undertaken on behalf of their clients.</li> <li>• The GCIS strives for equity, fairness and good ethics in its decision-making and expects its officials to do the same with one another.</li> <li>• The GCIS honours its commitments to build a foundation for trust.</li> </ul>

## 2. WHAT DO WE DO

The main service of the GCIS is to provide accurate and timely government information to the citizens of South Africa through mediated and unmediated communication methods. The department uses different platforms to meet the information needs of various target audiences. The GCIS provides this service as a constitutional right to the citizens of South Africa wherein Section 195(g) of the Constitution of the Republic of South Africa of 1996, stipulates that to foster transparency the public should be provided with information that is timely, accurate and accessible.







### 3. WHO IS IN CHARGE

The Minister of Performance Monitoring and Evaluation and Administration in The Presidency, Mr Collins Chabane, is the Executive Authority of the GCIS. The Deputy Minister of Performance Monitoring and Evaluation and Administration in The Presidency, is Mr Obed Bapela. The GCIS has an Acting Chief Executive Officer, Ms Phumla Williams, who is the Acting Accounting Officer.

### 4. OUR CURRENT STANDARDS AND HOW WE MET THEM

Three areas underpinned the main services provided by the GCIS to its clients:

- Provision of communication support to national departments.
- Coordination of communication forums across all spheres of government to strengthen intergovernmental relations.
- Consultation arrangements with clients.

Performance against 2013/14 service standards

Main services	Beneficiaries	Current standard	Desired standard	Actual achievement against standards
Provide communication support to national departments.	Heads of communication (HoCs).	16 key messages, fact sheets and other content documents developed in consultation with line departments and aligned to the government message.	20 key messages, fact sheets and other content documents developed in consultation with line departments and aligned to the government message.	<p><b>Key messages:</b></p> <ul style="list-style-type: none"> <li>• 158 key messages on a range of topics and issues were drafted for government spokespersons and government departments to inform government communications.</li> </ul> <p><b>Fact sheets:</b></p> <ul style="list-style-type: none"> <li>• Albinism</li> <li>• Independent Communications Authority of South Africa</li> </ul>



				<ul style="list-style-type: none"> <li>• Management Performance Assessment Tool report</li> <li>• Apply Now campaign</li> <li>• Harmful practices and beliefs</li> <li>• Championship of African Nations</li> <li>• International Water Week</li> <li>• Poor-performing matriculants.</li> </ul> <p><b>Other content documents and communication services:</b></p> <ul style="list-style-type: none"> <li>• Produced 153 content products on a range of topics and issues.</li> <li>• Distributed 36 alerts of breaking news and sent 219 daily SMS news synopsis (excluding public holidays, weekends and holiday periods).</li> <li>• Eight newsletters drafted for political principals and government communicators.</li> <li>• Developed a leaflet; speaking notes on status of Women in Rural Areas.</li> <li>• Questions and answers for two post-Cabinet media briefings; content guidelines for cluster briefing.</li> <li>• Six content documents on the general report on <i>Audit Outcomes of Local Government</i>.</li> </ul>
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Provide communication support to national departments.	HoCs.	Communication support provided to 30% of departments.	Communication support provided to 60% of departments.	Provided media production and language services support to 73% of national departments.
Provide communication support to national departments.	HoCs.	Up-to-date relevant information in line with theme months, provided through access to Internet connections using computers in the Information resource centres (IRCs), dissemination of information and government products through the IRCs and outreach programmes.	Up-to-date relevant information in line with theme months, provided through access to Internet connections using computers in the IRCs, dissemination of information and government products through the IRCs and outreach programmes.	<ul style="list-style-type: none"> <li>• New look <a href="http://www.gov.za">www.gov.za</a> was implemented in September.</li> <li>• Review of GCIS website content was completed.</li> <li>• Service provider continued with development for new content management system for <a href="http://www.gov.za">www.gov.za</a> and <a href="http://www.services.gov.za">www.services.gov.za</a></li> </ul>
		No standard.	Client service approach adopted.	<ul style="list-style-type: none"> <li>• Held two Government Communicators' Forum (GCF) and three Internal Communicators' Forum to maintain and strengthen working relationships with key government communicators.</li> </ul>

