

Vote 7

Government Communication and Information System

R thousand	2006/07 To be appropriated	2007/08	2008/09
MTEF allocations	288 037	319 456	345 893
<i>of which:</i>			
Current payments	192 937	210 159	221 396
Transfers and subsidies	93 083	107 087	122 180
Payments for capital assets	2 017	2 210	2 317
Statutory amounts	-	-	-
Executive authority	Minister in The Presidency		
Accounting officer	Chief Executive Officer Government Communication and Information System		

Aim

The aim of the Government Communication and Information System (GCIS) is to provide a comprehensive communication service on behalf of government to facilitate the involvement of the majority of South Africans in governance, reconstruction and development, nation building and reconciliation.

Programme purposes

Programme 1: Administration

The Administration programme provides overall management of the department.

Programme 2: Policy and Research

Conduct communication research to provide communication advice on governance, and monitor the development and implementation of government programmes from a communication perspective.

Programme 3: Government and Media Liaison

Co-ordinate effective, integrated and comprehensive communication and media liaison services across government.

Programme 4: Provincial and Local Liaison

Support development communication and extend government's information infrastructure through partnerships with provincial and local government. Facilitate the establishment of multipurpose community centres to make services and information more accessible to the public, particularly the disadvantaged.

Programme 5: Communication Service Agency

Provide core communication services to GCIS and other government departments, both in-house and through outsourcing.

Programme 6: International Marketing and Media Development

Market South Africa internationally and promote local media development and diversity.

Programme 7: Government Publication

Create a communications vehicle that provides citizens with information on economic and other opportunities and how these can be accessed.

Strategic overview and key policy developments for 2002/03 – 2008/09

GCIS is responsible for government's communication system, which ensures that the public is informed about what government does. GCIS also ensures that South Africa is marketed abroad through the International Marketing Council (IMC), and promotes the development of media diversity through support for the Media Development and Diversity Agency (MDDA).

Its strategic objectives include:

Professionalising government communicators

GCIS has continued to strengthen and professionalise government communicators through a joint initiative with Unilever, the Nelson Mandela-Rhodes Foundation, and the School of Public and Development Management at the University of the Witwatersrand.

Prioritising development communication and direct dialogue

In promoting direct dialogue, GCIS has co-ordinated the izimbizo programmes for the president and deputy president, as well as the national izimbizo focus weeks, which include political principals from all three spheres of government engaging directly with the public about government's programme of action.

More information has been disseminated through the increased number of government information centres and multipurpose community centres.

A new government magazine, *Vuk'uzenzele*, provides citizens with information on economic and other opportunities and how these can be accessed. Initially under the *Communication Service Agency* programme, a new programme, *Government Publication*, has been created, partly because the purpose and measurable objectives of the *Communication Service Agency* programme are not aligned with those of the magazine, and partly because it can be better managed in a separate programme. This also allows for establishing a trading account for the revenue generated through advertising, running a separate bank account and publishing a set of financial statements.

Democratising the communication environment

The Media Development and Diversity Agency provides support primarily to community media projects and small commercial media projects. It continues to expand its activities to meet its mandate, as defined by the MDDA Act (2002). In its first two years, it funded 74 media development projects.

Marketing South Africa locally and abroad

The International Marketing Council has developed a marketing brand with the pay-off line *Alive with Possibility*. Using Brand SA, it has marketed South Africa, locally and abroad, for tourism and investment and as a place to live.

Expenditure estimates

Table 7.1 Government Communication and Information System

Programme	Audited outcome			Adjusted appropriation	Revised estimate	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06		2006/07	2007/08	2008/09
R thousand								
1. Administration	41 258	44 839	48 396	65 936	65 936	66 197	71 253	75 054
2. Policy and Research	7 106	9 511	9 488	10 376	10 376	11 649	12 568	13 181
3. Government and Media Liaison	11 104	12 866	13 582	15 911	15 911	18 170	19 405	20 360
4. Provincial and Local Liaison	22 376	25 939	30 002	36 681	36 681	41 245	41 946	44 012
5. Communication Service Agency	23 689	23 148	36 909	30 103	30 103	36 026	39 349	41 116
6. International Marketing and Media Development	52 998	69 686	72 914	76 269	76 269	93 045	107 087	122 180
7. Government Publication	–	–	–	23 000	17 300	21 705	27 848	29 990
Total	158 531	185 989	211 291	258 276	252 576	288 037	319 456	345 893
Change to 2005 Budget estimate				9 146	3 446	36 984	57 775	70 604

