

COMMUNICATIONS PORTFOLIO COMMITTEE PRESENTATION

17 FEBRUARY 2015

PROGRESS REPORT: IMPLEMENTATION OF THE NATIONAL COMMUNICATION STRATEGY 2014-2019



MINISTRY
COMMUNICATIONS
REPUBLIC OF SOUTH AFRICA



INTRODUCTION



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Expectation that improved communication and marketing will promote an informed citizenry and also assist the country to promote investments, economic growth and job creation.



Ministry of Communications
responsible for overarching communication policy and strategy, information dissemination and publicity as well as the branding of the country abroad.

Basis that informs Strategic Framework:
NDP;
MTSF
Programme of Action

The battle of ideas

20 Years of
raised delivery
and raised
expectations

Intense focus
on **service
delivery**
especially at
the local level



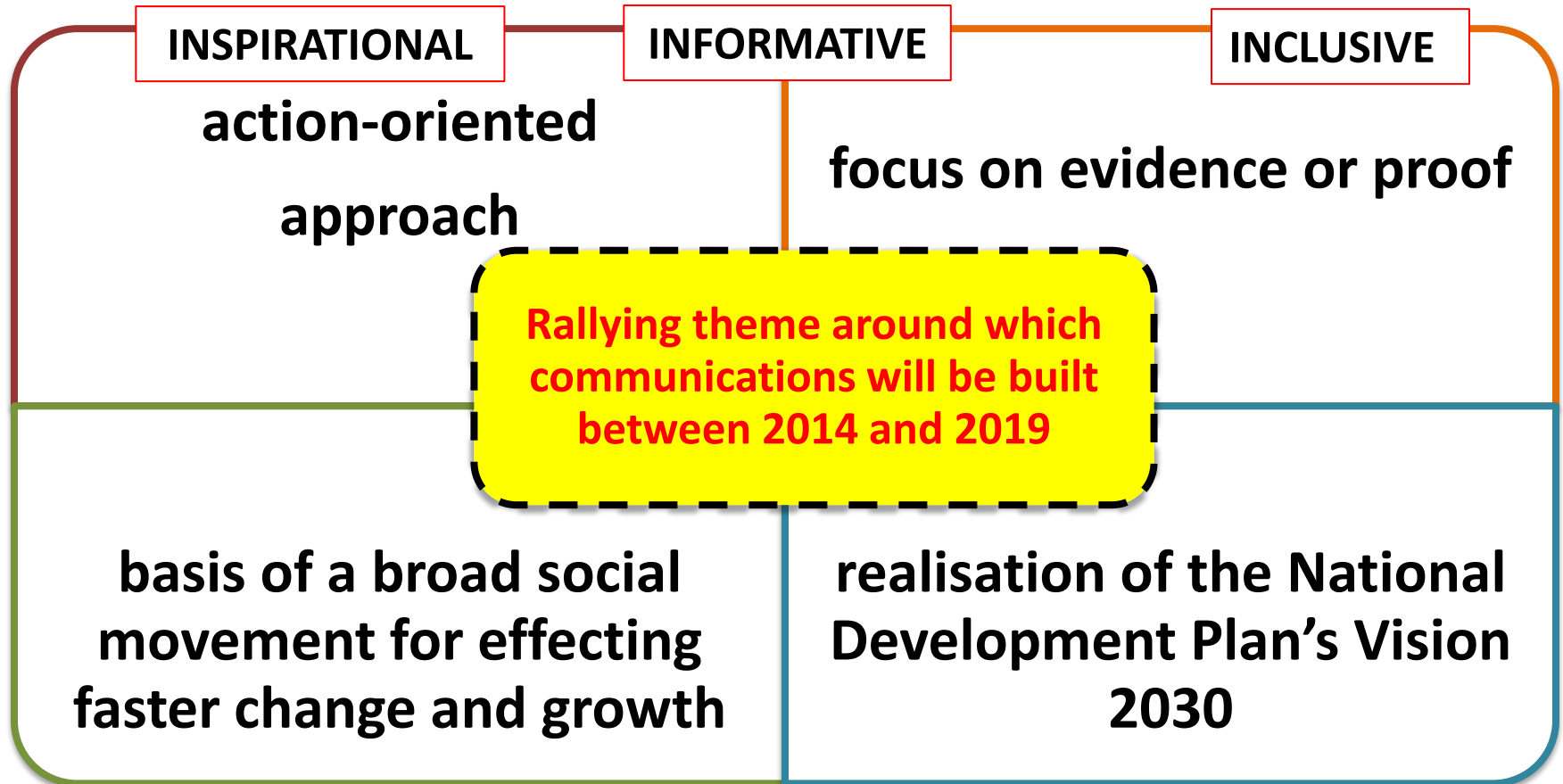
Economy and **youth
unemployment**

Second phase
of our transition
to a **national
democratic
society**

Partnership
essential to
achieve goals
of the NDP

A COMMUNICATIONS APPROACH FOR THE 2014-19 ADMINISTRATION

TOGETHER WE MOVE SOUTH AFRICA FORWARD



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Communication across the 3 spheres is uniform and effective