		No standard.	Clusters to maintain an open and transparent relationship with HoCs.	<ul style="list-style-type: none"> <li>• The GCIS manages the communication clusters to integrate, coordinate and align the work of communications to government priorities. Clusters’ coordinators liaise with, maintain and strengthen the GCIS relationship with HoCs.</li> <li>• Communicators are called by the clusters’ coordinators regularly on various issues such as rapid response, upcoming campaigns, cluster communication programmes, and policies.</li> <li>• Regular meetings are held with HoCs from national departments. During these meetings HoCs plan, implement and review cluster and priority communication plans together.</li> <li>• Clusters have other mechanisms to liaise with and share information among communicators, such as the GCF’s website, regular email communiqués and a bulk SMS service.</li> </ul>
		No standard.	Provision of accurate information about communication opportunities and how to access them.	<ul style="list-style-type: none"> <li>• Distributed 736 879 government communication materials at distribution network points and development communication projects.</li> <li>• Conducted 3 879 community and stakeholder liaison visits through distribution; environmental assessments; communication strategising; Thusong Forum meetings and newsletters.</li> <li>• Published 48 electronic <i>My District Today</i>.</li> <li>• Provided support 346 izimbizo events by provincial and local political principals.</li> <li>• Produced and transmitted 70 radio programmes and live link-ups.</li> <li>• Produced and distributed 21 million copies of <i>Vuk’uzenzele</i> newspaper.</li> </ul>

		Media schedules and communication strategies approved by clients.	Media schedules and communication strategies approved by clients.	<p><b>Media schedules</b></p> <ul style="list-style-type: none"> <li>• Held 257 media engagements on various government communication campaigns.</li> <li>• Conducted 135 radio interviews with various interviewees and topics related to the State Funeral. Acting GCIS DG was interviewed on various radio stations on a range of topics.</li> </ul> <p><b>Communication strategies</b></p> <ul style="list-style-type: none"> <li>• Developed and revised communication strategies for various campaigns on behalf of client departments.</li> <li>• Coordinated the development of the International Communication Strategy approved by Minister Collins Chabane.</li> </ul>
Provide communication support to national departments.	HoCs.	No standard.	Resolving queries within 48 hours and escalating, where necessary.	Received 262 queries and resolved 258 queries within 48 hours.
Provide communication support to national departments.	HoCs.	No standard.	Efficient and effective service.	Implemented 214 media-buying campaigns.



Coordinate communication forums across all spheres of government to strengthen intergovernmental relations.	Provincial and local government.	34 functional district communication forums out of 43 district municipalities.	Three additional communication forums to ensure a total of 40.	During the period under review, there were 40 functional communication forums in which 446 meetings were held with the purpose of strengthening intergovernmental relations.
Coordinate communication forums across all spheres of government to strengthen intergovernmental relations.	Provincial and local government.	Three functional metro communication forums out of eight metros.	Six metro communication forums.	There are five functional metro communication forums: <ul style="list-style-type: none"> <li>• Eastern Cape x2 – Nelson Mandela Bay and Buffalo City.</li> <li>• Free State x1 – Mangaung.</li> <li>• KwaZulu-Natal x1 – Ethekewini</li> <li>• Gauteng – x1 Ekurhuleni.</li> </ul>

### ***Batho Pele* arrangements with beneficiaries: Consultation with customers**

<b>Current arrangement</b>	<b>Desired arrangement</b>	<b>Actual achievements</b>
<p>Create the following platforms for citizens to interact with government and access information:</p> <ul style="list-style-type: none"> <li>- Izimbizo/Public Participation Programme (PPP)</li> <li>- Thusong service centres</li> <li>- Outreach programmes.</li> </ul>	<p>Improve the following platforms for citizens to interact with government and access information:</p> <ul style="list-style-type: none"> <li>- Izimbizo/PPP</li> <li>- Thusong service centres</li> <li>- Outreach programmes.</li> </ul>	<ul style="list-style-type: none"> <li>• Political principals implemented 346 PPP events.</li> <li>• Implemented 2 910 development communication projects and 657 marketing events for Thusong service centres.</li> <li>• 736 879 government communications products were distributed to provincial and local communities.</li> </ul>

## Service-delivery information tool

Current /actual information tools	Desired information tool	Actual achievements
Web portals, Information centre, IRCs' websites.	Web portals, Information centre, IRCs' Websites.	<ul style="list-style-type: none"> <li>Received 262 queries (for example, how to apply for an identity document, access government pension or unemployment insurance payments).</li> <li>Resolved 258 of these queries within 48 hours and referred other queries to relevant departments.</li> </ul>