Economic classification

Current payments	145 380	108 003	131 558	176 386	170 686	192 937	210 159	221 396
Compensation of employees	48 541	55 239	63 062	81 474	81 474	81 966	86 310	90 626
Goods and services	96 434	52 649	68 280	94 912	89 212	110 971	123 849	130 770
<i>of which:</i>								
Communication	3 237	3 616	5 536	7 824	7 824	14 597	11 876	11 646
Computer Services	2 202	2 754	3 978	6 221	6 221	6 782	7 444	7 801
Consultants, contractors and special services	6 179	7 497	7 945	18 512	12 812	20 942	23 159	24 838
Inventory	9 221	8 770	15 629	23 261	23 261	24 733	31 073	32 796
Maintenance repair and running cost	–	–	580	251	251	274	301	315
Operating leases	6 485	7 369	9 946	10 894	10 894	11 689	12 830	13 446
Travel and subsistence	4 855	5 879	8 069	8 766	8 766	11 685	12 826	13 442
Financial transactions in assets and liabilities	405	115	216	–	–	–	–	–
Transfers and subsidies	3 151	69 817	73 119	76 539	76 539	93 083	107 087	122 180
Provinces and municipalities	151	131	192	223	223	38	–	–
Departmental agencies and accounts	3 000	69 686	72 914	76 269	76 269	93 045	107 087	122 180
Households	–	–	13	47	47	–	–	–
Payments for capital assets	10 000	8 169	6 614	5 351	5 351	2 017	2 210	2 317
Machinery and equipment	10 000	8 169	6 262	4 473	4 473	2 017	2 210	2 317
Software and other intangible assets	–	–	352	878	878	–	–	–
Total	158 531	185 989	211 291	258 276	252 576	288 037	319 456	345 893

Expenditure trends

The substantial expenditure increase is at an average annual rate of 17,7 per cent from 2002/03 to 2005/06. Increases over the MTEF will average 10,2 per cent as the department reprioritises and redistributes the budget. The increase from R211,3 million to R258,3 million between 2004/05 and 2005/06 was mainly due to the production and distribution of the government magazine, Vuk'uzenzele, launched in September 2005 (R23 million).

The 2006 Budget adjustments to baseline of R27,2 million (2006/07), R47,2 million (2007/08) and R59,2 million (2008/09) over the medium term were made for: Vuk'uzenzele, the International Marketing Council, the Media Development and Diversity Agency, and multipurpose community centres, which were all identified as new priorities.

Departmental receipts

Departmental receipts are derived mainly from the sale of publications, photos and videos and interest on outstanding debt. Departmental receipts are likely to increase over the medium term due to advertising revenue from 'Vuk'uzenzele'.

Table 7.2 Departmental receipts

R thousand	Audited outcome			Adjusted appropriation	Medium-term receipts estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Departmental receipts	679	8 393	4 282	540	3 000	3 028	3 057
Sales of goods and services produced by department	277	273	251	210	2 670	2 681	2 692
Interest, dividends and rent on land	23	47	613	90	90	95	100
Sales of capital assets	-	1	-	-	-	-	-
Financial transactions in assets and liabilities	379	8 072	3 418	240	240	252	265
Total	679	8 393	4 282	540	3 000	3 028	3 057

Programme 1: Administration

The *Administration* programme conducts the overall management of the department and provides centralised support services. The project desk co-ordinates GCIS-driven projects and those done on behalf of other departments.

Expenditure estimates

Table 7.3 Administration

Subprogramme	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
R thousand							
Management	3 481	3 723	3 931	4 533	4 546	4 846	5 086
Corporate Services	31 292	33 747	36 016	52 257	51 867	55 832	58 564
Property Management	6 485	7 369	8 449	9 146	9 784	10 575	11 404
Total	41 258	44 839	48 396	65 936	66 197	71 253	75 054
Change to 2005 Budget estimate				10 514	6 045	6 772	7 220

Table 7.3 Administration (continued)

R thousand	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Economic classification							
Current payments	35 297	39 551	44 752	62 322	65 318	70 303	74 057
Compensation of employees	17 491	18 962	21 134	26 904	27 522	28 981	30 431
Goods and services	17 401	20 474	23 568	35 418	37 796	41 322	43 626
<i>of which:</i>							
<i>Communication</i>	452	565	555	1 238	1 349	1 481	1 552
<i>Computer Services</i>	2 195	2 745	3 837	6 017	6 559	7 199	7 545
<i>Consultants, contractors and special services</i>	2 020	2 527	2 256	5 508	6 004	6 544	6 858
<i>Inventory</i>	772	966	1 088	2 117	2 308	2 533	2 655
<i>Maintenance repair and running cost</i>	–	–	580	250	273	300	314
<i>Operating leases</i>	6 485	7 369	9 942	10 894	11 689	12 830	13 446
<i>Travel and subsistence</i>	1 145	1 432	1 443	3 138	3 420	3 754	3 934
Financial transactions in assets and liabilities	405	115	50	–	–	–	–
Transfers and subsidies	55	56	61	94	12	–	–
Provinces and municipalities	55	56	61	78	12	–	–
Households	–	–	–	16	–	–	–
Payments for capital assets	5 906	5 232	3 583	3 520	867	950	997
Machinery and equipment	5 906	5 232	3 231	2 642	867	950	997
Software and other intangible assets	–	–	352	878	–	–	–
Total	41 258	44 839	48 396	65 936	66 197	71 253	75 054

Expenditure trends

Expenditure grew at an average annual rate of 16,9 per cent between 2002/03 and 2005/06. The bulk of the increases are due to: more personnel; a new learnership programme, and additional allocations for E-gateway and the Promotion of Public Access to Information Act (2000). Expenditure is expected to slow down its rate of increase over the 2006 MTEF to an average of 4,4 per cent. The increase is mainly due to the additional allocations for E-Gateway and the Promotion of Public Access to Information Act (2000) and to the devolution of funds from the Department of Public Works.