Build the capacity to respond but don't get derailed

WAR ROOM

Building partnerships with NGO and private sectors



the NDP will be known by all

Partnership between SABC, BrandSA and the GCIS

People will know how and where to access government

We must reach every citizen – with our own platforms

SAME PRIORITIES ... new theme

Employment



Health



Education



The fight against crime and
corruption



Rural development and
land reform, with the
addition of



Access to housing and basic
services



Building a developmental
and capable state



Social cohesion



A Better Africa and a Better
World



YOUTH EMPOWERMENT

Interest in public life and developments should be nurtured and protected

We cannot afford youth apathy

Engage effectively with young people and leverage their energy and hopefulness to build South Africa for the future



MOVING FORWARD IN THE COMMUNICATION SPACE

**Elevating
communication**

**Role of the
Communication
Department**

**Intensified
engagement with
communities**

**Strengthening
intra-govt
communication
coordination**

**Cluster/
departmental
focus**

**Expanding our
own platforms**

**Partnership with
the public
broadcaster**

**Communicating
our targets**

**Communicating
opportunity**

**Media
engagement**

**Building
partnerships**

**International
Communication**

**Communications
Capacity Building**



school of government

Department:
National School of Government
REPUBLIC OF SOUTH AFRICA



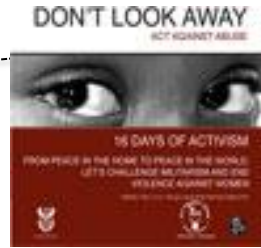
Progress on implementation of the Communication Plan

USE OF GOVT. PLATFORMS & COMMUNICATION SYSTEM

HOW



BROADCAST



CAMPAIGNS

WHAT

WHO



KEY
MESSAGES



COMMUNITY RADIO



SOCIAL MEDIA



IZIMBIZO

One-Stop Centre for
Services and Information



PUBLICATIONS



MEDIA BRIEFINGS



PARLIAMENTARY
CONSTITUENCY
OFFICES

1. Development of annual/monthly communication plan

GCIS will lead, in consultation with communication clusters, the development of an annual communication plan that will reflect & support:

The key priorities of government and campaigns.

- GCIS provided strategic leadership and communication support in the planning and implementation of major Government campaigns per Cluster.
- Support included conceptualisation of campaigns, development of communication strategies / plans, content development, information dissemination, stakeholder engagement, internal communication and coordination of Govt communication amongst others.
- Examples of key campaigns indicated below:

Examples of key campaigns led in conjunction with the respective clusters and lead departments

- Annual National Assessment
 - Post-school education and training opportunities
 - Matric exams and release of the matric results
 - Central Applications Clearing House
 - HIV and AIDs Programme / World AIDS Day
 - Project Mikhondzo / Social Development Month
 - Anti-Poverty and Food Security – World Day on the Eradication of Poverty; Rural Women's Day & World Food Day
 - 16 Days of Activism for No Violence Against Women and Children
 - Commemoration of the passing away of the former President, Nelson Mandela
- Nelson Mandela Sports and Culture Day & the Big Walk
 - Women's Month, Heritage Month, Reconciliation Day, etc.
 - Safer holidays
 - Disability Rights Awareness Month / Older Persons Week, etc.
 - Presidential Local Government Summit & Back to Basics
 - Release of the general report on audit results of national and provincial government – coordinated government communication
 - Initiation schools
 - Community Works Programme
 - Batho Pele Excellence Awards
 - Medium-term Strategic Framework
 - Anti-Corruption

2. International Communication Programme

In concert with The Presidency, DIRCO, the dti, BrandSA, South African Tourism & Proudly SA develop an international communication programme that will support SA's international relations programme in pursuit of international investment and tourism.

- An International Communication Strategy was developed in consultation with DIRCO, DTI, Tourism and BrandSA.
- The GCIS supported the Presidency and coordinated communication for the 24th African Union Summit in Addis Ababa, World Economic Forum in Davos, Nigeria Tragedy, China State visit and visit to North Sudan.
- The President conducts an interview with media after every international visit.

3. War Room

GCIS will host daily Rapid Response, with depts obliged to delegate senior communicators, in person or via teleconference.

- Dedicated capacity to monitor & respond to domestic & international breaking news & attacks on govt.'s reputation

- GCIS monitors the media and hosts the war room on a daily basis. Senior communicators also participate in these meetings.
- Media statements and letters to editors are issued on pertinent issues that require clarification or on aspects affecting the reputation of government.
- Media war rooms have been introduced through bi-weekly Rapid Response meetings in most provinces.
- GCIS is presently coordinating energy war room communications on the electricity supply challenge

4. Media Partnerships

Govt's Media Engagement programme must be broadened beyond event-based communication.