## Complaints mechanism

Current/actual complaints mechanism	Desired complaints mechanism	Actual achievements
<p>Should we not live up to the above commitments, complaints may be addressed telephonically or in writing to the GCIS' Hotline. The hotline operates from 7:30am to 16:30pm – Monday to Friday – and is accessible through five different channels:</p> <ul style="list-style-type: none"> <li>Calls: 012 473 0283</li> <li><i>Batho Pele</i> Hotline: 086 042 8392</li> <li>Email: <a href="mailto:information@gcis.gov.za">information@gcis.gov.za</a></li> <li>Letters: Chief or Deputy Information Officer, Department of Communications Private Bag X775 Pretoria 2000</li> <li>Presidential Hotline number: 17737.</li> </ul>	<ul style="list-style-type: none"> <li>Calls: 012 473 0283</li> <li><i>Batho Pele</i> Hotline: 086 042 8392</li> <li>Email: <a href="mailto:information@gcis.gov.za">information@gcis.gov.za</a></li> <li>Letters: Chief or Deputy Information Officer</li> <li>Government Communication and Information System (GCIS) Private Bag x 775 Pretoria 2000</li> <li>Presidential Hotline number: 17737</li> </ul>	<p>Three issues were received by the GCIS through the Presidential Hotline; one was successfully dealt with internally while two others were redirected to the correct department, after providing a response to the clients.</p> <p>A total of 69 399 people visited IRCs of these, 67 715 were in nine provinces and 1 684 were at head office and Parliament's IRC.</p>

## 5. HOW WE INTEND ON IMPROVING OUR SERVICES

The GCIS is continually exploring ways to communicate effectively with the public on print and electronic media and development communication. The department produced four additional *My District Today* newsletters against the target of 44, which are compiled by provincial and district communicators to inform citizenry about government policies, plans, programmes and achievements.

The GCIS experienced an increase in ad hoc campaigns, which led to the overachievement in the number of development communication campaigns and community liaison visits implemented during the 2013/14 financial year. The Rapid Response service, which monitors the media daily, has subsequently led to an increase in the number of media engagements, with most government departments implementing some of the recommendations of its daily meetings.

## 6. ORGANISATION AND STAFFING

**Total number of employees (including employees with disabilities) in each of the following occupational categories as at 31 March 2014.**

Occupational category	Male				Female				Total
	African	Coloured	Indian	White	African	Coloured	Indian	White	
<b>Top management (levels 15 – 16)</b>	1	0	0	0	2	0	0	0	<b>3</b>
<b>Senior management (levels 13 – 14)</b>	16	4	1	5	11	3	4	1	<b>45</b>
<b>Professionally qualified and experienced specialists and mid-management</b>	79	7	2	6	77	5	5	14	<b>195</b>

<b>Skilled technical and academically qualified workers, junior management, supervisors, foreman and superintendents</b>	44	6	0	3	89	5	2	4	<b>153</b>
<b>Semi-skilled and discretionary decision making</b>	17	0	0	0	18	4	0	0	<b>39</b>
<b>Contract (senior management)</b>	0	0	0	0	1	0	0	0	<b>1</b>
<b>Contract (professionally qualified)</b>	2	0	0	0	2	0	0	1	<b>5</b>
<b>Contract (skilled technical)</b>	5	0	0	0	7	0	0	1	<b>13</b>
<b>Contract (semi-skilled)</b>	1	0	0	0	1	0	0	0	<b>2</b>
<b>Total</b>	<b>165</b>	<b>17</b>	<b>3</b>	<b>14</b>	<b>208</b>	<b>17</b>	<b>11</b>	<b>21</b>	<b>456</b>

## 7. OUR BUDGET

Of the allocated budget of R437,2 million, the GCIS spent R440,9 million (100,8%), resulting in overspending of R3,7 million (0,8%). The overspending was due to the State Funeral of former President Nelson Mandela, of which the total expenditure amounted to R10,6 million.