From 1 April 2006, costs for leases and accommodation charges will be devolved from the Department of Public Works to individual departments. The Department of Government Communication and Information System received the following amounts: R9,8 million in 2006/07, R10,6 million in 2007/08 and R11,4 million in 2008/09. Expenditure has been adjusted for 2002/03 to 2005/06.

Programme 2: Policy and Research

The *Policy and Research* programme does research and provides information and advice on the public's government-related information needs and preferences, and advises other departments on procuring advertising services. It assesses how departmental communication strategies are aligned with the national strategy. It monitors the implementation and impact of government's communication policies and programmes, and it provides institutional support to the Media Development and Diversity Agency.

Apart from the *Management* subprogramme, there are two subprogrammes:

- *Policy* contributes to media, communication and information policy, and government policy in general.
- *Research* researches the information and communication needs of government and the public.

Expenditure estimates

Table 7.4 Policy and Research

Subprogramme	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
R thousand							
Management	1 226	757	848	921	955	1 017	1 067
Policy	2 075	3 216	2 811	3 939	3 689	3 950	4 144
Research	3 805	5 538	5 829	5 516	7 005	7 601	7 970
Total	7 106	9 511	9 488	10 376	11 649	12 568	13 181
Change to 2005 Budget estimate				12	595	961	970
Economic classification							
Current payments	6 860	9 250	9 448	10 362	11 647	12 568	13 181
Compensation of employees	3 131	3 997	4 056	4 485	4 813	5 068	5 321
Goods and services	3 729	5 253	5 392	5 877	6 834	7 500	7 860
<i>of which:</i>							
<i>Consultants, contractors and special services</i>	2 942	3 653	4 591	4 439	4 839	5 311	5 566
<i>Travel and subsistence</i>	–	–	208	238	259	284	298
Transfers and subsidies	9	14	13	14	2	–	–
Provinces and municipalities	9	14	13	14	2	–	–
Payments for capital assets	237	247	27	–	–	–	–
Machinery and equipment	237	247	27	–	–	–	–
Total	7 106	9 511	9 488	10 376	11 649	12 568	13 181

Expenditure trends

The Media Development and Diversity Agency's budget was shifted to the *International Marketing and Media Development* programme.

Expenditure over the MTEF is expected to grow at an average annual rate of 8,3 per cent. This is mainly due to qualitative and quantitative research to strengthen government communication, the mass campaign on economic opportunities, and the imbizo programme.

Service delivery objectives and indicators

Recent outputs

The media content analysis project has continued to give government departments and Cabinet insight into trends in the media coverage of government's programme of action. Plans are in place to extend this service to other interested departments. Among other achievements, 29 research reports were produced for other departments.

Selected medium-term output targets

Policy and Research

Measurable objective: Inform government communication strategy and programmes by analysing and producing research reports on the public's communication needs.

Subprogramme	Output	Measure/Indicator	Target
Policy	Policy development	Policy proposals adopted as percentage of those produced	90%
Research	Research on public's communication needs about government programmes as requested by departments	Length of time taken to produce a report	2 months after request received

Programme 3: Government and Media Liaison

The *Government and Media Liaison* programme promotes co-ordination and integration among government communicators through forums, and makes sure that departments develop their own communication strategies in line with the national communication strategy. It also makes sure that the domestic and foreign media are kept informed on government's programmes and that there is a comprehensive and coherent media and government liaison service for South Africa.

Apart from the *Management* subprogramme there are five subprogrammes.

- *National Liaison* promotes interdepartmental co-ordination on communication matters and assists, where possible, to improve the communication environment in government departments.
- *International and Media Liaison* co-ordinates an international marketing campaign for South Africa in collaboration with stakeholders, and develops and manages an international exchange programme.
- *News Services* provides government- and development-related stories to print and electronic media nationwide, daily.
- *Client Training Services* co-ordinates training for government communicators in all spheres of government.
- *Parliamentary Liaison* co-ordinates parliamentary media briefings.

Expenditure estimates

Table 7.5 Government and Media Liaison

Subprogramme	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
R thousand							
Management	2 905	3 117	2 581	3 778	3 763	4 012	4 210
National Liaison	2 324	2 564	3 281	3 423	3 889	4 157	4 361
International and Media Liaison	3 283	4 347	2 944	3 660	4 102	4 392	4 608
News Services	1 995	2 838	3 018	2 976	3 894	4 150	4 355
Client Training Services	597	–	–	–	–	–	–
Parliamentary Liaison	–	–	1 758	2 074	2 522	2 694	2 826
Total	11 104	12 866	13 582	15 911	18 170	19 405	20 360
Change to 2005 Budget estimate				(898)	(532)	(420)	(496)

Table 7.5 Government and Media Liaison (continued)