- Govt communicators must liaise more with editors/publishers about long-term info campaigns that reshape public discourse & build a deeper appreciation about changes under way / required

- Engagements held with community media at provincial level to harness relations.
- Extensive engagements led by both Minister and Deputy Minister were held with community media houses in provinces to address challenges facing the sector; to agree on interventions to empower the sector.
- Engagements been held with broadcasters on key campaigns. The exercise has helped in sharing content with broadcasters and coordinating media engagements for various government messengers on media platforms.
- Opinion pieces in national newspapers have increased in volume and frequency.



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- GCIS coordinated cluster media briefings to inform media, public & stakeholders of progress made in implementing Government's PoA covering the term of the current administration.
 - 9 October 2014: Social Protection, Community and Human Development Cluster media briefing
 - 28 September 2014: Governance & Administration Cluster media briefing
- Over and above the actual briefings, GCIS sourced and implemented a range of communication opportunities to further amplify the achievements and good news stories following the Cluster media briefings.

6. Presidential/Ministerial Live Chat/City Hall/Google Hangout

This proposal entails engagement by govt via social media specifically, as opposed to other media platforms.

Opportunity for the President to interact with citizens/ stakeholders nationally and internationally who are tech-savvy and prefer digital communications.

- The department continues to post government messages on the social media space. The department has already hosted live chat on Twitter with the Deputy Minister. A Mxit showcase workshop was also held to showcase the government application on Mxit platform.
- The President conducts interviews after international trip.
- The President also conduct interviews after the SoNA.

8. Up scaling Vuk'uzenzele newspaper

Ramp up circulation, readership of government newspaper, funded through government ad-spend. Double circulation in first year from 1,7 million a month to 10 million copies a month.

- The project was recently costed and presented to MANCO. The CFO was tasked to arrange a meeting with NT for the presentation of the revised business case.
- The proposal is that 2015/16 financial year the newspaper will be published fortnightly with a total of 1 million copies per edition. It will increase in the outer years.
- The business case is based on the intention of using the advertising revenue to fund the additional copies of the newspaper – revenue generated by selling government advertising space in the newspaper.

9. Government Publishing Hub

Establish a Government Publishing Hub to promote content-sharing across various platforms and leverage the writing, design and graphic capacity dispersed across government. Create web portal to facilitate content exchange.

- The department has so far extended its products on digital.
- 2 Mobile Applications have been launched – one for Vuk'uzenzele and one for Government information linked to the website.

12. Post-Cabinet briefing

This two-weekly event will be supplemented by preparatory or complementary briefings by departments/clusters.

Media around the country or the SADC region will be invited to participate in the briefing via Twitter or SMS, while following the live streaming of the briefing online

- The post-Cabinet briefings continue to give the public and stakeholders information on key decisions and discussions at Cabinet. The post-Cabinet statement is developed and supported by the Q&As as well as communication opportunities (interviews, community radio news, SA News Agency, Social Media, etc.) This includes verifying the paragraphs in the statement and confirming some of the issues raised by Ministers in Cabinet so that the statement is a true reflection of the discussions at Cabinet.

13. Post-MinMec or Post-PEC Briefing

Media briefings to be staged after MinMEC meetings or meetings of provincial executives, in order to provide Cabinet-style feedback on deliberations and decisions

- Provinces continue to issue statements after Cabinet and some provinces have already adopted the style of post Cabinet briefings. e.g. KZN, E Cape

14. Post-Mayoral Committee Briefings

Municipalities to be advised to hold media briefings, to update public on recent and forthcoming developments in local areas

- Not all municipalities have begun with the approach but the majority have taken advantage of the community radio opportunities presented by GCIS provincial offices.
- However, the recommendation to have such regular briefings has been incorporated in the Communication Approach which GCIS assisted COGTA in developing for the Back to Basics initiative spearheaded by the Presidential Local GovT Summit held on the 18th Sept 2014 in which GCIS also played a key role in supporting.
- A total of 51 community radio activities were coordinated for Municipal Managers and Mayors to talk to issues around service delivery, Audit outcomes, Back to school, Energy efficiency and attacks to Foreign Nationals.

15. Foreign Correspondents' Association of Southern Africa

Quarterly briefings to be held for international correspondents in South Africa, to highlight key developments in the country and highlight South Africa's role in the Continent and the international community at large.

- An FCA briefing was held in the first quarter as part of the 20 Years of Freedom to outline economic achievements since democracy.
- Another FCA engagement is planned for the third quarter with the Deputy President

Campaigns not implemented due to lack of funding



1. Presidential/Ministerial Community Radio Broadcast
2. Moving SA Forward (a dedicated community radio service)
3. TV current affairs series
4. Community radio expansion
5. WorkSA (venture between GCIS and the economic cluster
6. Billboard (to maximise messaging)



Thank You



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