### Programme expenditure

The 2013/14 spending trend per programme is as follows:



Detail per subprogramme	2013/14			2012/13		
	Adjusted Appropriation	Virement	Final Appropriation	Final Appropriation	Actual Expenditure	Actual Expenditure
	R'000	R'000	R'000	R'000	R'000	R'000
Administration	184 458	184 457	1	194 340	154 494	39 846
Content Processing and Dissemination	82 600	82 600	-	87 840	85 962	1 878
Intergovernmental Coordination and Stakeholder Management	118 249	120 566	(2 317)	127 282	125 794	1 488
Communication Service Agency	51 910	53 290	(1 380)	51 519	51 519	-
<b>TOTAL</b>	<b>437 217</b>	<b>440 913</b>	<b>(3 696)</b>	<b>460 981</b>	<b>417 769</b>	<b>43 212</b>

## 8. CONTACT DETAILS

We are currently Head of Office: DoC

**Physical address:**

Tshedimoseetso House, 1035 Frances Baard Street (Cnr of Festival Street), Hatfield, Pretoria

**Postal address:** Private Bag X745, Pretoria, South Africa, 0001

**Switchboard:** 027 12 473 0000/1

**Email:** [information@gcis.gov.za](mailto:information@gcis.gov.za)

**Website:** [www.gcis.gov.za](http://www.gcis.gov.za)

**Minister of Performance Monitoring and Evaluation and Administration in The Presidency**

**Mr Collins Chabane**

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**Tel:** 012 473 0397

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**Ms Phumla Williams**

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**Deputy Information Officer**

**Mr Keitumetse Semakane**

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Street), Hatfield, Pretoria

**Tel:** 027 12 473 0128

**Email:** [keitu@gcis.gov.za](mailto:keitu@gcis.gov.za)

**Parliamentary Liaison Office (Cape Town)**

**Ms Liezel Cerf**

**Director: Parliamentary Services**

**Physical address:** Ground floor, 120 Plein Street, Cape Town, 8000

**Postal address:** Private Bag X9075, Cape Town, 8000

**Tel:** 021 461 8146 | Fax: 021 461 1446

**Email:** [liezel@gcis.gov.za](mailto:liezel@gcis.gov.za)



Provincial offices						
Office	Postal address	Physical address	Manager	Telephone	Fax	Email address
<b>EASTERN CAPE</b>	Private Bag X608 East London 5200	Union Arcade Building Union Street, East London 5200	Ndlelantle Pinyana	043 722 2602	043 722 2615	<i>ndlelantle@gcis.gov.za</i>
<b>FREE STATE</b>	PO Box 995 Bloemfontein 9300	Shop 87 Sanlam Plaza East, Burger Street, Bloemfontein, 9300	Tshenolo Mokeyane	051 448 4504	051 430 7032	<i>tshenolo@gcis.gov.za</i>
<b>GAUTENG</b>	Private Bag X16 Johannesburg 2000	1066 Absa Building cnr Kerk and Loveday streets, Johannesburg 2000	Peter Gumede	011 834 3560	011 834 3621	<i>peter@gcis.gov.za</i>
<b>KWAZULU-NATAL</b>	Private Bag X54332 Durban 4000	Sage Life House 21 Field Street, Durban, 4000	Ndala Mngadi	031 301 6787	031 305 9431	<i>ndala@gcis.gov.za</i>
<b>LIMPOPO</b>	PO Box 2452 Polokwane 0700	Old Mutual Building 66 Hans van Rensburg Street, Polokwane 0700	Thanyani Ravhura	015 291 4689	015 295 6982	<i>thanyani@gcis.gov.za</i>

<b>NORTH WEST</b>	Private Bag X2120 Mafikeng 2745	Nicol Centre cnr Carrington and Martin streets, Mafikeng 2745	Mareka Mofokeng	018 381 7071	018 381 7066	<i>mareka@gcis.gov.za</i>
<b>NORTHERN CAPE</b>	Private Bag X5038 Kimberley 8300	7-9 Currey Street Kimberley, 8300	Marius Nagel	053 832 1378/9	053 832 1377	<i>mariusn@gcis.gov.za</i>
<b>MPUMALANGA</b>	PO Box 2856 Nelspruit 1200	Medsen Building Cnr Bell and Henshall streets, Nelspruit, 1200	Tiisetso Ramotse	013 753 2397	013 753 2531	<i>tiisetso@gcis.gov.za</i>
<b>WESTERN CAPE</b>	PO Box 503 Athlone 7600	Kismet Building Old Klipfontein Road, Athlone, 7600	Ayanda Hollow	021 697 0145	021 696 8424	<i>ayanda@gcis.gov.za</i>