R thousand	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Economic classification							
Current payments	10 463	12 268	13 169	15 752	17 835	19 043	19 981
Compensation of employees	7 743	8 760	9 408	10 546	11 970	12 604	13 234
Goods and services	2 720	3 508	3 734	5 206	5 865	6 439	6 747
<i>of which:</i>							
<i>Communication</i>	448	615	620	734	800	878	920
<i>Consultants, contractors and special services</i>	451	619	609	984	1 073	1 178	1 234
<i>Inventory</i>	293	402	392	478	521	572	599
<i>Travel and subsistence</i>	750	1 030	1 174	1 644	1 792	1 967	2 061
Financial transactions in assets and liabilities	–	–	27	–	–	–	–
Transfers and subsidies	23	26	29	32	5	–	–
Provinces and municipalities	23	26	29	32	5	–	–
Payments for capital assets	618	572	384	127	330	362	379
Machinery and equipment	618	572	384	127	330	362	379
Total	11 104	12 866	13 582	15 911	18 170	19 405	20 360

Expenditure trends

Expenditure increases at an average annual rate of 12,7 per cent between 2002/03 and 2005/06, and at 8,6 per cent between 2005/06 and 2008/09. The increase over the MTEF is mainly due to inflation-related adjustments and salary increases. Major cost drivers are: the South African Press Association news service, izimbizo, media briefing weeks, the BuaNews service, and the journal for government communicators. Expenditure on the *Client Training Services* subprogramme stopped in 2002/03 due to structural changes to the programme and the same applies to the *Parliamentary Liaison* subprogramme, which became a subprogramme in 2004/05.

Service delivery objectives and indicators

Recent outputs

In the last three years, there were road shows to promote BuaNews and assess its impact. Three issues of Bua magazine were produced during the year with 5 000 copies per issue, against the target of four issues.

Government communicators' co-ordination forums, cluster media briefings, media briefings, and parliamentary briefings were all close to their targets for the number of meetings held.

The target of 13 000 visits to the website could not be assessed, because there are no measuring systems in place.

The planned handbooks for communicators were not produced; instead research on the effectiveness of Bua magazine was done.

Selected medium-term output targets

Government and Media Liaison

Measurable objective: Effective communication of government's message through integrated communication strategies and improved liaison with national and foreign media, and better co-ordination of communication activities across government.

Subprogramme	Output	Measure/Indicator	Target
National Liaison	Management of communicators' co-ordinating structures	Communicators' forums meet regularly	3 government communicators' forums meetings a year Pre-Cabinet meeting whenever the Cabinet meets 3 ministerial liaison officer forum meetings a year Monthly meetings of communication clusters
	Strategic communication to government communicators	Number of issues of Bua magazine published on the website a year	6 issues a year
International and Media Liaison	Better relations with the media Better reporting on the implementation of government's programme of action	Frequency of cluster media briefings	Bimonthly briefings
		Number of media briefings by the president Number of media networking events	At least 2 briefings 4 events
		Frequency of articles on the programme of action published by the media	Quarterly
News Services	Government and development-related news	Number of news and feature articles produced and distributed per day to all domestic and foreign media	3 news and feature articles per day
Parliamentary Liaison	Communication and media liaison support to government departments in Parliament	Frequency of state of the nation address and media briefing week	Once a year at the opening of Parliament
		Frequency of cluster media briefings	Bimonthly briefings

Programme 4: Provincial and Local Liaison

The *Provincial and Local Liaison* programme supports the provision of development communication and information to the public through provincial and local liaison, and the extension and consolidation of government's communication system. It facilitates the establishment of multipurpose community centres to make services and information more accessible to the public, particularly the disadvantaged.

Apart from the *Management* subprogramme, there are four subprogrammes:

- *Institutional Development* develops and maintains GCIS regional offices and co-ordinates government's multipurpose community centres programme.
- *Local Liaison and Information Management* promotes development communication and local content, and supports local communication and information systems.
- *Provincial and Local Liaison Administration* develops the capacity of government communicators to implement communication principles and provides administrative services to the directorate.
- *Regional Office Liaison* is responsible for government information centres and communication partnerships in municipality districts.

Expenditure estimates

Table 7.6 Provincial and Local Liaison

Subprogramme	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
R thousand							
Management	3 740	4 378	4 537	1 203	1 035	1 104	1 158
Institutional Development	–	–	–	1 655	3 753	1 867	1 959
Local Liaison and Information Management	–	–	–	1 713	1 805	1 924	2 019
Provincial and Local Liaison Administration	–	–	–	1 323	1 521	1 625	1 705
Regional Office Liaison	18 636	21 561	25 465	30 787	33 131	35 426	37 171
Total	22 376	25 939	30 002	36 681	41 245	41 946	44 012
Change to 2005 Budget estimate				–	1 203	(2 588)	(2 838)
Economic classification							
Current payments	20 936	25 457	29 380	36 259	41 123	41 829	43 889
Compensation of employees	14 377	16 976	20 773	25 544	24 971	26 295	27 609
Goods and services	6 559	8 481	8 516	10 715	16 152	15 534	16 280
<i>of which:</i>							
<i>Communication</i>	983	1 228	1 619	2 182	2 378	2 610	2 735
<i>Consultants, contractors and special services</i>	39	49	23	88	96	105	110
<i>Inventory</i>	342	428	511	761	829	910	953
<i>Travel and subsistence</i>	2 172	2 714	4 095	2 867	5 254	5 767	6 044
Financial transactions in assets and liabilities	–	–	91	–	–	–	–
Transfers and subsidies	46	32	77	103	14	–	–
Provinces and municipalities	46	32	64	72	14	–	–
Households	–	–	13	31	–	–	–
Payments for capital assets	1 394	450	545	319	108	117	123
Machinery and equipment	1 394	450	545	319	108	117	123
Total	22 376	25 939	30 002	36 681	41 245	41 946	44 012

Expenditure trends

Expenditure increased at an average annual rate of 17,9 per cent between 2002/03 and 2005/06, and at 6,3 per cent between 2005/06 and 2008/09. The increase is mainly due to higher operational costs linked to the appointment of additional communication officers in the regional offices, and the additional allocation for establishing more multipurpose community centres.

Service delivery objectives and indicators

Recent outputs

Multipurpose community centres

By the end of November 2005, 77 multipurpose community centres (MPCC) were operational, against the target of 100 MPCCs by 2007. Research on the impact and operations of the centres was conducted in 28 MPCCs.

In 2005/06, 80 information points of presence were established in local municipalities and other strategic positions, in addition to the 160 already established. However, there is still much work to be done to reach the target of 5 000 information points by 2007.

There are 105 government information centres established countrywide in MPCCs, metros and local municipalities, against the target of establishing 120 centres by 2007.

Selected medium-term output targets

Provincial and Local Liaison

Measurable objective: Development networks to establish one-stop government information centres in rural district and local municipalities.

Subprogramme	Output	Measure/Indicator	Target
Institutional Development	Multipurpose community centres	Number of centres established	27 centres
	Research into community based information needs	Number of community-based visits	At least 3 visits per month
Local Liaison and Information Management	Networks for the distribution of communication material in rural areas	Number of focus groups and coverage in rural areas	40 focus groups by end March 2007
Provincial and Local Liaison Administration	Monitoring and evaluation of multi-purpose community centres	Frequency of monitoring and evaluation reports	Monthly reports
Regional Office Liaison	Government information centres	Number of information centres established	1 in every MPCC
	Development communication partnerships	Number of district forums held	Quarterly cluster forums and government communicators' forums

Programme 5: Communication Service Agency

The *Communication Service Agency* programme produces and disseminates communication products.

Apart from the *Management* subprogramme, there are three subprogrammes:

- *Marketing* manages government's corporate identity; develops strategies for marketing, events management, public relations and advertising; and buys space in the media.
- *Product Development* develops broadcast strategies for inclusion in campaign and project communication plans, produces videos and radio programmes, does graphic design and layout and exhibition design, and provides photographic services for national and provincial departments.
- *Content Development* identifies government's communication needs, identifies the public's information needs, and develops a content strategy for individual and transversal campaigns, as well as providing editorial services and producing the SA Yearbook.

Expenditure estimates

Table 7.7 Communication Service Agency

Subprogramme	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
R thousand							
Management	1 262	1 501	1 716	1 911	1 856	1 969	2 067
Marketing	12 360	7 356	20 876	13 395	15 110	16 728	17 393
Product Development	7 908	12 006	11 694	11 405	13 268	14 364	15 063
Content Development	2 159	2 285	2 623	3 392	5 792	6 288	6 593
Total	23 689	23 148	36 909	30 103	36 026	39 349	41 116
Change to 2005 Budget estimate				(23 482)	(4 232)	3 002	2 879

Table 7.7 Communication Service Agency (continued)

R thousand	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Economic classification							
Current payments	21 833	21 477	34 809	28 860	35 309	38 568	40 298
Compensation of employees	5 799	6 544	7 691	11 495	9 985	10 514	11 041
Goods and services	16 034	14 933	27 070	17 365	25 324	28 054	29 257
<i>of which:</i>							
<i>Communication</i>	<i>1 354</i>	<i>1 208</i>	<i>2 681</i>	<i>3 587</i>	<i>9 980</i>	<i>6 808</i>	<i>6 335</i>
<i>Inventory</i>	<i>7 814</i>	<i>6 974</i>	<i>13 556</i>	<i>6 495</i>	<i>9 989</i>	<i>10 964</i>	<i>11 490</i>
<i>Travel and subsistence</i>	<i>788</i>	<i>703</i>	<i>1 149</i>	<i>879</i>	<i>960</i>	<i>1 054</i>	<i>1 105</i>
Transfers and subsidies	18	3	25	27	5	–	–
Provinces and municipalities	18	3	25	27	5	–	–
Payments for capital assets	1 838	1 668	2 075	1 216	712	781	818
Machinery and equipment	1 838	1 668	2 075	1 216	712	781	818
Total	23 689	23 148	36 909	30 103	36 026	39 349	41 116

Expenditure trends

Expenditure increased at an average annual rate of 8,3 per cent from 2002/03 to 2005/06, mainly due to: the Ten Years of Freedom celebrations, the presidential inauguration, the state of the nation address, and the 16 Days of Activism Against Gender Violence campaign. The sharp decrease in expenditure on the *Marketing* subprogramme in 2005/06 was due to the shifting of responsibility for the new government magazine Vuk'uzenzele from this programme to the *Government Publication* programme.