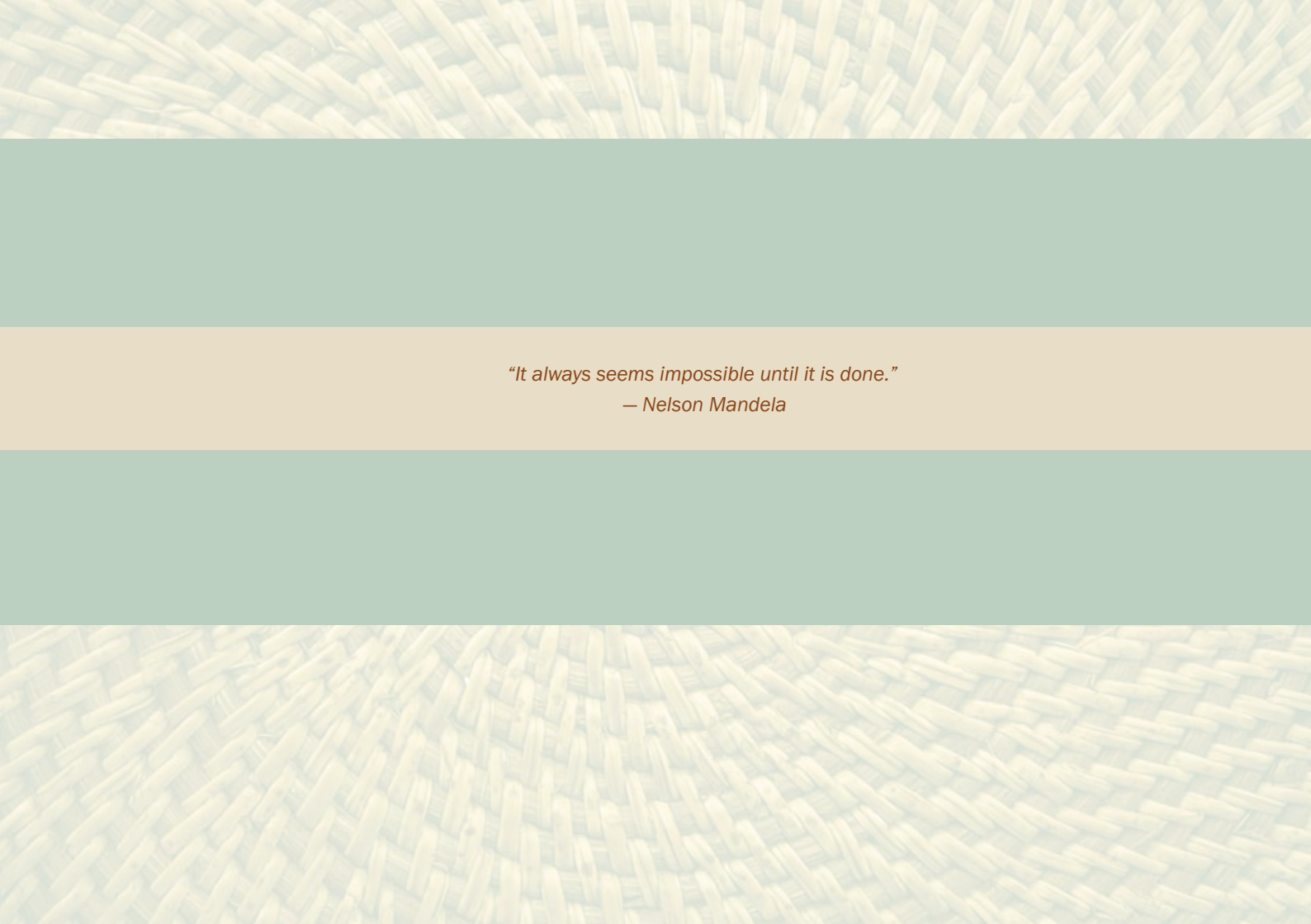
## 9. LIST OF ABBREVIATIONS/ACRONYMS

<b>DoC</b>	Department of Communications
<b>GCF</b>	Government Communicators' Forum
<b>GCIS</b>	Government Communication and Information System
<b>HoC</b>	Head of Communication
<b>IRC</b>	Information Resource Centre
<b>PFMA</b>	Public Finance Management Act
<b>PPP</b>	Public Participation Programme









*“It always seems impossible until it is done.”*  
— Nelson Mandela

# Tshedimosetso House

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HATFIELD, Pretoria  
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