Service delivery objectives and indicators

Recent outputs

In line with its targets, the Communication Service Agency (CSA) contributed to various government campaigns through radio, video and print during 2005.

Fewer print and radio advertisements were placed than targeted, and fewer designs and exhibitions were produced, but significantly more briefs were received and campaigns implemented, and more video programmes were produced. The CSA's coverage of presidential and deputy presidential imbizos was above target.

Two issues of the magazine Vuk'uzenzele were published in October and December 2005, meeting the target of 1 million copies every two months.

Selected medium-term output targets

Communication Service Agency

Measurable objective: Produce and distribute information through appropriate platforms and mechanisms to reach all the intended public.

Subprogramme	Output	Measure/Indicator	Target
Marketing	Briefs for advertising agencies and media placement agencies	Number of briefs	11 briefs for outsourcing 60 media briefs
	Equitable advertising reports	Number of advertising spend reports per year	4 per year
	Research on the advertising transformation index	Number of research reports benchmarked against the previous year's report	1 report per year

Subprogramme	Output	Measure/Indicator	Target
Product Development	Comprehensive products in support of key government information campaigns	Number and type of products	At least 25 radio advertisements; 8 other advertisements; 66 events covered by video; 15 events covered by photographs, including 8 izimbizo; 130 designs and 16 exhibitions
Content Development	SA Yearbook Coherent integration of content and creative representation in communication campaigns	Number of SA Yearbooks produced on time to specification Content strategy finalised Information to popularise the state of the nation address and government's programme of action published	45 000 soft cover books of 23 chapters by March 2007 June 2006 1 tabloid story for the state of the nation address and 1 photo story for the programme of action by March 2007

Programme 6: International Marketing and Media Development

The *International Marketing and Media Development* programme markets South Africa to the international community and promotes development and diversity in the South African media. It makes transfer payments to the two public entities under the control of the GCIS, the International Marketing Council and the Media Development and Diversity Agency.

Expenditure estimates

Table 7.8 International Marketing and Media Development

Subprogramme	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05		2005/06	2006/07	2007/08
R thousand							
International Marketing Council	49 998	62 686	65 914	69 269	83 425	97 096	111 722
Media Development and Diversity Agency	3 000	7 000	7 000	7 000	9 620	9 991	10 458
Total	52 998	69 686	72 914	76 269	93 045	107 087	122 180
Change to 2005 Budget estimate				–	12 200	22 200	32 878

Economic classification

Current payments	49 991	–	–	–	–	–	–
Goods and services	49 991	–	–	–	–	–	–
Other	49 991	–	–	–	–	–	–
Transfers and subsidies	3 000	69 686	72 914	76 269	93 045	107 087	122 180
Departmental agencies and accounts	3 000	69 686	72 914	76 269	93 045	107 087	122 180
Payments for capital assets	7	–	–	–	–	–	–
Machinery and equipment	7	–	–	–	–	–	–
Total	52 998	69 686	72 914	76 269	93 045	107 087	122 180

Details of major transfers and subsidies:

Departmental agencies and accounts							
Public entities							
Current	3 000	69 686	72 914	76 269	93 045	107 087	122 180
International Marketing Council	–	62 686	65 914	69 269	83 425	97 096	111 722
Media Development and Diversity Agency	3 000	7 000	7 000	7 000	9 620	9 991	10 458

Expenditure trends

The programme's budget increased by 25,4 per cent from 2002/03 to 2003/04 when the International Marketing Council was established. In 2004/05, the Media Development and

Diversity Agency was moved from the *Policy and Research* programme to this programme. The budget increased at an average annual rate of 12,9 per cent between 2002/03 and 2005/06 and by 17 per cent between 2005/06 and 2008/09. Due to high international marketing costs, the budget of the International Marketing Council has increased by R10 million (2006/07), R20 million (2007/08) and R30 million (2008/09) over the MTEF. To expand the functions of the MDDA, it was allocated an additional R2,2 million per year over the MTEF.

Service delivery objectives and indicators

Recent outputs

International Marketing Council

In the process of building awareness of Brand South Africa in other countries:

- The booklet South African Story has been translated into six foreign languages and distributed to embassies around the world.
- 10 more taxis in London have been used to advertise South Africa as a place to do business with and to visit, bringing the total to 20.
- The web portal has reached the 1,6-million mark in terms of page views.
- A trade and investment mission, comprising top South African business personalities and small, medium and micro enterprise business owners, led by the IMC chair, visited Europe to foster business relationships with their European counterparts.

Media Development and Diversity Agency

Some R13,3 million was received from broadcasting clients between April 2004 and June 2005. Highlights include:

- Two tenders have been awarded for a project tracking system and research into disadvantaged audiences with Stellenbosch University.
- The MDDA has approved support to over 80 projects.
- Approval was granted for feasibility studies into community television.
- Six print managers from publications supported by the MDDA received bursaries to attend the University of Rhodes' Sol Plaatje course.
- Innovation leaders were appointed to facilitate resource mobilisation workshops in all nine provinces.

Selected medium-term output targets

International Marketing and Media Development

Measurable objective: Improved international perceptions of South Africa as a result of establishing and marketing Brand South Africa internationally. Media development and diversity through channelling resources and support to the small media sector.

Subprogramme	Output	Measure/Indicator	Target
International Marketing Council	Integration of brand message into stakeholder communication	Frequency of reports to relevant parties and government communicators	Daily reports
		Frequency of economic and tourism reports	Monthly reports
Media Development and Diversity Agency	Research relating to media development and diversity	Number of research projects on media development and diversity	2 research projects

Programme 7: Government Publication

Through its one subprogramme, the *Government Publication* programme produces and distributes Vuk'uzenzele magazine, which provides citizens with information on economic and other opportunities and how these can be accessed.

Expenditure estimates

Table 7.9 Government Publication

Subprogramme	Audited outcome			Adjusted appropriation	Medium-term expenditure estimate		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
R thousand							
Vuk'uzenzele magazine	-	-	-	23 000	21 705	27 848	29 990
Total	-	-	-	23 000	21 705	27 848	29 990
Change to 2005 Budget estimate				23 000	21 705	27 848	29 990
Economic classification							
Current payments	-	-	-	22 831	21 705	27 848	29 990
Compensation of employees	-	-	-	2 500	2 705	2 848	2 990
Goods and services	-	-	-	20 331	19 000	25 000	27 000
Consultants, contractors and special services	-	-	-	7 000	8 000	9 000	10 000
Inventory	-	-	-	13 331	11 000	16 000	17 000
Payments for capital assets	-	-	-	169	-	-	-
Machinery and equipment	-	-	-	169	-	-	-
Total	-	-	-	23 000	21 705	27 848	29 990

Expenditure trends

This new programme will be effective in 2006/07 (funds for 2005/06 shifted from programme 5), and the budget allocation for the MTEF is R21,7 million for 2006/07, R27,8 million for 2007/08 and R30 million for 2008/09, increasing at a average rate of 9,2 per cent.

Service-delivery objectives and indicators

Selected medium-term output targets

Government Publication

Measurable objective: Produce and disseminate a magazine that improves government's unmediated and direct communication.

Subprogramme	Output	Measure/Indicator	Target
Vuk'uzenzele magazine	Magazine	Regular publication of target number of magazine	1 million copies every 2 months

Public entities reporting to the Minister

International Marketing Council

The International Marketing Council is mandated to position South Africa by 2010 as one of the highly considered, non-traditional markets in terms of world trade, investment and tourism. The IMC develops and implements a proactive and co-ordinated international marketing and communication strategy for South Africa by building and developing a South Africa brand internationally; its main objective is marketing South Africa through the Brand South Africa campaign.

During 2005/06, the IMC budget of R70,5 million came under some pressure, resulting in a small deficit. Over the 2006 MTEF, transfers from government grow from R69,3 million (2005/06) to R111,7 million in 2008/09. In spite of this significant growth in revenue, the IMC budget remains barely in balance over the medium term due to the high cost of procuring goods and services in their international advertising campaign. In 2006/07, these costs take up 86,2 per cent of the total budget. The other big cost driver is compensation of employees, which takes up about 14 per cent of the budget.

Going forward, the IMC will continue with its multi-pronged strategy to establish Brand South Africa both internationally and locally, enlisting the co-operation of government departments, public entities, the private sector and non-governmental organisations.

Table 7.10 Financial summary for the International Marketing Council (IMC)

	Outcome			Estimated outcome	Medium-term estimate		
	Audited	Audited	Audited		2006/07	2007/08	2008/09
R thousand	2002/03	2003/04	2004/05	2005/06			
INCOME STATEMENT SUMMARY							
Revenue							
Non-tax revenue	–	1 869	1 029	1 200	1 300	1 350	1 355
Transfers received	–	62 689	66 788	69 296	83 425	97 096	111 722
Total revenue	–	64 558	67 817	70 496	84 725	98 446	113 077
Expenses							
Current expense	–	63 789	67 748	71 148	84 871	98 306	113 231
Compensation of employees	–	8 076	9 378	10 404	11 456	12 588	13 833
Goods and services	–	55 591	58 187	60 543	73 193	85 474	99 130
Depreciation	–	122	183	201	221	244	268
Total expenses	–	63 789	67 748	71 148	84 871	98 306	113 231
Surplus / (Deficit)	–	769	69	(652)	(146)	140	(154)
BALANCE SHEET SUMMARY							
Carrying value of assets	–	414	829	1 138	1 361	1 581	1 831
Receivables and prepayments	–	126	756	556	506	466	406
Cash and cash equivalents	–	6 732	1 143	66	100	50	6
Total assets	–	7 272	2 728	1 760	1 967	2 097	2 243
Capital and reserves	–	769	838	186	40	180	26
Trade and other payables	–	6 339	1 682	1 346	1 676	1 640	1 913
Provisions	–	164	208	229	252	277	305
Total equity and liabilities	–	7 272	2 728	1 760	1 967	2 097	2 243

Data provided by the International Marketing Council.

Media Development and Diversity Agency

The Media Development and Diversity Agency was set up by the Media Development and Diversity Agency Act (2002) to enable 'historically disadvantaged communities and persons not adequately served by the media' to gain access to the media. Its main beneficiaries are community media and small commercial media.

The MDDA's objective is to promote development and diversity in the South African media throughout South Africa, consistent with the right to freedom of expression, in particular freedom of the press and other media, and freedom to receive and impart information or ideas. The MDDA will thus encourage ownership and control of, and access to, the media by historically disadvantaged communities and historically diminished indigenous language and cultural groups. It will also encourage the channelling of resources to community and small commercial media, and

human resources development and capacity building in the media industry, especially among historically disadvantaged groups.

Annexure

Vote 7: Government and Communication and Information System

Table 7.A: Summary of expenditure trends and estimates per programme and economic classification

Table 7.B: Summary of personnel numbers and compensation of employees

Table 7.C: Summary of expenditure on training

Table 7.A Summary of expenditure trends and estimates per programme and economic classification

Programme	Appropriation		Audited outcome	Appropriation			Revised estimate
	Main	Adjusted		Main	Additional	Adjusted	
R thousand	2004/05		2004/05	2005/06			2005/06
1. Administration	39 803	49 317	48 396	55 422	10 514	65 936	65 936
2. Policy and Research	9 658	9 536	9 488	10 364	12	10 376	10 376
3. Government and Media Liaison	15 597	14 795	13 582	16 809	(898)	15 911	15 911
4. Provincial and Local Liaison	30 716	29 832	30 002	36 681	–	36 681	36 681
5. Communication Service Agency	34 461	35 204	36 909	30 585	(482)	30 103	30 103
6. International Marketing and Media Development	72 914	72 914	72 914	76 269	–	76 269	76 269
7. Government Publication	–	–	–	23 000	–	23 000	17 300
Total	203 149	211 598	211 291	249 130	9 146	258 276	252 576

Economic classification

	2004/05	2004/05	2004/05	2005/06	2005/06	2005/06	2005/06
Current payments	126 198	134 124	131 558	170 351	6 204	176 555	170 855
Compensation of employees	62 550	64 404	63 062	74 335	4 639	78 974	78 974
Goods and services	63 648	69 720	68 280	96 016	1 565	97 581	91 881
Financial transactions in assets and liabilities	–	–	216	–	–	–	–
Transfers and subsidies	73 071	73 124	73 119	76 469	70	76 539	76 539
Provinces and municipalities	157	210	192	200	23	223	223
Departmental agencies and accounts	72 914	72 914	72 914	76 269	–	76 269	76 269
Households	–	–	13	–	47	47	47
Payments for capital assets	3 880	4 350	6 614	2 310	2 872	5 182	5 182
Machinery and equipment	3 880	4 350	6 262	2 310	1 994	4 304	4 304
Software and intangible assets	–	–	352	–	878	878	878
Total	203 149	211 598	211 291	249 130	9 146	258 276	252 576

Table 7.B Summary of personnel numbers and compensation of employees

	Audited outcome			Adjusted appropriation	Medium-term expenditure estimates		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
A. Permanent and full-time contract employees							
Compensation (R thousand)	48 379	55 107	62 762	78 674	81 516	85 860	90 176
Unit cost (R thousand)	134	127	145	171	173	182	191
Compensation as % of total	99.7%	99.8%	99.5%	99.6%	99.5%	99.5%	99.5%
Personnel numbers (head count)	362	434	432	459	471	471	471
C. Interns							
Compensation of interns (R thousand)	162	132	300	300	450	450	450
Unit cost (R thousand)	6	6	12	12	18	18	18
Number of interns	27	22	25	25	25	25	25
Total for department							
Compensation (R thousand)	48 541	55 239	63 062	78 974	81 966	86 310	90 626
Unit cost (R thousand)	125	121	138	163	165	174	183
Personnel numbers (head count)	389	456	457	484	496	496	496
D. Learnerships							
Payments for learnerships (R thousand) (G&S)	–	–	–	243	265	291	305
Number of learnerships (head count)	–	–	–	10	10	10	10

Table 7.C Summary of expenditure on training

	Audited outcome			Adjusted appropriation	Medium-term expenditure estimates		
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Training and staff development							
Expenditure (R thousand)	1 059	2 466	2 872	1 912	2 084	2 288	2 397
Number of employees trained (head count)	138	116	304	227	248	272	285
Bursaries (employees)							
Expenditure (R thousand)	403	503	600	700	550	604	633
Number of employees (head count)	76	38	62	58	58	63	66
Total	1 462	2 969	3 472	2 612	2 634	2 892	3 030
Number of employees	214	154	366	285	306	335	351